Join The Real Challenge and help spread awareness about children's rights
The UN Convention on the Rights of the Child turns 30 this year but we are not throwing a party just yet. Even though we have come a long way since its inception, children’s rights are still being violated on a daily basis.

For this reason, UNICEF and the EU have decided to join forces this year and launch #TheRealChallenge campaign. Because we want kids and adolescents to express their views on their own rights and in their own language. This campaign will be triggered by four short videos that children and youth will challenge to duet with their own images. The campaign will be activated on 25th October and will run at least until 20 November, which is the anniversary of the Convention. The videos will have an emotional and personal style and convey the message that children's rights are universal, yet they cannot be taken for granted.

The Convention on the Rights of the Child remains the most ratified UN Treaty and has played a vital role in improving the lives of children all over the world. At the high level event at the United Nations General Assembly in September, UNICEF’s Executive Director Henrietta Fore and the EU High Representative and Vice-President Federica Mogherini were interviewed by children and young people
on the progress made for children's rights over the past 30 years, about the new challenges that
children are facing today and will be facing in years to come, and about concrete commitments to
continue to promote, protect and fulfil the rights of children around the globe.

"I believe #TheRealChallenge is guaranteeing that every single child gets every single right, no
matter the background, the economic situation of the family, the gender", Federica Mogherini said at
the United Nations. UNICEF's Executive Director Mrs Fore stated that "for 30 years, the Convention on
the Rights of the Child has helped improve lives, but challenges remain". Real challenges for children
across the planet continue and we need to raise awareness that these are indeed real and
unacceptable: children are refugees, children are being recruited as soldiers, inequalities persist in
many forms, children are at risk of child labour, they are victims of bullying, online and offline; and
children are being torn apart from their families against their will and best interest and are losing their
homes.

You want to join? Look out for #TheRealChallenge soon on TikTok or have a look at our videos here
and share the message!

**Child labour**
Millions of children are trapped in child labour: #therealchallenge is to have a childhood

Video of #01 EU Unicef TikTok Child Labour

**Equality**
Not all girls get the same chances as boys: #therealchallenge is to be treated equally

Video of #02 EU Unicef TikTok Equality

**Family unity**
Millions of children are being separated from their family: #therealchallenge is staying with my family

Video of #03 EU Unicef TikTok Family Unity

**Bullying**
Millions of children are being bullied every day: #therealchallenge is to stop bullying

Video of #04 EU Unicef TikTok Bullying
#TheRealChallenge campaign explainer
Facts and figures: UN Convention on the Rights of the Child

See also
UN Convention on the Rights of the Child
Every single child should get every single right
www.eeas.europa.eu

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