Appendix 1. A summary of ‘migrant’s journey’ campaigns. Values-basis: universalism and/or benevolence

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| Name of the campaign | Support/format | Institution | Country | Link | Brief summary |
| #Stop Dublin Campaign | Video, Website | Coordination Française du Droit d'Asile(CFDA), le Collectif pour une Nation Refuge (CNR), et les Etats Généraux des Migrations (EGM). | France, Belgium, Spain | <https://www.stopdublin.eu/> | STOP DUBLIN Campaign is a European initiative of supportive citizens engaged on a daily basis with asylum seekers, who demand freedom of choice in the country of asylum and the abandonment of the Dublin system. |
| Awareness raising campaign on forced migration | Website, video, Billboards, Postcards | Estonian Human Rights Centre | Estonia | <https://humanrights.ee/pagulane/eng/> | The webpage describes the graphic journey undertaken by refugees – from the moment he/she fled his/her country until he/she receives refugee status in Estonia. Descriptions and explanations about asylum request interviews or the reception centres are shown throughout the journey. The webpage is also available in Russian. A billboards campaign was launched in five Estonian cities to introduce the webpage. The third part of the campaign was a direct mailing to reach target groups in cities and rural areas. The delivered postcards told the stories of three different refugees who were forced to flee their countries. |
| Home Safe Home | Video | VluchtelingenWerk, Ben & Jerry's (Private Sector), International Rescue Committe | Netherlands, UK, Sweden, Belgium | <https://nltimes.nl/2017/07/20/dutch-refugee-org-ice-cream-brand-launch-campaign-asylum-seekers-europe> | Ben & Jerry’s wanted to call on their fans to support the Union Resettlement Framework - a key piece of legislation that would give targets to European countries to resettle refugees, with a focus on the most vulnerable. The campaign calls on people to contact their elected representatives in the European Parliament to pass the legislation before the UK leaves the European Union. |
| L’humanité surgit d’un regard. Ouvrir les yeux, c’est la rencontrer | Video | Amnesty International Belgiumn | Belgium | <https://www.youtube.com/watch?v=_YW3hmIjzGE> | Tourné à Bruxelles, cette vidéo met face à face, les yeux dans les yeux, pendant 4 minutes, des demandeurs d'asile et des Belges. Des personnes qui ne s’étaient jamais vues se sont senties réellement connectées l’une à l’autre après s’être simplement regardées dans les yeux pendant quatre minutes. De nombreuses personnes nous ont avoué avoir été profondément bouleversées par cette expérience chargée d’émotion. Nous la partageons avec vous et nous vous encourageons à signer notre pétition qui demande à la Belgique de prendre un engagement fort en faveur de l’établissement de voies sûres et légales qui permettraient aux personnes en besoin de protection de rejoindre un lieu sûr, et de veiller à ce que les réfugiés puissent bénéficier d’un accueil de qualité et de l’accompagnement nécessaire |
| More knowledge – less fear – refugees in Poland | Brochure | Polish Office for Foreigners | Poland | <http://udsc.gov.pl/wiecej-wiedzy-mniej-strachu-uchodzcy-w-polsce/> | The booklet gives millions of Poles some basic information about the refugees crisis. It presents only answers, facts, definitions, numbers and a bit of advice. Media and newspapers have joined the campain. |
| Share the journey | Video | Caritas | Bulgaria | [https://caritas.bg/en/campaigns/campaigns-refugees/share-the-journey-en/#](https://caritas.bg/en/campaigns/campaigns-refugees/share-the-journey-en/) | Share the Journey aims to bring migrants and refugees closer together with communities by creating more spaces and opportunities for them to come together and share stories and experiences. |
| Immigrants - a picture is worth a thousand words | Art exhibition (Sculpture exhibition) | Students | Cyprus | <https://www.clarinetproject.eu/nominee/immigrants-a-picture-is-worth-a-thousand-words/?fbclid=IwAR1l-btJWoFjzSOgLwxk1iWI080bv74I9BuZQub0NnmUdx-WZcKtzisM24M> | The students of the Apostolos Loucas Lyceum jointly created a great piece of art: sculptures representing immigrants who risk their lives on dangerous boats. The sculptures were symbolically exhibited on the seaside. The project aims at raising awareness of the ecormous risk migrants are forcibly exposed, while trying to pursue their hope for a better future. The project should educate and engage citizens to takle social injustices, such as the mistreatment of migrants. |
| #Milioni di Passi | Website, Video | Medici Senza Frontiere | Italy | <https://milionidipassi.medicisenzafrontiere.it/> | With the #Milionidipassi campaign Doctors Without Borders want to tell the public about the faces and stories of those forced to flee to save their lives; the courage and determination of those who bring them relief and medical care; the responsibilities and duties of governments and non-state actors that should guarantee them the right to assistance and protection. The central image is always a worn pair of shoes, which should remind us the long way migrants needed to walk before arriving to a safe place. |
| Game of life: the story of Sharif | Video | International Federation of Red Cross and Red Crescent (IFRC), The Hellenic Red Cross | Greece | <https://www.youtube.com/watch?v=YDneVMh8nCs> | Sharif is one of millions of refugees who flee their homeland searching for safety and a brighter future. The video is shining a light on the people behind the statistics, to share the stories and experiences of people, who are more than the label migrant or refugee has come to mean. |
| Help Refugees: the Journey | Video | Help Refugees | UK | <https://www.youtube.com/watch?v=L2dXLfVtWdw> | Ajid Adin's 'The Journey' follows a young Syrian boy whose home has been torn apart by war. The film seeks to help raise awareness and funds to support the families facing extreme winter conditions across Europe & the Middle East. |
| Helping refugees in Bulgaria | Video | Red Cross | Bulgaria | <http://en.redcross.bg/campaign/closed_campaigns/refujees_campaign> | The campaign is organized to support the state efforts to overcome the crisis situation and to provide humanitarian essential assistance to hundreds of refugee families left homeless. |
| Ode To Lesvos | Video | Johnnie Walker Storyline, Mercy Corps | UK | <https://www.youtube.com/watch?v=INkT00ewy48> | An inspiring story of a few remarkable heroes on the Island of Lesvos who helped almost half a million refugees in 2015 has been documented in a new short film called Ode to Lesvos. Created by Johnnie Walker Storyline, it is an ongoing series that aims to find and tell the world’s most inspirational stories of human progress. Throughout the past year, headlines from the region have naturally focused on the tragic aspects of the unfolding human drama in the Aegean and Mediterranean seas. Ode to Lesvos shines a light on a lesser told story – the inspiring response of islanders who opened their hearts to the refugees and whose positivity drove them to rescue people from the sea, give shelter, and provide food and water. Johnnie Walker is also supporting leading global organisation Mercy Corps, an organisation that helps people around the world survive and thrive after conflict, crisis and natural disaster. Since the Syria war began, Mercy Corps has helped more than 7.7 million affected by the crisis and expanded their programming to Greece and The Balkans in response to the migration crisis. |
