



## UNESCO launches new brand and logo for the Global Education Monitoring Report.

Paris, January 5 - UNESCO's EFA Global Monitoring Report (GMR) has officially relaunched as the Global Education Monitoring Report (GEM Report). The GEM Report has rebranded in order to reflect its new mandate outlined in the Education 2030 Framework for Action to monitor progress towards international education targets until 2030 within the UN Sustainable Development Agenda.

"The GEM Report will be the mechanism for monitoring and reporting on SDG 4 and on education in the other SDGs, with due regard to the global mechanism to be established to monitor and review the implementation of the 2030 Agenda for Sustainable Development. It will also report on the implementation of national and international strategies to help hold all relevant partners to account for their commitments as part of the overall SDG follow-up and review." Education 2030 Framework for Action

The Global Education Monitoring Report (GEM Report) will continue as an editorially independent, authoritative and evidence-based annual report published by UNESCO.

By tracking progress and considering effective policies in relation to global education targets, the Report derives evidence-based findings and recommendations for policy-makers and other stakeholders to use in their work. Drawing on a well-tested model and thirteen years of accumulated experience, the GEM Report will continue to serve as an invaluable global resource and advocacy tool, promoting informed dialogue and increased public awareness about progress and challenges in education in different national contexts.

The rebrand of the GEM Report not only consists of a new name and logo but also a new look and design. These rebranding elements were worked on by Abracadabra Design Studio, a company chosen through an external call to tender.

UNESCO is calling on its partners to communicate the rebrand to their networks so that the high-profile reputation associated with the GMR flows smoothly across to the GEM Report.

The first report in the new GEM Report series will be launched in September this year. It will discuss measurement and monitoring strategies of new global education targets from now until 2030. The Report will also examine the complex interrelationships and links between education and key development sectors.

**-ENDS-**

For interviews, photos, quotes of teachers or children, or for more information, please contact:

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**Notes to Editors:**

Developed by an independent team and published by UNESCO, the Global Education Monitoring Report is an authoritative reference that aims to inform, influence and sustain genuine commitment towards all global education targets in the Sustainable Development Agenda

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