



UNODC MENA Region Children Storytellers Competition

June 2020

Concept Note

Background & Context

Within the framework of the United Nations Office on Drugs and Crime’s Global Programme for the Implementation of the Doha Declaration, the Education for Justice (E4J) initiative aims to prevent crime and promote the rule of law through educational activities designed for children in primary, secondary and tertiary levels. These activities help educators teach the next generations to better understand and address problems that can undermine the rule of law and encourage students to actively engage in their communities and future professions. The *Zorbs* series are one of the E4J educational materials used in promoting core values such as tolerance and respect and contributing to building resilience among children. These stories are meant to provide value-based education to children, respect, tolerance, integrity, justice and fairness.

COVID-19 and the crisis it has brought, have also been challenges for many people, especially for youth facing an uncertain future. Nonetheless, it has created an opportunity to explore new ways/actions to engage in building a constructive future.

The COVID-19 pandemic has challenged the education and social sectors to ensure the access to learning, especially for children in vulnerable situations. In order to adapt to this context, this storyteller competition aims at actively engaging education and social work professionals, students and youth in community-based activities focused on exploring innovative ways to enable children to have learning experiences and deliver educational messages.

It is in this context that UNODC will enable youth, students and professionals in contact with children throughout the region to participate in a “children storytellers competition” based on the E4J’s book “Do it Like The Zorbs”¹ designed for children from 5 years old. This will be achieved through the competition participants videotaping themselves while doing the book reading to communicate the E4J messages to children. In these challenging times, these participants will have the chance to play an active role to convey fundamental values for children.

Objectives

- Raise awareness of basic values among youth and professionals, such as respect, tolerance, integrity, justice and fairness, by involving them in recording reading of *Zorbs* comic book for children “Do it like the Zorbs” developed by E4J under the Doha Declaration Programme using a mobile phone or a camera that is accessible for them and following the filming instructions provided in the appendix.

¹ https://fun-corner.unodc.org/uploads/e4j-fun-corner/res/read_html/Zorbs_Childrens_book_Arabic.pdf



- Provide children from the age of 5 years old with access to online storytellers, speaking their own dialect and conveying a message of respect, tolerance, integrity, justice and fairness through the Zorbs story that will make them aware of fundamental values, especially during the COVID_19 crisis.

Participants profile

- University students
- NGOs staff involved in educational activities
- Scouts/Youth clubs
- School teachers
- Social workers

Details and Timeline of the activity

On June 23rd, 2020, UNODC will launch a children's storytellers regional competition. The launch will be online using the global and regional UNODC and Doha Declarations social media platforms and website and offline by UNODC Programme Offices approaching the different entities concerned, universities, schools, NGOs, scouts, youth clubs etc. The launch announcement will also be accompanied by a link to the book they will be reading.²

From June 23rd until July 9th, 2020, interested young people will work on their reading videos and send the submission to unodc-egyptfieldoffice@un.org or use the same email address to send the video via a file-sharing service such as Dropbox, WeTransfer or Google Drive.

July 9th, 2020 is the deadline for participants to send their videos, which should be simple and creative with the aim of increasing the understanding of the basic values of children aged 5 to 8 from different cultural backgrounds.³

Language	Use their own dialect in Arabic, French, or English and be able to reach children of diverse cultural backgrounds. Be as creative as you can while creating your video and reading stories! Like the Zorbs, the sky is your limit! You can launch your video in a variety of creative ways such as using different computer programs, combining graphics, games, or bringing your pet with you!
Length	Up to 6 minutes.
Deadline for the submission of the video	29 July 2020.

² Book link will be provided in AR, EN and FR if available.

³ Video filming instructions provided in the appendix.



Recorded videos submission method	Videos to be sent to unodc-egyptfieldoffice@un.org or use the same email address to send us a video via a file-sharing service such as Dropbox, WeTransfer or Google Drive.
Announcement of winners	First level selection: 10 August Second level selection: 13 August

Review and selection of the best videos

First level selection per country: A jury of early childhood professionals, story book authors, university professors, youth representative and UNODC staff, from the field and from E4J Team, will select the 3 best readings. The 3 selected participants will receive a certificate from UNODC and will have the opportunity to participate in the implementation of future activities. Furthermore, they will receive a package of all publications and games under the E4J programme.

Second level selection in the MENA region: A jury from UNODC MENA/Doha Declaration and youth representative will select the 3 winners from the countries' finalists. Winners will receive a certificate by UNODC /Doha declaration, will have their videos published on UNODC ROMENA and E4J website and social media, will receive a package of all publications and games under the E4J programme, and will have the opportunity to participate in a Regional Conference organized by UNODC E4J Programme if Covid-19 crisis allows it.



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Appendix:

Guidance Note for filming

Location

Please choose a quiet indoor spot in your home, with consistent lighting. We would suggest a background that is simple and relatable for our audience, so they focus on you and not what is in the background.

Angle

Be sure that your laptop, camera or phone is in a fixed position.

Technology

Please use whatever technology you are comfortable with, whether it's a laptop, smartphone, camera or tablet. If you use a phone, please shoot in landscape / horizontal orientation. We recommend you use the back camera, not the front-facing camera, as it is then easier to focus on the lens, also your video will have better resolution.

For the video:

- Please make sure to introduce yourself (name, age, Location: city and Country).
- Share your reading.

Please note that by sending us a video you are confirming that you agree to the dissemination of the video on UNODC platforms and that the video will be viewed by multiple audiences for choosing the winner and to spread the message of the campaign.