

We believe that:

- everyone should have the chance to improve their life through learning
- **literacy is the key:** it transforms lives as the entry point to education, to information, to new skills
- **now** is a unique time as technology grows more sophisticated and more available, and digital skills become increasingly important

And yet, even basic literacy remains a huge challenge, with almost **800 million people** unable to read.

Pearson is convening **Project Literacy**, a major new five-year campaign, to **focus new attention** on the evolving challenges, opportunities, and issues around literacy. Literacy is complex: **it means different things in different languages**, and **the very concept is changing in the face of new technologies**. The opportunities are changing as well: UNESCO estimates that of the 7 billion people on Earth, over 6 billion now have access to a working mobile phone. **Technology exaggerates the consequences of poor literacy, and it increases our opportunity to make a difference.**

The first goal for Project Literacy is to shine new light on the issues around literacy and to foster new conversation and ideas.

To launch this campaign, we would like to invite you or your organization to consider:

1. What is the single project, program, or individual that **most inspires you?**
2. If Project Literacy could **achieve one thing** in the next five years, what should it be?



Your contributions will feature on a new sharing website and accompanying social media campaign that will launch under **#projectliteracy** in late September.

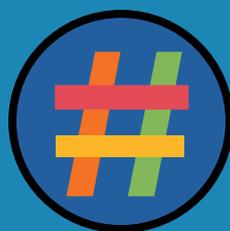
On launch day and beyond:

- 1 **Help us get literacy onto the agenda** in September by sharing links to the website and its collaterals via your network & social channels.
- 2 **Continue to use your social media channels and networks** to direct traffic to the site and generate more conversation & participation from others.
- 3 **Build on this momentum** to work together to identify and tackle specific literacy challenges over the longer-term.

Looking ahead, Project Literacy has been designed to serve as a catalyst for what we hope will become a major new movement.

Literacy empowers people. As the world's largest learning company, Pearson is committed to putting our resources, expertise and reach behind extraordinary projects and initiatives that make a real difference in people's lives and learning.

Together we can unlock the potential of millions.



#projectliteracy
www.projectliteracy.com