



Regulations

«Hand in Hand» World Challenge,

Dedicated to the celebration of the 75th anniversary of the establishment of Clubs for UNESCO Movement and the launch of the International Decade of Indigenous Languages

«That a peace based exclusively upon the political and economic arrangements of governments would not be a peace which could secure the unanimous, lasting and sincere support of the peoples of the world, and that the peace must therefore be founded, if it is not to fail, upon the intellectual and moral solidarity of mankind»

(Constitution of the UNESCO)

Historical background

The first Club for UNESCO was established in Sendai, Japan in 1947, before Japan became a UNESCO Member State in 1951. This club is an example of how a local initiative has been transformed into a major forum for solidarity support. Originating during the post-war devastation, this initiative spontaneously developed thanks to the efforts of people from different countries who share a common commitment to raise civic consciousness.

The enthusiasm with which such associations and clubs began to form was astonishing. Within a few months after the creation of UNESCO, a whole civic movement arose. As of November 4, 1949, when Mr. Jaime Torres Bodet, Director-General of UNESCO at the time, during a lecture, dedicated to the third anniversary of the founding of UNESCO, called for the establishment of associations and clubs for UNESCO in secondary schools and universities. Subsequently there were already more than 100 such organizations.

Due to this appeal, the network of associations and clubs for UNESCO has continued to expand steadily around the world. There are currently over 4,000 associations and clubs established in over 75 countries.

The main purpose of associations and clubs is to promote understanding and implementation of the mission, priorities and programs of UNESCO at the ground level. Thus, they contribute to the promotion of UNESCO's value, ideas and practical initiatives, and have an important role in realizing its aims and purposes.

Unaffiliated with political leaders and government bodies, this movement is an example of how ordinary citizens can influence decision-making processes. These associations and clubs are pioneers in establishing sustainable mechanisms for dialogue within the civil society.



Initiators and organizers of the challenge: Kazakhstan National Federation of Clubs for UNESCO (KazFUCA).

The Kazakhstan Federation of Clubs for UNESCO (KazFUCA), founded in 2009, includes 167 clubs with a total of over 19,000 active members. KazFUCA are actively working on the implementation of various major competitions, festivals, forums, seminars, master classes and other social projects at the national, regional and international levels to support the talented young generation.

Annually, more than 10,000 children from different parts of Kazakhstan participate in the Federation's projects on intercultural, creative and moral education, gaining access to the best practices in the field of UNESCO's core competencies.

Social media: <https://www.instagram.com/unescoclubskz/>

Website: <https://unescoclubs.kz/>

KazFUCA announces the launch of the “**Hand in Hand**” World Challenge and invites all clubs and associations of the world to participate actively.

The challenge is supported by: National Commission of the Republic of Kazakhstan for UNESCO and ISESCO, UNESCO Almaty Cluster Office, World Federation of Clubs and Associations for UNESCO (WFUCA), National Federation of Associations for UNESCO in Japan (NFUAJ).

Dates: from May 30 to June 30, 2022.

Purpose: spreading the ideas of peace and harmony among the younger generation, promoting intercultural dialogue and friendliness through a video challenge, which acts as a symbol of unification.

Participants: everyone from 5 to 35 years old can take part in the challenge.

Geography: Member states of the UNESCO

Participation is free.

THE TERMS OF PARTICIPATION

The challenge takes place in one stage:

- To participate in the challenge, representatives of Clubs for UNESCO movement are invited to make a video. Members of Clubs and Associations should stand in a line, circle or other position and take each other's hand. It is necessary to capture the process as one participant extends his hand, and the second one takes it.

Holding hands is a symbol of care, trust, friendship, mutual understanding and good intentions towards each other.



- At the end of the video, everyone is invited to wave their hands and one or more participants say the phrase in their native language “We stand for peace together with Clubs and Associations for UNESCO”.

***It is encouraged for all participants of the challenge to wear a national costume and to make the video against the background of a well-known location of the city or country.

Video requirements:

- Format: MPEG 4, minimum video format – 480x360 for 4:3, 480x272 for 16:9, not less than 240 px (pixels). Horizontal orientation.
- Video duration: no more than 1 minute;
- The voice of the participant(s) must be clearly audible in the video.
- The number of videos from one country is not limited.

An example of the correct video can be found by link:

<https://disk.yandex.com/i/1mhnlSZQr1Zn8Q>

Outcomes: each video from the participants of the “Hand in Hand” World Challenge will be distributed on the KazFUCA website and social networks with the #HandInHandUnityChallenge hashtag. Also, all videos will be assembled into one large video and sent to the UNESCO Headquarters in Paris, as part of the celebration of the 75th anniversary of the movement of Clubs and Associations for UNESCO. This video will be presented at the Gala Concert of the International Festival "The Planet of ART 2022", the theme of which is the ideas of peace and harmony, which will be held on July 23, 2022 in Aktobe, Kazakhstan.

Results: at the end of the challenge, several hundred children will be able to become participants in a major movement for the ideas of harmony, unity and peaceful coexistence of different peoples and ethnic groups living under the same sky.

Prepared videos must be uploaded to the cloud storage OR YouTube platform and sent a link via **E-mail:** kazfuca@gmail.com.

To ask any questions, please contact the challenge coordinator Ms. Regina Ovsyannikova:

+7727 394 3232, +7 700 394 3232 (WhatsApp, Telegram) or via E-mail kazfuca@gmail.com

