

14 June 2016

Honorable Minister ,

We are writing to thank you for taking part in the inaugural World's Largest Lesson last September – and to invite you to participate in this year's Lesson.

As you may recall, the World's Largest Lesson was developed to introduce children around the world to the Sustainable Development Goals in a lively, engaging way. It was originally conceived by Project Everyone, an innovative initiative supported by the UN Secretary General that aimed to share the new Global Goals with 7 billion people in 7 days.

The first Lesson took place during the week of 28 September 2015. It succeeded in capturing the attention and inspiring the enthusiasm of millions of students in classrooms around the world. Participating schools received original learning materials about the Global Goals designed to be adapted by teachers to meet the ages and interests of their students. These materials, which already have been translated into 25 languages, include lesson plans, comic books about the Global Goals, and an animated film introduced by Nobel Peace Prize winner Malala Yousafzai, tennis champion Serena Williams, international football star Neymar Jr., acclaimed actor Hrithik Roshan and multi-platinum recording artist Nancy Ajram.

The new Global Goals present a universal development agenda that leaves no one behind. Children and adolescents are at the heart of this new agenda – and they can play a role in achieving it by helping hold their leaders accountable for the promises they have made. But to do that, they must first learn about why the Global Goals matter – in their own lives, communities and countries, and in the lives of other children.

That is why your support of the World's Largest Lesson is so important. With your help this year, we have a chance to introduce the Global Goals to millions more children who otherwise might not have the chance to participate. Specifically, we are asking you to support the World's Largest Lesson in two ways:

- Commit to participation by your country's schools this year, during the week of 19 September, and work with us or our partners to deliver the lesson across your education systems. The request to schools can be as simple as running a single lesson or assembly about the Global Goals. Schools can go even further by encouraging their students to advocate for action and change in their own communities.
- Personally take part in a World's Largest Lesson at a school in your country.

The Project Everyone team and our partners stand ready to support you with ideas and advice. You can contact them directly via email at [programdirectorwll@project-everyone.org](mailto:programdirectorwll@project-everyone.org). We look forward to working together to make the Global Goals a reality – and to building a better world for everyone.

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The more informed citizens are about the Global Goals, the better is the world's chance of achieving them. Please join us as we work to inspire a new generation of global citizens – and together, build a fairer world for all.

Yours sincerely,



**Irina Bokova**  
Director-General UNESCO



**Richard Curtis**  
UN SDG advocate, founder Project  
Everyone



**Julia Gillard**  
Chair, Global Partnership for  
Education



**Anthony Lake**  
Executive Director, UNICEF