

# BRIEF - AD VENTURE STUDENT COMPETITION 2017/2018

## Help Amnesty make refugees welcomed



### THE CHALLENGE

Help Amnesty International inspire a movement of people to welcome refugees in their communities, by driving them to visit and join the [iWelcome Community website](#).

### THE CONTEXT

The world faces the biggest refugee crisis since the end of the Second World War – with 65 million people forced from their homes, among them 22 million refugees forced to flee war and persecution in their countries. The vast majority (86%) of these refugees are in developing countries (95% in the case of Syrian refugees). Despite being the richest economic bloc in the world, European Union countries only relocated 5% of the refugees in Greece and Italy that they had promised to. Thousands of refugees are trapped in Greece (who along with Italy, Germany and Sweden have borne most of the responsibility for helping refugees in Europe) where they endure dreadful living conditions. The EU meanwhile is working to keep refugees away by striking questionable deals with countries like Turkey, Afghanistan, Libya, Sudan and Egypt.

With more people drowning in front of Europe's coastlines than ever before, the refugee remains an important issue that should be addressed by governments and politicians, yet responsibilities and actions are not always taken.

Amnesty International believes there is only one solution to the crisis: rich governments must share responsibility and welcome refugees. To change the debate across Europe, we are taking our campaigning to local communities to show that many people in towns and cities, in contrast to their governments, are already welcoming refugees.



## THE REFUGEE CRISIS IN NUMBERS

- **22 million - the number of refugees in the world today.**
- **86% - of refugees live in in low and middle income countries (Source: UNHCR)**
- **110,000 - number of refugees who are resettled yearly. The UN has proposed that 10% of refugees be resettled annually.**
- **10 – countries host 56% of the world’s refugees, despite accounting for only 2.5% of world GDP – only one of them, Germany, is European, the rest are developing countries.**
- **The world's six richest countries, who account for more than half the world's GDP, have taken in less than 8% of the world's refugees.**

## OUR OBJECTIVE

Drive people to Amnesty International's [iWelcome Community](#) website where they sign up to join the movement of people welcoming refugees.

## TARGET AUDIENCE

Students must decide based on their research what audiences would be best to target to achieve this objective.

## KEY MESSAGE

Great things happen when people come together. Join the [iWelcome community](#) and help welcome refugees.

## FRAMING OF THE ISSUE

- Governments that fail to help refugees are out of touch with the core values of their societies.
- There is a groundswell of support for helping refugees. People worldwide are actively welcoming refugees into their communities.

***“Governments are not listening to the silent majority of welcoming citizens who take the refugee crisis personally.”***

*Amnesty International Secretary General Salil Shetty*

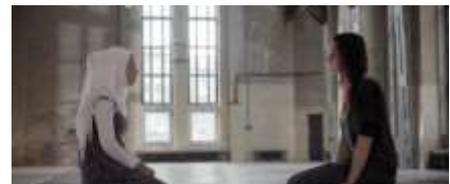
## WHAT WE WANT TO SEE

- Our focus is on positive change and people power. The aim is to shift the tone of the debate about refugees.
- We are open to any type of communications strategy or output that helps shift the narrative – it can be Europe-wide or focused in one small community; a grass-roots campaign that demands personal engagement or an inspiring video. It is up to the students' research to decide which media works best to reach their audience.
- In the absence of large ad budgets, media outreach is key to both ensuring publicity and driving social media engagement. Equally online/trending content can drive media attention. This usually means using a hook like reacting to external events or a hook like World Refugee Day.
- Online content (increasingly targeting warm audiences on social media with content that can be adjusted to different segments). Note that content featuring real people tends to perform better.
- **People-centred**, highly visual engagement tactics– whether old-style stunts or game-changing activity.
- Political action – putting pressure directly on (local) governments
- Using Influencers – YouTubers to celebrities – looking for innovative ways to leverage our brand to bring new ways to mobilise young people who want to make a difference

## EXAMPLES

Amnesty International has run several successful communications projects on this issue already:

- **Look beyond borders:** a very simple, human video in which refugees and locals look in each other's' eyes was our biggest hit of the year
- **Refugees Welcome Index:** In 2016 an Amnesty International survey asked people if they would welcome refugees: 80% said they would let them into their country and one person in 10 said they would take refugees into their home.
- **Give a home:** On 20 September 2017, Amnesty International will team up with concert organizer Sofar to hold 300 intimate concerts in people's homes, starting with a social media action on World Refugee Day asking people to share songs that remind them of home.
- **Messages from Greece:** A mini series of stories from refugee camps in Greece, inviting people to send messages of support back in "Messages to Greece".
- **SOS Europe: a campaign** calling for safe and legal routes, search and rescue at sea, and stop cooperation with third countries that would lead to human rights violations.
  - <https://www.youtube.com/watch?v=OUpsWCvE38>
  - <https://www.youtube.com/watch?v=uDAg-WLDf4k>
  - [https://www.youtube.com/watch?v=H0mZQC\\_AdZl](https://www.youtube.com/watch?v=H0mZQC_AdZl)





## MEASURING SUCCESS

We are looking for powerful ideas and stories to engage millions of people at an emotional level, through tactics such as video, press initiatives, social media, influencer strategies and more. Depending on the nature of the campaign, key performance indicators could include:

- How many people take actions
- Engagement on social media – we would look for content to be widely shared on personal accounts.
- Media coverage – whatever our action is, we need would look for media coverage beyond the mainstream news media, such as magazines and youth-friendly outlets e.g. Marie Claire, Teen Vogue, BuzzFeed.

## TIMING

Some key moments to keep in mind:

- 20 June – World Refugee Day is a day of global activism in support of refugees.
- Summer 2018 – Summer is sailing season in the Mediterranean, when there is a spike of attempted crossings from North Africa to Europe.
- September 2018 – The United Nations is set to host a high-lever conference to address the refugee crisis. The last one ended in [object failure](#).

## THE CLIENT: AMNESTY INTERNATIONAL

Amnesty International is a global movement of more than 7 million people who take injustice personally. We are campaigning for a world where human rights are enjoyed by all, using research and activism to shine a light on abuses.

Amnesty has championed the human rights of [refugees, asylum-seekers and migrants](#) for decades. We work to make sure governments honour their responsibility to protect their rights, condemning any policies and practices that undermine them. Right now, our [iWelcome campaign](#) calls on governments worldwide to welcome their fair share of the worlds' refugees.

Amnesty International communication campaigns are developed and rolled out by a large communications team with graphic design, AV, social media, publishing and media teams, along with national communications teams in national sections in almost every country in Europe. National teams adapt content produced by the central team for their national audiences.