



CALL
TO
ACTION

(R)éveil humanitaire

2025-2026 Edition





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Médecins Sans Frontières

An international and independent medical humanitarian organisation

Médecins Sans Frontières (MSF) is an international organisation that provides medical assistance to people affected by conflict, epidemics, disasters or exclusion from healthcare.

Our teams were **active in 75 countries in 2024** and are made up of tens of thousands of healthcare professionals, logistics and administrative staff. Our actions are guided by **medical ethics** and the **principles of impartiality, independence and neutrality**.

Call to Action : (R)éveil humanitaire

How can we make secondary school students aware of complex crises that they have never heard of?

How can we encourage them to think critically?

How can we give them the keys to action so that they can build a civic commitment that reflects their own personality?

These are the objectives of the **Call to Action “(R)éveil Humanitaire”** organised by MSF Luxembourg.

Through supervised group work spread out over the school year, the pupils themselves become involved in **learning about a forgotten and/or neglected humanitarian crisis.**



Call to Action : (R)éveil humanitaire

From Luxembourg, go beyond the borders of silence to make our patients' voices heard.

At the moment, the voices of our patients and staff are still struggling to be heard by as many people as possible. By **creating their own awareness-raising materials**, secondary school students are making a tangible contribution to **highlighting crises and ensuring the success of our testimonial campaign**.



Raising awareness of a neglected or forgotten crisis



Our project: young people living with HIV

MSF will provide participating students with information about a neglected crisis that receives little or no media coverage but which nevertheless affects many patients: **young people living with HIV**. In sub-Saharan Africa, HIV is the 2^e leading cause of death among 10-19 year olds, due to limited access to testing, monitoring and treatment.

The students will have around **4 months to work on an awareness-raising tool** that will take the form of their choice and will be broadcast on the channels they deem most relevant during **a two-week campaign**.



Call to Action : (R)éveil humanitaire

A **mixed jury made up of MSF staff and volunteers** – specialised in educational projects, communication, medical experts, etc. – will **select the finalist projects**. – will select the finalist projects, which will be able to **disseminate their work** and present it at a closing ceremony at which the winning team will be chosen.



The students in this team and their teacher will be able to visit MSF Supply, MSF's supply centre in Brussels, in July 2026.



Participation rules

High school students

The competition is aimed at secondary school pupils aged between 15 and 19, who take part in teams of a minimum of 4 and a maximum of 7, whether they attend a traditional, vocational or international secondary school.

Integration into the curriculum

The challenge can be integrated into various options and courses: geography, French, life and citizenship, sustainable development, etc.

Taking part in the challenge requires a commitment at every stage.

How to register

Entries are made on the msf.lu website via the teachers, who will decide on the internal procedures for their class.

Each secondary school will be able to enter several teams in the challenge.

*Depending on the number of schools taking part, a restriction on the number of teams may be requested.

The challenge will be available in French or English, depending on the preference of the students and the teachers.



Learning objectives

At the end of the project, the young people will develop a range of cross-disciplinary skills through **active experience**.

In addition, they will all be given a detailed introduction to one or more forgotten crises: definition of the problem, consequences for the health of the population affected, figures, context, etc.

- Sharpen your **critical faculties**: know how to analyse the causes of a problem in order to solve it;
- Optimise **time management**: be able to identify priorities and organise yourself;
- Be able to work as part of a team: **cooperate**, keep **commitments**;
- Amplify your **creativity** and sense of initiative: knowing how to find **innovative, non-standard solutions** to problems while setting priorities;
- knowing how to communicate: knowing how to **process and pass on information orally and in writing**; summarising and arguing; defining a **clear message**;
- being able to carry out **in-depth research**.

Registrations

Teachers who want their pupils to take part must register on the msf.lu website using the online form before **31 October 2025**.

Getting in touch

MSF will contact the teacher to provide further information (assessment criteria & instructions).

Presentation of the challenge

MSF will spend two consecutive hours (if possible) with the students to introduce them to the two themes of the challenge.

Teachers will be contacted on a first-come, first-served basis.

Steps

1st hour: Presentation of MSF

Presentation of Médecins Sans Frontières: our mission, our values, our history, our operations.

Via: Quiz, video, PowerPoint presentation

2nd hour: Presentation of the challenge and information relating to the crisis

To provide basic knowledge of medical and humanitarian issues and the stakes involved.

Equipment we will need: Projector, HDMI port to connect our computer and/or USB port to connect our USB stick, internet connection.



Submitting your project

Each school will be able to enter several teams in the challenge. **Teachers will be given instructions on the points that must be covered in the presentation file.** The format will be left to the discretion of the project leaders. Key messages, format and distribution methods should already be considered at this stage. **A practical sheet will be made available to students to guide them.**



The application must be submitted to MSF by 12 December 2025.

education@luxembourg.msf.org
Subject: CALL TO ACTION



Projects will be assessed according to three criteria throughout the process:

Content

Information must be accurate and relevant, based essentially on data provided by MSF.

Clichés and stereotypes must be avoided.

Reflection

The final project must demonstrate a **critical approach** to the theme and show creativity in the way the issue is tackled, as well as in the way the project is disseminated and communicated.

Diffusion

It will be important to produce it in such a way that it reaches **as many people as possible**.

The issues surrounding the forgotten crisis must be communicated clearly and cleverly.



Steps

In mid-January, MSF will inform the schools of the **6 projects selected following a pre-selection process**. If a project is not selected for the challenge, this will not prevent pupils from carrying out their project as part of their school work. Only the public dissemination of the campaign will not be possible, as the final project will not have been validated by MSF.

Pupils whose projects have been selected will then have until the penultimate week of February to develop the project and finalise the communication plan.

The jury may suggest a few changes to each group, particularly if the information provided is inaccurate or if the message contradicts MSF's values.

