

Concept note: *My Rights, My Voice*

Overview

Objective	Raise awareness on the rights of the child and promote the work of the European Union, the Council of Europe and like-minded partners in that respect.
Activity	Campaign featuring artistic and/or musical videos produced by children aged 10 to 17 on the rights of the child. This activity will promote meaningful child participation, create space for children to raise their voices and share their own perspectives on their own rights.
Organisation	EU Delegation to the Council of Europe, Permanent Representations of Andorra and San Marino to the Council of Europe.
Project launch	12.04.2021 – Call for projects published on our website
End of project	31.12.2021

Objectives overview

- Promote children's [understanding of their own rights](#).
- Engage with children and promote children's voices and their perspectives on their rights.
- Promote the values shared by the EU, Andorra, and San Marino and raise awareness of common priorities, particularly with regard to the rights of the child.
- Highlight commitments included in the new comprehensive EU Strategy on the Rights of the Child, the EU Action Plan on Human Rights and Democracy, as well as the upcoming new CoE strategy and the new action plan in Andorra.
- Enable children to better understand what the EU and the Council of Europe are and the link between the two institutions and their own country, especially in relation to their rights.
- Create a comprehensive communication initiative aiming to focus interest on the rights of the child and bring together stakeholders conducting complementary work in the field.

Background

The European Union and the Council of Europe have a long-standing tradition of striving to protect and promote the human rights of all persons, including children. The rights of the child are fundamental human rights and, as such, they should benefit from extensive legal protections and guarantees in all their civil, political, economic, social and cultural dimensions. On 24 March 2021, the EU adopted the new [EU Strategy on the Rights of the Child \(2021-2024\)](#). For its part, the Council of Europe will soon revise its own [Strategy for the Rights of the Child](#), with the adoption of the draft document by the CDENF planned for the fourth plenary meeting on 13-15 October 2021. A corresponding new action plan on children's rights will also be adopted shortly in Andorra.

As a consequence of exceptional circumstances imposed by the COVID-19 pandemic all across Europe and beyond, children's rights have come under the spotlight. From health to education, all children have been affected by the crisis. Reduced access to quality in-person education and the switch to digital teaching methods, in particular, pose a serious challenge to children's rights. Overall, the pandemic, its restrictive measures and socio-economic implications have had serious impact on children and their wellbeing and development.

The new [EU Strategy on the Rights of the Child](#) addresses challenges stemming from the experience of the pandemic, and proposes actions to strengthen meaningful child participation and the protection and promotion of the rights of the child at all levels. Moreover, within the framework of the newly adopted [EU Action Plan on Human Rights and Democracy 2020-2024](#), the EU aims at funding initiatives to promote, protect and fulfil the rights of all children worldwide.

The EU is constantly working together with the Council of Europe on the promotion and protection of the rights of the child. The most prominent platform of cooperation up to date has been the Lanzarote Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse, which the EU has actively sought to promote. It is thus in our Union's best interest to provide for enhanced public communication and raise awareness on our cooperation with the Council of Europe with respect to children's rights.

The EU Delegation to the Council of Europe organised an online roundtable event on 12 April 2021 to mark the newly adopted EU Strategy on the Rights of the Child and discuss the

challenges and opportunities linked with its effective implementation. During the event, we announced the launch of a new initiative aimed at promoting children's voices and perspectives on their own rights with the aim of giving further impetus to the newly adopted strategy, and with a view of welcoming the forthcoming CoE Strategy on the rights of the child and the new action plan in Andorra.

Format

- Cultural diplomacy project featuring artistic and/or musical videos produced by children aged 10 to 17 aimed at raising awareness on the rights of the child.
- The project should focus on promoting children's [understanding of their own rights and creating space for their participation](#). Participants should choose a specific children's right or priority to be the focus of the video project.

Implementation

- **Modalities:** [Open call](#) for art projects by children aged 10 to 17 from Andorra, San Marino and EU member States, published on our website. Editable PPT can be accessed [here](#), for partners to translate in their local language.
- Children will be able to participate individually and/or in a group, with or without their school.
- The participants will be divided into 3 age groups: from 10 to 12, 13 to 14 and 15 to 17.
- **Themes:** Videos should focus on a specific right of the child. For guidance, we will provide some possible topics from which children can choose, in line with the objectives of the new EU Strategy on the Rights of the Child and the UN Convention on the Rights of the Child:
 - **Meaningful participation:** children should be empowered to be active citizens and members of democratic societies
 - **Socio-economic inclusion, access to quality healthcare and education:** fighting child poverty, promoting inclusive and child-friendly societies, health and education systems.
 - **Combating all forms of violence against children and ensuring child protection:** helping children grow free from violence, abuse and neglect
 - **Child-friendly justice:** the justice system should uphold the rights and needs of children and be children responsive
 - **Digital and information society:** children should be safe online, and harness its opportunities provided by digital technologies
 - **The Global Dimension:** we should support, protect and empower all children globally, including during crisis and conflict.
- **Technical requirements:** Children from any EU Member State, Andorra or San Marino should submit one video project featuring a speech, musical performance, role playing or theatre staging, painting or drawing performance or recordings of other creative activities for children (paper folding, clay modelling etc.) illustrating children's understanding of their own rights.
- If it involves speech, it should be in one of the languages spoken in the EU and should be clear and intelligible. It must also come accompanied by the written script in a separate document.

