

AMITIE: A new communication campaign on migration, development and human rights

AMITIE (Awareness on Migration, Development and Human Rights through local partnerships), project financed by the European Union, focused on the complex relationship between development and migration and on the need to promote adequate and effective education and actions.

In order to promote a new narrative on migration, AMITIE created a transnational communication campaign aimed to highlight the interconnection between migration, development and human rights in an innovative way, increase people's awareness and knowledge, value migrations as a resource (both economic, cultural and social) and recognize cultural diversity and differences as assets.

AMITIE communication campaign was very participative and sought not only to communicate a message but also to create spaces for communication involving new citizens, local authorities, NGOs, school, policy-makers, private corporations and companies. A key message was: *we do not speak for the others, but we speak together*. This means that migrants were active agents in the creation of their images, the narration of their stories, experiences, worries. AMITIE communication campaign was launched in Italy, Spain, Romania and Latvia in October 2012 and internationally wide spread.

As part of this communication campaign, the Moroccan director Reda Zine has made a documentary film that collects the stories of testimonial migrants. The film was screened for the first time in Bologna during the "Terra di Tutti Film Festival" in October 2012.

LINKS:

- **Comune di Bologna:** <http://www.comune.bologna.it/amitie/campaign.php?id=17>
- **Amitie Blog:** <http://amitie-community.eu/italia/>
- **Facebook:** <https://www.facebook.com/AMITIEproject>
- **Flickr:** <https://www.flickr.com/photos/89719432@N05/>
- **Youtube :** https://www.youtube.com/watch?time_continue=3&v=nBld22HExVQ
- **Movie *This is my story. Or ours?*:** <https://www.youtube.com/watch?v=a6w9mcG5rJ8>
- **Campaign video:** https://www.youtube.com/watch?time_continue=3&v=nBld22HExVQ
- **All other videos are visible on the project youtube channel:** <https://www.youtube.com/user/AMITIEproject/featured>



Images traditional advertisement (for static and dynamic diffusion in the city) with the following slogan: **THIS IS MY STORY. OR OURS?**





Director Reda Zine



**Presentation and projection of the movie
"This is my story. Or Ours?"
(Bologna, 2012)**

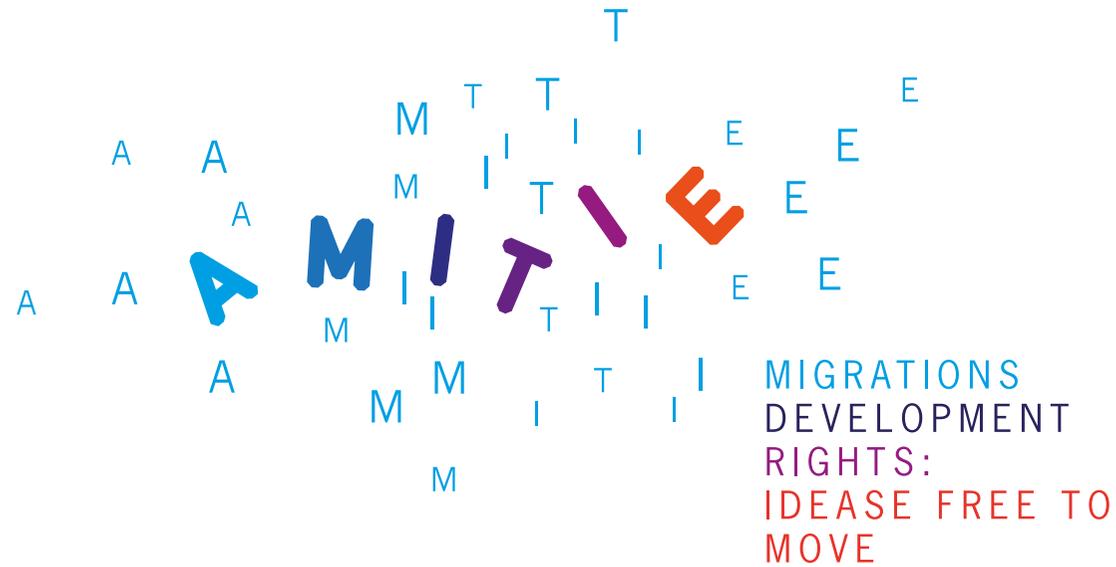




QUESTO PROGETTO
È FINANZIATO
DALL'UNIONE EUROPEA



COMUNE DI BOLOGNA

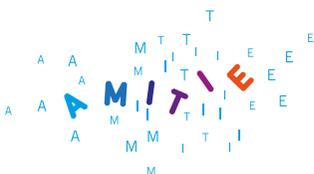


AMITIE

a new communication on migration,
development and human rights

WHAT

- Migration is an economic, social and cultural resource
- Cultural diversity and plurality are assets
- AMITIE communication campaign wants to communicate the interconnection between migration, development and human rights in an innovative way, in order to increase people's awareness and knowledge, value migrations as a resource (both economic, cultural and social), recognize cultural diversity and differences as assets and promote respect for human rights.
- AMITIE is a new form of communication, which is effective, genuine and participative. It is oriented towards citizens, local authorities, NGOs, private citizens and public companies to sensitize them. Its aim is to make public communication faster and easier, to guide policy-makers towards policies which could create a real integration and new opportunities to make partnerships with migrants become stronger and closer.



