

Unremembered 100

Billboards



The Unremembered: World War One's Army of Workers is a First World War commemoration programme led by Big Ideas and funded by the Ministry of Housing, Communities and Local Government (MHCLG) and a National Lottery grant from the Big Lottery Fund. The project commemorates the Labour Corps from across the world who served in the First World War. Many died, but their contributions are rarely acknowledged today.

Big Ideas is now collaborating with Out of Home advertising partners to ensure that the contribution of the Labour Corps is remembered during November this year as part of the national commemoration of Armistice 100.

Groups across the UK are invited to take part in this national campaign which will commemorate 100 individuals representing the global story of the Labour Corps for the Armistice Centenary.

Unremembered 100 photo tributes will be shown in public spaces throughout the month of November.

How to take part

To take part, groups are invited to send their photo tributes holding up the Unremembered 100 Names in front of the camera. The Unremembered 100 names are individuals who served in non combatant roles but lost their lives in the First World War. The names have been selected to represent a cross section of the wider story of hundreds of thousands of people who served in this capacity.

1. Email theunremembered@big-ideas.org with the subject heading 'Billboards' to request your tool kit and further information. Don't forget to tell us if you are interested in a particular element of

the Labour Corps story [UK regions / West Africa / East Africa / South Africa / Undivided India / Egypt / Canada / China / Caribbean]. Include your **postal address** so we can send you your Unremembered100 Name (for your photograph) and Unremembered Map (so you can find out more).

2. When you receive your Unremembered100 name, take your memorial photograph. The photo should feature members (or one member) of your community group holding the Unremembered name we have sent you to camera.

- Read our video/photo brief where you'll find all the info needed to take the perfect Unremembered picture (i.e. format, suggested location, set- up)
- If you require financial support, submit your funding application form*.

3. Send us your photo via WeTransfer to theunremembered@big-ideas.org with the subject heading 'Billboards – pictures – INSERT Name of your group'. It's really important that you include the name of your community group with your photo. We'll be in touch in due course to let you know if your pictures made it on one of the Unremembered Billboards. **Please send us your photos by 24 October.**

**We can reimburse you up to £200 for the following expenses:*

Travel to the location of your Unremembered Photo / Refreshments for you and your group / Fee for hiring a photographer if you want to use a professional photographer / Help to cover the costs for additional commemorative activity