

CHILDREN'S GENERAL ASSEMBLY

Communications Kit

**BILLUND IS THE
CAPITAL OF
CHILDREN.**

**HERE CHILDREN
LEARN THROUGH
PLAY AND ARE
CREATIVE WORLD
CITIZENS**

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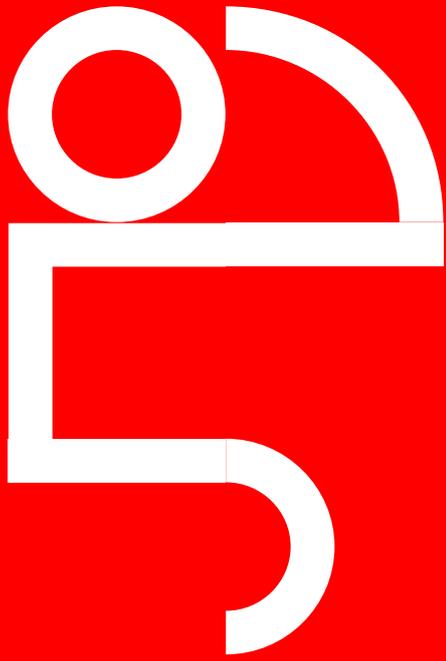
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COMMUNICATIONS GUIDE



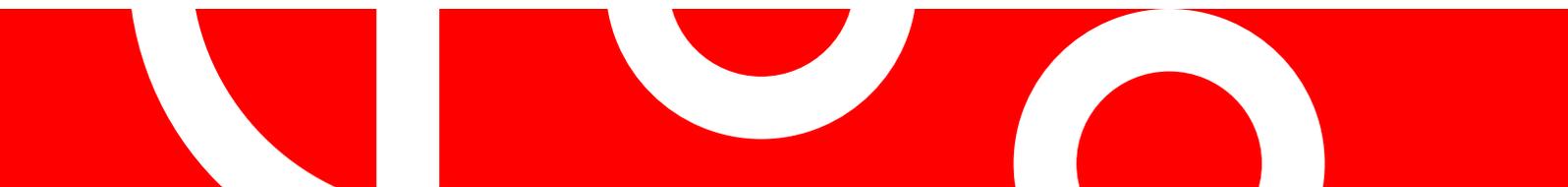
INTRO - PURPOSE OF THE COMMUNICATIONS GUIDE

Children's General Assembly is about giving the children of the world a voice. We believe that there is a need for a curious, co-creative, and playful approach to solving some of the biggest problems of our time, and we hope that you feel like joining!

The big goal, of course, is the Children's General Assembly in September. But we all communicate continuously on many different channels, therefore we have compiled this material with good advice on how you - children and parents - can have a voice in the debate about the Capital of Children and Children's General Assembly both in the media and on social media.

It is our hope that the material will inspire all of you to help increase awareness of our joint project so that we can spread our messages even further and wider. And it is, of course, our hope that you will feel like participating even more in the debate on how we should organize ourselves in the world.

The material here contains a short presentation of the Capital of Children and Children's General Assembly, which we hope you will be inspired by and include when relevant.



The material also provides a brief introduction and some good advice for communicating about the Children's General Assembly on social media and in the more traditional editorial media.

You can also find a lot of materials at <https://capitalofchildren.com/assembly/>. In the press room you can find e.g. an overview of the answers to the questions about Children's General Assembly we most often encounter from the outside world.

Here you will also find a number of facts and figures about our project, which may be relevant to use if you talk about Children's General Assembly.

We hope you find the material interesting and motivating. You are of course always welcome to reach out if you have questions about the material or need feedback in connection with e.g., an interview.

Yours sincerely,
The CoC team

ABOUT CHILDREN'S GENERAL ASSEMBLY

The Children's General Assembly in Billund is an assembly for children from all over the world. At the Children's General Assembly, children and young people will work together to draft and adopt a manifesto as well as submit it to the world's leaders at the Children's General Assembly in September.

The purpose is:

- For children of the world to voice their shared perspectives on world challenges and their solutions for the world.
- For participating children to experience learning through play and being creative world citizens.

The partners behind

The Children's General Assembly is developed by the Capital of Children Partnership, formed and qualified with a group of children from Billund.

