



UNITE FOR QUALITY EDUCATION
Better education for a better world



Education International

Be there for education

Initial idea:

We have a difficult topic to present, that can have infinite local variations. So this is a turnaround from content to action... So Action then content !

Concept:

Propose to people to position themselves as kind of promoter/defensor/ambassador of Public Education by collecting portrait + name + email (kind of petition) in a very easy and fun way (smart-phone or web).

Turn this collection into impressive visuals like a long wall of these people that could be showcased at the entrance of big international meetings on Education (UN ?) as an attempt to impress Policy Makers and make them feel humble, like a long horizontal scrollable website with videos included and other interactions.

Pro:

- Same easy action for everybody around the planet - easy to translate (short)
- Measurable data
- Scalable output(s)
- Can be inserted in all kind of activities (rallies, meetings, school event, etc.)
- Can be done by individuals, members, EI staff during EI events, etc.
- Will collect emails for further contacts (but not too many!!!) and eventually a call for world action on a specific date.

Cons:

- EI message(s) will come as second part

1. Engage and collect

This has to be:

1. very simple
2. done in a minimum steps
3. Be rewarding for the subscriber
4. Be done by 'ambassador' that would allow application for anybody anywhere.
5. Needs to be easily translated for local application on request

Be there for education

Name 1.

Country (pre-filled)

email 2.

photo
(directly from mobile camera or from Facebook or from file)
3.

I'm xxNAMExx and I stand for Public Education!

Sign 4.

Customised with member logo?

Browser Applications Music Email

Add a profile option ?
Teacher
Director
Unionist
Student
Parent
Politic
etc.

Possibility to have login access (on demand) to the interface with custom information like Union/organisation logo and name, "ambassador" name (the person who will collect signature with his/her mobile), etc.

There must be a possibility to record short video or voice message to be attached to the information. Also a possibility to be called back for a proper interview.

Thank you email in return

Dear xxNAMExx,

thank you for being involve for quality public education. Bla blabdfiabzd. You can find more information or activities on www.becauseeducation.org
Thank you for your dedication to education
Thank you for your support.

Education International
Local union

You can find attached a pdf certificate and widgets proving your dedication to education in general and in quality public education in general.

If you don't want to receive further information (there will be very few but important) in the futur please unsubscribe here.

Call for action email (if ok)

Dear xxNAMExx,

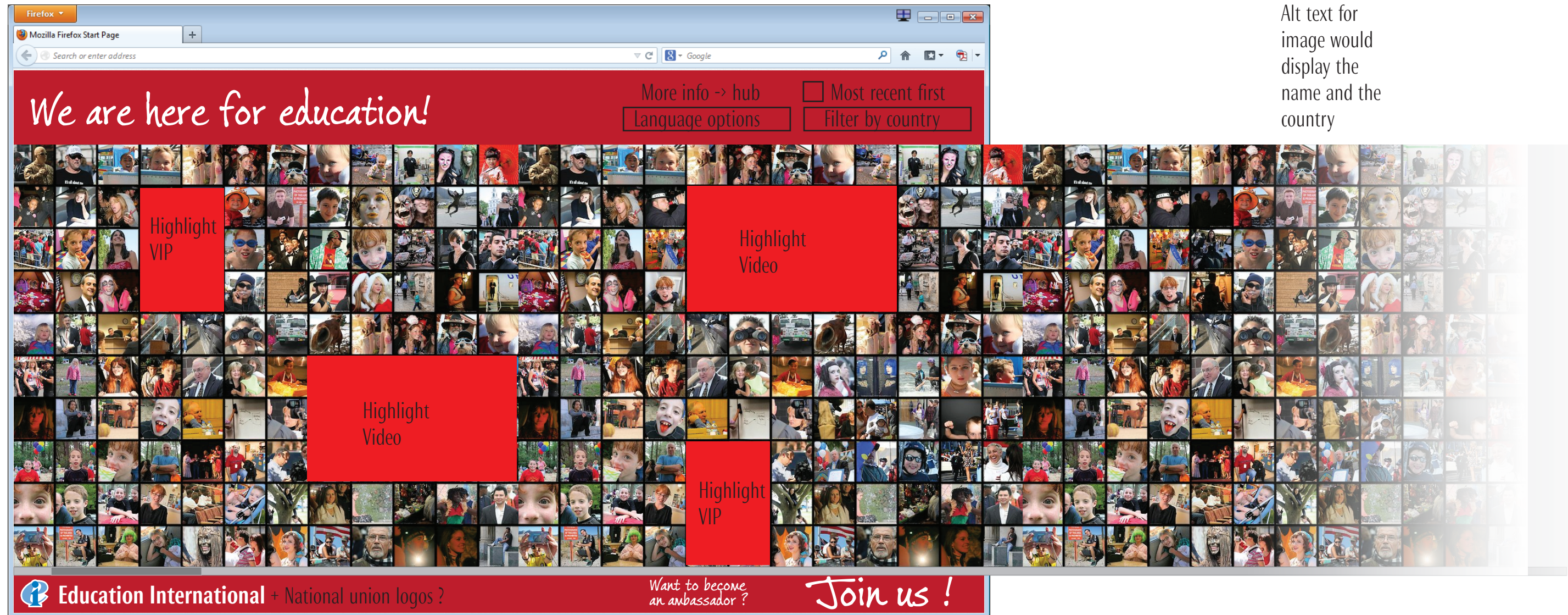
There will be a world action on day XX because... explanations, link to more details. Blabla
See you there !
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2. Showcase and consolidate

This needs to:

1. be simple but very effective and sharp
2. Include video and audio produced by EI and affiliates (but not a too large proportion)
3. to allow us to put samples in front (manual editing in the backend?)
4. Allow people to retrieve their record (don't know how) or at least their country records
5. Allow everybody to be able to take part actively]

Horizontal scrolling website



Only 360 portraits are shown in the sample. Imagine just 10 records per EI affiliate.. Imagine 100... more? Well, we will start with 10 then target 100, then 200 and then every single record will be a super extra

Send back email (careful)

Only for major events

Possibility of printing all or parts

(country based for national exhibits or ambassador based for school mobilisation)

3. Huge exhibit at the UN + others

Just imagine the webpage printed in full... a wall 2 meters tall and how many meters long?

The scale of the image would be decided following the number of records, the printing cost and the placed allocated to the exhibition

Just imagine the webpage displayed on very large interactive screen?

Partnership for having the screen ?

Just imagine a book with all the portraits (even very small) + transcribed major interviews?

Cost implication is more complex and expensive here

Leave your mind find out more there are plenty of possibilities...