

THE CHILDREN'S EMBASSY

Investing in Childhood, Transforming the Future



**AMBASSADE
DE L'ENFANCE**



TUNISIA88
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INTRODUCTION

The Ambassador for Children initiative was born from observations made in our areas of intervention in Tunisia: the need to structure sustainable educational projects for young people.

This program consolidates and formalizes more than 10 years of initiatives developed within the GreenSchool of Makthar.



GreenSchool



ecolibree
Committed to fight for menstrual justice

Kid'Chen



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How does the Ambassador for Children initiative work?

- Specialized training for young graduates and local professionals to work with children in academic support groups.
- Implementation of educational, cultural, and awareness-raising activities tailored to each intervention context.
- Distribution of free natural energy bars produced in our food processing unit in Bizerte, based on recipes developed by Michelin-starred French chef Thierry Marx, in order to ensure a minimum energy intake for beneficiaries.
- Distribution of reusable menstrual underwear and awareness workshops — Ecolibree project — to help combat period poverty.
- Monitoring, evaluation, and documentation of practices to strengthen the quality and sustainability of actions.

The Ambassador for Children initiative is based on a “glocal” approach:

A comprehensive analysis of the factors that contribute to children’s well-being, in order to ensure optimal learning conditions.

A local, targeted, and tailored response for each school, based on a precise initial assessment of on-the-ground needs.

Role of Wallah We Can

Wallah We Can designs the methodological framework of the Ambassador for Children initiative, develops educational content, provides training for facilitators, coordinates partnerships, and leads advocacy efforts in support of the right to education.

Thus, the actions of Wallah We Can directly contribute to several United Nations Sustainable Development Goals (SDGs):



Areas of Intervention

- Child protection and psychosocial well-being.
- Access to quality, free education.
- Fight against discrimination and inequalities.
- Participation and expression of children and youth.
- A structured and supportive environment to help prevent school dropout.



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Geographical Deployment

Launch in Tunisia with the training of 250 young graduates in 2026, who will be deployed in the GreenSchools of Bizerte in particular; expansion of the project internationally in the countries where Wallah We Can is already active :
Palestine, Lebanon, Tunisia, and France.

