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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 |