| Part of the Solution | Video | Part of the Solution | Greece | <http://partofthesolution.gr/en/campaign-child-en/> | The video sheds light on the tragic reality of unaccompanied minors and missing children. |
| Surprising Europe | Video, TV | EU, IOM, Netherlands | Netherlands | <https://www.youtube.com/channel/UCaTbh8UXsegNcTMnCr6r6Ew> | Surprising Europe is an energetic magazine series, hosted by hip hop artist K-Nel, which shows the real experiences of African migrants in Europe -- stories of despair, inspiration, hope and creativity. All the reporters are migrants themselves with first-hand experience of coming to Europe, and the series shows the dark, the light and the downright strange sides to this serious issue. |
| What does migration mean to you? | Social media, Petition | IOM | Global | <http://www.migration4development.org/en/content/what-does-migration-mean-you-join-iom-first-social-media-campaign> | In its first Social media campaign, the International Organization for Migration (IOM) gives voice to different stakeholders and migrants across the world in order to feed the international debate around migration. |
| A Million Stories | Social Media, Film | Roskilde Libraries (DK), in collaboration with Malmö (SE) and Cologne (D) public libraries and Future Library in Athens (GR) | Denmark | <http://refugeelives.eu/about/> | A Million Stories is an intercultural storytelling project, aiming to foster respect for intercultural diversity by creating references we can all recognize from our everyday lives. The project has created an online library of human experiences, containing 650 unfiltered accounts from refugees that have fled to EU in recent years, making it the largest curated collection of unfiltered personal accounts from refugees in Europe. The project is co-funded by the Creative Europe program of the EU. |
| Boats4People | Protest actions, meetings | International coalition of NGOs (http://boats4people.org/membres/) | Central Mediterranean region | <http://boats4people.org/wp-content/uploads/2017/04/B4P-flyer-FR.pdf> | A campaign led by an international coalition of NGOs aiming at bringing an end to the death of migrants at sea and foster solidarity between both sides of the Mediterranean. Against the background of the deaths at sea in 2011, the transnational network Boats4People launched its first action across the Mediterranean in July 2012. Moving in-between Sicily, Tunisia and Lampedusa onboard a solidarity sailboat and ferryboats, B4P organised a series of protest actions, press conferences, meetings and memorial events in several port cities. This protest tour was aimed at raising awareness on the plight of migrants at sea and further developing solidarity networks. |
| Greece: Refugees with Disabilities Overlooked, Underserved | Video | Human Rights Watch | Greece | <https://www.youtube.com/watch?v=O7fF0eFHn7o> | Refugees, asylum seekers and other migrants with disabilities are not properly identified and do not enjoy equal access to services in reception centers in Greece, Human Rights Watch said today. Together with thousands of other migrants and asylum seekers they remain unprotected from freezing temperatures. The European Union has provided significant funding to the Greek government, and to United Nations and nongovernmental agencies, to operate the centers on the Greek eastern Aegean islands known as “hotspots” and camps on the mainland. But asylum seekers and other migrants with disabilities have particular difficulties getting basic services such as shelter, sanitation and medical care, and like other vulnerable migrants have limited access to mental health care. |
| Holding On | Exhibition | IOM | Global | <http://holding-on.iom.int/en> | Using virtual reality technology, people will be able to enter the “makeshift” homes and communities of internally displaced individuals to watch them share their story of displacement and the significance of the possession they continue to hold on to. |
| It's Time to Do More than Count | Video | IOM | Global | <https://www.youtube.com/watch?time_continue=35&v=qzWmnA8dT1c> | Over 7000 migrants have died or gone missing in 2016. It is time to do more than count the dead. The video first presents many negative labels associated with migrants ("unaccompanied", "trafficked", "smuggled") and then positive words related to their human dimension ("human", "men", "women", "strong"). The campaign was released in 2017 for the International Migrants Day. |
| Step with Refugees Campaign | Website, Video | Hello Charlie (HC), UNHCR | Global | <https://www.hellocharlie.com/work/view/unhcr-step-with-refugees-campaign> | The campaign challenges the public to keep track of their steps and add them to a global ‘realtime’ counter to help reach a total of two billion Kilometres in 12 months. This is the same distance refugees worldwide travel each year to reach safety. Participants of the campaign can also choose to follow in the steps of a refugee and match their distance travelled to reach a UNCHR refugee camp. Overall, the journey narrative is a strong motif that runs through the entire campaign, which subtly uses technology to connect individuals million miles apart. |
| Unfairy Tales | Video | Unicef | Global | https://www.youtube.com/watch?v=3scOr\_d9Dwo; https://www.youtube.com/watch?v=MT49ghJ7aGA; https://www.youtube.com/watch?v=2mfkYtZkPVQ | UNICEF launched a series of animated films to help frame positive perceptions towards the tens of millions of children and young people on the move globally. Called Unfairy Tales, the three animations – true stories of the flight of children from conflict – explain the horror behind why they fled. They have been animated in the style of a fairy tale and will be supported by an interactive e-book experience also called Unfairy Tales. |
| Embracing Refugees In a Time of Crisis | Video | Catholic Relief Services | Greece | <https://www.youtube.com/watch?v=m9NWXf2XG9M> | In just the first few months of 2016, more than 150,000 refugees and economic migrants had already arrived on Greek shores. Throughout the Balkans, CRS and our local partners are providing food, clothing, shelter, medical care, and information, translation, and legal services to tens of thousands of those on the move. Nikos Voutsinos, from the partner agency Caritas Athens, talks about the beauty of serving others in their greatest time of need. |
| Look Beyond Borders | Video | Amnesty International Poland | Global | <https://www.amnesty.org.uk/press-releases/look-refugees-eye-poignant-video-experiment-breaks-down-barriers> | Twenty years ago, psychologist Arthur Aron discovered that four minutes of looking into each other's eyes can bring people closer. Using this discovery, Amnesty International Poland decided to carry out a simple experiment where refugees and Europeans sat opposite each other and looked into each other's eyes |
| Through the Eyes of a Refugee | Video | Amnesty International | Netherlands | <https://www.youtube.com/watch?v=q8pJKs4u_Q8> | This film project documents an extraordinary project in which five people from the Netherlands and Belgium were brought into a state of hypnosis, so they could gain deeper insight into the journey of a Syrian refugee. Under the guidance of a professional hypnotherapist, the participants experienced the journey of 29-year-old Marwa, from Syria, as she made her way to safety to the Netherland. For most people, the hardship inflicted on refugees on their way to safety is hard to imagine. When people really experience what it is like to be forced to flee, this can create understanding and could fundamentally change the way we speak about refugees. |
