RALLYING CRY: ADDENDUM

Please note: Board documents are deliberative in nature and, in accordance with the GPE Transparency Policy, are considered public documents only after their appraisal by the Board. It is understood that constituencies will circulate Board documents among their members prior to Board consideration for consultation purposes.

Board Policy Reference: BOD/2020/06 06—Rallying Cry

1. STRATEGIC PURPOSE

1.1 This addendum to BOD/2020/09 DOC 04 sets out the market testing methodology and seeks Board decision on both a Rallying Cry and supporting Indicator Statement. The testing produced two strong preferences for a Rallying Cry, supported by three strong options for an Indicator Statement (to show evidence of the challenge as well as progress against it). The options before the Board are based directly on the survey data and are submitted by Brunswick without input and influence from the Secretariat. Annex 1 contains a short summary of Brunswick's work.

2. REQUESTED DECISION

BOD/2020/09-XX: Rallying Cry: The Board of Directors:

1. Approves the adoption of the following Rallying Cry, aligned with GPE 2025:

[RC1: All children deserve to go to school, or]

[RC2: Education is the most important investment a country can make in its people]

2. Supported by the following Indicator Statement:

[IS1: Close to 260 million children around the world are still out of school, or]

[IS2: 130 million girls around the world are still out of school, or]

[IS3: An estimated 52% of girls in developing countries cannot read proficiently by age 10]

3. NEXT STEPS

After Board selection of the preferred options of rallying cry and indicator statement, both will be rolled out through the strategic plan, case for investment and external communications materials and messaging.

4. ANNEXES

Annex 1: GPE Rallying Cry Options - Research and Recommendations