



CALL
TO
ACTION

(R)éveil Humanitaire

2026-2027 issue



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Médecins Sans Frontières

An independent international humanitarian medical organisation

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

In 2025, our teams worked in **72 countries**. They are made up of tens of thousands of health professionals and staff working in logistics and administration. Our work is guided by **medical ethics** and the principles of **impartiality, independence** and **neutrality**.

The Call to Action: (R)éveil Humanitaire

How can secondary-school pupils be made more aware of crises that are not much reported in the media or to young people?
How can they be encouraged to use their critical faculties?

How can they be given keys to action to commit themselves as citizens in a way that is appropriate for them?

These are the aims of the Call to Action “(R)éveil Humainitaire” (“**Humanitarian (Re)Awakening**”) organised by MSF Luxembourg.

By means of guided group work spread over several months during the school year, pupils themselves play an **active role in the process of learning about a forgotten and/or neglected humanitarian crisis that inspires commitment.**



The Call to Action: (R)éveil Humanitaire

From Luxembourg, reach across the frontiers of silence to make the voices of our patients heard and to take action.

At present, the voices of our patients and staff still have difficulty in reaching the general public on the largest scale. By **planning their own awareness-raising campaign**, secondary-school pupils participate in the work of **drawing attention to crises and in the success of our public information work** in practical ways. In addition, they choose and promote **ways of encouraging commitment** in Luxembourg.



Raising awareness of a neglected or forgotten crisis



Educational objectives

Throughout the project, young people will develop a range of **cross-cutting skills** to serve their vision of what citizen involvement ought to consist of.

All of them will become aware in detail of one or more forgotten crises: defining the problem, the impact on the health of the population affected, figures, context, etc.

- Developing **critical faculties**: knowing how to analyse the causes of a problem in order to solve it;
- Optimising **time management**: being capable of identifying priorities and organising oneself;
- Being able to **work in a team**: to cooperate and fulfil one's commitments;
- Increasing one's **creativity** and sense of **initiative**: knowing how to find innovative solutions – thinking outside the box – to the problems that arise, while establishing priorities;
- Knowing how to **communicate**: learning to process and share information orally and in writing; summarising and arguing; defining a clear message;
- Being able to carry out **in-depth research**.

Rules governing participation

Secondary school pupils

The competition is aimed at secondary-school pupils aged between 15 and 19, who will participate in teams of 4 at the minimum and 8 at the maximum, whether attending a grammar school, a vocational school or an international school.*

*The restriction on the number of pupils per team applies until the selection of the finalists. Members of the teams that have not been selected may support and assist in carrying out the campaign conducted by the team from their class that has been selected, if any.

Registration procedure

Teams are to be entered on the website msf.lu by teachers, who will decide on the approach to be adopted within their class.

Each school may enter multiple teams for the challenge.*

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

Incorporation into the curriculum

The challenge may be tackled through various options and courses: geography, French, English, citizenship, IT, sustainable development, solidarity option, etc.

Participation in the challenge requires commitment at all stages.

The challenge will be accessible in French or English, whichever the pupils and the teachers' team prefer.

Calendar

Chronology of the Project



1

Entries by schools

 10 August – 30 October 2026

 Launch of the competition, dissemination of the call for participation, registration

 *Autumn half-term holiday: 31 October – 8 November 2026*

Presentations by MSF in the classroom on a forgotten crisis

 5 October – 13 November 2026

 Face to face, according to the availability of the classes entering

2

Creation of projects by groups

 13 November 2026 – 5 February 2027

 Guided work at schools to draw up a plan of campaign

Support from MSF teams is possible during this process - project brief to be submitted by 19 December

 Creation of communication materials (posters, videos, networks, etc.)

 *Christmas holidays: 19 December 2026 – 3 January 2027*

3

Selection of the finalists by the jury

 5 February – 19 February 2027

 Analysis of projects received and selection of the best

 *Spring half-term holiday: 14 – 22 February 2026*

4

Adjustments and publicity on campaigns

 22 February – 19 March 2027

 **Analysis of the campaign:** report on publicity and monitoring of response

5

Meeting of the jury & selection of the winning entry

 22 March – 26 March 2027

 *Easter holidays: 27 March – 11 April*

6

Closing ceremony

 Week of 12 April 2027

Our project

Ebola: understanding so as to take action here and elsewhere

MSF will provide the pupils taking part with information about a crisis that is neglected, that is little publicised by the media – if at all – but that concerns many patients: **Ebola outbreaks**. Through this subject, the pupils will be able to consider a number of problems and courses of action: managing an epidemic, preventive measures, the risks associated with disinformation, how to bring multiculturalism to bear on care, etc.