The initiative is developed in collaboration with Billund Municipality, the International School of Billund, the LEGO Foundation, CoC Playful Minds, the LEGO Group, Billund Airport, LEGO House, WOW PARK, LEGOLAND, Lalandia, the Drive Foundation, KIRKBI, and AV Design.



Billund aims to be the best city in the world for children - and for the world

We are based in Billund - for one obvious reason

Billund is the Capital of Children. Here children learn through play and are creative world citizens.

In Billund, we believe that children are just as capable as adults. It makes Billund Municipality a special place in the world. A place that insists on learning through play, and when Billund comes together as a whole to build the Capital of Children, it is not just for fun: It is for the future.

A future and a lifestyle that can be smarter, more fun, and more humane. Where play, learning, and creativity impact education, business, urban planning, and municipal policy.

A place that creates world citizens with a vision that reaches far beyond Billund. And the only demand is that we adults learn to play. Again.

We are all born curious. We learn about life through play. But the more we learn, the less we play. And gradually, we lose the ability to imagine anything other than what we know. The pleasure of the absurd is replaced by knowledge and habitual thinking. And suddenly, we are just like the adults who didn't understand us as children.

But the future is about creating together. And children know better than most that when playing together, you create worlds that no one has seen before. Find solutions never imagined.

That's what we want – to create worlds and solutions that no one has seen or imagined before. Physically, we want to make Billund a child-friendly city that invites adventure and exploration. Mentally, we will make Billund the global capital of a future formed with those who will live in it.

More info, pictures, videos, and press releases

You can read more about Billund, Capital of Children, and Children's General Assembly at www.capitalofchildren.com

On the website, in the press room you will find pictures, videos, press releases, and other relevant information about Children's General Assembly and the Capital of Children. These materials is free to use as you wish.



CHILDREN'S GENERAL ASSEMBLY ON SOCIAL MEDIA

We know that you all use social media in different ways. We hope that you will also communicate about the Children's General Assembly when you find it relevant.

We communicate about Children's General Assembly on the following platforms:

-  LinkedIn: www.linkedin.com/company/capital-of-children/
-  Facebook: www.facebook.com/capitalofchildren
-  Instagram: www.instagram.com/capitalofchildren.dk/
-  Twitter: www.twitter.com/childrencapital

Find and follow us on these hashtags

#childrensgeneralassembly
#cga22
#billund
#capitalofchildren

It is our experience that the following works well on Social Media

- Use your personal narrative as an engine, it seems most believable.
- Feel free to use picture or anecdotes.
- Remember visual aids (videos, photos) to tell your story.
- Always introduce CGA in your SoMe posts.

We ourselves have a few guidelines when we communicate on social media. They are:

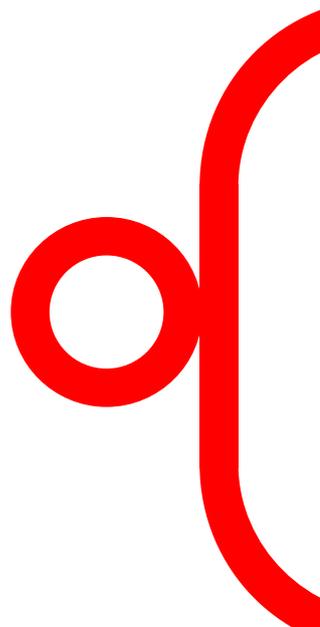
- Post only appropriate and respectful content.
- Be honest and accurate.
- Keep a positive/respectful tone.

We would appreciate it if you would follow these guidelines.

TikTok Campaign:

As part of the goal of giving children a voice, this year we are running a campaign on TikTok, where we will spread the important message with the help of children and young people all over the world. And we hope that you will help start the movement.

When the campaign goes live, it will be possible to find materials and tips for sharing on the campaign page.





THE EDITORIAL MEDIA

We are constantly working to get coverage in the traditional, editorial media around the world. We know from last year that many participants will talk about the Children's General Assembly and their participation. We are, of course, very grateful when that happens.

Your story

It is our experience that journalists appreciate the personal narrative. Therefore, it can be a good idea to prepare your contact with the media, based on some of these questions:

- Why did you apply for and attend the Children's General Assembly?
- Are there special experiences in your upbringing that have awakened a political interest?
- Have observations in your community inspired you?
- What do you hope to change, and why is it important that world leaders listen to your particular story?
- What have you experienced/What do you hope to experience during Children's General Assembly?

