

World Children's Day Listen to the Future

Activation Toolkit for Partner Organizations

World Children's Day (WCD), celebrated on November 20th, is UNICEF's Global Day of Action to honor children's rights and amplify their voices. This year's theme, "A Better Tomorrow Today," calls on all of us to actively address pressing issues that affect children, from climate change to technological advancements - all guided by children's ideas, hopes and perspectives.

This toolkit provides resources and ideas to create maximum impact on the day, including activity suggestions, social media assets, and ways to engage children meaningfully. Let's work together to inspire, take action, and show our commitment to building a better tomorrow, starting today.

Join us in celebrating progress and reaffirming the importance of your work for children.

Why Should You Celebrate World Children's Day

Celebrating World Children's Day offers partner organizations a powerful opportunity to advocate for children's rights and position themselves as champions for future generations. Today's unprecedented challenges—like climate change, technological disruption, and aging societies—demand greater solidarity across all sections of society. World Children's Day allows us to unite in support of children and our shared future.

By addressing these critical issues from a child's perspective, we create a world that aligns with young people's aspirations. Together, we can build "A Better Tomorrow Today," fostering policies and programs that meet children's needs now while shaping a more inclusive and sustainable future for all.

Activations for Partners on World Children's Day

Partners have an invaluable role in amplifying children's voices and supporting their rights on World Children's Day. Here are a few impactful ways to celebrate this Global Day of Action:

1. Young People's Takeover: Invite young people to participate in a "takeover", giving them a platform to share ideas, implement small projects, and engage with real-world decision-making. They could take charge of your social media channels for the day, chair your team meetings, bringing fresh perspectives to your communications, or shadow you in various activities to be take part of leadership in action. Takeover experiences allow youth opportunities to share their opinion on important issues, observe and practice their leadership skills while giving partners insight into young people's perspectives. Toolkits and guidance are available below, including examples from Bangkok and Yala Takeover in 2023, where youth joined local leaders in successful takeover initiatives.

Takeover toolkits are available [here](#). For further assistance, please reach out to Nipattra Wilkes nwilkes@unicef.org.

2. Turn it BLUE: On 20 November, schools and landmark buildings around the world light up in blue to show support for children's rights. Iconic sites such as the Eiffel Tower in France, Chichen Itza in Mexico, and hundreds of historic buildings in India have joined this global movement in past years.

Be part of the international "Turn the World Blue" initiative by lighting up your office, embassy, or a local landmark in blue on November 20. This powerful, worldwide display brings communities together in support of children's rights and a brighter future. This year, UNICEF Thailand will illuminate Wat Arun, and we invite partners to join us in sharing photos and messages on social media to amplify the message.

3. Get involved in the "A Better Tomorrow Today" Campaign! Engage with a range of interactive assets, from profile picture overlays featuring a blue Wat Arun to key facts, call-to-action messages, video posts, and more. Share content from UNICEF Thailand's campaign to advocate for a safer, healthier, and brighter future for children. These materials, centered around the "A Better Tomorrow Today" theme, will be available [here](#). Partners can use and customize the assets with their logos to show support for children's well-being and rights. For help with customization, please contact Nipattra Wilkes at nwilkes@unicef.org.



Young People's Takeovers with Partners

Join UNICEF Thailand in celebrating World Children's Day through "Young People's Takeovers"—a unique opportunity to let young people lead, learn, and inspire!

This initiative invites partners to open their doors to children and youth, giving them a day to explore real-world leadership, develop valuable skills, and envision their roles in society. Together, let's give young people "a day to lead" and showcase the positive impact they can create!

The Young People's Takeover empowers youth to step into leadership roles, share their perspectives on issues like climate change, education, and equality, and gain insights into professional fields. This activity encourages young people to experience meaningful engagement, propose solutions, and make an impact in their communities.

How Young People Can Lead with You:

1. **Public Leadership:** Partners can invite youth to participate in forums or organizational meetings to witness decision-making processes firsthand, providing them with a chance to share their insights.
2. **Workplace Leadership:** Open your workplace to youth for the day, allowing them to observe operations, understand different roles, and gain hands-on experience through an engaging day.
3. **Focus on Key Issues:** Organize activities that address critical topics like climate change, education, or gender equality.
4. **Inclusive Participation:** Ensure youth from vulnerable or marginalized groups are involved, such as children from ethnic minorities or children with disabilities, giving all children a voice in decision-making and fostering inclusivity.

Steps to organize Young People's Take Over:

- **Step 1 Define Activities and Objectives:** Outline key activities and goals for the takeover day.
- **Step 2 Identify Requirements:** Note any skills or qualifications youth participants may need.
- **Step 3 Recruit Youth Participants:** Select youth from your community and obtain necessary consents.
- **Step 4 Preparation:** Brief youth participants, answering questions and addressing their input.
- **Step 5 Logistics:** Plan for timing, meals, and safety.
- **Step 6 Social Media Coverage:** Collaborate with UNICEF to document the experience, amplifying the event's impact.

2023 Samples:

- [Young People's Takeover: The Governor of Bangkok and the Deputy Governor](#)
- [Young People's Takeover: The Governor of Pattani](#)
- [Young People's Takeover: The Mayor of Yala](#)

Make World Children's Day memorable by inviting youth to lead, share, and contribute to building "A Better Tomorrow Today"!