The pupils will **work on a tool to raise awareness / call people to action** which will take the form of their choice and which will be publicised through the channels that they deem the most appropriate in a **campaign lasting two weeks**.



The projects will be assessed in the light of three criteria throughout the process:

Content

The campaign must be able to draw attention to the forgotten/neglected crisis.

The information must be accurate and relevant, based on data supplied by MSF.

Clichés and stereotypes must be avoided.

Call to action

The final project must display a **critical attitude** to the subject.

One of the prime objectives of the campaign must be to **bring about a change of behaviour or an action**, which must be clearly identifiable, realistic and worthwhile.

Publicity

The campaign must be conceived by adopting a position as an ambassador for the forgotten crisis.

The subject must be tackled in such a way as to communicate with the target public of the campaign effectively. It will be important to carry it out so as to reach **the maximum number of people**.

Registration

Those teachers who wish to have their pupils take part must register to do so on the website msf.lu using the online form by **30 October 2026**.

Contact

MSF will contact the teacher to provide further information and organise the presentation in the classroom.

Presentation of the challenge

MSF will spend two consecutive lessons with the pupils to introduce them to the challenge.

Teachers will be contacted in order of registration.

Stage 1: presentation

1st part: presentation of MSF

Presentation of Médecins Sans Frontières: our remit, values, history and projects.

By: *quiz, video, PowerPoint presentation*

2nd part: presentation of the challenge and information on the crisis

Providing basic information on medical and humanitarian problems and on the issues involved.

By: *quiz, video, PowerPoint presentation, "photolangage"*

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



Stage 1: presentation

Communication through photos: brainstorming activity

Several photos will be displayed in the classroom; pupils will be asked to choose the one that speaks to them most personally and to explain why.

This will enable us to propose links that each pupil can make with the context of epidemics and health in general and to suggest a composition of the groups to participate in the challenge by thematic grouping.



Stage 2: presentation of the campaign

Each school will be able to put forward several teams to take part in the challenge; each team will carry out its awareness-raising campaign.

Instructions will regularly be given to the teachers concerning what must be provided and when.

In particular, **a practical checklist** will be given to the pupils to guide them. It must be **returned to us by 19 December**. The MSF teams can **make suggestions to each group**, which may correct its campaign before publicising it.



All the definitive elements in the campaign and the strategy for publicising it must be submitted to us by 5 February by email and/or post.

education@luxembourg.msf.org
Subject: (R)éveil Humanitaire



Stage 3: selection of finalists & publicity for the campaigns

In mid-February, MSF will communicate to schools the **projects selected as finalists**. Each of the finalist groups will be able to publicise its campaign among its target groups.

At the same time as the finalists are announced, the jury will give each finalist group a few last recommendations, particularly if the information communicated is inaccurate or if the message ought to be revised to encourage people to act.

The pupils whose project has been selected will then have from mid-February to mid-March to finalise their campaign, publicise it and analyse its impact.

Their respective projects may be publicised through the channel of their choice (social networks, a poster campaign, an exhibition at the school or elsewhere, etc.), with the aim of reaching as wide a public as possible.

