



ALL
CHILDREN
READING:

A GRAND CHALLENGE
FOR DEVELOPMENT

EVOKE: LEADERS FOR LITERACY

YOUTH SKILLS DEVELOPMENT EXPERIENCE
TO STRENGTHEN CHILD LITERACY

While the rapidly-changing global economy demands 21st century skills for youth to be successful, many are not gaining these skills through traditional educational institutions. Additionally, at least 250 million children globally are not learning basic reading skills—including many who are attending school, but who are not learning.

Launched in 2017, EVOKE: Leaders for Literacy offers an innovative approach to ensure all children learn to read and youth gain critical skills—helping them both realize their full potential.

EVOKE: Leaders for Literacy is the latest in the award-winning, multi-player, online game-based EVOKE suite of experiences empowering youth to develop 21st century skills while collaboratively solving urgent social challenges. Through powerful storytelling and an engaging, interactive educational

experience, youth develop an understanding of global challenges, and collaborate with online social networks and their communities to become change agents for challenges such as child literacy, human trafficking, and world hunger.

In EVOKE: Leaders for Literacy, youth “Agents”—motivated by evidence-based game methodologies and entertainment—develop skills such as collaboration, creativity, critical thinking, empathy and reasoning as they complete 48 activities to fulfill eight missions to advance global child literacy.

The EVOKE: Leaders for Literacy Campaign is a joint initiative of All Children Reading: A Grand Challenge for Development (a partnership of USAID, World Vision and the Australian Government), Pearson, Project Literacy, and the World Bank.

Twenty first century skills are job-ready skills that include the 4Cs: critical thinking and problem solving, communication, collaboration, and creativity and innovation.²



HOW IS EVOKE PLAYED?

▪ The Characters.



André



Toniah



Alchemy

- **Superhero profile.** Players answer a set of questions that creates their superhero profile as a Creative Visionary, Deep Collaborator, Systems Thinker or Empathetic Activist.
- **Power Resources.** Based on their profile, players are given a set of skills or powers to be used as resources in the game. For example, a Deep Collaborator's powers are: communication (listens empathetically), teamwork (works in diverse teams), networking (seeks feedback), and generosity of spirit (shares time and resources).
- **Engaged Storytelling.** As players accomplish benchmarks, they gain access to new chapters in a story highlighting barriers to child literacy.
- **Activities.** Players submit evidence via SMS, photo or video—which is rated by peer and expert assessors—to attain additional powers.
- **Evokation Challenges.** Teams combine skills to develop an Evokation, a specific solution to improve child literacy in their community.
- **The Win.** Agents earn powers, badges and rewards based on skill/power accumulation and the top Evokation projects receive prize funding to implement their solution.

EVOKE gave a safe place to put the idea out there and when no one laughed but actually had good things to say it gave me the confidence to approach others...so I can only imagine that there are many students out there with similar ideas, but without the confidence to pursue them."

~EVOKE Agent

WHAT ARE THE RESULTS?

Since its inception in 2010, EVOKE has been piloted in South Africa, Brazil, Colombia, and Mexico and played by approximately 100,000 youth "Agents". EVOKE was also named the 2010 Social Impact Game of the Year by Games for Change. Results from the 16-week pilot of "EVOKE: Youth as Agents of Change in the Colombian Peace Process" in Colombia in 2016 revealed that:

- Students who participated in EVOKE demonstrated statistically significant **greater learning outcomes** in 21st century and socio-emotional skills than did the control groups.¹

Evaluations show that participation in EVOKE:

- Led players to **change their thinking** about issues
- Helped players increase their **self-confidence**
- Increased players' sense of **agency and potential**
- **Identified learning gaps in project-based learning**
- **Provided motivation** compelling students to act
- Created **social capital**

UNLEASH THE EVOKE NETWORK IN YOUR COUNTRY

Are you ready to play?

Partner with us to launch an EVOKE-Literacy campaign and unleash the potential of youth in your context to improve child literacy.

More info:

- EVOKE Trailer – <https://vimeo.com/118072367>
- What is EVOKE? – <https://vimeo.com/116106578>
- EVOKE Case Study: Literacy – <https://vimeo.com/116106577>
- EVOKE: The Collaborative Process – <https://vimeo.com/116106576>

¹ Freeman, Barbara; Hawkins, Robert J. 2017. Evoke - *Developing skills in youth to solve the World's most complex problems: Contextualization, Implementation, and Experimental Research*. World Bank Education, Technology and Innovation: SABER-ICT technical paper series; no: 19. Washington, DC: World Bank Group.

² For more information on 21st century skills, please visit the P21 Partnership for First Century Learning at http://www.p21.org/storage/documents/citizenship/P21_Citizenship_Overview.pdf