

CAMPAIGNING FOR SOCIAL INCLUSION

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1. Who will help?

<http://ktopomoze.sk/>

Goal:

- to call on the Slovak government to accept 100 refugee and displaced families from Syria and Iraq in Slovakia,
- to present the perspective of integrating these families into Slovak society. This perspective makes a public promise of thousands of Slovak families, individuals, organizations, churches and companies committed to helping integrate the adopted women, men and children,
- to provide expert assistance and assistance in accepting refugees with partners from the non-governmental sector who are working in the integration field for a long time,
- to show that there is solidarity and willingness in the Slovak society to accept refugees and to personally participate in their integration.

Since 2015, more than 2200 volunteers offered their help in integration of refugees.

Organiser: The Ladislav Hanus Fellowship (SLH) is a civic association of young graduates and university students, who embrace the vision to actively contribute to understanding and developing Christian faith and culture in Slovakia.

2. Refugees Welcome Map

<http://eua.be/activities-services/eua-campaigns/refugees-welcome-map>

Goal:

- to showcase contribution of higher education institutions and organisations in supporting refugees. Many organisations across Europe are responding to refugees by providing them shelter, advice and support in dealing with authorities, and engaging them in cultural and sport offers. Higher education institutions are also developing initiatives tailored to refugee students and university staff, and have included subjects concerning migration and refugees into teaching and research.

EUA is collecting data on their initiatives and activities via a brief survey and presenting them in an interactive map, which has been continuously updated. The initiative began in Europe but is open to institutions and organisations around the world.



Organiser: European University Association (EUA) is the representative organisation of universities and national rectors' conferences in 47 European countries. EUA plays a crucial role in the Bologna Process and in influencing EU policies on higher education, research and innovation.

3. Our Place, Our Space, Our Case

<http://www.ergonetnetwork.org/ergo-network/campaigns/>

Goal:

- to empower and enable Roma women to take control of their own lives by becoming visible agents of change within their communities and by raising their voices to influence policies and programmes affecting them.

Together with the members in Albania, Bulgaria, Macedonia and Turkey, the Roma Women Empowerment campaign was implemented with the slogan *Our Place, Our Space, Our case*. The campaign was part of ERGO's Roma Women Empowerment project (2012-2013) supported by the IPA programme of the European Union. Through this project, the capacity of grassroots Roma women was supported to interact and participate in their democracies to become equal citizens, while keeping their identity.



Our Place, Our Space, Our Case stood for women that invited people to their 'place', who visualised their 'space' and who formulated their 'case' for improvement to relevant policy makers and stakeholders. The campaign had an on-line component on the [RomaReact](#) website to visualise the places, spaces and cases of Roma women in their societies.

Organiser: ERGO Network was established in 2008 by a small group of NGOs who shared the observation that everyday realities of Roma communities were hardly taken into account in policy development and implementation.

4. 99% campaign

<http://www.99percentcampaign.org/the-99-percent-campaign/>

Goals:

- "Disadvantage thinking" about young people is addressed and positive stories were promoted.
- Discrimination, negative perceptions and stereotypes about young people were tackled within society, political institutions and service providers.
- New youth opportunities were created while current opportunities are highlighted and enhanced.
- 99% Campaigners received high quality volunteering and internship opportunities, and through training, mentoring, accreditation and support they became role models and leaders within their communities.

Organiser: The 99% Campaign is a youth-led initiative and digital participation programme aiming to make society more inclusive, fair and responsive to young people's views and realities. It achieves its mission by giving direct voice to the most marginalised young people and by dispelling negative stereotypes.

5. Wall Free Europe

<http://www.ergonetWORK.org/ergo-network/campaigns/>

The idea of the campaign dates to November 9th 2014, **25 years since the Berlin wall fell** and the East and West Germany were united. Yet, after so many years, there were **still walls that segregated Roma citizens from their non-Roma neighbours** across Europe. Therefore



ERGO built its advocacy campaign around this historic moment, asking attention for the removal of both physical and mental walls. Since the fall of the Berlin wall, **new walls have been erected in Europe**. Alone in Slovakia 14 walls exist to separate Roma from their non-Roma neighbours. Also in Romania, Bulgaria, Czech Republic, Italy, France and other European countries, local governments build walls to hide Roma -often motivated to protect children safety.

