



## Concept Note for Joint Campaign on International Migrants Day

### *More than migrants*

#### Background

What defines you? It is not always an easy question to answer, and no two persons will give the same response - even you yourself may find the answer differs depending on the situation, location or topic discussed. This is natural, as we all identify with many things – places, groups, causes, and who we are is never just one thing. The things we do, feel, believe, and find important, all help shape us and form our identities at any a given time and depending on our life experiences, and this diversity is what enriches our intercultural cities, brings new ideas, point of views and new interactions to our everyday.

As increasing numbers of persons move across countries today, new stories and layers are woven into the social fabric of the cities we live in. On the occasion of **International Migrants Day** on **18 December 2021**, the Intercultural Cities programme together with its member cities wishes to highlight the potential of the diversity brought forward by all migrants residing in cities. Under the slogan “*More than migrants*” the ICC programme aims to break down stereotypes that collate to individuals when they are considered part of a group and will focus on the many things which make us all diverse. The campaign will focus on the contributions we can all make to our cities irrespective of our background when the necessary mechanisms are in place and everyone is enabled to make the most of their dreams, knowledge, and aspirations, as a contribution to the local environment.

The campaign will focus on showing the complexity of identities, moving past stereotypical labels showcasing we are all more than one thing. By highlighting the diversity advantage, the campaign will show what can achieve together if we are all empowered to participate and contribute to the societies we live in, underlining that this is what creates the potential richness of the diversity in our cities.

#### Methodology

The campaign will consist of four parts. ICC members are asked to participate in the campaign by submitting materials to the joint campaign, sharing their own posts, resharing the ICC materials on social media as well as by running their own connected campaigns in their city.

- Firstly, the campaign will provide a platform for migrant residents to present themselves by highlighting things they identify with such as their job, hobbies, values, thus providing a personal connection to the slogan “*More than migrants*”. The campaign will also give the opportunity for migrant residents to share their story of how they arrived in their Intercultural City and how the experience has impacted them.
- Secondly, the participating Intercultural Cities are asked to engage other city departments in the campaign. The political level will be engaged by the publications of statements by the Mayor/elected officials of each participating city. Some guidance on the topic of the statement to align with the campaign is offered below.
- Thirdly, school classes for students aged 11-18 are invited to participate in a school competition including a poem/essay and illustrations with a deadline in November. Through the competition the students and teachers are invited to reflect on the topic of identity, stereotypes, and diversity, and how we all are valuable for the cities we reside in, when the necessary structures are put in place. The competition will be supported by materials based on the [anti-rumours methodology](#) and the [Intercultural Citizenship Test](#), now available in eight languages, and the [10 criteria for the creation of effective alternative narratives on diversity](#) also available in [Spanish](#) and [Italian](#). Find the materials for the school competition [here](#).
- Finally, the ICC will produce a video interviewing citizens and migrants under the same topic. The full video will be launched on 18 December 2021.



### Technical aspects

Cities are encouraged to reach out to a wide range of participants to collect the quotes, personal stories, and images and, at the same time, raise awareness about your work as Intercultural Cities. Cities are especially encouraged to reach out to the migrant community in the city, as well as local VIP personalities who may assist in gaining traction for the campaign through their own channels.

City Coordinators are encouraged to liaise with the Mayor's office and other elected officials of their city to collect statements to commemorate the International Migrants Day.

Cities are also encouraged to share the school competition widely with the schools in their cities and to encourage participation in the competition, the aim of which is to raise awareness on the topics of how we identify, how we can break down stereotypes by getting to know each other, and the diversity advantage. The materials are available [here](#).

The campaign will be officially launched on **1 December 2021** with @ICCities sharing *quotes* and *personal stories*, as well as *short videos* on the Intercultural Cities Facebook, Twitter, and Instagram, as well as the *statements of Mayors or elected officials* and the *results of the school competition* later in December. The final action will be the launch of the dedicated page including selected submissions from the school competition, statements of Mayors or elected officials and personal stories and quotes on **18 December 2021** together with the video produced by the Intercultural Cities programme. Following the campaign there will be a short follow-up of re-sharing the materials from the campaign.

### **Technical requirements for school competition:**

- School competition including poem/essay and illustrations for school classes aged 11-18 years. The school competition will focus on the topic of identity and selected submissions will be featured in an ICC publication with visibility on the ICC social media channels and website. All member cities are encouraged to share the invitation to competition with the schools in their areas. Please find the materials for the school competition [here](#).

### **Technical requirements for quotes and personal stories:**

- **Image:** One clear image of the participant(s) per photo frame as JPEG or PNG file in portrait mode. If there are participants who wish to take part in the campaign, but do not wish to participate with their own image, quote cards without image can be used. Maximum five (5) submissions per city.
- One **quote** per quote card following the format of "I am many things. I am..., I like..., I do.... I am a migrant." For example, "*I am an entrepreneur. I am a mother. I like football. I am a migrant.*". The quotes should be submitted in a word or txt edit format.
- **Personal story:** Cities are encouraged to collect short personal stories from migrants in their city. Selected stories will be published on the dedicated page and social media in connection with the campaign. The stories should be submitted in word format and be no longer than 1 A4 and accompanied by a portrait photo. The stories can be submitted in your local language; however, an English or French translation should be provided for the ICC Secretariat to take part of the story before publishing. The personal stories should strive to answer the following questions:
  - Why did you decide to migrate to your Intercultural City?
  - Which aspects have helped shape your identity?
  - How have the interactions in your Intercultural City helped shape your experiences, and outlook on life?
  - Is there something special for which you are grateful to your Intercultural City?
- The quote cards and personal stories will be launched under the slogan *More than migrants* on a dedicated page on the Intercultural Cities website and social media. Participating cities are free to publish the cards and stories on their own channels starting 1 December 2021.



### Technical requirements for statements from mayors

- The statement should be in English or French and focus on topics of diversity advantage, the benefits migrants bring to the city and the diverse identities of the city. Please see some questions to guide the statements below.
  - How has migration contributed to reshaping the identity of your city?
  - What does diversity mean for your city?
  - What does it mean for your city to have residents who bring with them varied experiences?

### Materials produced by the Intercultural Cities secretariat for the campaign

- Video on the topic *More than migrants*
  - The Intercultural Cities secretariat will work with a video company to produce a video for the campaign together with three short versions of the video for social media.

The **toolkit** provided by the Intercultural Cities secretariat contains the following:

- Professional toolkit
  - Facebook, Twitter, and Instagram banner
  - Facebook profile image badge
- Private toolkit
  - Facebook and Instagram banner
  - Facebook profile image badge
- Example of quote card/personal story (Intercultural Cities to do layout of submissions)
- Hashtag: #ICCities, #Morethanmigrants #MigrantsDay
- School competition
  - Instructions for submissions [here](#).

### Campaign calendar:

- 19 November:
  - Deadline for submissions for the [school competition](#)
  - Deadline for submissions from participating cities: quote cards, personal stories, and statements
- 1 December:
  - Launch campaign on social media, including profile filters and banners
- 6 December:
  - Publication of first short version of ICC produced video
  - Publication of school competition results during the whole week on social media
- 9 December:
  - Launch of second short version of ICC produced video
- 13 December:
  - Launch of third short version of ICC produced video
  - Increased sharing of daily quotes leading up to 18 December
- 17 December:
  - Publication of statement of Mayors
  - Launch of the ICC produced video, launch of full campaign page

**Submission of the files:** Please send your submission by **19 November 2021** to the Intercultural Cities secretariat and the social media manager.