

CALLING ALL BROADCASTERS

Rio Ferdinand, Bono, Hillary Clinton, Kevin Spacey, Miss South Africa and HM Queen Rania - what have they in common? All are supporters of **1GOAL**, an ambitious global campaign to provide education for 75m children who are currently missing out on school. Former BBC sports journalist **Martin Davies** is coordinating the campaign around the first FIFA World Cup in Africa - he says broadcasters play a key role

Behind 1GOAL is the Global Campaign for Education. They have their headquarters in South Africa and have been operating for about ten years now, pushing for educational change around the world. There have been some successes - 40m more children have gone to school.

That has been achieved largely by putting pressure on government to create change and to abolish school fees. There are still 75m children who aren't in school and that is the next target. In September 2008 the Class of 2015 was created - another push towards getting educational change. One of the main strands of that project was to set up a football campaign, and that became 1GOAL in August 2009 with our launch at Wembley.

Why the decision to focus on the FIFA World Cup?

When the World Cup is on, millions of people the world over do the same thing - switch on the TV and watch. It's a great opportunity, while they are watching, to inject the message that education matters. It's the first World Cup in Africa, consequently the coverage will include lots of editorial around issues in Africa. One key issue in Africa is that kids are not being educated enough - 33m of the 75m children without schooling live in Africa.

The World Cup offers an opportunity to bring in that theme and to work with different TV,

radio and multimedia producers to raise awareness. The whole concept of what we are doing is really built around the understanding of the powers of international broadcasting. This is not a campaign that is targeting people in the stadia, this is very much driven through the broadcast media.

What can broadcasters do?

We want broadcasters to carry our films which we hope will be compelling viewing anyway, making people aware of educational problems with the help of footballers who are very high profile, and we also want broadcasters to work with us in terms of carrying other content.

There will be special moments during the World Cup when we will be driving audiences on TV and radio to text in via their mobile phone or go to our website and sign up for our campaign.

This campaign isn't about people giving money, it is about giving their name. We are using footballers and other celebrities to urge people to sign up to support 1GOAL and education for all. Our dream scenario would be that you hear in the morning about 1GOAL on the radio, you're watching something about it on the TV later, then you reach for your mobile phone and text in, and as you do so you get a return message, and when you are checking your emails you can see the 1GOAL phenomenon growing in front of your eyes on the internet.

How do partnerships with broadcasters work?

I think the campaign will work in different ways in different parts of the world, we want it to really impact on people's lives and resonate with individuals wherever they are. In India for example that means teaming up with cricketers and stars from Bollywood. Last October/November there was the under 17 World Cup in Nigeria and we saw this as a chance to do a test



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case for our campaign. The Broadcasting Organisation of Nigeria and Abubakar Jijiwa have been incredibly helpful, as were AIT Daar Communications.

How will 1GOAL put pressure on governments to keep their promises?

At the time of the World Cup some big political meetings will be happening - these are events where we hope to present to the political leaders the signatures and the overwhelming wave of support that we hope will have been generated. We want to say: 'Look, the world wants change and here is the evidence'. We are hoping that people will think 'Yes, this is a really good thing to do, this is a moment in time and we will do this as an act of corporate social responsibility and it is a fantastic goal to get children into school'.

The Global Campaign for Education which is behind us and has experience of having worked on this campaign for some time will be leading on that and will also be garnering support from other NGOs and campaign specialists. And already there has been support from a number of governments whose heads of state have endorsed 1GOAL. And that's what 1Goal is all about - trying to galvanise everyone to do something special at the time when the world will be looking at this one event, the World Cup in South Africa.

Martin Davies, thank you. ■
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AIB is proud to support 1GOAL