The project will be presented to the jury by videoconference in the last week of February. Following this presentation, the jury will deliberate to select the 3 best projects. **Minor adjustments may be suggested to avoid errors being circulated.**

The save the date for the closing ceremony will already be sent to each school so that all those involved – students, families, friends, teachers, etc. – can attend.

Steps

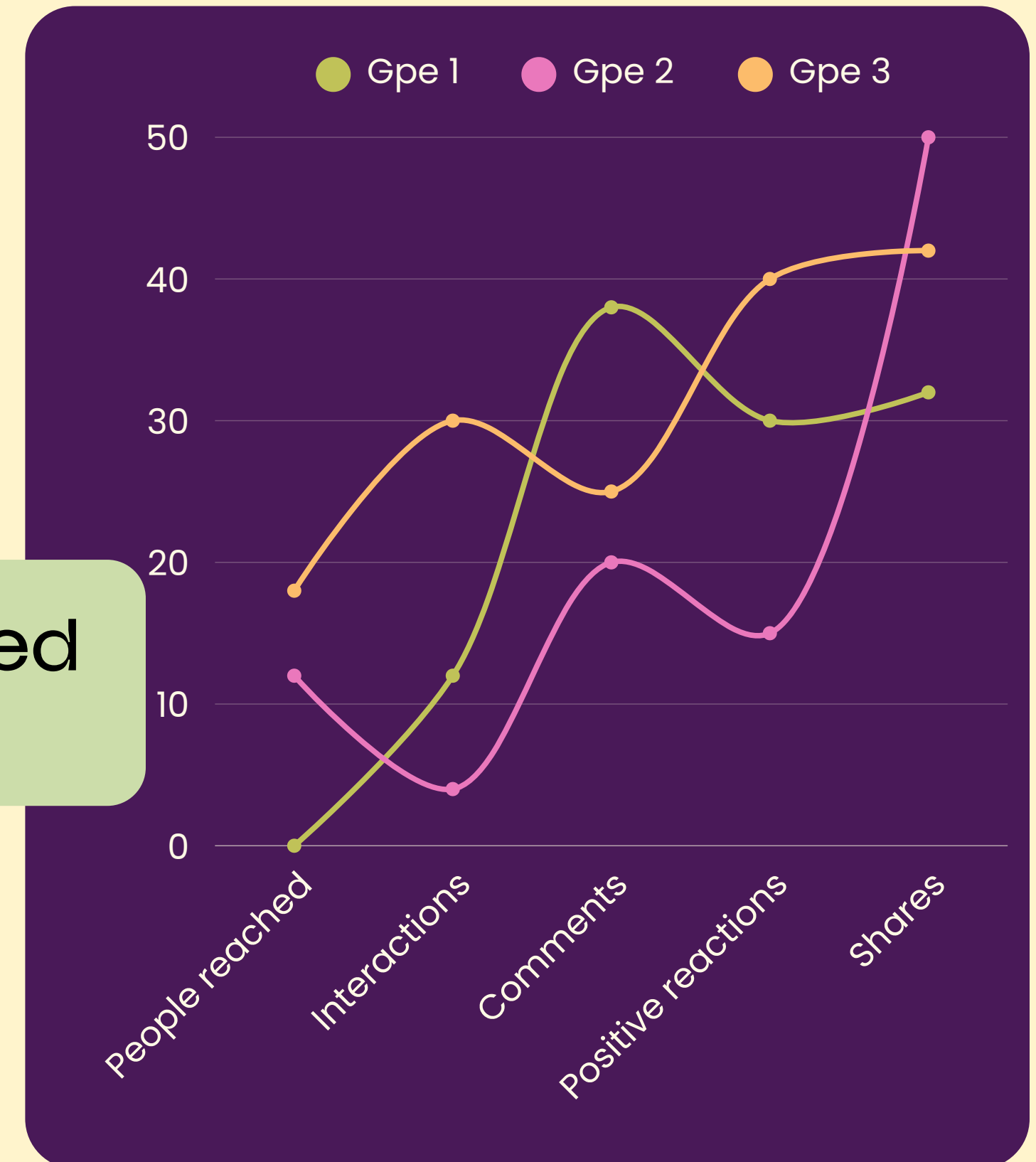
These three finalist groups will continue the adventure, and their respective projects will be publicised through the channels of their choice (social networks, poster campaign, exhibition in the school or elsewhere, etc.), with the aim of reaching as wide an audience as possible. **The awareness campaign will run for a fortnight.**



KPIs will have to be collected to analyse the campaign

An analysis grid will be provided by MSF. This analysis will enable MSF to make a factual assessment of the scope of their project.

MSF will submit the projects to the public vote via its social networks. This vote will constitute a bonus of up to 3 points, which will be added to the final score.



These KPIs are not exhaustive & are presented as examples

Steps

The **closing evening** will be held during the week of 18 May and will bring together the jury, the students who submitted the project and their families/friends, as well as the teachers and representatives from the school.

The three finalist groups will have the opportunity to **present their material** and give some figures on the impact of the campaign.

The ceremony will continue with the **announcement of the results** of the challenge and the awarding of prizes to each finalist group, with the **winning group getting a special prize:** a visit of **MSF Supply**, MSF's supply centre in Brussels.



History



For the 2023–2024 edition, 16 schools across the country were invited to take part in the Call to Action; **6 projects were submitted by two schools**: the International School of Luxembourg and the Lycée Technique de Lallange. At the end of the competition, the winning group had the opportunity to visit MSF Supply in Brussels. The winners spent a day learning about MSF Supply's mission: to supply quality products and services to humanitarian medical organisations in record time, which they shared with the other students at the school on their return.



Thank you for your attention!

Questions? education@msf.lu

