**World Teachers’ Day 2021**

**Always present: Paying tribute to the educators we lost**

This year, World Teachers’ Day will be different. The COVID-19 pandemic continues to rage across the world, with the education sector being particularly affected. Beyond school closures and learning loss, we have lost countless educators who led, inspired, and made the world go round for their students, their families and their communities. We have all lost colleagues, friends and fellow unionists. This year on World Teachers’ Day, we will pause and honour the legacy of the teachers and school staff who have left us.

This toolkit is an introduction to the Global Tribute Event hosted by Education International on World Teachers’ Day - October 5th, 2021 – and supporting activities. It aims to help you promote the global event, as well as inspire you to organise a tribute in your country or community.

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# Always present in our minds and in our hearts

## The tribute event

This World Teachers’ Day, Education International will host a global tribute event to honour the teachers and education support personnel we lost during the pandemic. As educators, as unionists, and as a global community on October 5th we will come together to celebrate their life’s work, their dedication to their students, colleagues and their profession, their courage and legacy, and we will commit ourselves to taking their mission forward. They are not forgotten. They are always present in our hearts and in our minds.

The event will be livestreamed on EI YouTube and Facebook channels, as well as the memorial website. Please use the images and suggested posts below to share the information with your members.

## The memorial website

[www.teachercovidmemorial.org](https://www.teachercovidmemorial.org/)

Ahead of the tribute event, we have launched a dedicated [memorial website](https://www.teachercovidmemorial.org/) where educators from around the world can gather to honour their colleagues who have passed away during the pandemic. It’s a space for us to remember those we have lost and celebrate their legacy.

The website allows users to share the story of an educator they have lost during the pandemic. Please share the link to the website widely among your members so that as many stories as possible are told and as many educators as possible are remembered and celebrated. Below you will find a few images and suggested posts to help you promote the website.

# Communications toolkit

## Social media

A first and quick step to help promote the event to your members is to share EI posts on social media. Linked below are a few posts you can share:

* Twitter: Invitation to add stories to the memorial website and to tune in to the tribute event - <https://twitter.com/eduint/status/1438155410419109888>
* Facebook: Invitation to add stories to the memorial website and to tune in to the tribute event - <https://www.facebook.com/educationinternational/posts/4471962622862062>

In addition, please use the elements below to create posts directly on your social media platforms and invite your members to share the stories of the colleagues they lost to the pandemic and to invite them to attend the October 5th tribute event.

**Hashtags**

* #TeacherTribute
* #WorldTeachersDay
* #WTD2021

**Suggested posts**

|  |  |  |
| --- | --- | --- |
| **Platform** | **Suggested text** | **Link to image** |
| Twitter | 🕯️ We have lost too many educators to COVID-19.  They taught, led, and inspired their students, colleagues, and communities. Always present, their legacy lives on.  Share their story at [www.TeacherCovidMemorial.org](http://www.TeacherCovidMemorial.org) and join the #TeacherTribute event on #WorldTeachersDay. | <https://eiie.io/WTD2021TwEN> |
| Facebook | 🕯️ We have lost too many educators to COVID-19.  They taught, led and inspired their students, colleagues and communities. Always present, their legacy lives on.  Share their story at [www.TeacherCovidMemorial.org](http://www.TeacherCovidMemorial.org) and tune in to the Global #TeacherTribute Event on October 5th, #WorldTeachersDay. | <https://eiie.io/WTD2021FbEN> |
| Instagram | 🕯️ We have lost too many educators to COVID-19.  They taught, led and inspired their students, colleagues and communities. Always present, their legacy lives on.  Share their story and tune in to the Global #TeacherTribute Event on October 5th, #WorldTeachersDay. Link in bio for more information. | <https://eiie.io/WTD2021FbEN> |

## Email

Please feel free to use the email template below to inform your members of the planned World Teachers’ Day activities at the global level.

Dear colleagues,

We are living through unprecedented times. Nearly two years on, the COVID-19 pandemic is still raging across the world with a devastating impact on education. Beyond school closures and learning loss, we have lost countless colleagues - teachers, education support personnel, fellow unionists.

As we continue to battle the pandemic and do our very best to provide quality education to our students, it is important to take time to mourn and remember the colleagues we have lost.

On October 5th, World Teachers’ Day, Education International will host a Global Tribute Event in their honour. It will be a moment for the global education community to celebrate the work and life of the educators who have passed away. We will honour their dedication to their students, colleagues, and their profession and we will commit ourselves to taking their mission forward.

I hope you will be able to join the Global Tribute Event so that we can all come together and find strength in our solidarity. You can register for the event at [www.TeacherCovidMemorial.org](http://www.TeacherCovidMemorial.org). On the same website, you can also share the story of a colleague you would like to remember. Please do not hesitate to do so.

Finally, feel free to share this information with colleagues in your school community and on social media using #TeacherTribute so as many teachers and educators join us for this important event.

In solidarity,

[name]

# Hosting your own World Teachers’ Day tribute

If you would like to host your own tribute, here are a few ideas that you can use for inspiration:

* **Tribute event**  
  In addition to the global tribute, you can organise a tribute event at the national level, inviting artists, poets, musicians, students, educators and community leaders to celebrate the memory of colleagues who have passed away and speak to the influence they have had on their lives. Depending on traditions in your country, the event can feature small remembrance ceremonies, presenting condolences to bereaved families and other culture-specific ways of paying tribute.
* **Murals or other community art**  
  Murals and community art in general are a great way to remember teachers and educators who have passed away and involve the local school community. The mural itself can be placed on school grounds and you can also allow students and colleagues to add their own messages for these teachers. [Here is an example](https://www.youtube.com/watch?v=OnXkmu2NYVM) of a mural celebrating teachers.
* **Social media action**  
  You can encourage students to post a message about the teachers they lost on October 5th using #WorldTeachersDay and #TeacherTribute. They can speak to how that teacher touched their lives and had a lasting influence on them.
* **A moment of silence**  
  You can organise a moment of silence on October 5th at 12 pm, local time. Please encourage school communities across your country to take a minute to honour the teachers and education workers who have passed away.   
  This is a moment to reflect on the legacy of our colleagues and to call for better working conditions for educators everywhere and for vaccine equity around the world.   
  To increase the visibility of this action, please post videos and photos on social media using #TeacherTribute. We will amplify on the EI social media platforms.