



**AKELIUS DOUBLES ALL GIFTS**

**FOR UNICEF'S CHRISTMAS CAMPAIGN**

The education crisis is a crisis for children's rights and the future of an entire generation is at stake. In this year's Christmas campaign, UNICEF Sweden focuses on children's right to education - and is backed by real estate billionaire Roger Akelius, who matches all gifts received for education during the month of December.

THE LATEST NEWS • SWEDEN

UNICEF > Press and media

Writer | [UNICEF Sweden](#)

Published | 2023 11 13

Updated | 2023 11 13

## Akelius doubles all gifts for children's education - "Without school, no future"

Close to 70 percent of all ten-year-olds in the world cannot read or understand a simple text. The education crisis is a crisis for children's rights and the future of an entire generation is at stake. In this year's Christmas campaign, UNICEF Sweden

  
HOME

MENU

  
SUPPORT US

---

Roger Akelius, who matches all gifts received for education during the month of December.

- Without school there is no future, says Roger Akelius. As an entrepreneur, I demand efficiency and development. UNICEF has experience, knows what works and has a secure organization. I trust UNICEF.

School is so much more than just education. A functioning schooling is 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.

### **At school, every child gets the power to grow and dare to dream**

- Education, not least girls' right to education, is on a global level an important protection against child labour, child marriage and other forms of violence and abuse. At school, every child gets the power to grow, dare to dream and create their future, says Pernilla Baralt, Secretary General of UNICEF Sweden. It has never been more important to invest in children's education - for the child, for society and for the world. The Akelius Foundation's decision to match all gifts to education responds to major challenges and contributes to creating a better, long-term sustainable future.

- My dream is to fix a thousand schools, most in refugee camps, to give a million children the opportunity to pass the equivalent of the university exam in mathematics and to be able to speak and write in a new language, says Roger Akelius. I want to produce the best teaching materials, UNICEF organizes and runs the training.

People can do what they want with their money, Roger Akelius believes, but for his own part he feels no doubt about what he wants to leave behind.

- The billions I have earned must go to education, regardless of when I die. I think people feel good from helping each other, he concludes.

All gifts received by UNICEF Sweden 1–31 December 2023, and earmarked for education, are matched by the Akelius Foundation. The Akelius Foundation will also match gifts to Sweden for UNHCR and SOS Children's Villages.

### **The Akelius Foundation and UNICEF have collaborated since 2017**

The Akelius Foundation, together with UNICEF, is developing a digital learning tool that can be used to teach languages to children and young people who have particular difficulty in gaining access to good quality education (children on the run, children from ethnic minorities, vulnerable children who have not attended school). The teaching material is created to develop children's language skills in an interactive and fun way.

It was first developed for use at temporary learning centers in refugee camps, but is now also used as part of regular language teaching in public schools in several countries.

The teaching material is used today together with UNICEF in 13 countries (eg Greece, Albania, Mauritania, Bhutan, Cape Verde, Mexico and Poland) and a total of nearly 80,000 students have used it, in 328 schools and temporary learning centers. 5,374 teachers have been trained in how it can be used as part of language teaching in school environments. The language school exists to teach English, Greek, Spanish, German, French, Swedish, Russian, Italian and Polish, among other things. The Akelius Foundation is now also developing books that will supplement the digital learning material.

## Here's how to help:

The matching from the Akelius Foundation applies to gifts received during the month of December, or in January if the invoice is issued in December.

### UNICEF Sweden

Contact person for companies: Annika Bränning, [annika.branning@unicef.se](mailto:annika.branning@unicef.se)

Buy your Christmas presents at [unicef.se/gavoshop](https://unicef.se/gavoshop). The packages included in the match will be published on December 1st and will be marked with a duplicate symbol.

Swish: 9020017, write "education" in the message field

Plusgiro: 90 20 01-7, write "education" in the message field

Bankgiro: 902-0017, write "education" in the message field

 **Copy link**

### Support us

Give a gift today

Gifts in the gift shop

Become a monthly donor

Corporate gift

More ways to give

### UNICEF's work

Ukraine

The earthquake in Turkey and Syria

Afghanistan

More disaster response

Influence work in Sweden

### About us

### Information

[What does UNICEF do?](#)

[Convention on the Rights of the Child](#)

[Available positions](#)

[About UNICEF Sweden](#)

[Questions and answers](#)

[Contact Us](#)

[Press and media](#)

[Increase your monthly amount](#)

[Change account details](#)

[Tax reduction](#)



för alla barn

UNICEF Sweden is one  
National Committee for UNICEF

[Change cookie settings](#)

**BANK DRAFT    PLUS GIRO**

**902-0017**

**90 20 01-7**

**SWISH**

**902 00 17**

**ORG. NO**

**802401-4386**

