

# UN Wall Campaign

United Nations  
P a k i s t a n



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC



[www.unic.org.pk](http://www.unic.org.pk)

[www.facebook.com/unitednationspakistan](https://www.facebook.com/unitednationspakistan)



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## What is the UN Wall?

*UN Wall Campaign is an initiative of United Nations Pakistan on the occasion of the 70<sup>th</sup> anniversary of the founding of United Nations. It aims at involving educational institutions in communication and sharing key UN values by utilizing creative talent of Pakistani students.*

*This initiative requires the participating educational institutions to dedicate a wall in their premises to display and highlight United Nations messages.*

## Why should educational institutions participate in UN Wall?

*By participating in this initiative, educational institutions will have the unique opportunity to contribute to the global UN 70 campaign and to showcase Pakistan's positive image globally. They can do this by simply highlighting UN messages that will be provided to them. In this way they can contribute to this global campaign and play their part in improving Pakistan's image abroad.*

## What will be the messages?

*The UN will provide the participating educational institutions with set of messages related to the six strategic priority areas of work of the UN in Pakistan. These areas include: economic growth; sustainable livelihoods; resilience to disasters, crises and external shocks; governance and social cohesion; gender equality and social justice; food and nutrition security for the most vulnerable groups; human rights; access to quality health services.*

## How can the educational institution participate?

*Participating is easy. All that is required of the educational institutions is the following:*

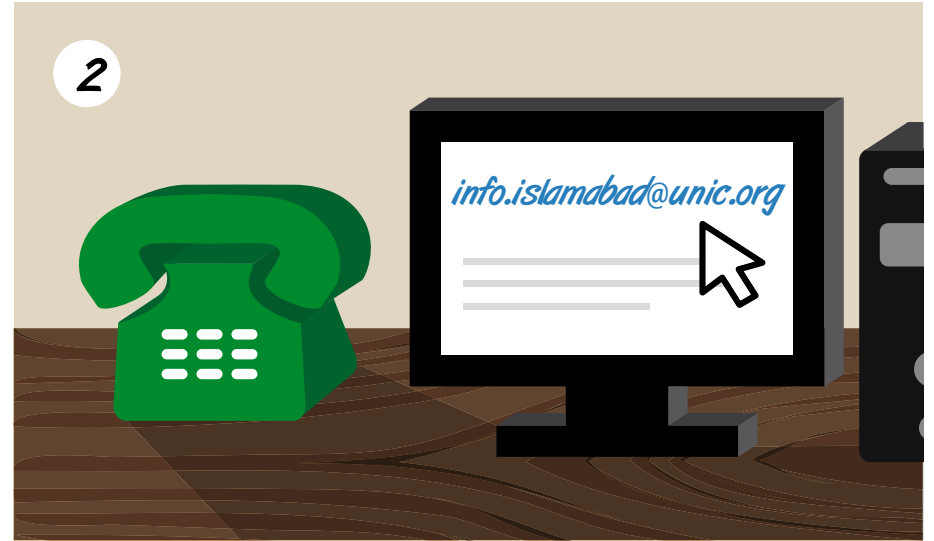
- 1. Inform the United Nations Information Centre that your school or university plans to join the campaign;*
- 2. Identify one or more prominent walls on the premises of your school/university;*
- 3. Dedicate the wall to the United Nations by painting its background in blue or by painting a blue frame around it;*
- 4. Ask the United Nations Information centre for the set of key messages: they are available in Urdu, English and few other regional languages;*
- 5. Choose the message that will be displayed on the UN Wall;*
- 6. Have students depict the message in whichever way they find creatively appealing. Text and art can be combined;*
- 7. Provide a photo of the wall location in the premises so that it can be included in the geographical map of schools/universities participating in the UN Wall campaign;*
- 8. Take good care of the UN Wall and establish new ones whenever you have the opportunity.*

## How will students benefit?

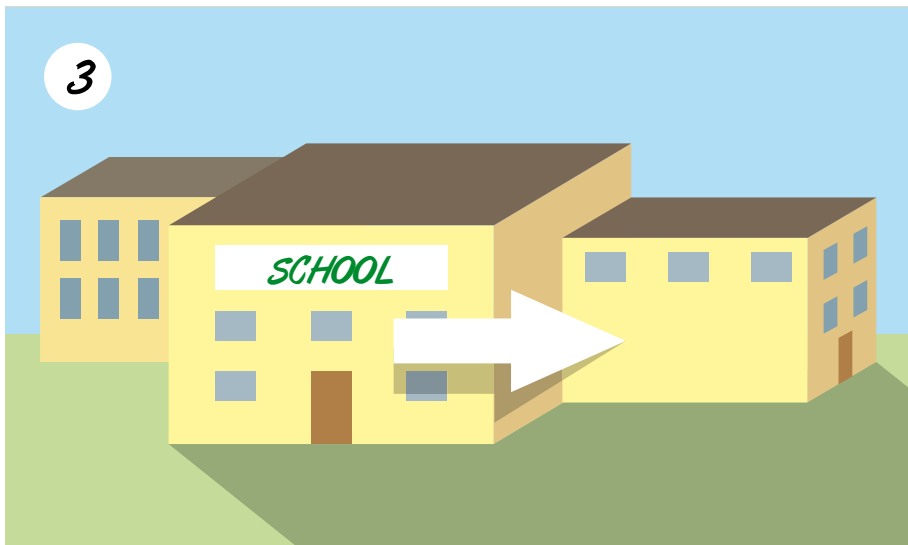
*Students will become aware about UN values and key areas the UN works on in Pakistan and will have a chance to contribute to the global campaign with their creativity and ideas. Last but not least, Pakistani youth will have the unique opportunity to share a positive message about their country with the rest of the world.*



