

**How children can help other kids in access to early education? By drawing who they want to be in the future!**

**It is the idea of the H&M Conscious Foundation which in cooperation with the UNICEF created unicoin.org platform where for each drawing you can earn one Unicorn – a virtual currency that can be spent only on school equipment.**

**Early education not for everybody.**

As you can read on the website: research shows that early childhood, before going to school, is crucial in terms of learning skills. Despite this, more than 200 millions of children under five years old from all over the world do not have an access to education as well as opportunity to fully develop. It is because of poverty, health issues and undernourishment.

**Unicorn coin**

Unicorn gives a tool to support early education, while raising awareness about the subject. What is more important, it is the children who with a little support from their parents, are helping each other. How? By publishing a drawing on unicoin.org, which shows who they want to be when they grow up. For one drawing they get one Unicorn which H&M Conscious Foundation exchanges for a notebook and a pen. UNICEF is sending the equipment to children all over the world (they plan to distribute 20,000 sets – all by the Unicorn).

**Grab a pencil**

Is there a better time for dreaming a drawing than holidays? If there is a toddler near you, persuade them to draw themselves who they would like to be in dozen or so years time, post the picture on Unicoin website and contribute to a better start in life of children at risk of social exclusion.