| When You Don't Exist | Video | Amnesty International | Global | <https://www.youtube.com/watch?v=_OUpsWCvE38> | When you don't exist' is Amnesty International's campaign for the human rights of migrants, refugees and asylum-seekers in Europe and at its borders. |
| Capital Events | Petition, Cultural events, Documentaries, Debates, Exhibitions, Flash-mobs, Concerts | 35 European partners, local authorities, CSOs | Italy, France, Spain, Germany, Bosnia & Herzegovina, Malta, Austria, Bulgaria, Hungary, Romania, Slovenia, Cyprus, Greece, Sweden | <http://www.snapshotsfromtheborders.eu/> | Capital events took place on the 3rd October, date that marks the sixth anniversary of what is remembered as one of the most serious massacres of Mediterranean migrants. The Snapshots project involves for the Capital Events 19 border Local Authorities and 37 associations and civil society organizations from all 28 European countries. In each cities took place various types of initiatives (such as cultural events, documentaries, debates, exhibitions, flash-mobs, concerts, etc.) coordinated to make citizens aware of the different issues and aspects related to the phenomenon of migration. |
| Global Migration Film Festival | Films | IOM | Global | <https://www.iom.int/global-migration-film-festival> | The UN Migration Agency (IOM) launched The Global Migration Film Festival in 2016. The Festival features films and documentaries that capture the promise and challenges of migration for those who leave their homes in search of a better life and the unique contributions migrants make to their new communities. It paves the way for greater discussion around one of the greatest phenomenon of our time. The Global Migration Film Festival is a partner of Plural+ and the UN campaign, TOGETHER, which aim to change negative perceptions and attitudes towards refugees and migrants. |
| Face Forward… into my home | Art exhibition (photography exhibition), Workshops | National Museum of Contemporary Art of Athens, UNHCR | Greece | <http://www.faceforward.gr/en/> | Face Forward …into my home is an interactive art project focused on the stories of people who have been forced to leave their homelands and are rebuilding their life in Greece. It includes storytelling workshops inspired by a selection of contemporary artworks, the photo shooting of portraits, and a photography exhibition about and with refugees and asylum-seekers in Greece. Its main aim is to introduce the public to the faces behind the numbers, and spread their stories. |
| Nobody Left Outside Campaign | Video | UNHCR | Global | <https://www.youtube.com/watch?v=7ndtB-cMy74> | The number of refugees worldwide has dramatically increased over the last five years. Providing shelter is critical to helping refugees survive. |
| The Guardian and Observer charity appeal | Video, Fundraising | Depaul UK, Naccom, Centrepoin, The Gardian and The Observer | UK | https://www.youtube.com/watch?v=ctCaKH-2Wm8 ; https://www.theguardian.com/society/2019/jan/11/guardian-and-observer-charity-appeal-closes-at-over-11m ; https://www.theguardian.com/society/2017/dec/08/please-help-us-tackle-urgent-problems-of-homelessness-and-destitution | More than 15,000 readers donated to the papers’ 2017 charity appeal, the third year in succession that it has passed the £1.5m mark. This appeal has coincided with a surge in rising levels of homelessness and we know that the money raised will make a big difference to the charities. The charities provide legal assistance, advice, advocacy – and often welfare support – for migrants and UK citizens facing a variety of injustices caused by “hostile environment” immigration policies, including loss of employment, home, denial of NHS care, detention and even deportation. |
| Auf der Flucht (On the run) | Video | Caritas | Austria | <https://www.youtube.com/watch?v=OQ8rYf4sDvg> | The video focuses on migration facts and figures by asking what drives people to leave their homes and by showing how Caritas helps refugees both locally and in Austria. Throughout the world, 60 million people have given up their livelihoods so that they can live somewhere else in safety. |
| See refugees through new eyes | Video, Billboards | UNHCR Central Europe | Bulgaria | <https://www.youtube.com/watch?v=ivdlkExrZLc> | Campaign aiming at fighting discrimination against refugees in Bulgaria by encouraging viewers to imagine themselves isolated and far from home. |
| #BeHumanNow | Website, Posters, Social Media | La Cimade | France | <https://www.change.org/p/behuman-appel-citoyen-aux-dirigeants-politiques-pour-un-accueil-digne-des-r%C3%A9fugi%C3%A9s> | Campaign to (1) sensitize the public about misperception and prejudice about migrants and (2) gather signature for a petition adressed to the government for a better welcoming of migrants and refugees in France |

Appendix 2. Humanising migrants campaigns. Values-basis: varied

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| Name of the campaign | Support/format | Institution | Country | Link | Brief summary | Values-basis |
| Give Prejudice No Chance | Art exhibition (Photography exhibition), Posters | City Council, Inter Face Wien, City of Vienna | Austria | <https://www.clarinetproject.eu/nominee/give-prejudice-no-chance/> | The campaign started in October 2015 as a follow-up of a creative project with newly arrived youth who attended a basic education course at Interface Wien.  The photos had been exhibited at various public locations in Vienna and in October 2015 we produced a poster with some of the photos. The poster was distributed in all, about 350 schools, in Vienna. With a still on-going demand, more than 2000 posters have been placed so far. Interface Wien is directly funded by Stadt Wien. | universalism |
| Vota per me | Billboards | Guerrilla Art (Artistic Movement, Photographers) | Italy | <https://www.corriere.it/cronache/18_febbraio_13/vota-me-campagna-provocatoria-volti-migranti-aed645de-10de-11e8-ae74-6fc70a32f18b.shtml> | People represented on the billboards are not candidats or members of a political party; they are rather only witnesses of a reality obscured, denied, often forgotten. They represent people who are "silenced", are not welcome and considered part of the society, strumentalized by politicians and often object of violence. Before the elections, a group of photographers decided to create this campaign to denounce this situation. | universalism |
| Stories of Children From Around The World | Newspaper | Časoris | Slovenia | <https://www.clarinetproject.eu/nominee/stories-of-children-from-around-the-world/> | Online portal Časoris is Slovenia’s newspaper for kids operating since 2015 aims at providing timely, relevant news articles for children, teachers in the classroom and parents at home. The Project ˝Stories of Children from Around the World˝ (ongoing since 2018) is one of the initiatives of the newspaper to increase the acceptance and respect of different nationalities and ethnic groups, refugees and migrants, and their integration through their stories in Slovenia though positive storytelling. | universalism |
| I am a Stranger until you get to know me | Social Media | Romanian General Inspectorate for Immigration | Romania | <https://www.clarinetproject.eu/nominee/i-am-a-stranger-until-you-get-to-know-me/> | The Romanian General Inspectorate for Immigration realized a campaign aimed to better understand cultural differences and the phenomenon of immigration of third-country nationals and beneficiaries of international protection. It is a project about the way in which people perceive refugees, generates attitudes and behaviours which they express in relation to that category of citizens, often being influenced by media channels that sometimes transmit wrong or fragmented information. | Universalism, conformity, security, power |
