

# La Silla Roja

## Advocate Package





# What can you find in this packet?

- Introduction to La Silla Roja
- Overall Details of the Campaign
- Your general role as a LSR Advocate
- Your role in each phase of the LSR challenge

# La Silla Roja Campaign

Introduction





# La Silla Roja Campaign

## What is it?

- A Global Citizenship Education campaign that works to defend the **right to education for the over 260 million children and youth** worldwide who are still out of school.
- The Red Chair represents the right to quality and inclusive education and **calls attention to the impact a lack of access to education has on personal and communal development.**
- This initiative was first launched in 2012 by our partner **Entreculturas – Fe y Alegría Spain** and has since been implemented by Fe y Alegría in several countries throughout Latin America, Europe and Africa.



# La Silla Roja Campaign

## In the context of COVID-19

- In more than **190** countries nearly **1.6 billion** students' education has been affected by COVID-19.
- As we rely more on technology to continue learning, more than **50%** of the global population does not have a computer at home and **43%** lacks access to internet.
- We are not only living through a health crisis, but an **education crisis**.



# La Silla Roja Campaign

## Objectives

- **Generate consciousness and awareness** among high school students on the state of education in the context of the pandemic and the importance of protecting access to quality education to live sustainable lives, on a global and local level.
- **Encourage participation** so that the message of the realities of the state of education and its importance for sustainable lives is magnified.
- **Promote action** in our surroundings, especially in our schools, pushing for action towards guaranteeing the protection of the right to quality education for kids despite their circumstances and differences.



# La Silla Roja Campaign

## Protecting Education for Sustainable Lives

In 2020, **La Silla Roja is missing one of its legs**, representing the difficulties around guaranteeing access to quality and inclusive education in the context of a global pandemic.

The campaign will introduce a **challenge**, aiming to educate and spur high school students into action by providing them with the **opportunity to experience, reflect and act** on the impacts COVID-19 is having on education worldwide.

# La Silla Roja Campaign

Overall details







# La Silla Roja Campaign

## Overall Details

- The campaign will be structured as a **three-phase challenge**.
- The objective of these phases is to take the students through a learning process in which they **gain context** on a theme, **reflect** on it and **take action**.
- The activities students complete in each phase look to help them **realize their role as global citizens**.
- These phases are to be completed by students and posted on the **Educate Magis student portal**, however, as the LSR advocate you have the freedom to choose how you want your students to interact with each phase.
- Each phase should tentatively last 2 to 4 weeks and involve at least 1 post from each student or group of students.



# La Silla Roja Campaign

## Three phases

### Phase 1:

COVID-19 & the State of Education: Why does the chair only have three legs?

### Phase 2:

Story Sharing and Making it Tangible: How is this missing leg represented in the real world?

### Phase 3:

Dream of a future in which #Education4SustainableLives is achieved and we have put back the missing leg on the chair.

# La Silla Roja Campaign

Your role as a La Silla Roja Advocate





# La Silla Roja Campaign

## Your role - During the Challenge

1. You will be in charge of the implementation of the campaign in your school.
2. You will be the point of contact and reference for students.
3. You will follow up on the activities the students complete in each phase.
4. You will ensure students are engaging on Educate Magis by checking in on their posts or engaging with them, as often as you establish.
5. You will facilitate reflection and conversation, specifically in phase 2 and 3.



# La Silla Roja Campaign

## Your role - Getting Started

1. Introduce the LSR campaign challenge to the group of students of your choosing. You can use the introduction document we have shared as well as the campaign video.
2. Ask students to sign up for the challenge by filling out [the following form](#),\* where they will select the focus of their challenge, a theme and a country.
3. Once the sign up period is over, from October 1st onwards, students will be able to create an account on the Educate Magis student site, where they will be able to share their work.
4. As the LSR Advocate, you will receive an email with all the information for you and your students to register on Educate Magis. Once all students in your school have signed up you can get started with the challenge!

\*The information given in this form will only be used for this campaign and it will only maintain an active membership on Educate Magis for the duration of the 2020/20201 school year



# La Silla Roja Campaign

## Themes for the challenge:

Students will be able to choose from these three themes:

1. **Digital Divide:** Students will explore how the digital gap in access to internet and technology, like smartphones, has increased during the pandemic and the different implications this has on communities and access to education.
2. **Increasing dropout rates:** Students will explore the connection between dropout rates and access to education, as well as the different realities that make it more difficult for students to stay in school. The focus here should be on the different causes within the context of COVID-19.
3. **Innovative solutions:** Students will explore how education has experienced innovation during COVID-19. Investigating the different ways countries, communities, students and teachers have come up with creative solutions to the many challenges faced in education during the pandemic.