Organiser: ERGO launched its Wall Free Europe! campaign **asking for removal of the walls and gaining attention for the increasing anti-Gypsyist and racist sentiments in Europe**-which creates 'walls' in the heads of the general public to relate to Roma. This result in Roma apartheid: segregation in schools, ghettoization and massive unemployment.

6. Do One Thing For Diversity and Inclusion

<https://www.unaoc.org/what-we-do/campaigns/do-one-thing-for-diversity-and-inclusion/>

The United Nations Alliance of Civilizations (UNAOC) in partnership with UNESCO and a wide coalition of partners from corporations to civil society is launching the world campaign "**Do One Thing for Diversity and Inclusion**", aimed at engaging people around the world to *Do One Thing* to support Cultural Diversity and Inclusion.



Following the adoption in 2001 of the Universal Declaration on Cultural Diversity the UN General Assembly declared May 21 as the World Day for Cultural Diversity for Dialogue and Development.

Three-quarters of the world's major conflicts have a cultural dimension.

Bridging the gap between cultures is **urgent** and **necessary** for peace, stability and development.

The 2013 campaign, by encouraging people and organizations from around the world **to** take concrete action to support diversity, aims:

- To raise awareness about the importance of intercultural dialogue, diversity and inclusion.
- To build a world community of individuals committed to support diversity with real and every day-life gestures.
- To combat polarization and stereotypes to improve understanding and cooperation among people from different cultures.

Join the worldwide campaign, "Do One Thing for Diversity and Inclusion", like the Facebook page and encourage your neighbors, your family, your friends and your coworkers to Do One Thing to support Diversity and Inclusion on the World Day for Cultural Diversity for Dialogue and Development on May 21.

Every one of us can do ONE thing for diversity and inclusion; even one very little thing can become a global action if we all take part in it.

Ten simple things how to celebrate the World Day for Cultural Diversity for Dialogue and Development on May 21.

1. Visit an art exhibit or a museum dedicated to other cultures
2. Learn about another religion
3. Plan an international movie night
4. Listen to a musical tradition from a different culture
5. Play a sport related to a different culture (Karate, Criquet, Pétanque...)
6. Invite a friend over and cook traditional food
7. Learn about traditional celebrations from other cultures
8. Volunteer with an organization working for diversity and inclusion
9. Learn another language
10. Spread the word around you, family, friends and invite people from a different culture to share your customs.

How to join the campaign?

- “Like” us on Facebook to start a discussion, follow posts and videos and take part in the photo and video contests. ([facebook.com/DoOneThingforDiversityandInclusion](https://www.facebook.com/DoOneThingforDiversityandInclusion))
- Tell others about this day.
- Organize an event and contact the organisers to put your event under the umbrella of the campaign.

To learn more about the World Day for Cultural Diversity for Dialogue and Development visit: <http://www.un.org/en/events/culturaldiversityday/index.shtml>

Brochure of the campaign in the six official languages of the UN

([English](#), [French](#), [Spanish](#), [Russian](#), [Arabic](#) [Chinese](#)).

7. Immigrant Citizenship Campaigns

<http://www.migpolgroup.com/diversity-integration/immigrant-citizenship-campaigns/>

An 8 month pilot project funded by the Open Society Institute for Europe (OSIFE). It laid the foundation for citizenship campaigns implemented in up to 10 European countries in order to promote naturalization and political mobilization of migrants as citizens.

