World’s Largest Lesson

BRINGING GREATER ACCESS TO CHILDREN IN NIGERIA

With the help of Facebook, Instagram and WhatsApp, World’s Largest Lesson taught the United Nations Sustainable Development Goals (SDG) to children in Nigeria—reaching over 700,000 children with lessons given by over 3,000 volunteers.
Started in 2015, World’s Largest Lesson brings the Global Goals to children all over the world. Believing in the power of creativity, it helps kids find their own way of taking action for the Global Goals. Extending in over 130 countries and in 10 languages, World’s Largest Lesson helps more than eight million children every year. World’s Largest Lesson is delivered in partnership with UNICEF and with the help of Avanti Communication, along with many other NGOs, private sector organizations and foundations.

THEIR GOAL

Bringing SDGs to Nigeria’s children and young people

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THEIR SOLUTION

Teaching at key touchpoints
To reach its goals, World’s Largest Lesson created a 4-day activation where teachers and volunteers would teach the SDGs to children throughout Nigeria.

Targeting and training teachers
To recruit teachers and volunteers for the activation, World’s Largest Lesson reached out through youth networks and fueled interest by building buzz on Facebook, Instagram and WhatsApp. Since teachers in Nigeria historically don’t have access to online teaching or materials outside of the formal curriculum, World’s Largest Lesson turned to Facebook and WhatsApp Groups.

By organizing its digital documents, videos, images and links into a series of Group posts and Social Learning Units, World’s Largest Lesson created an engaging, self-paced and scalable way to train teachers and volunteers on how to teach the SDGs. Having completed these trainings, teachers and volunteers communicated in groups on both Facebook and Whatsapp, reacting and commenting on the training posts, advising and encouraging each other. As the activation drew closer, they worked together to solve practical problems and make sure everyone was prepared for the 4-day activation.

“The magic of this was not just that we introduced all those children to the SDGs. It was more about the way that they were asked to become participants in the development of Nigeria and that it was young people who were making this whole process happen.”

ALISON BELLWOOD, CREATOR AND DIRECTOR, WORLD’S LARGEST LESSON

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Raising even more awareness
To help raise awareness of the activation among teachers, school administrators and teens interested in technology across Nigeria, World’s Largest Lesson worked with Facebook to design and launch a targeted awareness ad campaign using its “Facebook for Education” Page and Instagram. In addition to raising awareness, the ads helped connect all those interested in taking part in the activation.

Launching the activation
On October 14, 2019, the organization launched the 4-day SDG activation in schools across Nigeria. As the volunteers taught students in schools, they communicated with World’s Largest Lesson and partner organizations by sending photos, videos and messages through WhatsApp. By the 4 day of Nigeria’s SDG activation in schools, 3,000 volunteers had taught over 700,000 students.

Looking ahead
The activation helped show Nigeria’s Senior Special Assistant to the President and the Federal Ministry of Education the value of engaging young people in the SDGs and the importance of incorporating them into its formal curriculum. World’s Largest Lesson will continue to spread its impact by developing further activations in Nigeria and other countries and fine-tuning the use of Facebook Groups and Social Learning Units with localized materials to make it possible.
“From a volunteer’s point of view what they were asked to do was something constructive and they felt a real sense of pride in what they had accomplished together.”

ALISON BELLWOOD, CREATOR AND DIRECTOR, WORLD’S LARGEST LESSON

THEIR SUCCESS

**Opening eyes and minds to CS**
World’s Largest Lesson used Facebook, WhatsApp and Instagram to raise awareness and facilitate the teaching of thousands of children in Nigeria about the United Nations SDGs during its 4-day activation.

700K+ Nigerian students taught

30M impressions with awareness campaign

3K+ volunteers and supporters

1.26M people reached with awareness campaign

Proved value of adding SDGs to Nigeria’s national curriculum.