

RoL Models Communications Pack for Partners

About RoL Models

RoL Models is a campaign led by five Youth Ambassadors from the Attorney General's Office, aiming to raise awareness of the Rule of Law among young people and make it more accessible, relevant and engaging.

Through a social media campaign, interactive challenges and competitions, RoL Models encourages young people to explore what the Rule of Law means to them, understand how it shapes their everyday lives and become RoL Models in their own communities.

The campaign has been designed by young people, for young people, with the aim of showing that understanding and protecting the Rule of Law is something everyone can be part of, not just lawyers, politicians or legal professionals.

Why RoL Models?

The Rule of Law affects everyone, but many young people have limited opportunities to explore what it means or why it matters.

Legal concepts like the Rule of Law can often feel distant, complicated or irrelevant, and public legal education is not always delivered in a way that feels accessible or engaging for young people. This can particularly impact young people from communities where opportunities to engage with legal education and civic participation outside of school are more limited.

RoL Models aims to bridge this gap by making the Rule of Law relatable through creativity, discussion, storytelling and real-world examples. The campaign also supports citizenship and related learning across the UK, with themes including democracy, rights, responsibilities, fairness and participation featuring across the education systems of all four nations. By connecting these themes to real-world issues, RoL Models encourages young people to recognise that they already play a role in upholding the values behind the Rule of Law, including fairness, equality, accountability and respect for others.

What is the Rule of Law?

The Rule of Law simply means that everyone is accountable to the same laws, including the people in charge, and that there are fair processes for resolving disagreements when things go wrong.

It ensures that laws are applied fairly, protects people's rights and helps create a society where everyone can participate, have their voice heard and seek justice.

The Rule of Law is not just something that happens in courts or government buildings. It shapes everyday life; from the rights we enjoy such as being able to express our opinions and be treated fairly, to the rules that help our communities function, like keeping people safe, resolving disagreements and making sure everyone plays by the same rules.

Campaign Aims

- Raise awareness of the Rule of Law among young people aged 11–25 across the UK.
- Make legal concepts more accessible and engaging.
- Encourage young people to think critically about the role the Rule of Law plays in their communities.
- Empower young people to become advocates for fairness, equality and justice.

Success will mean reaching as many young people as possible, encouraging participation in the RoL Models Challenge and Competition, and helping young people understand that they can all play a role in protecting the Rule of Law.

Campaign Timeline

Date	Action
Early Sept 2026	Teaser content begins across social media.
Mid-Sept 2026	Official campaign announcement.
21 Sept 2026	RoL Models Challenge launches (ages 11–16).
14 Oct 2026	RoL Models Competition launches (ages 16–25).
4 Dec 2026	Entries close for both the Challenge and Competition.
Feb 2027	Celebration event for shortlisted and winning participants.

Who Is RoL Models For?

RoL Models is designed for young people aged 11-25 across the UK, including:

- Secondary school pupils (KS3, KS4 and KS5)
- College students
- University students
- Apprentices (including degree apprentices)
- School leavers
- Young people in employment
- Young people not in education, employment or training (NEET)
- Young people from all backgrounds and communities

Importantly, you do not need to be interested in studying law or pursuing a legal career to take part.

How Can Organisations Support RoL Models?

Teachers, youth workers and youth club leaders

- Deliver the RoL Models Challenge using the free Challenge Pack.
- Support young people to explore the Rule of Law through activities and discussion.
- Support and encourage young people to submit creative final projects.

Youth organisations and youth activists

- Share RoL Models with your networks.
- Encourage young people to participate.
- Support young people to complete the Challenge or Competition.

Government departments, politicians and public bodies

- Share campaign information with young people and youth networks.
- Promote the importance of public legal education.
- Help us reach communities across the UK.

Legal professionals and Law Firms

- Share campaign content.
- Encourage young people to engage with the Rule of Law.
- Support wider public legal education.

Key Messages

The Rule of Law affects everyone

The Rule of Law is not an abstract legal concept - it shapes everyday life, protects people's rights and helps communities work fairly.

You do not need to study law to understand or care about it

RoL Models removes legal jargon and makes the Rule of Law accessible through stories, activities and creative projects rather than legal theory.

Everyone can be a RoL Model

You do not need to be a lawyer, judge or politician to protect the Rule of Law. Every young person can make a difference in their own community.

RoL Models Challenge — Ages 11–16

The RoL Models Challenge invites young people to explore what the Rule of Law means and create a final project showing their ideas. Young people can complete it with support from a teacher, youth worker or youth organisation using the Challenge Pack, or independently using the DIY version.

Entries open	21 September 2026
Entries close	4 December 2026
Required submission	Evidence of the final project (photos, video, or written work such as an article, blog or reflection).
Recognition	Every participant becomes a RoL Model and receives a certificate. With consent, entries will be displayed on rolmodels.com
Judging	All entries judged by staff at the Attorney General's Office.
Prizes	Shortlisted entrants invited to a celebration event; winning entries receive a visit to a Rule of Law institution.
How to enter	The challenge pack and do it yourself pack can be downloaded from rolmodels.com. Email evidence of the final project to ruleoflawmodels@outlook.com, including participant name, age and school year, parent/carer contact details, and required consent for participation, prize eligibility and use of entries online.

RoL Models Competition — Ages 16–25

The RoL Models Competition invites young people to share their ideas and reflections on the Rule of Law through a creative final project. Participants can complete their own research or use the DIY RoL Models resources for guidance. No legal knowledge or experience is required — we want to hear perspectives from young people with different backgrounds and experiences.

Entries open	14 October 2026
Entries close	4 December 2026
How to enter	Download the information for the competition at rolmodels.com . The final project — written pieces, video, presentation, artwork, campaign ideas or digital content.
Recognition	Every participant becomes a RoL Model and receives a certificate usable for UCAS, social media, internship and job applications. With consent, entries will be displayed on rolmodels.com
Judging	All entries judged by staff at the Attorney General's Office.
Prizes	Shortlisted entrants invited to a celebration event; winning entries receive work experience opportunities.

Social Media Guidance

Suggested hashtags

#RoLModels #RoLModelsChallenge #RoLModelsCompetition #RuleOfLaw #PublicLegalEducation #PLE
#YouthVoice #Youth #YoungPeople

Accounts to tag

Instagram: @rol.models, @attorneygeneralsoffice

TikTok: @rol.models

Campaign assets available for partners

- RoL Models logo
- Posters
- Instagram and TikTok graphics
- RoL Models Challenge Pack
- DIY Challenge Pack
- Competition information pack

Partners are encouraged to use these resources when promoting the campaign.

Frequently Asked Questions

Do I need legal knowledge to take part?

No. RoL Models is designed for everyone, including people who have never studied law or are not interested in a legal career.

Can young people enter as a group?

Yes, groups can enter, and each participant will receive an individual certificate. Groups should be limited however to 4 people maximum.

Is it free?

Yes. Taking part is completely free.

Who can take part?

Young people aged 11–25 from across the UK can take part.

Contact Information

For questions about RoL Models, please contact:

ruleoflawmodels@outlook.com