| Wir sind Oberösterreich (We are Upper Austria) | Social media | Integrationsstelle Oberösterreich (government body for Integration in Upper Austria) | Austria | <https://www.clarinetproject.eu/nominee/wir-sind-oberosterreich/> | As the government body for integration in the federal state of Upper Austria, we launched the communication campaign on integration Wir sind Oberösterreich (We are Upper Austria). Our aim is to raise awareness among our citizens that migrants make an essential contribution to our society. Countless success stories show how well people from different origins are living and working together. We want to communicate these successes. Our campaign is focused on our website and social media channels. | Universalism, conformity, security, power |
| Living Together -Clickfunding | Social media | IOM and local partner NGOs | Egypt | <https://www.iom.int/news/un-migration-agency-egypt-launches-campaign-foster-community-cohesion> | Living Together is a clickfunding campaign in Egypt launched by IOM, to promote community cohesion among migrants and the Egyptian hosting communities. Aiming to use innovative solutions to foster values of diversity, coexistence and community cohesion, IOM Egypt partnered with Egyptian Startup Bassita, UNAOC Innovation Award Safarni, Drosos, and the French Institute in Egypt to launch its campaign, featuring Egyptian star Boshra. Children of migrants and host communities are of special concern. The objective of the campaign is to gather 1 million points. For every point, 1 EGP will be given to Safarni to further promote cultural diversity and community cohesion. | universalism / benevolence |
| Together for All Children | TV, Radio spots, Social media | UNICEF, European Commission | Greece | <https://www.unicef.org/eca/together-all-children> | UNICEF’s Refugee and Migration Response in Greece, in cooperation with the European Commission, has launched the ‘Together for All Children’ campaign to show the positive results of inclusive education for refugee and migrant children. The campaign raises awareness of how refugee children in Greece are adapting and progressing. It highlights the role of schools and non-formal education in their rapid and successful integration into Greek society. | universalism |
| Refugees Nürnberg - You are here | Video | You are Here | Germany | <https://www.youtube.com/watch?v=uz_aDFjN0_w&list=PLpt39BvsT2iMbnc2pN3lh5lq1CBZYZsMW> | Migrants in Germany are asked how they see themselves in the future, their aspirations and desires in the new country. | universalism |
| "مهاجرون #بحال بحال (nous sommes tous égaux)Migrants #B7al b7Al | Video | CEFA, ASTICUDE organisation, FOO foundation, Soleterre Maroc organisation | Morocco | <https://www.facebook.com/CEFAMaroc/posts/1972420789468603/> | This campaign aims to contribute to the promotion and improvement of a positive understanding of the presence of migrants in Morocco and the dismantling of prejudices and stereotypes. The media campaign includes famous personalities in the sports and artistic fields,. | universalism |
| I get you | Video | Jesuit Refugee Service (JRS) | Belgium, Croatia, France, Malta, Italy, Germany, Portugal, Romania, Spain | <https://jrs.net/news/jrs-europe-launches-video-campaign-on-refugee-integration/> | As part of the ‘I Get You’ campaign, JRS Europe mapped 315 grassroots refugee initiatives across 9 EU countries. The JRS campaign ‘I Get You’ breaks down stereotypes and combats racism and xenophobia by bringing people together. | universalism |
| Moments of life | Video | Opinion & Action Services Ltd | Cyprus | <https://www.youtube.com/watch?v=210rlWNyJLM> | A series of 8 Video inviting migrants to talk about their experience living in Cyprus. | universalism |
| Welcome to the Netherlands | Video | Red Cross | Netherlands | <https://www.youtube.com/watch?v=X91r6Gpv8lM> | Refugee children read hostile Social media comments in Red Cross new awareness campaign for the Netherlands. | universalism |
| تعارفوا - It's a Match! (Living together) | Video | IOM Egypt | Egypt | <https://www.youtube.com/watch?time_continue=173&v=VHM_q_b0e9A> | Living Together is a clickfunding campaign launched by IOM, to promote community cohesion among migrants and the Egyptian communities hosting them and aiming to foster values of diversity, coexistence and community cohesion | universalism |
| Det Nya Landet (The New Country) | Video | Individuell Manniskohjalp (Individual Relief) | Sweden | <https://www.youtube.com/watch?v=WoQFUBgAMyo> | The campaign urges citizens to accept that “Sweden will never be what it once was” and to find a way to “live side by side” with the growing number of migrants and refugees. | universalism |
| IntegrAction | Video | Pubblicità Progresso Fondazione per la comunicazione sociale; ISMU Foundation | Italy | <https://www.lastampa.it/2019/03/12/milano/cos-semplice-che-capisce-anche-un-bambino-gli-spot-della-pubblicit-progresso-per-lintegrazione-n8rsledfjlL9StzU2EFQIM/pagina.html> | A classroom of children who repeat trivial clichés and phrases, usually said by adults, to denigrate foreigners. But they do it laughing and making it clear that those statements are so foolish that not even a child would believe they correspond to the thruth. | universalism |
| I am a Migrant | Website | IOM | Global | <http://iamamigrant.org/> | “i am a migrant” allows the voices of individuals to shine through and provides an honest insight into the triumphs and tribulations of migrants of all backgrounds and at all phases of their migratory journeys. While it aims to promote positive perceptions of migrants, it does not shy away from presenting life as it is experienced. It seeks to combat xenophobia and discrimination at a time when so many are exposed to negative narratives about migration. | universalism |
| #Uprooted | Website, Social media | UNICEF | Ireland | <https://www.unicefyouth.com/uprooted> | #UPROOTED is a UNICEF campaign centred around children living in Ireland who are refugees and migrants. This educational campaign has lessons for primary and secondary students to raise awareness and knowledge of children's rights and the specific experiences of children who have been uprooted from their homes, families and cultures through video and classroom discussion. | universalism |
| AMITIE | Social media, Blogs, Videos | Italy, Latvia, Spain, Romania | Italy, Latvia, Spain, Romania | <https://www.clarinetproject.eu/wp-content/uploads/2019/07/Presentation-AMITIE-campaign_ENG_low.pdf> | Within the AMITIE project, led by the municipality of Bologna, an innovative communication campaign was launched in Spain, Italy, Romania and Latvia in October 2012 . The aim was to communicate a new narrative on migrations made by migrants themselves who became active promoters, producers and co-agents for communicating their stories. Through different tools like blogs, images, social media, videos and events, they had the opportunity to be actively involved in the message, thus building and sharing a new perspective based on their experience. | universalism |

Appendix 3. Neither migrant’s journey nor humanising migrants pro-immigration campaigns. Varied values-bases

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| Name of the campaign | Support/format | Institution | Country | Link | Brief summary | Values-basis |
