



Calendar


Project chronology

1


High school registrations


 17 20 June - 31 October 2025

 Launch of the competition, publication of the call for entries, registrations

 All Saints' Day holidays: 1 - 9 November 2025


Presentations by MSF on a forgotten crisis


 17 6 October - 14 November 2025


 Face-to-face or by videoconference, depending on availability of enrolment classes

2

Creation of projects by groups


 17 17 November - 12 December 2025


 Supervised work in secondary schools to develop a campaign project

 End-of-year holidays: 20 December 2025 - 4 January 2026

3


Pre-selection of the 6 projects by the jury


 17 15 December 2025 - 9 January 2026


 Analysis of the projects received and selection of the best 6

4

Complete creation of the campaigns by the 6 shortlisted projects

 17 12 January - 20 February 2026

 Production of communication media (posters, videos, networks, etc.)

 Carnival holidays: 14 - 22 February 2026


Calendar


Continued




5


Selection of the 3 finalists


 17 24 - 28 February 2026

 Presentation of completed campaigns to the jury, selection of the 3 finalist projects continued

Slight adjustments + Public broadcast of the campaigns (by the 3 finalist groups)

 17 2 - 27 March 2026


 Active communication in schools, school media, social networks, etc.

 Easter holidays: 28 March - 12 April 2026

6

Analysis of the campaign and its impact


 17 13 - 30 April 2026

 The students fill in a file analysing the dissemination and impact of their campaign; the template will be provided by MSF.


7


Selection of the winning project


 17 4 - 15 May 2026

 Jury analyses dissemination, impact and creativity to select the winner

Closing ceremony & announcement of the winning group

 17 Week of 18 May 2026 (exact date to be determined)

 Just before the Whitsun holidays (23 - 31 May 2026)

 Possibility of inviting the press, families, management, etc.

Overview by period

Months and milestones

CALL
TO
ACTION