Unlike in traditional countries of immigration such as Canada and the US, most immigrants in Europe do not naturalize and consequently cannot participate in elections. Whereas voter registration and turnout can be an issue, it is striking how little attention has been paid to the fact that most immigrants in Europe are absent in the political landscape simply because they are not citizens. Being barred from voting on the national, regional and European level therefore leaves a considerable part of the European population disenfranchised and hence with little opportunities to influence political decision-making. Furthermore, policy makers do not have to consider them as an important interest group that needs to be consulted and taken seriously.

Compared to non-naturalized immigrants, citizens of immigrant descent enjoy higher employment rates and income as well as better housing and legal protection. Seeing that there is abundant

evidence to support naturalization as beneficial to both migrants and the state, it is surprising that there are no comprehensive efforts on a national level to encourage citizenship acquisition.

Objectives

Previous MPG-led research on citizenship acquisition has identified personal, administrative and legal obstacles that immigrants face in the process of naturalization. Drawing from this knowledge, this pilot project on “Citizenship Campaigns”:

- facilitated campaigns that directly support immigrants in becoming citizens, assisted with voter registration and increase election turnouts
- filled the gap of comprehensive approaches to citizenship acquisition on a national level
- facilitated advocacy, strengthen the voice of immigrants as a political interest group and lay the foundations for future campaigns on a national level
- raised awareness about immigrant disenfranchisement as a major democratic deficit in Europe in the long run, increase political participation of immigrant citizens, thereby improving policies and discourse on diversity and migrants’ rights

Building a common model for Immigrant Citizenship & Voter Mobilisation Campaigns across Europe: Full citizenship is within reach

Within the project, 25 experts representing 21 national and regional organisations from 13 countries met in Brussels to discuss different practices in the US and across the EU to encourage immigrants to naturalise and go out and vote.

Taking a practical look at the aspects that need to be considered to develop a successful campaign for citizenship and voter mobilisation, the discussions aimed at the ways how to set up a campaign, recruit and train volunteers, develop an outreach strategy, offer guidance to the applicants to make sure they meet requirements and fundraising possibilities in order to be able to support the work of partner organisations as they carry out the campaign.

Recommendations for a campaign development:

- **Group Processing Workshops:** Carefully managed group processing workshops can enhance flow of applicants while ensuring everyone receives great service. Considered one of the most practical tools, they provide information on legislation to possible applicants and screen them to see if they are eligible for citizenship, help them process their application form and provide legal assistance.
- **Outreach:** Targeting and reaching out to the legal permanent resident population and engaging media.
- **Building strategic partnerships** with local government, schools, libraries, colleges, law bar associations, other non-government organizations, and local businesses.
- **Volunteers:** Recruiting, training and retaining legal and general volunteers are the core to naturalization and civic engagement campaigns. Making sure that immigrant communities are involved in this is very important as that allows the campaign to be driven of, by and for immigrants.
- **Trainings:** Trainings for volunteers on basic aspects of immigration law to get a better grasp of the legal technicalities.
- **Using new technologies:** Incorporating technologies similar to **CitizenshipWorks** (US example guiding users through language and civics tests) or the **interactive diagram** (Belgian example that allows applicants to see if they qualify for citizenship), automated texting services, developing a Hotline, and using Skype for long distance applicants

- **Voter mobilization targeted to maximize power** makes efficient use of resources

The objective of this project, funded by the Open Society Institute for Europe, is to directly assist thousands of eligible immigrants to apply and become citizenship, register to voter and turn out for elections. Furthermore, the campaigns created the missing consistency on immigrant citizenship and an internationally-recognised best practice that expanded to other cities, regions and countries. A campaign also facilitated advocacy. Working with immigrants on-the-ground raises stakeholders' awareness of legal and procedural barriers to naturalisation and voter participation. The increasing number of immigrant citizens and voters also raised politicians' interest in immigrants as their constituents, which can help improve policies and discourse on immigrants' rights and diversity.

