



COMMUNICATIONS HOT SHEET OCTOBER 2014 DATES AND EVENTS

There are several important dates and events taking place in October that present opportunities for member companies to highlight their work as part of the global education community. We hope you will share this information with your communications team and encourage them to participate via social media such as [Twitter](#), [Facebook](#), [LinkedIn](#) and other communication channels.

Take Action: Sign the #UpForSchool Petition

Every child has the right to go to school, without danger or discrimination. Organizations can create a message no government, no politicians or leaders can ignore. Sign the #UpForSchool Petition today.

Websites:

<http://upforschool.org>

Twitter Handles: @aworldatschool @gbceducation

Hashtags: #UpForSchool

Example Tweets:

Leaders and youth from around the world are signed #UpForSchool. Will you join them?

<http://upforschool.org>

Sign the petition and tell world leaders you stand #UpForSchool? <http://upforschool.org>

Calendar of Events

Event	Location	Date
October		
#UpForSchool Petition	Global	Ongoing
World Teachers' Day	Global	October 5
Launch of Teacher Advocacy Toolkit and Policy Paper	Paris, France	October 6-7
All Children Reading: Innovator Spotlight Webinar	Global	October 7
International Day of the Girl Child	Global	October 11
Business Backs Education: The London Summit	London	October 13
Dreamforce 2014	San Francisco, CA	October 13-16
Mobiles for Education Alliance Symposium	Washington, DC	October 20-21
The Role of Business in Achieving Global Education Goals	Global	October 21
Understanding the Impact of Business Investments in Education	Global	October 28
Transforming the Role of Business in Education	Stanford, CA	October 29



October 5, World Teachers' Day

World Teachers' Day, recognized by UNESCO, commemorates teachers' efforts and organizations around the world. Its aim is to mobilize support for teachers and to ensure that the needs of future generations will continue to be met by teachers. The day represents a "significant token of the awareness, understanding and appreciation displayed for the vital contribution that teachers make to education and development."

Action 1: On World Teachers' Day, tell the UN Secretary General, Ban Ki Moon, that you support quality education for all, a post-2015 development goal on education, and the global campaign to get all children into school.

Action 2: Nominate someone for the Global Teacher Prize, which is an annual one million dollar award from member company, Varkey GEMS Foundation, to be given to a super-special teacher. One innovative and caring teacher who has made an inspirational impact on their students and their community will receive the reward of a lifetime.

Action 3: Share one of the great images from Teach for All highlighting the important and inspiring work of teachers, and the many ways great educators impact the lives of students around the world.

Websites:

<http://www.5oct.org/2014/>

<http://globalteacherprize.org>

<http://www.teachforall.org/en/letscelebrateteachers>

Twitter Handles: @unite4ed @TeacherPrize @TeachforAll

Hashtags: #WorldTeachersDay #unite4ed #TeacherPrize #TeachFor

Example Tweets:

I support Quality Ed For All, a post-2015 goal for #education and the global campaign to get all children into school #unite4ed #upforschool

Honor a teacher now to be ready for #WorldTeachersDay! #TeacherPrize <http://bit.ly/1wN4s4n>

Because they #TeachFor a better world, we celebrate teachers! Tell us, what do you

#TeachFor? <http://bit.ly/1oi7JU3>

October 6-7 | Launch of Teacher Advocacy Toolkit and Policy Paper

A new policy paper with the UNESCO institute for Statistics on teacher shortages, current and projected, and of the chronic need for trained teachers for quality education. This will be released along with a new Teacher Advocacy Toolkit prepared with the EFA Teacher Taskforce and Education International during World Teachers' Day events in Paris.

Website: <http://www.unesco.org/new/en/education/themes/leading-the-international-agenda/efareport/events/>

Facebook: www.facebook.com/efareport

Twitter Handle: @efareport @UNESCO @eduint

Hashtag: #WorldTeachersDay

Example Tweet: Read the new Teacher Advocacy Toolkit & policy paper by @UNESCO @efareport @eduint <http://bit.ly/1gPfbI6> #WorldTeachersDay



October 7 | All Children Reading: Innovator Spotlight Webinar

Two All Children Reading: A Grand Challenge for Development grantees will provide project details and lessons learned. World Education will discuss their integrated early grade reading pilot project in Cambodia including the development of a Khmer language mLearning application. Sesame Workshop Initiatives India will share their Learn to Read – Read to Learn content, learning cycle and the use of digital media to enhance learning experience.

Website: http://allchildrenreading.org/events/?event_id1=23

Twitter Handles: @ReadingGCD, @SesameWorkshop, @WorldEd

Hashtags: #AllChildrenReading, #tech4ed

Example Tweet: Tune in to @ReadingGCD's innovator spotlight webinar 7 Oct to see how #tech4ed is changing global #education <http://bit.ly/1pEzPZc>

October 11| International Day of the Girl Child

International Day of the Girl Child'. The day promotes girls' human rights, highlights gender inequalities that remain between girls and boys and addresses the various forms of discrimination and abuse suffered by girls around the world. The theme for 2014 is "Empowering Adolescent Girls: Ending the Cycle of Violence." Girl Rising and the Because I am a Girl campaign have launched initiatives to support girls education.

Websites:

http://www.ungei.org/news/247_5842.html

<http://girlrising.com/idg-2014>

Facebook: www.facebook.com/girlrising www.facebook.com/bcimagirl

Twitter Handles: @bcimaGIRL @girlrising

Hashtag: #DayoftheGirl #IDG2014 #BeBold4Girls

Example Tweet: Let us #BeBold4Girls on #IDG2014 and stand for the right that every girl deserves to feel safe a protected, especially in school.