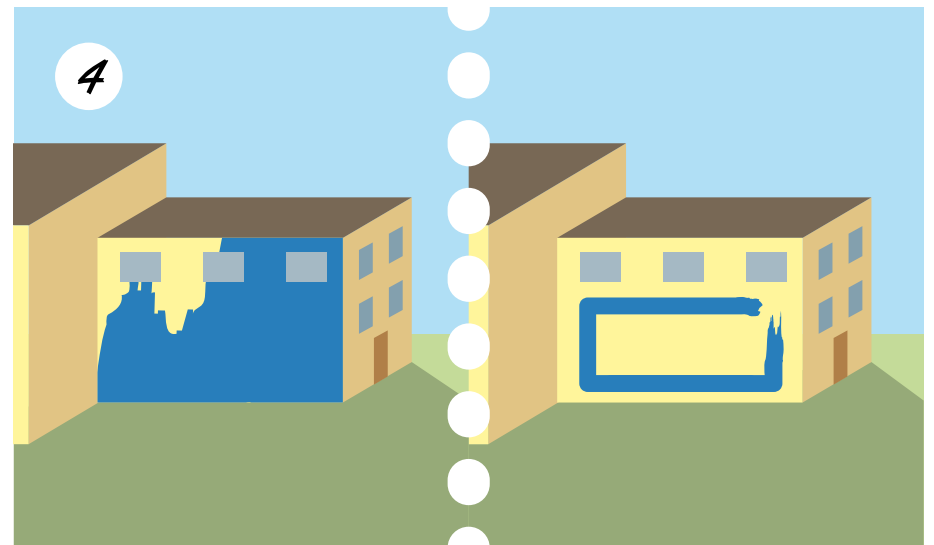
*Inform the United Nations Information Centre that your school or university plans to join the campaign.*



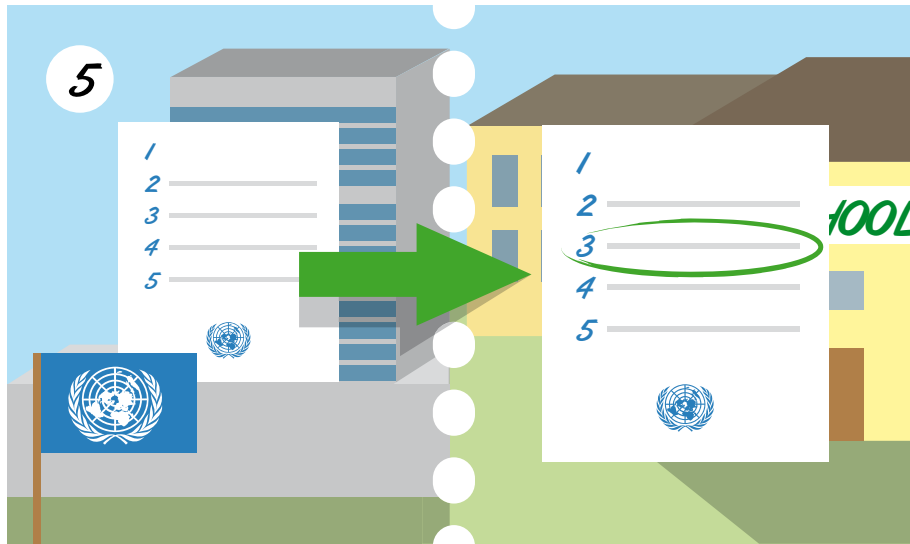
*Ask the United Nations Information centre for the set of key messages: they are available in Urdu, English and few other regional languages.*



*Identify one or more prominent walls on the premises of your school/ university.*



*Dedicate the wall to the United Nations by painting its background in blue or by painting a blue frame around it.*



Choose the message that will be displayed on the UN Wall.



Have students depict the message in whichever way they find creatively appealing. Text and art can be combined.



Provide a photo of the wall location in the premises so that it can be included in the geographical map of schools/universities participating in the UN Wall campaign.



All schools and universities participating in the campaign will be mapped and the information will be shared globally to show the great support of Pakistan to the celebration of the 70th anniversary of the United Nations.