| La Caravane des sans-papiers (The caravan of undocumented migrants) | Discussions/Exchanges | CIRE asbl (Coordination et Initiatives pour Réfugiés et Étrangers) | Belgium | <https://www.youtube.com/watch?v=ZbazU9cRI10> | The Caravan goes to various cities and towns, to meet people and have exchanges on migration. At each of its stops, the Caravan takes the time to meet with citizens with and without papers, associations and unions, secondary schools and universities, local authorities, and to exchange with them. These meeting are an opportunity for undocumented migrants to testify of their realities and challenges but also to hear those of their interlocutors. It allows to deconstruct prejudices that circulate widely in their regard and to show that the social struggles of each other are ultimately closely linked. | universalism / benevolence |
| Les cahiers du FTDES: Cahier migration (FTDES's handbooks : Migration) | Handbook | FTDES | Tunisia | <https://ftdes.net/rapports/cahiermigration.pdf> | Periodical publication about migration-related issues presenting facts, figures and analysis advocating for respect of human rights at national and international llevels | n/a |
| Migrations Partageons nos Richesses | Movie, Play, Exhibition | Conseil départemental du Val-de-Marne en partenariat avec l’association FORIM | France | <https://www.valdemarne.fr/espace-presse/les-communiques-de-presse/lancement-de-la-campagne-migrations-partageons-nos-richesses> | Le Département propose aux associations et membres du réseau « Migrations citoyenneté » un outil d’animation et de sensibilisation visant à lutter contre la résurgence des préjugés, le repli sur soi et les discriminations. Cette initiative répond aux ambitions d'utilité, de solidarité et d'innovation du Département en renforçant le lien social entre les populations et en améliorant la compréhension et le respect mutuel entre les individus. A travers cette initiative, le Département réaffirme sa volonté de sensibiliser aux enjeux des migrations, de lutter contre les préjugés et de mettre en exergue la solidarité internationale. | universalism / benevolence |
| Save Me | Petition, Social media, Play | Bavarian Refugee Council, Munich Refugee Council, Münchner Kammerspiele, Refugio | Germany | <http://www.save-me-muenchen.de/de/> | The campaign grew from a play about winning a ticket to Europe. The campaigners used social media and set up a website with a petition for members of the public to sign, with a photo of themselves and a comment showing their solidarity with the 'Save Me' campaign and the resettlement of refugees to Germany. | universalism / benevolence |
| Campagne Musée de l’Histoire de l’Immigration | Photos | Musée National de l’Histoire de l’Immigration | France | <http://www.histoire-immigration.fr/nouvelle-campagne-de-communication> | Le Musée national de l’histoire de l’immigration lance une campagne de communication tournée vers le grand public. À travers des messages qui interpellent le grand public, avec une approche simple, directe et humoristique, cette campagne entend rappeler que l’histoire de l’immigration est l’histoire de tous, et fait partie de l’histoire de la France. La campagne se veut factuelle. Elle montre des photographies historiques, scènes de voyage, de travail, de vie, toutes issues des collections permanentes du Musée. | n/a |
| Flight Control - Minority Radio Show | Radio | Študent Radio (one of the oldest independent and non-commercial radio in Europe) | Slovenia | <https://www.clarinetproject.eu/nominee/flight-control-minority-radio-show/> | Since 2012, the Flight Control radio show promotes critical dialogue between cultures in Southeastern Europe. It spreads information on the progressive, alternative and underground cultural scene of ex-Yugoslavia and supports open and critical views not based on stereotypes and mainstream representations. Flight Control also covers issues faced by minorities and migrants to emphasize their rights in the Slovenian society. On Sundays, Flight Control is on air on the Študent Radio, one of the oldest independent and non-commercial radio in Europe. Flight Control emerges under the auspices of the Serbian Cultural Center “Danilo Kiš” and is supported by the Ministry of Culture of the Republic of Serbia, the Office for Cooperation with the Diaspora and Serbs in the Region and the Ministry of Culture of the Republic of Slovenia. | universalism |
| Anti-Rumour campaign: “Do not allow rumors to get you sick. Get yourself vaccinated” | Roleplays, Leaflets | Island Council of Tenerife, Tenerife public hospital | Spain | <https://www.clarinetproject.eu/wp-content/uploads/2019/07/ANTI-RUMOURS-CAMPAIGN-min-1.pdf> | The campaign aimed to reduce rumors and prejudices, which are a burden upon migrants. It was implemented at the entrance of a hospital, where rumors that affirm that immigrants use abusively the health system are spread. The campaign consisted in raising awareness through a roleplaying simulating medical examination and a vaccination campaign. An “Anti-rumors vaccine” containing accurate data against these rumors in the prospectus was given to every health worker and the people walking around. | n/a |
| Xsellschaften - aus Gesellschaften eine Gesellschaft schaffen (Xsocieties - To form one society out of many societies) | Short film | Daheim in Telfs | Austria | <https://www.facebook.com/pg/Xsellschafften/about/?ref=page_internal> | Xsellschafften stands for the creation of ONE society in which diversity is valued and lived. Through short films we give an insight into life worlds that are often not perceived. We believe that togetherness is more meaningful, more beautiful and more enriching than togetherness in a world that is frightening. This is what we stand for, and this is why we do what we do. | universalism / benevolence |
| #Anturem Rumors (Anti-Rumours) | Social Media | Barcelona City Council | Spain | https://padlet.com/antirumors/AturemRumors | The campaign is one of the initiatives of the anti-rumours network established by the Barcelona City Council. It aims to respond to the rise of racist discourses that feed rumours, strengthen stereotypes and stir up fear and mistrust on social networks and among Barcelona’s residents. The campaign attempts to build new narratives starring activists and influencers from an intercultural and intersectional perspective, debunking discriminatory and racist rumours and stereotypes that affect on a differential basis racialised groups on the grounds of origins, religion, etc. | universalism |
| A Day Without Migrants | Social media | IOM Egypt | Egypt | <https://www.iom.int/news/iom-launches-day-without-migrants-social-media-campaign> | The Social media highlights the real and positive impacts that migrants have on the communities that host them and it seeks to start dialogue about the impact of migration that is centered on evidence and facts rather than propaganda. It also aims to highlight the importance of migration equally for the benefit of the migrants, the countries of origin and the countries of destination. | Power |
| #WithRefugees campaign | Social media, Petition | UNHCR | Global | <https://www.unhcr.org/withrefugees/> | Between 2016-18 UNHCR’s #WithRefugees campaign and petition mobilized the public, civil society and governments to take action by asking that every refugee child has access to education, every refugee family can find safe shelter and refugees can work or learn a skill to provide for their families. | universalism / benevolence |
| #No Walls But Bridges | Social media, Posters | B1-Akt, Ecole des Ponts Business School | France | <http://s230464179.onlinehome.fr/wp-content/uploads/2019/05/2019-05-23-Final-Report-Campaign-No-Walls-but-bridges-Migrant-Sustainable-Integration-Le-Guern-Petrache.pdf> | An international grassroot campaign and an open dialogue on social media on sustainable solutions for the integration of migrants, developed in the Migrant Integration Lab Device, a global mechanism for sustainable integration | universalism / benevolence |
