



Concept Note for Joint Campaign on World Day for Cultural Diversity for Dialogue and Development

Feel Diversity – Revive your Senses

Background

Cities across the world have always been melting pots of cultures, ideas and experiences. Offering everything from loud marketplaces to silent parks, our cities have become the homes of sensations, allowing us to experience new sounds, sights and smells every day. As the pandemic struck and many of our streets fell silent, the delicious smells of the restaurants became a memory of the past and the cheering crowds from the football game were placed in front of the TV instead, we all lost touch with parts of the diversity we love. And while we are all bound to stay at home and stay safe just a little bit longer, there is no reason not to join forces online to celebrate the diversity in the cities among us.

For this year's *World Day for Cultural Diversity for Dialogue and Development* the Intercultural Cities therefore invites member cities and regions to join a virtual journey to unlock the diversity in your city and revive your senses in the joint campaign "*Feel diversity – revive your senses*".

Objective

The objective of the campaign is to offer a feast for the senses through a social media campaign aimed at the general public. A feast made up of diverse sounds (languages, music, art, or street exhibitions), colours, movements (dance, sport, youth, culture), "tastes" (images of food), smells, that represent diversity in cities. A feast which will help people experience the force of diversity and feel the diversity advantage. The *World Day for Cultural Diversity for Dialogue and Development* is a great opportunity to celebrate diversity via the senses.

Methodology

Cities are asked to present a wide array of materials for all senses which capture the diversity of the city. The main goal is to portray the diversity advantage and identities of the city through images, videos and sounds of activities which show in social media and on the web. The images videos and audios under the campaign slogan: "*Feel Diversity – Revive your Senses*".

Participating cities will be given a platform to show the diversity of their residents and cities, including an interactive map of the world where users can click to watch short video/photo and/or audio that represent the diversity of the intercultural cities and regions, all to convey the joy of living in diversity.

The end product will look similar to this [map](#).

Technical aspects

Cities should be creative with the materials sent in – each city has so many things which makes up their unique identity – what sensory experiences sets your city apart? Which videos, images or audio files could be included in your city's map?

The materials can be already existing materials or materials created for the purpose of the campaign. The materials and campaign are intended to be inspirational and bright and celebrate the diversity of the city. The content should engage the senses and bring back memories of the viewer.



Some inspiration:

- Social interaction from festivals, sport events, cultural activities, entertainment, street markets, gatherings in the public space (square, park or beach) where the social interaction is visible and audible.
- Food (images/sounds/videos from markets, restaurants, home cooking, picnics)
- Sounds (anything from streets to parks, social interaction, rush traffic, public markets)
- Cities can also engage with VIPs (local personalities such as football players, singers, actors, intellectuals) in the campaign to let them share their favourite sensory experiences of their city or their “sound”, video, image.
- It does not need to be new content but can be a journey back to events in the past that reflect the diversity and senses of the city. The activity will ideally be published on the city’s website, as this will allow the ICC to link the material to the city’s website.

The start of the campaign is **19 April 2021** with @ICCities resharing posts from cities and sharing the materials on the ICC Facebook and Twitter in accordance with the calendar below. The final action is the creation of an interactive map which will be presented on **21 May 2021 for the World Day for Cultural Diversity for Dialogue and Development**. Following the campaign there will be a short follow up of sharing the materials from the campaign.

Technical requirements:

- Images: one clear image as JPEG or PNG file and in landscape mode.
- Audio files: short audio clip. Max 20 seconds and in mp3 format.
- Video: clear and steady video, landscape, mp4, no longer than 1 minute. Please share the link with us – the video should be uploaded on your webpage, YouTube, Vimeo or similar to be linked to the interactive map.
- The interactive map requires each submitted media file (photo, video or audio) to have short description of the activity/event depicted (when, where, additional details). Word count: Max 200 words per submission. It will also be possible to include a link to the city website.

The **toolkit** which will be provided by the ICC will contain the following:

- Facebook and Twitter banner
- Photo frames for Twitter and Facebook where cities will be able to insert an image/photo and add some text
- Facebook profile image badge
- Hashtag: #ICCities and # yet to be shared by international community. Once live this will be shared with cities.
- The ICC will provide the toolkit on 1 April 2021.

Campaign calendar:

- Week 19 April: Facebook profile filters and banners, launch of countdown clock (sharing city per day).
- Week 26 April: Sharing photos
- Week 3 May: Sharing sounds
- Week 10 May: Sharing videos
- Week 17 May: Sharing content from city staff, VIPs
- 21 May: Launch interactive map
- Week 23 May: Running photo collages or Animoto video from the all cities.

Submission of the files and potential questions:

Please send your submission to the ICC team by **16 April 2021**