



# FAMILY CHALLENGE

## Digital Families






Can families change the digital conversation?

Digital Citizenship Week | The School of the Future 2026

### What is it about?

The Challenge invites teams made up of families to create a video campaign on responsible digital citizenship. During our Digital Citizenship Week, each team chooses a pillar from the Common Sense curriculum and designs their campaign.

### Key Facts

 <b>When</b>	Digital Citizenship Week: August 17 – 21
 <b>Duration</b>	5 days of collaborative work
 <b>Participants</b>	Parents, students and a sponsoring teacher
 <b>Final product</b>	Video campaign
 <b>The reward</b>	The team that produces the best campaign will win the Digital Family of the Year award.






## 1. Purpose of the Challenge

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Demonstrate that digital citizenship is built in community. When families learn and create together, learning transcends the classroom and becomes a real conversation in homes.

## 2. Who can participate?


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 <b>Team</b>	6 parents + 6 students from the same school 1 sponsoring teacher*
 <b>Schools</b>	Cognita schools in Chile.
 <b>Teams by school</b>	No limit. Only one campaign will represent the school in the final phase.





\* The sponsoring teacher ensures the pertinent handling of the curricular content of the Common Sense pillar.

## 3. The Challenge

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 During the Digital Citizenship Week, each team chooses a pillar of the Common Sense curriculum, and produces a video campaign with its own message.

Teams are free to choose one of the following (<https://www.common sense.org/education/digital-literacy>) digital citizenship pillars of the Common Sense curriculum <https://www.common sense.org/education/digital-literacy>:

 <b>Healthy habits</b>	Healthy balance between digital life and offline activities.
 <b>Security and privacy</b>	Protect personal information in digital environments.
 <b>Identity and digital footprint</b>	How we build our online identity.
 <b>Media Literacy</b>	Read, evaluate, and create content critically.

## 4. The final product: the video campaign

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 <b>Format</b>	Short video (60 sec.), animated carousel, story series, or combination of audiovisual formats.
 <b>Message</b>	Actively promote responsible digital citizenship practices linked to the chosen pillar.
 <b>Protagonism</b>	Parents and students actively participate in the content creation.
 <b>Technical aspect</b>	Professional production is not required, but image and audio clarity must be guaranteed.

## 5. Participation Process

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### Team registration

The lead parent registers the team in <https://schoolofthefuture.cl/> until July 31st.

2

### Choice of pillar

The team decides which pillar of the Common Sense curriculum they will address.

3

### Design and production

The team creates its video campaign during Digital Citizenship Week.

4

### Product delivery

Share link or product to [israel.munoz@cognita.com](mailto:israel.munoz@cognita.com) until August 21.

5

### Internal selection

If there is more than one campaign per school, the school selects the representative campaign.

6

### Evaluation

The campaigns representing each school will be evaluated by a specialist jury.

7

### Awards

The three best campaigns will be exhibited on the official website of The School of the Future and will be presented by their protagonists at the face-to-face event. The best campaign will win the Future Family Award 2026.

## 6. Awards and Recognition

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1st Place

### Future Family Award 2026

Presentation of the campaign at the on-site event

The School of the Future 2026 website exhibition



2nd and 3rd Place

Certificate of Recognition  
Presentation of the campaign at the on-site event

The School of the Future 2026 website exhibition




Finalists by school

Certificate of participation




## 7. General Schedule

 Team Registration	Until August 7th. Fill out the form in <a href="https://schoolofthefuture.cl/">https://schoolofthefuture.cl/</a>
 Digital Citizenship Week	August 17 – 21
 End of development period	August 21
 Product delivery	Until August 21
 Exhibition on official website	November 25 – December 2
 Awards	November 28

## 8. Evaluation Rubric

 Each campaign can earn a maximum of 100 points, distributed in two dimensions with three levels of achievement.

### DIMENSION 1: Audiovisual Quality — 50 points

Criteria	Maximum Score	 In Development (3-5)	 Buen Camino (4 - 10)	 Expert Level (8 - 15)
<b>Technical quality</b>	15 pts	The video has significant lighting, audio, or editing issues that make it difficult to understand.	Clear, well-lit video with understandable audio. Coherent and orderly editing.	Excellent technical production: intentional lighting, clear sound and editing that enriches the message.
<b>Visual originality</b>	15 pts	The visual format is generic or directly imitates other content without its own proposal.	Clear and attractive visual idea, with a recognizable and coherent style.	Unique and creative visual proposal, with innovative use of resources that distinguishes the campaign.
<b>Duration and pace</b>	10 pts	The duration is inappropriate for the platform or the pace makes it difficult to maintain attention.	Suitable duration depending on the platform chosen. Coherent and understandable general rhythm.	Agile and captivating pace. Optimal duration that keeps attention from start to finish.
<b>Resource usage</b>	10 pts	The resources (music, graphics, effects) are absent, inadequate, or distract from the message.	Music, graphics, or effects present that complement and support the message.	Resources selected with criteria that significantly enhance the message and generate emotional impact.

## DIMENSION 2: Digital Citizenship Content — 50 points

Criteria	Maximum Score	● In Development (3-5)	● Buen Camino (4 - 10)	● Expert Level (8 - 15)
Alignment with the abutment	10 pts	The content does not clearly address the chosen pillar or the connection to digital citizenship is very superficial.	The campaign addresses the chosen pillar with clear understanding and a relevant message.	It deeply addresses the chosen pillar with conceptual precision, concrete examples, and impact on the audience.
Ethical and responsible message	15 pts	The message is confusing, ambiguous, or could be interpreted inappropriately by the community.	The message is responsible and appropriate for a diverse audience, including families and students.	It actively and explicitly promotes responsible, safe and ethical digital citizenship.
Relevance and applicability	15 pts	The content is abstract or has little connection to the daily reality of families.	The content is relevant and useful for the digital life of the families in the community.	Content that is applicable, meaningful, and has the potential to transform the reality of the community.
Depth of learning	10 pts	The team demonstrates a basic or incomplete understanding of the topic addressed.	The campaign shows a solid understanding of the issue, with clear and well-founded arguments.	It demonstrates a deep understanding of the topic, generates genuine reflection in the audience, and brings fresh perspectives.

## 9. General Regulations

1. Each team can submit only one campaign per school.
2. The campaign must be original and created specifically for this challenge.
3. The team must include a minimum of 6 parents, 6 students and 3 teachers.
4. The campaign must be published within the established deadline. Publications after the deadline will not be evaluated.
5. **Content must respect the ethical principles of responsible digital citizenship.**
6. The internal selection of the winner per school must be made using the official rubric.
7. The decision of the SOTF 2026 jury is final.
8. The organization reserves the right to disqualify campaigns that do not comply with the rules.

 Questions?

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