| Everyday heroes from Syria | Social media, Video | European Commission's Humanitarian Aid and Civil Protection department (ECHO), Danish Refugee Council (DRC) | Global | <https://www.avrupa.info.tr/en/news/time-pay-tribute-everydayheroes-campaign-celebrates-individual-efforts-effect-change-1821> | The month-long online campaign brought out the untold stories of #everydayheroes living in countries neighbouring Syria, Lebanon, Turkey, Iraq, and Jordan, where nearly four million Syrian refugees have now sought refuge since the Syria crisis began in 2011. During this period, people were invited to post and share their everyday hero tales on social media outlets. | universalism / benevolence |
| Mi Impegno A Parma - L'Integrazione Vincente ( I am committed in Parma - the successfull integration) | Social media, Website | Comune di Parma | Italy | <https://www.clarinetproject.eu/nominee/mi-impegno-a-parma-lintegrazione-vincente/> | Mi Impegno a Parma is a project designed to boost solidarity by promoting civic engagement. Citizens get involved in their community by offering their time and skills for voluntary activities. The project has been crucial to improve social inclusion of migrants and asylum seekers in Parma. Many asylum seekers have been volunteering and today they are the most involved. Thanks to the project, we have stimulated mutual knowledge between native and foreign citizens as well as obtained the elements to talk with the city about the positive value of migration, thus building a more cohesive and inclusive society. | universalism / benevolence |
| Thank you Lithuania campaign | Video | Red Cross Lithuania | Lithuania | <https://www.youtube.com/watch?v=OKi7244M_po> ; <https://www.youtube.com/watch?v=pkW_RI8aEqU> | The video aims at thanking Lithuania for welcoming refugees. | Benevolence |
| #Do1Thing | Video | Jesuit Refugee Service (JRS) | Global | <https://jrs.net/campaign/do1thing/> | With the #Do1Thing campaign, JRS shows what individuals are doing to welcome, protect, promote, and integrate refugees in their communities. These are ordinary people, doing simple things: offering friendship, or helping with a language class. They are not engaged in many great and heroic acts, but often are just offering one thing, one form of support, one day in a week. | n/a |
| IBELONG | Video | UNHCR, UK Government | UK | <https://www.unhcr.org/ibelong/#section-openletter> | The #IBelong Campaign was launched by UNHCR in 2014 collaborating with States, civil society and other UN Agencies aiming to end statelessness by 2024 by resolving existing statelessness, preventing new cases from emerging and better identifying and protecting stateless populations. | universalism / benevolence |
| Inspiring Luxembourg | Video | [The Luxembourg Government](https://gouvernement.lu/en.html) | Luxembourg | <http://www.inspiringluxembourg.public.lu/en/index.html> | Luxembourg is at the heart of a multitude of cultural influences, partly because of its geography but also because of trade, industrialisation, and immigration. These promotional videos seek to present Luxembourg as an open, dynamic and tolerant country. | universalism / benevolence |
| Integration of Refugees in Germany | Video | Council of the EU | Germany | <https://www.youtube.com/watch?v=YWMEEF45mNM> | The video shows how integration takes place in German thanks to the work of volunteers who spend time in teaching language courses and give their time to support migrants in their every-day life. | n/a |
| Minding The Gap: Equality in Education | Video | Migrant Rights Centre Ireland (MRCI) | Ireland | <https://www.youtube.com/watch?v=7Sszyqlgk7g> | Gaps in education and immigration systems mean young migrants - who came to Ireland as children to join their non-EU parents - face enormous barriers to third level education. In this animated short video, the young members of MRCI's Migrant Education Access explain the issue and tell their stories. | universalism / benevolence |
| Campaign for the Right to Change Employer: The Experience of a Domestic Worker | Video | Migrant Rights Centre Ireland (MRCI) | Ireland | <https://www.youtube.com/watch?v=WJ15HwBI2Xo> | The MRCI is seeking an administrative change which would give people the freedom to exit exploitative conditions and find alternative work within their job category, without having to go through an entirely new permit application with its unnecessary costs and delays. | Benevolence |
| Aware | Video | Opinion & Action Services Ltd | Cyprus | http://cyprusaware.eu/en/our-campaign/ ; https://www.youtube.com/watch?v=2Ih9TX7vbXg ; https://www.youtube.com/watch?v=nuXtaEyLjZs ; https://www.youtube.com/watch?v=aGNYw735UVk | The Aware campaign's goal is to encourage social cohesion. With knowledge, information, contact, interaction, respect for identity and diversity, the campaign supports the efforts of the Cypriot State for migrants to access their rights without discrimination. It also supports a smooth integration into the host society within the broader European Union policy. | n/a |
| On Solid Ground | Video | EU Commission | EU | <https://ec.europa.eu/echo/node/505> | EU campaign on the occasion of World Refugee Day 2013: using the concept of home, On Solid Ground allowed audiences across Europe to connect with the issues faced by people hit by some of the most devastating humanitarian crises around the world through a captivating series of photographs. | universalism / benevolence |
| Fratelli di Sport | Video | CONI, Ministero del Lavoro e delle Politiche Sociali, Italian Government | Italy | http://www.fratellidisport.it/; https://www.youtube.com/watch?v=s-Iw1MY-fig | The campaign is aimed at favouring childrens' integration in host countries through sport, combating discrimination and intolerance. | universalism / benevolence |
| Giornata mondiale del migrante e del rifugiato 2018 | Video | Caritas Diocesana di Chioggia, Associazione Muraless, Chioggia Accoglie, e il progetto Intrecciati della Comunità Missionaria di Villaregia | Italy | <https://www.youtube.com/watch?v=5N1SCm1s9Vo> | Individuals describe why they are in favour of welcoming migrants and support integration in host countries, why welcoming, protecting, promoting and integrating refugees is so important for everybody. | universalism / benevolence |
| Migranti e Rifugiati | Video | Vatican Government, Dicastery for Integral Human Development, Migrants and Refugees Section | Vatican City | <https://www.youtube.com/watch?v=i4eOCOC8jek> | Pope Francis asks the world to welcome, protect, promote and integrate refugees and vulnerable migrants in our societies. | universalism / benevolence |
| Sport Brings People Together | Video | Kingdom of the Netherlands, Sports for Development and Peace (UN) | Netherlands | <https://www.youtube.com/watch?v=Pk9KMSXXeMo> | Sport brings people together. That's the motto the Netherlands has adopted for the soccer event it hosts on the balcony of the UN headquarters in New York on Thursday 16 June. The temporary 'Cruyff Court' that is set up honours the Netherlands' biggest soccer legend, Johan Cruyff. Various UN ambassadors stop by to take part in a mini-tournament. | universalism / benevolence |
| Stand Up 4 Migrants | Video | UN Human Rights Office of the High Commissioner | Global | <https://www.ohchr.org/en/issues/migration/pages/Videotories.aspx> | A series of animated Video to amplify the voices of migrants, the communities that welcome them and the conversations they have along the way | universalism / benevolence |