8. ENIL Freedom Drive

<http://enil.eu/campaigns/freedom-drive/>

Held every two years since 2003, the Freedom Drive is one of the key campaigns of the European Network on Independent Living (ENIL). It provides supporters of the Independent Living Movement with a unique opportunity to meet MEPs and promote human rights issues, as well to share experiences and ideas with colleagues from around Europe. Freedom Drive is a 4-day event in Brussels, bringing together up to 300 people. It includes the ENIL General Assembly, a conference with sessions on multiple topics, a meeting of the ENIL Youth Network and a noisy march to the European Parliament where Freedom Drivers meet with MEPs. The Freedom Drive is open to disabled people, independent living activists, their friends and allies.

The European Network on Independent Living (ENIL) is a Europe-wide network of disabled people. ENIL's mission is to advocate and lobby for Independent Living values, principles and practices, namely for barrier-free environment, provision of personal assistance support and adequate technical aids, together making full citizenship of disabled people possible.

9. Inclusion Express



The campaign was implemented in 2014 – 2016 by the Youth Express Network to empower young people to become social inclusion activists in the society and take part in fighting for youth social rights.

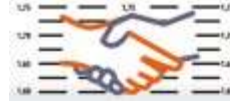
This campaign has an online platform that used free internet tools to reach out young people with fewer opportunities, youth workers, social workers, professionals working with youth and other stakeholders involved in social rights and social inclusion on local, regional, national and European levels. The Campaign used also a creative and a free youth-friendly methodology in working with target group off line such as trainings, seminars, workshops, and street actions across Europe.

Y-E-N/R-E-J is a European network of grass-root youth organisations. Its vision is to reach an inclusive society, where young people, their needs and participation are recognised, valued and appreciated. 30 member organisations in 23 different countries work at local, regional or European level on social inclusion of young people.

10. Save Hospitality Campaign

<http://proigual.org/projects/campaigns/save-hospitality-campaign/>

In April 2013 Pro Igual joined the “Save Hospitality” campaign spearheaded by a Federation of Spanish NGOs Andalucía Acoge.



The campaign aims at amending the draft legislation that would otherwise penalize charitable assistance for migrants in an irregular administrative situation.

Pro Igual presented the NGO Motion at the townhall of Almeria, joining dozens of other organizations and localities where the campaign was implemented. The Hospitality Map served to find out where else such motions had either been presented or passed.

Individual support to the initiative could be shown by signing the Petition and/or presenting Individual Motion to local governments in Spain.

On 18 June 2013, under mounting pressure of civil society, the Government has agreed to revise the bill to exclude humanitarian assistance from the punishable offense.

In September 2013, the revised bill was officially passed into the law, a major victory for civil society.

[The campaign video](#)

11. Roma Political Participation

<http://erionet.eu/campaign-roma-political-participation>

Goals:

- to combat prejudices against and stereotypes of Roma through role models by using the political field, mainly:
- raise awareness of Roma role models in politics as a way to provide an example for Roma youth (18-30)
- sensitise Roma and non-Roma of the importance of political participation particularly of Roma women and youth
- change society's negatives attitudes towards Roma

The campaign included the following activities:

- Posters with Roma politicians to act as role models
- Fact sheet on Roma political participation
- European conference in Brussels
- Flyers
- Video „We are The Change“ (https://youtu.be/CKWH_GW-BBs)
- Social media – Twitter (#WhoSpeaks4Roma, #RomaPolitician)

Through the voice of young Roma from five European countries, this short video sends a message about the power of Roma youth to bring change and claim their rights. One way to overcome discrimination against Roma and ensure an equal society is by having Roma, in particular young Roma, involved in politics. The young people in this video come from Albania, Belgium, Bulgaria, Macedonia and Spain. The video includes subtitles in different languages.

Organiser: ERIO - European Roma Information Office (ERIO) was founded in 2003 as a non-profit organisation under Belgian law, working with an international and European scope. As an informational platform, ERIO ensures that the voices of all European Roma are heard by EU and governmental officials. Our work currently focuses on anti-discrimination policies in the fields of education, employment, healthcare and housing.



[Interview with Carlos Miguel](#)



[Interview with Petre Manole](#)



[Interview with Candy Sheridan](#)

