

**International Meeting Re-You-Reu
Rome, 18 – 19 January 2019**

Meeting Report

18 January 2019 H. 9,30-13,00 Session 1: Presentation and discussion of reports related to the "Youth and racism" consultation conducted in Italy, Greece and Spain

What has attracted my attention?

- The diversity of results in the three countries involved in the consultation
- The predominantly female gender of young people responding to online consultation
- The lack of trust of respondents in institutions
- The great relevance recognized to the hate speech in determining the growth of online and offline stigmatizing and discriminating ideas, acts and behaviours
- The highlighting of the link between populism and hate speech
- The very important recognized to the media in feeding hate speech
- The consultation shows a great importance of the creation of intercultural socialization opportunities: the building of relationships between young indigenous people and foreign youth is essential.
- The great importance attributed to the work made in schools
- The great importance attributed to cultural factors as roots of discriminations and racism
- The fact that one of the Italian young people interviewed highlighted how racism has become "cool" in a part of the youth world. This tendency is linked to the needs of belonging and the search for an identity by youth: the identification of an enemy (migrants, in minorities) seems to offer answers to these needs.

Critical issues

- Disparity in the number of people interviewed in three countries through the online consultation
- Too much limited number of frontal interviews
- The absence of the theme of digital education
- The consultation is too much positive: the "racist" point of view is missing
- Someone has considered the target of the consultation group too broad

Comments and observations

- In Italy the economic-social roots of racism are more relevant than what emerges from the opinions of the people interviewed.
- It is important to integrate online and offline communication because every day behaviours in real life and online ones are closely linked.
- The choice and influence of words are decisive.
- It is important to highlight that we tend to consider the world of migrants and that of the natives as separate worlds and to consider the process of inclusion as a one-way process. On the contrary, the process of inclusion of migrants should be bidirectional.
- In the analysis of the spread of the Hate Speech it is important to underline the close interaction between the role played by the world of politics, the functioning of the media and the current spread of populism.
- Fact checking does not seem particularly effective because haters do not use rational arguments but tend to play with emotions of their interlocutors.
- It is very important to promote digital education activities in schools as well as to use innovative educational methods (examples: role plays, escape rooms on the subject of human rights).

18 January 2019 H.: 14,00-18,15 Session 2: Campaigning: what does it mean? The main topics to be deconstructed; main targets; key words.

THE MAIN TOPICS TO BE DECONSTRUCTED

Participants have identified four main relevant thematic dimensions:

1. Perception of the number of migrants and refugees

- Idea of 'invasion' => why they arrive by boat?
- They are too much

2. Economic and social competition:

- Competition On the Job Market and Welfare/-They Steal Jobs
- Money Refugees Receive from Public Services and State
- They Live in Hotels
- They Live with Our Money
- They Are Living with Our Taxes

3. Safety:

- They Impose Their Culture, Religion, Cultural Identity,
- They Are a Risk for Our Society => Rapes, Security Issues, Terrorism, Fear: Islamophobia Caused by The Connection "Islam=Terrorism"; Immigrants Rape Women; Migrants Sell Drugs
- Immigration = Health Problem=> They Bring Illness
- National Rights Are Linked to Immigrant Rights in A Negative Way
- Crime (Data and Incorrect Narrative of the Real Situation).

4. Cultural concepts:

- Immigrants Do Not Contribute to Our Society=> They Do Not Want to Find a Job and Therefore They Steal.
- Irreconcilability Among Cultures which Are Conceived As Something Fixed And Therefore Migrants Would Not Be Included.
- They Have to Do Particular Jobs; They Do Not Want To Go To School Or University; They Have No High Skills.
- They Are Enemies => Civilisation Clash
- They Do Not Respect Women + Too Many Children
- They Are Lazy – Not Educated
- Topic of "Reciprocity" (For Example: Religion)
- They Do Not Respect Our Traditions

Critical Issues

- Are the Italians who go abroad all high skilled migrants?
- It is important to underline that migrants are a human flow
- There is no correct information about the countries of origin and those of transit

THE TARGET TO BE ATTENTIONED

Participants had different opinions about this point. The results o working groups were the following:

Age:

- 18 - 40 years old
- 18 - 25 years old
- 26 - 40 years old

Social status

- Workers

- Students (ERASMUS+ generation/ university/ medium education)

What do they do?

