

100 brilliant backpacks on Norrmalmstorg - to highlight children's right to school

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This is what it looked like on Norrmalmstorg on Friday morning.
Photo : Melker Dahlstrand

During Friday, one hundred blue backpacks were thrown over chairs in a fictitious classroom under the open sky on Norrmalmstorg in Stockholm. The backpacks symbolize the 244 million children who do not go to school in the world.

At Christmas 2023, UNICEF Sweden focuses on children's right to education - and is backed by real estate billionaire *Roger Akelius*.

Close to 70 percent of all ten-year-old in the world are estimated to be unable to read or understand a simpler text. The education crisis shows children's lack of rights. A functioning schooling is also one of the main protective factors when it comes to children's psychological well-being and a prerequisite for children to be able to develop to their full potential.

The installation has been developed together with Bang Agency. All gifts that arrive at UNICEF Sweden between 1 and 31 December, and that are earmarked for education, are matched by the Akelius Foundation.

- Without school, no future. As an entrepreneur, I demand efficiency and development. -
says Roger Akelius in a press release.