# La Silla Roja Campaign

## Themes for the challenge:

Students will be able to choose any of these countries, where Fe y Alegría is present:

1. Venezuela
2. Ecuador
3. Bolivia
4. Peru
5. Colombia
6. Brasil
7. Paraguay
8. Uruguay
9. Argentina
10. Chile
11. Spain
12. Panama
13. El Salvador
14. Dominican Republic
15. Nicaragua
16. Guatemala
17. Honduras
18. Haiti
19. Republic of Chad
20. Madagascar
21. Democratic Republic of the Congo
22. Italy



# Key messages to remind students

It is important that at the beginning of each phase students are reminded of the following messages:

- Access to quality education is a global issue and we all have a role to play in tackling it.
- Always be mindful and respectful of the dignity of those communities and realities that are explored and encountered in research.
- Take time to reflect on the following questions:
  - Why is it important to have access to quality education?
  - How does education impact your life?
  - What does a world without education look like?
- Length of each phase - 2 to 4 weeks depending on what you see relevant.
- Each student or group of students should come up with at least 1 post and share it on Educate Magis.
- Read and keep up with other students posts on Educate Magis.



# La Silla Roja Campaign

Your role in each phase of the challenge





# La Silla Roja Campaign

## Your role - Phase 1

### COVID-19 & the State of Education: Why does the chair only have three legs?

1. To start this phase, as the LRS Advocate you can either:
  - Hold a quick launch session (15 mins) where the challenge themes are reviewed and the key messages are explained.
  - Send a message to your students indicating the start of the phase with the description of the themes and the list of key messages.
2. Suggested structure and duration:
  - Week 1: Investigation and research to gain context on the selected theme.
  - Week 2: Investigation of the theme's application and relevance in the context of the selected country.
  - Week 3: Investigation of the theme's application and relevance in the context of the student's reality.
  - Week 4: Reflection and design of post to share their comparative analysis on Educate Magis.
3. You will ensure that students are generally following the activities week by week, in order to have their post ready at the end of week 4



# La Silla Roja Campaign

## Your role - Phase 1

COVID-19 & the State of Education: Why does the chair only have three legs?

In this phase students will first explore their selected theme and geographical focus in order to understand the challenges education faces, both locally and globally, as a result of the COVID-19 pandemic.

1. As students analyze their selected theme, in the context of their local realities, by exploring and understanding the current impacts of COVID-19 on that theme in their actual context.
2. After exploring and understanding the issues at play in a local context, students will move on to the global context, identifying and analyzing the similarities of the impact of the selected theme in their geography of choice.
3. Finally, students will share their comparative analysis with peers through a video or article that will also be posted on Educate Magis and we encourage is also shared on personal social media channels.



# La Silla Roja Campaign

## Your role - Phase 2

Story Sharing and Making it Tangible: How is this missing leg represented in the real world?

1. To start this phase, as the LRS Advocate you can either:
  - a. Hold a quick launch session (15 mins) where the challenge themes are reviewed and the key messages are explained.
  - b. Send a message to your students indicating the start of the phase with the description of the themes and the list of key messages.
2. Suggested structure and duration:
  - a. Week 1: Investigation and research on the possible stories to share.
  - b. Week 2: Development of the post to share the selected story.
  - c. Week 3: Review and reflection of other posts on Educate Magis, engaging by asking questions and leaving comments in order to discuss them in the “#Education4SustainableLives peers session”.
  - d. Week 4: “#Education4SustainableLives peers session”.
3. Organize a one hour session (online or in-person) in which students have to share 3 key learnings from phase 1 and 2 posts they have seen and commented on.



# La Silla Roja Campaign

## Your role - Phase 2

Story Sharing and Making it Tangible: How is this missing leg represented in the real world?

In the second phase students will go beyond the facts, as they dive deeper into their selected theme by making theoretical knowledge tangible to their own lives. This will allow students to reflect on the educational ramifications of their selected theme.

1. Students will write a reflection on their selected theme, using one of the following two options:
  - a. Share a personal (or close to personal story) on why, in the context of North America, education is necessary to live sustainable lives in relation to the selected theme.
  - b. Look for a real story in their selected geographical focus that represents the need to advocate and understand why education is necessary to live sustainable lives, relating it to their selected theme. Students are encouraged to check out Fe y Alegria websites and social media channels in their selected countries and should remember to respect the dignity of the people whose stories they decide to share.



# La Silla Roja Campaign

## Your role - Phase 2

Story Sharing and Making it Tangible: How is this missing leg represented in the real world?

In the second phase students will go beyond the facts, as they dive deeper into their selected theme by making theoretical knowledge tangible to their own lives. This will allow students to reflect on the educational ramifications of their selected theme.

