



**A worldwide campaign from and with children
for the protection of the climate and life on Earth.**

From the 7th July 2007 until the 12th July 2008

The situation

The population of the Earth finds itself in an unusual situation. In spite of never before awareness of our knowledge, possibilities and resources, we find ourselves on a collision course with our future. Themes such as global damage, climate change and the extinction of animals awaken traumatic fears and uncertainties in children and teenagers. Add to that the decisions which are being made today and you realize that they influence the next generation in a way that's never been seen before. In spite of that, our generation reacts with shortsighted thinking.

Our oceans are being fished clean, rainforests burnt down and fossil fuels which our next generation will need as energy sources, are being used up in no time and life-giving resources such as air to breathe and water to drink are being polluted and poisoned.

Our children will suffer tomorrow, but the responsibility is ours today. The age-old generation pledge, which implies that parents should hand down a clean earth with plentiful resources to their children, has been violated.

The role of the World Future Council

The World Future Council (WFC) has started the KidsCall campaign with a set target in mind. We want to revive the generation pledge in the name of our children and we strongly support the shared desire for a peaceful future in a healthy environment, literally and visually.

The KidsCall campaign

The KidsCall campaign was launched on the 7th July, 2007 by children of mixed nationalities on stage at the worldwide-televised Live Earth concert in Hamburg. Supported by the chairwoman of the WFC Executive Committee, Bianca Jagger, they called upon children and teenagers from all over the world to write and illustrate letters dealing with the theme "Keep Life" and to send them in to the World Future Council. The World Future Council will ensure that these letters are collected in a specially created P.O.Box and exhibited in the main parliaments of the world. A highlight will be the presentation of this collection in July next year to the responsible representatives of the G8 states, at their summit meeting in La Toya, Japan. This presentation of hundreds of thousands of letters and pictures will appeal directly to the leaders and remind them of their responsibility.

Target

To clearly and sincerely represent just what it is that really concerns the children of this world. The accompanying exhibition should involve as many people as possible in this endeavor. Here we are thinking not only about the parliaments and governing bodies of the most developed countries, especially the G8 members, but also of the growing and emerging nations. For example, in Germany we are planning an exhibition in the Reichstag building in Berlin. With this permanently growing and moving international exhibition traveling across the globe, we want to establish an appropriate forum for the hopes and fears of our children and show them to the world.

The goal is to appeal to the hearts and minds of those responsible through these letters from children, who are the real future of the world and who really deserve more understanding and prominence. It's not initially about demands or accusations, but moreover about serious opinions and appeals from children, which will otherwise never be heard or seen and which parents and influential politicians should not be allowed to ignore.

Additionally, we believe that we will be successful in opening people's eyes to the needs and views of children and in this way establish a seemingly necessary rethinking process on all social levels.

Rules

Children and teenagers have a completely free hand when it comes to the content and design of their messages and appeals. The theme is called "Preserve Life" and they can choose to concentrate on climate protection, preserving the rainforest or life in the ocean, or another subject if they so wish.

The role of the children

In order not to exploit the children but rather to appeal to their individual needs, the first children's conference took place in Hamburg at the beginning of June. Here the children were carefully sensitized to the subject content by Reinhard Kahl and Salman Ansari and finally prepared their own part in the campaign. Here methods and targets were designed and a core troop was formed which will accompany and support us in all actions. This group is of course always open for new members throughout the whole campaign. Their job (and at the same time chance) is not only to write letters and appeals but also to give us regular feedback. They will be active during the whole period in all of our actions and can for example take part in press conferences and exhibition openings or as on the 7th July, get up on stage to put forward their motives, goals and intentions themselves. Even the presentation of the appeal in Japan will be accompanied by children.

This active involvement of children during the whole of the campaign gives all the steps of action a basic underlying authority as well as pointing out the courses of action. Children experience here that it is well worth being creative and active and to be involved in respectable goals.

Collecting point

To support this campaign, the World Future Council has opened a P.O.Box address in Hamburg titled "KidsCall". This is where all of the letters will be collected and here is where the exhibition with the entries will be prepared. The address is:

KidsCall
P.O. Box 11 17 11
20417 Hamburg
Germany

www.kidscall.info

Partners

The World Future Council is working on this campaign together with a huge worldwide network, e.g. with the 13,000 F.E.E.-schools (Foundation for Environmental Education), with UNESCO schools and with NGOs etc.

Due to its highly ethical principles, many national and international organizations, agencies, sponsors and other interested citizens have already pledged their support for the World Future Council and make it possible to promote this unique campaign on a international scale.

Council members

As our council members are represented around the world they can support KidsCall both with personnel and also via their international network and contacts.

Through this co-ordination the children will finally come to experience a tremendous evaluation of their involvement and meaningful intentions.

Documentation

The whole campaign will be documented accordingly (video/photo/TV/press).

Further options

The World Future Council is open for further suggestions. Possible, for example are school activities (exhibitions, project weeks etc.), which the World Future Council, within its range of possibilities, can willingly support. Children and teenagers also have the chance to set up their own activities within the campaign; such as letter exhibitions, public appeal readings, school band theme concerts or discussions with politicians etc.

To make sure that the campaign cannot be misused for illegal, violent or political causes, permission must be obtained from the World Future Council before using the name "KidsCall" for any planned activities.

The World Future Council will ensure that the worldwide collection of appeals from children and teenagers will be a constant reminder of the responsibilities of our generation and will continue with the exhibitions after the G8 summit in July 2008.