The more concrete experiences and anecdotes you can use in your narrative, the more interesting you will become to the media.

Feel free to talk the story through with parents, friends, or with us, so you become completely aware of what you want to tell.

Guide: If the media contacts you or you reach out yourself

We have made a mini-guide with good advice for contacting the media and journalists - both if you reach out to them with a good story and if they should contact you. You can find it [here](#).

Please share

We know from the past that media stories somewhere can inspire others to tell similar stories to other media. We would greatly appreciate it if you would share the stories you see about the Children's General Assembly. It can be the ones you yourself are involved in - in one way or another - or general stories.

Send an email to info@capitalofchildren.com



FACTS & FIGURES

Here you will find some facts about Children's General Assembly 2022.
It may be relevant to use in different ways in the communication about our project.

299 children have applied for a seat.

80 children between the ages of 10 and 17 is selected

There are **50** girls and **30** boys

Their average age is **14**

They represent **43** countries of resident

They represent **60** different nationalities

There are individual Safeguarding Meetings before the digital workshops, during the workshop process, and before attending the September Summit

6 digital workshops of **4** hour duration in each of the **8** groups.

Participants spend more than **100** hours participating in the Children's General Assembly

Participants work with the following themes:

- How the world works, how we organize ourselves, and how we cooperate.
- Who we are and how we express ourselves.
- Sharing the planet and where we are in place and time.
- Taking action and being in changing contexts.
- Knowing our rights (emphasis on children's rights and every child's right to learn).

Find more Facts & Figures in the Q&A on the [website](#)





HANDBOOK FOR MEDIA CONTACT

The following material serves as a mini guide with good advice for media and journalist contact - both in case you reach out with a good story and if they should choose to contact you.



WHEN YOU CONTACT THE MEDIA - PREPARATION

Before reaching out to the media, it is a good idea to consider what you want to tell - and why. It provides a better opportunity for your story to get through the eye of the needle, and it provides peace of mind when you are confident in your narrative and your messages.

Find your story

Journalists appreciate the personal narrative, and it is your narrative that should give the story meaning and catch the attention of the reader/viewer/listener.

To find your own narrative, we recommend you think about why you have applied for and are participating in the Children's General Assembly before contacting the media. Some useful questions to answer could be:

- Have you had special experiences in your upbringing that have awakened a political interest?
- Which observations in your community have inspired you?
- What do you hope to be able to change, and why is it important that world leaders listen to your particular story?

The more concrete anecdotes you can use in your narrative, the more interesting you will become to the media.

Feel free to practice and talk through the story with parents or friends, so you become completely aware what you want to tell – and how you want to tell it.

Occasions

There are particularly good opportunities to contact the media when special occasions arise. Those occasions include:

- Publication of participants in the CGA.
- Start-up of digital workshops.
- Publication of concrete policy initiatives based on workshops.
- If you or the CGA appear in other media stories.
- Before departure to CGA.

The contact to the media

Most media are divided into professional editorial offices according to themes or types of journalism. Some examples could be education, sports, or feature journalists.

The better you have researched the competencies and interests of individual journalists, the greater the chance of success.

If the journalists do not have specific subject areas, then it may be helpful to look up their previous work to see if they have previously written on topics similar to your story.



WHEN YOU REACH OUT TO JOURNALISTS

When it is a personal story, it is an advantage to reach out to the journalists personally. That way, the journalist will have to relate to the story, and for most journalists, it is easier to create strong mental images in the personal conversation than in writing.

Structure of the conversation:

Take the floor, introduce yourself and the Children's General Assembly and your role

- Ex: "I am xxx xxxx, the only participant from [country] at this year's Children's General Assembly, which will be held in Billund in Denmark in September."
- "Children's General Assembly is the children's response to the UN General Assembly. 80 children from XX nations gather to give the children a voice on the most important political issues for their future."

Share your personal story

- Why did you apply?
- What is your background? (Preferably linked to the application)
- What topics are of particular interest to you?

Closing

- Ask if the journalist is interested in hearing more.
- Offer to send more info about Children's General Assembly.
- Especially local media want as much information as possible handed to them. So, feel free to ask if they want facts about the event and quotes from you (and possibly representatives from CoC).