- Go to the gym
- Go to supermarket
- They look for a job in youth centers
- They are FB users
- They follow influencers
- They go to concerts

THE KEY WORDS TO BE USED

- Intercultural relation
- Equality
- Migration
- Diversity
- Respect
- Dialogue
- Share
- Exchange
- Courage
- Bridge
- Human Rights
- Human beings
- Friends
- Solidarity
- Open mind
- Freedom

19 January 2019 H. 10,00-12,00 Session 3: Campaigning: some examples of campaigns/campaigns tools already developed/produced

- Viral campaign born in Germany: Me Two
- Counter narrative example: Cronachediordinariorazzismo.org
- National campaign on citizenship promoted in Italy by the informal network italianisenzacittadinanza
- Non hate speech movement campaign
- Robotics for all, Video from Greece produced by Roma young people of “Lighthouse of the World” (Faros tou Kosmou)
- Video from Florence produced by students of high school in cooperation with Arci
- Video BEYOND THE HATE (produced by students in cooperation with Save the children)
- Toxic twitter (amnesty international)
<https://www.amnesty.org/en/latest/research/2018/03/online-violence-against-women-chapter-1/>
- Get the trolls out (on twitter) <https://www.getthetrollsout.org/>
- My stealthy freedom (Iran) <https://www.facebook.com/StealthyFreedom/>
- Video birra Heineken Human Library <http://humanlibrary.org/news/human-library-partnership-heineken-uk/>
- Programa #ADELANTE | Hombres que practican la igualdad
<https://www.youtube.com/watch?v=VqJpdRPtXLw>
- FEMYSO, <https://femyso.org/>
- STOP THE VIOLENCE - World Association of Girl Guides and Girl Scouts (WAGGGS),
<https://www.wagggs.org/en/what-we-do/stop-the-violence/>

Please send us lacking information about the other examples presented during the meeting

Campaign 1

SAFETOGETHER

Target:

- 16-35 years old => therefore we intend to vehicular the same message with different tools
- not informed, not involved and undecided people => those who give credit to populist discourse
- Students
- Workers
- Unemployed

Goal of the campaign:

- Create awareness
- Influence family and friends
- Active social media
- Avoid the escalation of hate speech

What to keep in mind when developing the campaign:

1. European Elections (do you know?)
2. Local context
3. What do you want /expect?
4. Not aware of "hate speech"
5. Victims of hate speech
6. Debunking
7. Empathy
8. **Personal story**
9. **Not intellectual academia**



Common situations of everyday life

Topic: Safety/ Safe space

Everyone looks for/ needs a safe space

- Home
- Bus
- School
- Train
- Airport
- Church
- Tourist space
- Monuments
- Supermarket
- Concerts





SAFE/UNSAFE=> PUBLIC SPACE

Tool: Video online (Facebook, YouTube, Instagram, websites) => #safetogether #safeplace #safespace #haveasafeday

Script of the video: travel on a bus-> flashback->no speaking->message

Campaign 2:

DIALOGUE => # SPEAKEU

FOOD	SCHOOL	SPORT
(26/30 yrs old – youth) Tell me what you eat and I'll tell you what you are  Europeans People = traditional plate * YES/NO-> you are EU => visual, direct, catchy	(30- 35 yrs old – teachers) Teachers/ students discussion on last name (video example produced during the meeting)	(30-35 yrs old– adults) All the same team/game Nobody left out/bench one goal  EU Tool: Video Channel: Facebook
SOS WOW= SAVE OUR SOCIETY (Use strong words)=> LISTEN, SHARE, SPEAK		