- The video should be filmed horizontally, in an MP4 or MOV format, and should not exceed 2 minutes and 20 seconds in length and 512MB in size.
- Should the children wish so, the artwork may also be accompanied by a text caption explaining the concept of the proposal.
- **Privacy and data protection:** In line with national rules regarding privacy and [data protection](#), children could, for example, wear masks in the videos. They may also choose not to appear in the videos, but only record a scene featuring anything they consider illustrative of the chosen right.
- In accordance with the EU's data protection rules, we will ask children to fill in a Consent Form by which they authorise us to use and disseminate on our public channels the content they sent. If they are under 13 years old, their parent/caretaker's name should be indicated and (s)he should also sign the form. A Privacy Statement will also be uploaded on the webpage of the call for projects, informing participants and parents/caretakers on the modalities their contributions will be collected, transferred, processed and disseminated by us.
- **Selection and awards:** The estimated number of submissions we expect to receive is between 40 and 70 in total.
- The selection will be based on three main criteria: engagement with the topic, creativity and artistic merit, as well as fair geographic and age representation.
- A jury (chaired by Ambassador Meglena Kuneva and composed of six members: the Ambassadors of Andorra and San Marino to CoE, Joan Forner Rovira and Sylvie Bollini, Head of CoE Children's Rights Division Regina Jensdottir, Eurimages project manager Sergio Garcia de Leaniz and two children from the European School of Strasbourg) will select the most interesting video projects which will feature on our webpage and our social media (around 30 projects in total, 10 for each category). For each age group, one project will receive the award for the best video. The EU Delegation will prepare evaluation grids and coordinate the process. A hybrid meeting will be organised for the final decision.
- A special prize will be offered to the winners of the 'best video award' from each age category (one e-reader per winner/winning group(s) and a physical copy of a book per winner/every member of the winning group(s)). The selected contestants who will have their work featured on our social media and website (around 25-27 contestants) will receive a small present, e.g. a tote bag or a bracelet (one per participant/every member of the participating group(s)). A participation certificate will be sent to all the children who submitted contributions.
- The award ceremony will be organised in the autumn, in Strasbourg, if the circumstances allow. The three main winners/one representative per winning group will be invited to attend the ceremony physically in Strasbourg. Each of them should be accompanied and supervised by a responsible adult. The flight tickets and accommodation will be provided by the organisers. Virtual participation will also be possible.
- **Dissemination:** A screening event for the selected videos should take place in the autumn, at Cinema Odyssée if the circumstances allow, tentatively around 18-20 November to mark the European Day on the protection of children against sexual exploitation and sexual abuse, and World Children's Day.
- Additionally, we could envisage a projection of the videos on outdoor screen panels at Cinema Odyssée, over a span of two or three full days starting from the premiere;

- The videos will be disseminated on our social media channels (Fb, twitter, Instagram, YouTube) and website in a dedicated virtual exhibition section.
- A framework video compiling the selected videos/small fragments will be produced and posted on the EU Delegation's website.
- The editing of the videos will be done by the EU Delegation.
- The videos could also travel to Rome and be used by the future Italian Presidency of the Committee of Ministers for the launch of the CoE Strategy for the Rights of the Child in spring 2022.

Organisers and partners

- Organisers: EU Delegation, Permanent Representations of Andorra and San Marino to the Council of Europe
- Potential partners: Council of Europe Children's Rights Division (tbc), EUNIC cluster Strasbourg (tbc), UNICEF (tbc), Eurimages, EU Member States representations in Strasbourg, teachers, European schools, cinema Odyssee, public school associations, private networks, possibly EP projects for schools and students

Provisional timeline (TBC)

24 March 2021	Adoption of the new EU Strategy on the Rights of the Child by the European Commission
12 April 2021	Online event by the EU Delegation to mark the launch of the EU Strategy on the Rights of the Child
12 April 2021	Launch of the call for projects (during the event)
June 2021	Promote the call for projects in the context of the WFD month on children's participation
15 October 2021	Closure of the call for projects
16-30 October 2021	Evaluation and selection of proposals by the jury
1- 15 November	Editing of the selected videos
10 November 2021	Promotion of the CM declaration ahead of the European Day on the protection of children against sexual exploitation and sexual abuse
18 November 2021	European Day on the protection of children against sexual exploitation and sexual abuse
20 November	World Children's Day
Around 18-20 November	Award ceremony and screening of the selected videos (to mark European Day on the protection of children against sexual exploitation and sexual abuse and World Children's Day)
From 20 November/ December 2021	Social media dissemination and virtual video exhibition
Spring 2022	Launch of CoE Strategy for the Rights of the Child. Campaign could travel to Rome (IT Presidency).

Additional resources

- [EU Strategy on the Rights of the Child \(2021-2024\)](#)
- [Council of Europe Strategy for the Rights of the Child \(2016-2021\)](#)
- [EU Action Plan on Human Rights and Democracy for 2020-2024](#)

- [An EU Agenda for the Rights of the Child](#)