| What Excites Us, Unites Us | Video | Unicef | Global | <https://www.youtube.com/watch?v=V3ojxgJKfjs> | Santi, an 8-year-old boy who migrated from Bolivia to Spain, had trouble finding friends, and ultimately found acceptance in his new home country through a shared love of football. While playing, Santi and his friends are treated to a surprise visit from their hero, Sergio Ramos (Captain of the Spanish National Football Team and UNICEF ambassador).The campaign aims at demonstrating the power of football to help migrant and refugee children gain acceptance in their new home countries. | universalism / benevolence |
| Share the Journey Migration Campaign | Video, Global Solidarity Walk | Caritas International | Global | https://www.caritas.eu/pope-francis-to-call-on-everyone-to-share-the-journey-with-migrants/; http://journey.caritas.org/; https://www.youtube.com/watch?time\_continue=4&v=zeH-tV83fZc | The two-year campaign of action and awareness-raising will promote the strengthening of relationships between migrants, refugees and communities. It is Caritas’ response to Pope Francis’ calls to promote the ‘culture of encounter’ – to see people on the move with humanity, to open hearts and minds, to change perceptions. | universalism / benevolence |
| شارك الصداقة - Share the Friendship | Video, Social media | Safarni (an Egyptian initiative which designs and implements innovative intercultural workshops), Egyptian Startup of Bassita (responsible for the clickfunding campaign), Drosos ( Swiss charitable foundation) and IOM | Egypt | <https://www.facebook.com/EgyptianStreets/videos/2430406193850331/> | “Share the Friendship”, a campaign aiming at promoting togetherness between Egyptian children and migrants, is set to lay the first stone towards creating a gracious, nondiscriminant community in Ard Ellewa.  The goal is to enable unprivileged children to experience simulated travel and let them experience imaginary journies to new countries, Safarni will bring children from Ard Ellewa to on-the-ground workshops in order to explore the different cultures of the African migrants in a bid to augment integration and inclusion between the diverse cultures in the district, particularly that they live in close proximity. | universalism / benevolence |
| IoStoConLAccoglienza | Video, Social media | ICS, Fondazione Caritas Trieste, La Collina, Duemilauno agenzia sociale, Lybra, e Acli Trieste. | Italy | <https://www.youtube.com/watch?v=_cSS2TpTsIo> | Many people describe why they are in favour of welcoming migrants and support integration in host countries. | universalism / benevolence |
| Stop Mind Borders | Video, TV, Billboards | IOM Greece, Hellenic Republic | Greece | <https://www.youtube.com/watch?v=D8O24D0Gdwg> | The most dangerous border is what we draw in our minds," is the message of the Stop Mind Borders campaign to address the stereotypes about refugees and immigrants presented by the Minister of Migration Policy and the Head of IOM in Greece | universalism / benevolence |
| #SomosMás | Website, Conferences/Workshops | Spanish Observatory on Racism and Xenophobia (Observatorio Español del Racismo y la Xenofobia - OBERAXE) | Spain | <https://www.somos-mas.es/> | The objective of the campaign #SomosMás is to prevent and raise awareness about hate speech and violent radicalisation. It is divided into 2 main lines of work: Training: workshops aimed at more than 28,000 boys and girls in schools and centers throughout the country that include the development of didactic material and role-playing games to facilitate understanding by students, parents and teachers. Awareness: communication campaign that will include, among other things, collaborations with creators that will help amplify positive messages through their Video as of 2018. | universalism / benevolence |
| Voci di Confine. La Migrazione e' una Bella Storia | Website, Conferences/Workshops | Agenzia Italiana Cooperazione allo Sviluppo, Amref Health Africa, Amref Health Africa in Italia, Associazione Le Réseau, CSV Marche – Centro Servizi per il Volontariato delle Marche, Centro Studi e Ricerche Idos (IDOS), Comitato Permanente per il Partenariato Euromediterraneo (COPPEM), Africa e Mediterraneo, Comune di Lampedusa, Comune di Pesaro, Etnocom, Internationalia, Provincia Autonoma di Bolzano, Regione Puglia, Rete della Diaspora Africana Nera in Italia (REDANI), Step4, Terre des Hommes Italia | Italy | [http://www.vocidiconfine.com/ ; http://www.vocidiconfine.com/](http://www.vocidiconfine.com/http:/www.vocidiconfine.com/) | The campaign will tell stories, data and good territorial practices, demonstrating that the migration phenomenon represents a great opportunity for development and enrichment, both for hosting societies and for migrants. The positive impact that migration is able to have is shown in the campaign through the use of data e successful personal stories. | power, universalism / benevolence |
| Open mosque | Website, Leaflets | Citta' di Torino | Italy | <http://www.comune.torino.it/torinogiovani/vivere-a-torino/moschee-aperte> | The event was born within the framework of the "Sharing Agreement" signed in 2017 by the City of Torino and the Islamic Centres, as an important sign of openness and mutual trust on the part of the Muslim community and the city as a whole, the result of a path of growth and sharing that the City has been promoting for decades. | universalism / benevolence |
| Conta fino a 10 (Count util 10) | Website, Social media | Amnesty International | Italy | <https://www.amnesty.it/campagne/conta-fino-a-10/> | Count to 10" is an awareness campaign on the use of language: on the effects of the use of violent, aggressive and discriminatory speech, and on the awareness that the decrease of the same leads to a more inclusive and welcoming society. | universalism / benevolence |
| Migrants Contribute | Website, Social media | IOM | UK | <http://contribute.migrantsrights.org.uk/> | Migrants Contribute is a campaign that seeks a more truthful portrayal of migrants by stopping the escalating demonisation of migrants in media and political speeches, in order to foster a fairer debate about migration towards the General Elections. | universalism / benevolence |
| L'Italia sono anch'io. Campagna per i diritti di cittadinanza | Website, Video | Acli, Arci, Asgi-Associazione studi giuridici sull’immigrazione, Caritas Italiana, Centro Astalli, Cgil, CISL ANOLF, Cnca-Coordinamento nazionale delle comunità d’accoglienza, Comitato 1° Marzo, Comune di Reggio Emilia, Comunità di Sant'Egidio, Coordinamento Enti Locali Per La Pace, Emmaus Italia, Fcei – Federazione Chiese Evangeliche In Italia, Legambiente, Libera, Lunaria, Fondazione Migrantes, Il Razzismo Brutta Storia, Rete G2 - Seconde Generazioni, Tavola della Pace, Terra del Fuoco, SEI, UIL, UISP e dall’editore Carlo Feltrinelli. | Italy | <http://www.litaliasonoanchio.it/index.php?id=517> | The campaigns aims at pushing institutions to approve a reform of the right of citizenship under which children born in Italy from regular foreign parents can be Italian citizens, as well as a new law granting the administrative electoral right to workers regularly present in Italy for five years. | universalism / benevolence |
| Together | Website, Video | UN | Global | https://www.youtube.com/watch?time\_continue=14&v=VQYtzzD6Ox4 ; https://together.un.org/our-aim | The Secretary-General launched the TOGETHER campaign at the UN Summit for Refugees and Migrants on 19 September: All 193 Member States of the United Nations unanimously welcomed the TOGETHER campaign and committed to implementing it. The campaign aims to strengthen the social contract between host countries and communities, and refugees and migrants. | universalism / benevolence |