Campaign 3:

ONLINE CAMPAIGN AGAINST RACISM & HATE SPEECH

Tool: Video

Message: HATE CREATES MORE HATE

Online hate => offline consequences

Images:

1. 'politicians' hate speech ---> people's different reaction
2. negative comments: positive ending VS negative ending
3. tram scene

Campaign 4:

SAME RACE, DIFFERENT ROADS

Target: 26-40 years old, job seekers, unemployed

Keyword: opportunity, chances, job

Message: same goal, different chances

How: short video=> running race, metaphor of getting a job

- a migrant (boy/girl) + local boy/girl => different obstacles

Slogan: "Same race, different roads"

Channels: sport games online, Olympic games, social media:

Hastag: #me neither #outego #neanchio #yotempoco # which is the difference

Campaign 5: #whichisthedifference?

Target: 26-40 years old

Concept: you accept me when I am rich, famous, VIP, talented.

BUT

if I am an ordinary person YOU HATE ME...

WHICH IS THE DIFFERENCE?

Channels: Social media

Tool: video: some episodes with famous footballers and people ask for an autograph. When a black person takes a coffee, others are looking him badly.

Text: You accept me when I am rich and famous but why you hate me when I am an ordinary person?

Hastag: #whichisthedifference?

Campaign 6: (without name)

Target: No age

Topic: Social and economic problems + human rights

Key words: Dialogue/intercultural/ human being

Where: Facebook, Instagram, Website

Our campaign: Create a game=> make questions based on false rumours which are spread in Europe

Examples:

- How much money do migrants receive when they arrive in Italy/Spain?
- Do immigrants receive a house for free?

The person who plays has three or more options and s/he gets points for each right answer

At the end of the game, s/he gets the real information and related data, and s/he receives a kind of 'human rights citizenship certificate'.

Campaign 7:

B.R.I.D.G.E. => Believing Readily In Diversity Growing Equality

Target: 20-40 yrs old

Topic: Cultural incompatibility

Keywords: # B.R.I.D.G.E. => Believing Readily In Diversity Growing Equality (bridge + diversity)

Social media: FB, Instagram

Picture: Black surrounding two hands holding each other (lights only on them) and in the top part of the picture the word B.R.I.D.G.E.

Video: 4 characters tell the insults they have received (in an ironic way) => 15/20 seconds per person

1. child: "I'm illiterate and I carry illnesses so of course I can't go to your school"
 2. mam: " I'm here to steal your job and rape your wives"
 3. woman: "Yes I am wearing hijab to hide the bombs"
 4. gay man: " I came here on holidays to spend your taxes"
- If I say it will you feel better?
 - I still have to offer
 - Stop believing that I am the source of the problem
 - Bridge our differences to create a new world

Other ideas:

GROUP 1:

Target: 20-40 yrs old
Channel: Facebook
Keywords: bridge + diversity
Topic: social and economic problems
Name: B.R.I.D.G.E.

GROUP 2:

Target: everyone
Topic: social and economic problems
Keyword: human rights/ human beings/interculture
Name: Neighbours

GROUP 3:

Target: 26-40 yrs old
Channel: social media (Facebook, YouTube -video, Instagram)
Sport --> who goes to the stadium --> volley tennis
Influencers/ Testimonials --> sportive
Keywords: diversity/ opportunity/ respect/ ordinary people/ attitude / courage
Logo: Colourful Balloons

19 January 2019 H. 16,30-17,45 Session 5: What we would like to recommend to policy makers in view of EU elections?

Participants were very pessimistic about the possibility to influence policy makers' opinions.

Proposals advanced during the session:

- To elaborate a public letter addressed to Eu Parliament candidates asking for protecting human rights and promoting fight against discriminations.
- To write a short public appeal addressed to electors asking for voting for democratic and not discriminatory parties.