

22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

# LA BARN LEVE I FRED



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**



**FEBRUARY 2022**

The invasion  
of Ukraine





**HECTOR  
PETERSON**



**PHAN THI  
KIM PHUC**



**ALAN  
KURDI**





Never before have so many children applied for protection in Norway. In 2022, 40,014 asylum seekers arrived in Norway, of which

**11 190**  
were children

The number of serious war crimes committed against children has nearly

**TRIPLED**  
since 2010



Today, there are more than  
**108 MILLION**  
people around the world who have been displaced. 41% of them are children

Each day  
**22**  
children are killed or injured in war

Every  
**SIXTH CHILD**  
grows up in war and conflict

22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

**LET  
CHILDREN BE  
CHILDREN**



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**



**«EVERY WAR IS A WAR  
AGAINST CHILDREN»**

**-Eglantyne Jebb,  
Founder of  
Save the Children**

22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

# THE HEROES

Volunteers and fieldworkers help give children a safer childhood.

22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

# TOGETHER WITH YOU

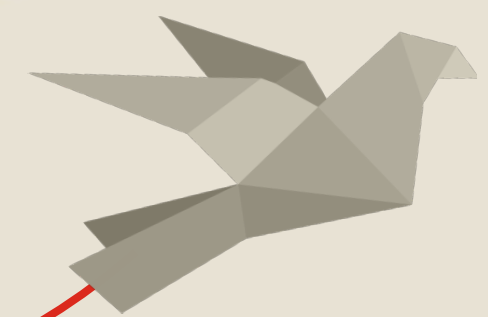
we will help children  
affected by war and conflict.

22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

**UKRAINE**

**SYRIA**

**BANGLADESH**

**SOUTH SUDAN**

**DEMOCRATIC  
REPUBLIC OF THE CONGO**

**NORWAY**



22. OKTOBER 2023



TV-AKSJONEN **NRK**



# LET CHILDREN LIVE IN PEACE

The funds from this year's telethon will:

- Provide individual support to vulnerable children
- Provide guidance for caregivers to help children
- Reunite children with their families
- Provide practical help with breastfeeding and appropriate nutrition
- Help remove child soldiers from conflict and help them return to family and the local community

*Funds raised in the telethon will be used to create safety for children in Ukraine, Syria, Bangladesh, South Sudan and the Democratic Republic of the Congo*



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

# LET CHILDREN LEARN IN PEACE

The funds from this year's telethon will:

- Ensure that it is safe for children to travel to and attend school
- Provide guidance to teachers so that they can help students deal with emergencies
- Provide adapted teaching for vulnerable children and children whose schooling has been interrupted
- Provide school kits consisting of bags, books and stationerycommunity

*Funds raised in the telethon will be used to ensure safe learning for children in Ukraine, Syria, Bangladesh, South Sudan and the Democratic Republic of the Congo.*



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

# LET CHILDREN PLAY IN PEACE

The funds from this year's telethon will:

- Provide safe spaces for play and development
- Mobilise volunteers who can look after children
- Ensure that children and young people are included in the local community
- Provide children and young people with the opportunity to create change for themselves and for the local community

*Funds raised in the telethon will be used to ensure safe local communities in Ukraine, Syria, Bangladesh, South Sudan, the Democratic Republic of the Congo and Norway*



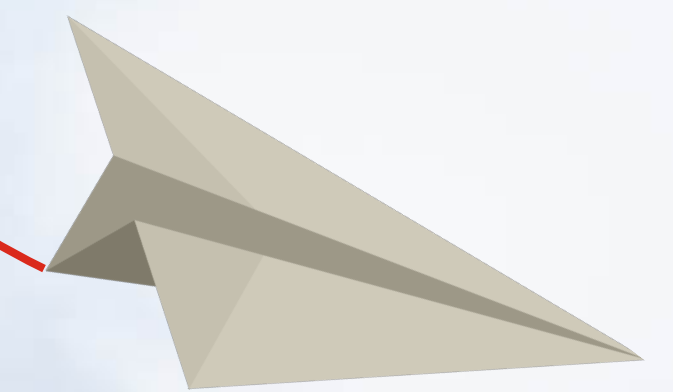
22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

FILM



22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

- 1 day a year
- 100,000 door-to-door fundraisers
- 2 hours
- 2.5 million households
- 500 municipal committees
- 7,000 volunteers
- ∞ **human encounters**



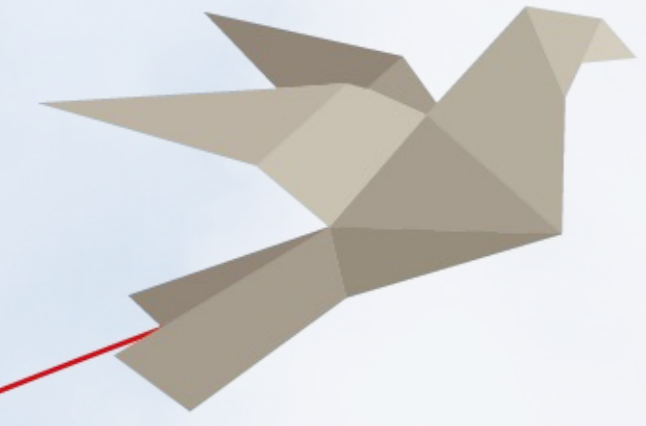
22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**

# UN SUSTAINABLE DEVELOPMENT GOALS





**His Royal Highness Crown Prince Haakon**  
High patron of the Telethon NRK Redd Barna

22. OKTOBER 2023



# THE DOOR-TO-DOOR FUNDRAISERS

The heart of  
the telethon

22. OKTOBER 2023



**Redd Barna**

TV-AKSJONEN **NRK**



22. OKTOBER 2023



**Redd Barna**

---

TV-AKSJONEN **NRK**

# LET CHILDREN LIVE IN PEACE