



EVOKE

A CRASH COURSE IN CHANGING THE WORLD

ALL CHILDREN READING:

A GRAND CHALLENGE FOR DEVELOPMENT

THE EVOKE NETWORK IS LOOKING FOR A NEW HERO TO IMPROVE CHILD LITERACY. WILL YOU ACCEPT THE MISSION?

WHAT IS EVOKE?

Award-winning, multi-player, online game empowers youth to collaborate globally to solve urgent social challenges using 21st century skills.

Through powerful storytelling, EVOKE agents engage with online social networks and their communities to address global challenges such as child literacy, human trafficking and food security. EVOKE provides an engaging educational experience for youth to develop an understanding of these challenges and become agents of change by developing solutions. Motivated by evidence-based game methodologies and entertainment, youth “agents” develop 21st century skills such as collaboration, creativity, critical thinking, empathy and reasoning through eight missions and 48 activities.

EVOKE LITERACY

A game-based approach to child literacy

At least 250 million children globally are not learning basic reading skills—including many who are attending school, but who are not learning. Additionally, 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.

New approaches are needed to ensure all children learn to read and youth gain critical skills to help them realize their full potential. The EVOKE 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 to improve child literacy by leveraging youth as social innovators.



HOW IS EVOKE PLAYED?

- **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 give them 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.

WHAT ARE THE RESULTS?

Since its inception in 2010, the World Bank has been iteratively and formatively testing EVOKE to understand how well it works to build 21st century skills and compel youth to address global challenges in their communities. EVOKE was piloted in South Africa, Brazil, Colombia, and Mexico and played by approximately 100,000 agents. EVOKE was also named the 2010 Social Impact Game of the Year by Games for Change.

EVOKE is a constructive way to find solutions, change thinking about issues, build agency, and discover social entrepreneurs.

Characters



Marta



Alchemy



Eureka



Cypher

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**

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

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>

www.AllChildrenReading.org | [@ReadingGCD](https://twitter.com/ReadingGCD)

All Children Reading is an ongoing series of competitions that leverages science and technology to source, test, and disseminate scalable solutions to improve literacy skills of early grade learners in developing countries.