After the conversation

It is an advantage to write to the journalist while having the conversation fresh in memory. In the preparation, it may help to have an email ready in advance that can be customized if the journalist has requested special info.

If you do not hear back within 3-5 days, then feel free to send a follow-up email, where you say thank you for the conversation and ask if they have read the email.

Many journalists have short deadlines, so a reminder can be a great help.



IF THE MEDIA REACHES OUT TO YOU

It is always okay to initially briefly ask the journalist about the 'frame' for the interview. By far, most journalists are fine with that. It provides a number of benefits for both parties:

- It makes you loosen up (and gives you a first-hand impression of the journalist).
- The journalist gets a first-hand impression of you – including in particular that you want to be prepared and, to do well and, want the best setting for the interview.
- You become sharper in your answers because you know what she or he wants.
- You get an opportunity to - quickly, admittedly - think about how to create a connection between the journalist's angle and your messages.
- You also get a quick opportunity to note which topics the journalist does not intend to address; you can possibly address them after the interview if you find it relevant.

Based on this, we have created a short guidelines for before, during and, after an interview. Find the guidelines on the next page.





Before the interview

When you agree on the frame, you can ask about:

- What story does the journalist intend to make?
- Does the journalist want - or plan to - talk to others?
- What is your role in the story? Is it the personal story or the story about an event?
- When does the journalist expect to publish the article?

If it provides greater comfort, you can also ask if you can get the quotes for review. This is often not so important when it comes to “harmless” stories. Here it can be an advantage to be as little “cumbersome” as possible in relation to requirements.

During the interview

The preparation above has hopefully given you an impression of both the journalist and what he or she will be asking you about.

When it comes to the interview itself, here are some guidelines to provide comfort and stick to the plan:

- If you are nervous, stick to answering the questions that the journalist asks.
- Remember to respond with your messages. The easiest way to do this is to acknowledge the journalist’s questions - and then respond with your messages. You can use sentences like.

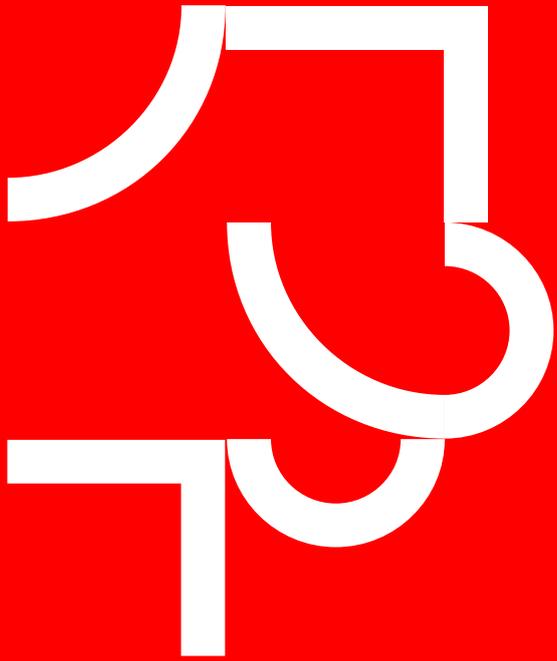
“I totally understand why you are asking me that. The most important thing for me is...”

“We have talked about what you are asking me here. What I want to say is that...”

- *If there are questions you do not have answers to (e.g., numbers or other facts) that you do not know or have at hand, it is perfectly fine to say that you do not know the answer, but that you can return with it.*
- If you get questions about the event that you feel are outside of your comfort zone or too political, it is more than okay to point the journalist in the direction of CGA/CoC.
- Do not be afraid of pauses and silence. It is the journalist who is in charge of the interview. It is not a conversation, so you do not have to fill the silence. The silence is probably due to him or her noting your answer.

After the interview

- Agree and confirm if there are figures / facts etc. you need to get back with.
- If relevant: bring up relevant perspectives, you have not talked about.
- Confirm that you will be receiving quotes for review and approval.
- Agree when and with what deadline.
- Also remember to exchange contact information so that you can send information or the text back and forth by email.



CONTACT INFO

**GENERAL QUESTIONS ABOUT
CHILDREN'S GENERAL ASSEMBLY**

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PRESS RELATED QUESTIONS

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