



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Address by Irina Bokova,

Director-General of UNESCO

**on the occasion of signing the Agreement with the Korean Company CJ at
the Global Education and Skills Forum**

Dubai, 12 March 2016

Dr Heekyung Jo Min, Executive Vice President, Global CSV,

Mr Sang Gill Lee, *CJ Welfare Foundation* Executive Vice President,

Excellencies, Ladies and Gentlemen,

I am very pleased to sign this new partnership agreement with CJ.

This builds on the strong cooperation we have crafted since 2014 -- including the *MNet Music Award Event (MAMA)* in Hong Kong, the *KCON Music Festival* in Los Angeles, and support to the *Malala Girls' Right to Education Programme*.

I wish thank you CJ for this leadership.

It has never been so important to support girls, to defend their human rights and dignity, to give them every opportunity to become everything they wish.

In education, there has been tremendous progress since 2000 in advancing gender equality – but we are still far off the mark.

A new UNESCO study shows girls around the world remain twice as likely as boys to be completely excluded from education.

On current trends, the most disadvantaged girls in sub-Saharan Africa will only make it to school in 2086.

This is simply unacceptable – we must do everything to ensure every girl and young woman has access to quality, inclusive and safe learning.

These goals guide all UNESCO's action... through the *Global Partnership for Girls' and Women's Education*... through the *Girls' Right to Education Programme*.

We must start as early as possible and draw on every new tool, to nurture the confidence of girls, to tackle stereotypes, to help girls dream big.

This was the spirit of the *UNESCO Mobile Learning Week*, which just closed – as well as this *Global Education and Skills Forum*, organised by *GEMS Education* with UNESCO, for which I am grateful.

The same spirit underpins this new agreement.

This marks a new milestone in our partnership, to raise awareness, to teach -- through a 3D animation series that follows a six year old girl named Ruby and her adventures in Rainbow Village...that will be distributed and shown across the world...

A creation of CJ, this is a result of the cooperation of three media giants from the Republic of Korea, Canada, and China, showing how unique content results from the cooperation of different partners with differing backgrounds and strengths.

I am sure this series will plant the seeds of gender equality in the minds of girls and boys at an early age and pave the way to a better future for all.

The power of educating girls is undeniable.

When girls and women are better educated, there are lower rates for early marriages and pregnancies, there are fewer maternal and infant deaths, communities are stronger, societies are more inclusive and cohesive.

This is essential for human rights and dignity – it is vital to take forward the new *2030 Agenda for Sustainable Development*.

In this spirit, I thank CJ once again for their support to UNESCO.