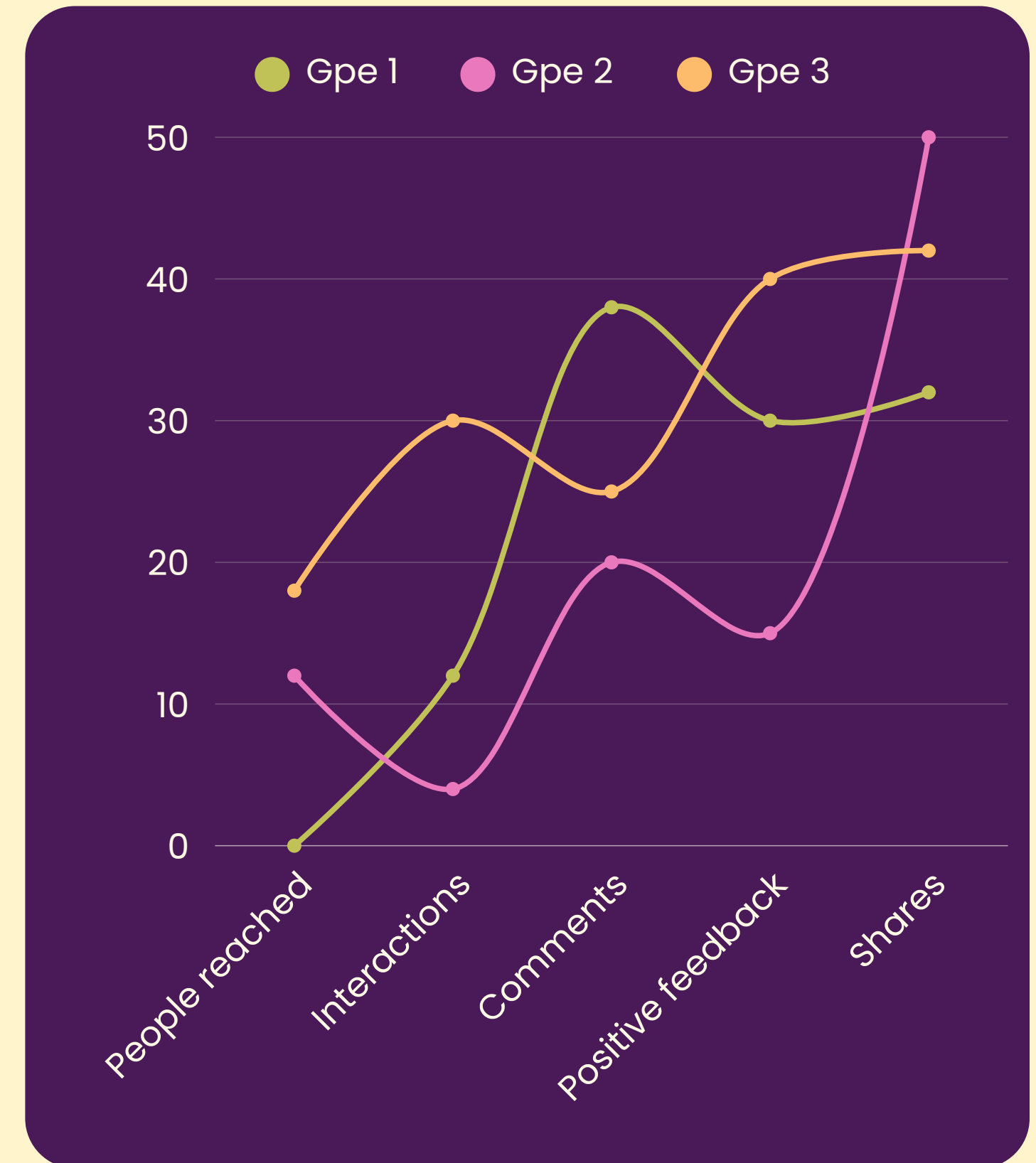
The awareness-raising campaign will last for two weeks.

Stage 4: selecting the winner

Following the presentation of the results of each campaign during a discussion with the jury, the latter will deliberate in order to **select the best project**.

MSF will also put the projects **to the vote among the public through its social networks**; the result of this vote will be reflected in a bonus of up to 3 points to be added to the final score.

Lastly, the **groups taking part in the Humanitarian Awakening** which have not been selected as finalists will likewise have the opportunity to choose their preferred project; the result of this vote will be reflected in a bonus of up to 3 points to be added to the final score.



Theses KPIs are not exhaustive and presented as examples

Stage 5: closure

The **closing ceremony** will be organised in the **week of 12 April** and will bring together the jury, the pupils whose project has won and their families and friends, as well as the teachers and the representatives of the school.

The date of the closing ceremony will be chosen in February in consultation with the finalists and communicated to each school, so as to facilitate attendance by all concerned.

On that occasion, the three groups of finalists will be able to **present their materials** and give a few figures on the **impact of the campaign**.

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



History



In the competition in 2023–2024, 16 schools around the country were invited to participate in the Call to Action concerning unsafe abortions and malaria; **6 projects were submitted** by 2 establishments: the International School of Luxembourg and the Lycée Technique in Lallange, which won the competition.

The 2025–2026 competition made it possible to raise awareness among 119 pupils from 6 establishments in Luxembourg on HIV in young people. The jury received 21 projects and **preselected 6** of them at the beginning of January 2026, the winners being the Lycée Edward Steichen in Clervaux, the Lycée Michel Rodange, the EIMAB, Fieldgen private school and the Lycée Classique in Diekirch. A team from the LCD won the Humanitarian Awakening.



Thank you for your attention!

Do you have any questions?
education@luxembourg.msf.org