| #CampagneTamTam | Website, Video, Social media | Multi-organisations (72 different organisations associated to make the campaign) | Belgium | <https://www.campagnetamtam.be/fr-accueil> | #CampagneTamTam aims to explain the neoliberal measures of the present and past Belgian federal governments, to unveil their impacts on citizens and to mobilize around concrete alternatives. The campaign uses Article 23 of the Constitution to put human dignity at the center of the debate on the eve of regional, federal, community and European elections. It was also very active on the question of migration. | universalism / benevolence |
| PIER (Protection, Integration and Education for Refugees) | Website, Video, Social media | Coca Cola Foundations, Caritas, Arsis | Austria, Greece, Italy | <https://www.pier-program.com/> | PIER supports cultural and socio-economic integration of refugees, asylum seekers and migrants in three receiving countries: Austria, Greece and Italy. It encompasses different types of assistance aiming at their improved protection, education and integration, with particular focus on helping children, youth and young adults. | universalism / benevolence |
| WelcHome | Website, Workshops | Comune di Modena Assessorato alla Coesione Sociale, Sanita, Welfare, Integrazione e Cittadinanza | Italy | <https://www.clarinetproject.eu/nominee/welchome/> | WelcHome is a new integration framework for unaccompained foreign minors involving the local community. Family life and contribution of volunteering associations are central to WelcHome strategy. We have met 300+ families for selection, participated to 40+ workshops in schools, organised 4 training workshops in different regions, built a proprietary web platform and most of all successfully assigned 25 minors to family custody. Another great result is the definition of a project management model based on the participation of public institutions, health services and volunteering associations, and their involvement in decision-making processes. | universalism / benevolence |
| Tutti differenti, tutti unici... Insieme contro le discriminazioni (All different, all unique.. Together against discrimination) | Workshops | Minister of Interior; Osservatorio per la Sicurezza Contro gli Atti Discriminatori (OSCAD); Ministry of Education, University and Research (MIUR); Italwork Consorzio | Italy | <https://www.interno.gov.it/it/notizie/tutti-differenti-tutti-unici-insieme-contro-discriminazioni> | The aim of the initiative is to send out a message of legality against discrimination and to spread the culture of reception and inclusion. Each stage will be developed on board a 'branded' truck set up with a multimedia classroom, secondary school students of first and second grade, together with experts from the Postal Police, will talk about discrimination 2.0, involving in a particular way the world of adolescence and analyze the various prejudices of age, gender, ethnicity, sexual orientation, religion, disability in different areas of work, school and sports. | universalism / benevolence |
| A Day Without Migrants | Video | IOM Egypt | Egypt | <https://www.youtube.com/watch?v=DVwrkYnKZT4> | It is a Social media to highlight the real and positive impacts that migrants have on the communities that host them. The campaign seeks also to start dialogue about the impact of migration that is centered on evidence and facts rather than propaganda. It also aims to highlight the importance of migration equally for the benefit of the migrants, the countries of origin and the countries of destination. | universalism / benevolence |

Appendix 4. Anti-immigrant campaigns. Values-basis: varied

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| Name of the campaign | Support/format | Institution | Country | Link | Brief summary | Values-basis |
| Forced settlement endangers our culture and traditions | Brochure | Hungarian Government | Hungary | <https://www.hrw.org/news/2016/09/13/hungarys-xenophobic-anti-migrant-campaign> | The booklet, which the government has sent to 4.1 million Hungarian households, argues people should vote “no” in the October 2 national referendum with respect to the EU relocation plan. | Tradition, conformity, security |
| It's time to shake up Brussels. Let's protect Europe! | Video | Hungarian Government | Hungary | <http://abouthungary.hu/migration/video-its-time-to-shake-up-brussels-lets-protect-europe/> | This campaign video, produced by the Government of Hungary, underlines that Hungary does not want to become an immigrant country. | Tradition, conformity, security |
| #migrationspaktstopen (Stop the migration pact) | Videos, Website, Social Media, Leaflets | Identarian Movement Austria (IBO), Alternative fur Deutschland (AfD) | Germany, Switzerland, Austria | <https://www.afd.de/migrationspakt-stoppen/> | Campaign launched by right-wing activist Martin Seller (IBO) in Austria, then taken up by groups in Switwerland and Germay through a wesite (not accessible anymore) to gather signatures to stop the swiss, german and austrian diplomat to sign the GCM in 2018. The campaign also included social media posts, an intensive and deliberated period of posting on twitter, and a telegram chat. In Germany, the campaign is financed by the right-extreme party AFD. | Tradition, conformity, security |
| Campaign Against the UN Migration Global Comact | Social media | New Flamisch Alliance (N-VA) | Belgium | <https://www.lalibre.be/belgique/politique-belge/la-n-va-lance-une-campagne-aux-relents-extremes-contre-le-pacte-de-l-onu-5c06deeccd70fdc91bca8ba8> | This social media campaign launched y the separatist and right-wing pary N-VA aims at coutenring the Global Compact on Migration. It uses images with strong connation such as women wearing the burqa or groups of brown men with slogans predicting the negative consequences of the global compact | Tradition, conformity, security |
| C'est possible. (It's possible) | Stickers, posters | Génération Identitaire | France | <https://generationidentitaire.org/campagne/> | Fundraising campaign advocating against dangers of massive immigration, islamic radicalisation and insecurity caused by migrant people, as part as anti-migrants actions under the framework of Defend Europe. | Self-transcendence, stimulation, conformity |
| Massive Zuwanderung Stoppen (Stop mass immigration) | Website, Posters, Social Media, Leaflets | Schweizer Demokratischer Partei (SVP) | Switzerland | <https://www.initiative-de-limitation.ch/> | Campaign lauched by SVP, a right-wing polical party, in order to persuade citizens to vote in favour of further limitation of immigration. | Benevolence, power, universalism, security, tradition |
| Unfortunately for her, Sandra is not a migrant | Posters, Social media | Les Jeunes Avec Marine (Front National/ Rassemblement National) | France | <https://rassemblementnational.fr/annonces/migrants-decouvrez-la-nouvelle-campagne-des-jeunes-avec-marine/> | A political campaign aimed at criticizing social services and benefits provided to migrants. It shows people seen from behind, with slogans such as "Sandra has been sleeping in her car for the last three months. Unfortunately for her, Sandra is not a migrant" or "Pierre is a retired farmer and lives with 284 eur per month. Unfortunately for him, Pierre is not a migrant". | Benevolence |
| Massive Zuwanderung Stoppen (Stop mass immigration) | Website, Posters, Social Media, Leaflets | Schweizer Demokratischer Partei (SVP) | Switzerland | <https://www.initiative-de-limitation.ch/> | Campaign lauched by SVP, a right-wing polical party, in order to persuade citizens to vote in favour of further limitation of immigration. | Benevolence, power, universalism, security, tradition |