

# PEERS MOBILIZING EACH OTHER TO END VIOLENCE AGAINST CHILDREN, ERADICATE CHILD LABOUR ENSURE EDUCATION FOR ALL

Children engaging with decision making

Global

The 100 Million campaign is a call to action for a world where all young people are free, safe and educated: supporting young people to mobilise to end violence against children, eradicate child labour ensure education for all.

Triggered by child labor, they address education and VAC, hoping to raise joy, raise awareness with children themselves on how to protect themselves, and deliver timely information. Their model is founded on a peer to peer activism.

At the beginning of the pandemic, 100 Million youth and adolescent trustees (elected representatives of the All-Africa Student Union, Organising Bureau of European School Student Unions, European Students' Union, and the Commonwealth Students' Association, along with youth activists from marginalised communities including former child labourers) co-created the Justice for Every Child campaign - calling for global financial commitments worth \$1 trillion to fund and deliver targeted interventions to protect the almost 20% of children living on \$2 dollars or less per day from the short- and medium-term impacts of COVID-19.

The youth-initiated Justice for Every Child campaign now has over 50 youth-led partner organisations, ranging from international networks, national bodies and local grassroots groups tackling the impact of the pandemic on the frontlines in refugee camps, informal settlements and rural villages.

Their network of youth-led community groups across the world have continued to reach out (online and offline) to marginalised and vulnerable children and young people throughout the pandemic. From the informal settlements in Liberia to the poorer districts in Peru, this peer to peer interaction has been instrumental in not only providing connection in a time of isolation for many, but in these youth-led groups formulating advocacy demands (the primary role of groups) based on the real life experiences of COVID-19 for their marginalised peers.

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