2. Students then will share the selected story with their peers through a video or article that will also be posted on Educate Magis and can also be shared on personal social media channels.



# La Silla Roja Campaign

## Your role - Phase 2

Story Sharing and Making it Tangible: How is this missing leg represented in the real world? - “#Education4SustainableLive peers session”

After the students have shared the context they gained and analyzed in Phase 1, as well as the story selected in Phase 2, they will have a “#Education4SustainableLive peers” session.

- The LSR Advocate will hold a session in which students will be able to share thoughts and conclusions with their peers.
- Students will have to come up with 3 key learnings to share their peers.



# La Silla Roja Campaign

## Your role - Phase 3

Dream of a future in which #Education4SustainableLives is achieved and we have put back the missing leg on the chair.

1. To start this phase, as the LRS Advocate you can either:
  - a. Hold a quick launch session (15 mins) where the challenge themes are reviewed and the key messages are explained.
  - b. Send a message to your students indicating the start of the phase with the description of the themes and the list of key messages.
2. Suggested structure and duration:
  - a. Week 1: Fill out the #Education4SustainableLives reflection form.
  - b. Week 2: #Education4SustainableLives promise charter co-creation session.
3. Preparing the #Education4SustainableLives promise charter co-creation session:
  - a. Review the reflections sent by students.
  - b. First 30 mins: open discussion on the responsibility all individuals have as Global Citizens to guarantee access to quality education.
  - c. Second 30 mins: Ideation to come up with concrete actions to carry out on a day to day basis or throughout the year for education for sustainable lives.





# La Silla Roja Campaign

## Your role - Phase 3

### Questions for the "Reflections Form"

1. What does having access to quality education mean to you in today's context?
2. Based on what you have learned, what do you think are the biggest challenges we face as a global community to guarantee access to quality education?
3. What have you learned from other countries? What good practices have you identified that will enable us, as a global community, to start working on the path to guaranteeing access to quality education?
4. Do you think you have a role to play in guaranteeing access to quality education?
5. What is the biggest thing you take from this entire experience?



# Key aspects to keep in mind for this phase

When developing the #Education4Sustainable Lives Promise Charter, students should keep in mind the following points

- It is key that students reflect on what they can do as individuals and realize they have the power to ignite change.
- As they think of the actions to commit to, it may be a good idea to encourage them to think of actions that can connect with the service hours they need to cover for the 2020/2021 school year.
- The actions can be varied:
  - Volunteering at local schools.
  - Carrying out their own awareness campaigns on the importance of access to quality education to live sustainable lives.
  - Writing a letter to their government representatives asking for real change in their local communities.



# La Silla Roja Campaign

## Your role - Phase 3

Dream of a future in which #Education4SustainableLives is achieved and we have put back the missing leg on the chair.

In the last phase, students, having gained knowledge and awareness on the status of access to education, will take action.

1. Students will fill out a final reflection questionnaire, provided by their LSR Advocate, in order to have a #Education4SustainableLives co-creation session (led by the LSR Advocate).
2. A co-creation session will be scheduled by the LSR Advocate so that all students from the school that participated in the campaign can attend.
3. Co-creation session part 1: the LSR Advocate will lead a discussion of reflection on what was learned during the campaign.



# La Silla Roja Campaign

## Your role - Phase 3

Dream of a future in which #Education4SustainableLives is achieved and we have put back the missing leg on the chair.

4. Co-creation session part 2: students will co-create the La Silla Roja #Education4SustainableLives Promise Charter, a list of tangible actions they, as individuals and as a school, commit to carrying out during the year.
  - a. These actions should address the challenges they have seen around education given the current situation, and lead them to take on their role and responsibility as global citizens.
  - b. These actions can be anything from volunteering, raising awareness, writing to government representatives, or creating their own awareness campaign).
5. The La Silla Roja #Education4SustainableLives Promise Charter will be posted on Educate Magis, as well as any social media channels that students and their schools wish to share it on.
6. The La Silla Roja #Education4SustainableLives Promise Charter will then serve to fulfill service hours requirements and initiatives.



# Key aspects to keep in mind for this campaign

**Spread the word!**

@magisamericas

@yourschool

#LaSillaRoja

#Education4SustainableLives

- The campaign will run from September 15th to December 15th
- Keep it simple! We want this to be an interactive way of creating awareness and action around the complex issues surrounding education in the context of the pandemic.
- This campaign aims to be flexible in its implementation and adaptable to the realities of each school (online and in-person learning).
- We suggest this to be voluntary for students.
- We suggest the three phases are completed, however if you see this does not work or apply for you that is ok!
- Take advantage of Educate Magis as a tool to engage!





In collaboration with



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THANK YOU!