October 13 | Business Backs Education: The London Summit

GEMS Education, a GBC-Education member, is hosting a European Summit for their 'Business Backs Education' campaign. The campaign seeks to support global education initiatives by urging companies to increase their philanthropic, sustainability, social impact and corporate citizenship investments.

Website: businessbackseducation.org

Facebook: <https://www.facebook.com/GESForum>

Twitter Handles: @GESForum, @VarkeyGems

Hashtag: #BusinessBacksEdu

Example Tweet: #BusinessBacksEdu in London with @GESForum & @VarkeyGems. Join the companies making a difference #smartinvestment at businessbackseducation.org



October 13-16 | Dreamforce 2014

Named the world's most innovative company by Forbes four years in a row, Salesforce will assemble policy makers and the business community for four days of innovation, networking and giving back. Over 1,400 hundred expert-led sessions will be held alongside an impressive lineup of keynotes to include Hillary Clinton, Mark Benioff, WILL.I.AM and others.

Website: <http://www.salesforce.com/dreamforce/DF14/>

Facebook: <https://www.facebook.com/dreamforce>

Twitter Handles: @Dreamforce, @Salesforce

Hashtag: #DF14

Example Tweet: Thrilled to see fellow @gbceducation member companies representing @Dreamforce. #Education is a #smartinvestment.

October 20-21 | Mobiles for Education Alliance Symposium

The Mobiles for Education Alliance Symposium brings together leading donor, private sector, NGO, ICT4E researchers, project innovators, and key policymakers engaged in the field of mobile technologies and education to deepen knowledge exchange and collaboration for scaling project impact.

Website: <http://www.meducationalliance.org/page/2014-meducation-alliance-international-symposium>

Twitter Handles: @m_Education, @USAID

Hashtags: #ICT4D, #mLearning, #m4Ed4Dev

Example Tweet: Find out how mobile technologies are being used to promote educational development across the globe w/@m_Education. #m4Ed4Dev #ICT4D

October 21 | The Role of Business in Achieving Global Education Goals Webinar

This webinar will provide an overview of the state of global education and discuss ways that business can engage more deeply in education. It will introduce [*The Smartest Investment: A Framework for Business Engagement in Education*](#) and share a three-part process for engagement to realize business benefits while achieving education goals. This is a #smartinvestment webinar hosted by GBC-Education and the UN Global Compact.

Website: https://www.unglobalcompact.org/NewsAndEvents/event_calendar/webinars.html#Oct

Twitter Handles: @globalcompact

Hashtags: #smartinvestment #csr

Example Tweet: Want to learn how business can engage in education & why it's a #smartinvestment? @globalcompact shares its framework <http://bit.ly/1vuxkzk>

October 28 | Understanding the Impact of Business Investments in Education Webinar

Businesses investing in education want to tell a story about their impact. The webinar will introduce a recent report by GBC-Education member PricewaterhouseCoopers, GBC-Education and A World at School titled [*Planning for Impact: Measuring Business Investments in Education*](#). It aims to help organizations build a framework to begin to better measure and subsequently build a credible narrative about the impact of their investments in education, in terms of benefits to both business and society. This is a #smartinvestment webinar hosted by GBC-Education and the UN Global Compact and featuring a speaker from PricewaterhouseCoopers.



Website: https://www.unglobalcompact.org/NewsAndEvents/event_calendar/webinars.html#Oct

Twitter Handles: @globalcompact, @gbceducation, @aworldatschool, @PwC_LLPL

Hashtags: #smartinvestment #csr

Example Tweet: .@globalcompact discusses “Planning for Impact” report by @PwC_LLPL, @gbceducation & @aworldatschool to help measure & plan investments in ed

October 29 | Transforming the Role of Business in Education

Hosted by FSG, the Shared Value Initiative, and Stanford Social Innovation Review, this one day intensive conference will bring together business, education, and nonprofit leaders to explore trends driving companies to engage in education and discover new partnership models to address the world’s educational needs at scale. Sir Michael Barber, of GBC-Education member company Pearson, will deliver the keynote address.

Website: http://www.ssireview.org/transforming_ed

Twitter Handles: @FSGtweets, @SSIRReview, @SVInitiative

Example Tweet: Follow @FSGtweets @SSIRReview @SVInitiative today to learn how business is tackling educational issues through core business strategy and operations

A brief recap:

GBC-Education during the 69th UN General Assembly Week

1. [Business Leaders Call for Action on Education](#)
2. [Planning for Impact: Measuring Business Investments in Education](#)
3. [Using Technology to Deliver Education: Towards a Global Education Platform](#)

GBC-Education in September

1. [The Economic Pitfall of Child Marriage](#)
2. [Pakistan Business Leaders Meet to Champion Education](#)
3. [Health and Education: The Last Mile Must be a Shared Mile](#)
4. [A Statement on the Post-2015 Agenda](#)

For additional information about the post-2015 agenda, UNESCO published a ‘Dakar retrospective’ blog series, written by people who were in Dakar in 2000. The guest bloggers commented on their experience from Dakar and provided recommendations for those now working on new global development goals post-2015.

Website: <http://efareport.wordpress.com/>

Sample tweet: New @efareport blog series by those who were at Dakar in 2000. What lessons can we learn for #Post2015? <http://efareport.wordpress.com/>

5. [Business Leaders for School Leaders](#)