

## **Adding a communication dimension to the academic approach**

**Issam AZOURI**

Communication adviser, Lebanon, [iazouri@hotmail.com](mailto:iazouri@hotmail.com)

As communication adviser I will focus on the best way to use the academic environment (beyond curriculum development) to strategically promote child rights.

I will call to think out of the box and provide key partners with the right communication tools (data and fact sheets) to develop policies and curricula integrating child rights across disciplines and lead to impact change.

As UNICEF-Greece is a pioneer in creating awareness around child rights in Greece, including the creative training to journalists, and the establishment of Child rights partnerships with various universities, it is important to build on this success and expand it to other countries.

Other grassroot activities can be planned within the academic environment, across disciplines, and students can be encouraged to use their creativity to promote child rights; it will be useful to allow them to brainstorm their own ideas and use key documents as reference for prioritizing their community approach.

Academia can identify the disciplines which can creatively promote child rights, but as a former journalist I look at sustainable awareness with journalism students who will carry the torch of child rights in the future.

There is also a wealth of fresh minds among creative students in marcom, and I can see lovely capstone projects around child rights (and UNICEF can create a competition around it).

Mapping the current landscape of child rights (and abuses) is essential when putting awareness programs. The localized approach is crucial in respecting local cultures and context, but I will emphasize the universality of child rights, and the importance of preserving the rights of the weakest and the most vulnerable, such as the children of legal and illegal migrants.

In a nutshell, I will call for adding a communication component to academia (including internal communication efforts to explain their role in supporting Child rights).

Presentation language: English ☒ Greek ☐

### **Short CV**

A communication adviser, combining 4 decades of strategic communication in 13 countries, he contributed to stop using juvenile camel jockeys in UAE with UNICEF; eradicating worst forms of child labor in Lebanon with ILO; reducing irregular migration from Iraq to Europe with IOM;

promoting municipal elections in Libya with UNDP; introducing the rights of students with diabetes in Qatar with Qatar Foundation; promoting food waste reduction with FAO.