FLY THE FLAG AIMS TO EMPOWER EVERYONE, IN EVERY CORNER OF THE UK, TO LEARN ABOUT, EMBRACE AND UPHOLD THEIR HUMAN RIGHTS.

OBJECTIVES

- Design and realise a flag which becomes a long lasting symbol for human rights
- Create an event with the potential to become an annual event where we fly the flag
- Build a campaign around the flag which captures the public imagination nationally and internationally
- Make the campaign accessible for cross-sector organisations, schools and individuals to engage in
- Work across sectors to amplify and celebrate work happening to raise awareness of and protect human rights

WHAT HAPPENED?

Artist and activist Ai Weiwei was commissioned to design a flag to mark the 70th anniversary of the Universal Declaration of Human Rights.

Fly The Flag was produced and delivered by 8 co-producers and 2 co-commissioners, with 170 advocate organisations, over 240 schools and 30 ambassadors.

Fly The Flag was launched at Somerset House followed by a week of activity with over 50 events taking place across the country, with flagship events in Coventry, London, Stromness, Leicester, Yorkshire, Brighton, Manchester, Fife, Cardiff, Birmingham and Dorset amongst others.

Michael Morpurgo wrote a new song to the tune of protest song Bread and Roses and six new films were created.

A resource pack for schools was created by the Donmar Warehouse and Liberty, shared by 10 Bridge organisations, NEU, Hwb, Education Scotland and Tes reaching 278,488 primary, 98,830 secondary and 12,610 NQT teachers.
WHO DID FLY THE FLAG REACH?

The Fly The Flag website received 20,136 visitors between its launch on 10 December 2018 and 10 July 2019, with 59,165 pages viewed over 27,516 sessions. 87.8% were new users. 178 tweets were posted by Fly The Flag, generating 763.5k impressions, 9,368 engagements and achieving 474 retweets. #flytheflag70 had 133.2m impressions.


WHAT NEXT?

As Fly The Flag developed it became clear that the week of activity in June 2019 was the launch of a longer project. Partners have committed to the project until 2023, the 75th Anniversary of the Declaration. This five-year commitment enables the team to develop ambitious goals for the campaign moving forward.

The steering committee and partners are working on next steps and goals for the future of Fly The Flag. This will be based on the key successes and learning from this year and will include, a schools programme for Key Stage 1–5, high profile ambassadors, continuation of the unique partnerships built over the project so far and ambitions to extend international reach.

In response to schools and partners having competing commitments in June and high pressure over exams the annual date we will mark has been moved to 10 December, the anniversary the Declaration of Human Rights was adopted by the UN. Thank you for getting involved and keep following #flytheflag to stay up to date.

“FLY THE FLAG HAS ENABLED OUR STUDENTS TO EXPLORE THE TOPIC OF HUMAN RIGHTS FROM A CREATIVE ANGLE AND THE OUTCOME HAS BEEN A BETTER UNDERSTANDING” - PRIMARY SCHOOL TEACHER
Artistic feat Ai Weiwei flags up rights

A visitor photographs a giant version of a new human rights flag designed by artist Ai Weiwei to mark the 70th anniversary of the Universal Declaration of Human Rights at Somerset House in London. The event was part of a week of activities commissioned by 200 groups, including Tate, Amnesty International, the National Theatre and India’s Wells. Author Michael Moorcock has written a new set of 52 rights for children and young people. He said people risk losing their rights if they take them for granted. “It took world wars and centuries of abuse of human rights before we would all agree that universal acceptance of our rights in the cornerstone of all our freedoms.”

Fly the Flag 70


Artist Ai Weiwei has designed a new flag to mark the 70th anniversary of the declaration of human rights. Visit www.FlyTheFlag.org.uk to find out how YOU can #FlyTheFlag70 on 24 – 30 June 2019.

And later I thought maybe I use those footprints, because
THE FLY THE FLAG 2019 PARTNERSHIP WOULD LIKE TO THANK ALL OF THE GENEROUS SUPPORTERS WHO ENABLED THIS PROJECT TO HAPPEN