



## Concept Note for Joint Campaign on World Refugee Day

### *Our Intercultural City - Our Home*

#### Background

The intercultural city is an inclusive place; a place where we all feel welcome, get to participate, interact, and learn from each other. The intercultural city is our Home. And while for some of us that place is where we were born or where we could freely choose to settle, for others it is someplace different: they were forced to leave their Home and found a new one in our intercultural city. We all deserve a safe Home.

On the occasion of World Refugee Day (20 June 2021), the Intercultural Cities programme calls on all member cities and regions to consider what “Home” really means. Is home a place where you feel safe? A place where you hear the voices of friends and family? A place where you feel welcome? Is Home a new hope? We strongly believe that we all want to feel at home somewhere, and while home can be many things, this idea unites us. To that end, for this year’s *World Refugee Day* intercultural cities are invited to share their Homes and campaign under the joint slogan:

#### *Our Intercultural City - Our Home.*

Through the joint campaign the Intercultural Cities will support the annual UN Refugee Agency (UNHCR) campaign to stand together **#WithRefugees**.

#### Objective

The objective of the campaign is to share our “We Culture” and raise awareness about the need to promote further the values of interculturality in diverse society. Simply put, how we all, irrespective of our background, together make up the social fabric of our cities. The campaign will focus on the topic of “Home” to showcase that home can mean many things and, most importantly, that Home is for all of us. The campaign will be yet another occasion to shed light on the values we all share, moving away from concepts of vulnerable groups or differences.

#### Methodology

The campaign will consist of two parts. Firstly, cities are asked to submit portraits and quotes placed in the poster frame produced for the campaign. The frame will include a space for a personalised message focusing on the theme “what does home mean to you?”. Cities are encouraged to reach out to all citizens, citizens with a refugee background and VIPs (local personalities, included but not limited to political leaders) who are willing to share their understanding of home in the campaign.

Secondly, the ICC has produced a video interviewing citizens and refugees under the same topic. The full video will be launched on 20 June 2021 and three shorter versions will be published on social media in the weeks preceding 20 June. The ICC programme invites all cities to make a special effort to share the main campaign video as a way to show collective unity under the same message and values.

All ICC members are asked to participate in the campaign by submitting materials as well as sharing their own posts with ICC branding, as well as by resharing the ICC materials on social media. The campaign will run jointly with the UN Refugee Agency’s campaign ‘Together #WithRefugees’ so to ensure the hashtag becomes a trending topic on social media. The ICC hashtag will be #ICCities together #WithRefugees.

### Technical aspects

Cities are encouraged to reach out to a wide range of participants to collect the quotes and images. Cities are especially encouraged to reach out to the refugee community in the city, as well as local VIP personalities who may assist in gaining traction for the campaign through their own channels.

The start of the campaign is **1 June 2021** with @ICCCities sharing the poster frame with the photos on the ICC Facebook and Twitter as well as sharing the shorter teaser videos leading up to the main event. The final action will be a collage of the images to be presented on **20 June 2021 for the World Refugee Day** together with the full video produced by the ICC. Following the campaign there will be a short follow up of sharing the materials from the campaign.

The toolkit is available online for cities to use. Instructions on how to submit them to the ICC are found below. The idea is for all materials to be sent to the ICC who will share them on social media.

### **Technical requirements:**

- Images: one clear photo of the participant(s) per poster frame as JPEG or PNG file in portrait mode.
- One quote per poster frame answering the question “what does home mean to you?”
- If there are participants who wish to take part in the campaign, but do not wish to participate with their own image, a cityscape image can be used.

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

- Facebook and Twitter banner
- Poster frames for Twitter and Facebook where cities will be able to insert an image/photo and add the quote. A list of quotes for inspiration can be found below.
- Facebook profile image badge for the city’s page
- Hashtag: #ICCCities, together #WithRefugees

### **Campaign calendar:**

- Starting 1 June: Facebook profile filters and banners, launch of countdown clock (sharing a city per day leading up to 20 June) as well as sharing the short ICC videos leading up to the main video.
- 20 June: Publication of ICC produced video, publication of collage of images shared with the campaign.
- 21 June: Running of video collage from all the cities.

### **List of quotes for inspiration**

- We all deserve a safe home
- Home is where you can safely be yourself
- A new home is a new hope
- A home can expand as much as it is needed
- Home is nicer together
- Home is where we come together
- Home is a place of welcome
- Home is belonging
- Home is not a place but a feeling of welcome and belonging
- Our intercultural city: our Home

### **Submission of the files and potential questions:**

Please send your submission by **9 June 2021** to ICC secretariate.