HOW

Our communication campaign is participative and seeks to stimulate a change by creating new ranges of communication and interaction in a sustainable way.

- Every migrant is an active subject in AMITIE communication campaign: he/she is both a communication producer, co-agent and co-responsible → “we” communicate with “us”.
- Migrants are active agents of their own images, which they share along the whole communication process through their experiences, their creativity and knowledge.
- Dialogue and exchange with migrants stay permanently in every phase of the campaign, encouraging them to be actively involved in the message building and circulation process.



WHERE HOW WHEN

- **AMITIE** communication campaign was launched in Italy, Spain, Romania and Latvia at the same time - **October 2012** - and internationally wide spread.
- The campaign will be promoted for 6 months until **spring 2013**.
- In **spring 2013** AMITIE final event will take place in Bologna and it will consist in an **International Festival of social communication and plural creativities**.



AMITIE communication campaign wishes to stimulate a change by creating new ranges of communication and interaction.

Every medium and image of the campaign has been created starting from real situations and personal experiences, which have been directly told by the testimonials, in order to create a new awareness and to sensitize people on migration reality, with a glance towards a future we are actually creating together day by day.



AMITIE communication campaign has developed different media, which have been coordinated and directed towards different targets, to reach all the objectives the campaign has.



AMITIE ICONS

- Conventional advertising images
(for moving and unmoving diffusion through the city)
- An international AMITIE movie, as a direct expression of migrants' experiences
- A digital media campaign (blog, social network) → www.amitie-community.eu/Italia
- Merchandising and unconventional communication media



PARTICIPATION/COMMUNITY

- A participated program of community event / for a face-to-face communication (from November 2012 to March 2013)
- An international contest of cinema and visual arts, art, music, photography, poetry, literature and fashion – the selection will be made for AMITIE International Festival of April 2013
- A visual booklet as research material (info-graphics) about AMITIE themes will be available, the contents of which will be collected through dialogues and meetings during the campaign, the community events and the online debates.



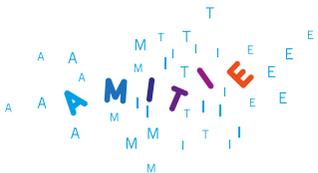
ADV IMAGES

THIS IS MY STORY. OR OURS?

I'm here, in your country, that is also mine.

This is no longer just my story.

It's ours.





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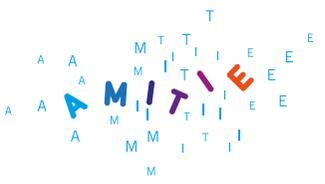
MIGRATIONS
DEVELOPMENT
RIGHTS:
IDEASE FREE TO
MOVE

THIS IS MY STORY. OR OURS?

I AM HERE, IN YOUR COUNTRY, THAT IS ALSO MINE.
THIS IS NO LONGER JUST MY STORY...
IT IS OUR STORY TOGETHER.

ALISON / ITALY ↔ ERITREA

 [FACEBOOK.COM/AMITIEPROJECT](https://www.facebook.com/AMITIEPROJECT)





MIGRAZIONI
SVILUPPO
DIRITTI:
IDEE LIBERE DI
MUOVERSI

QUESTA È LA MIA STORIA. O LA NOSTRA?

SONO QUI, NEL TUO PAESE, CHE È ANCHE IL MIO.
QUESTA STORIA NON È PIÙ SOLO LA MIA,
È LA NOSTRA.

FABIAN / CAMERUN ↔ ITALIA

 [FACEBOOK.COM/AMITIEPROJECT](https://www.facebook.com/AMITIEPROJECT)





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HAKIM / MAROCCO ↔ ITALIA

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MIGRAȚIE
DEZVOLTARE
DREPTURI
LIBERĂ CIRCULAȚIE
A IDEILOR

ACEASTA ESTE POVEȘTEA MEA. SAU A NOASTRĂ?

SUNT AICI, ÎN ȚARA TA, CARE A DEVENIT ȘI A MEA.
ACEASTA NU MAI ESTE DOAR POVEȘTEA MEA...
ESTE POVEȘTEA NOASTRĂ ÎMPREUNĂ.

AHMED / EGIPT ↔ ROMANIA

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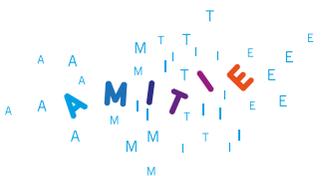
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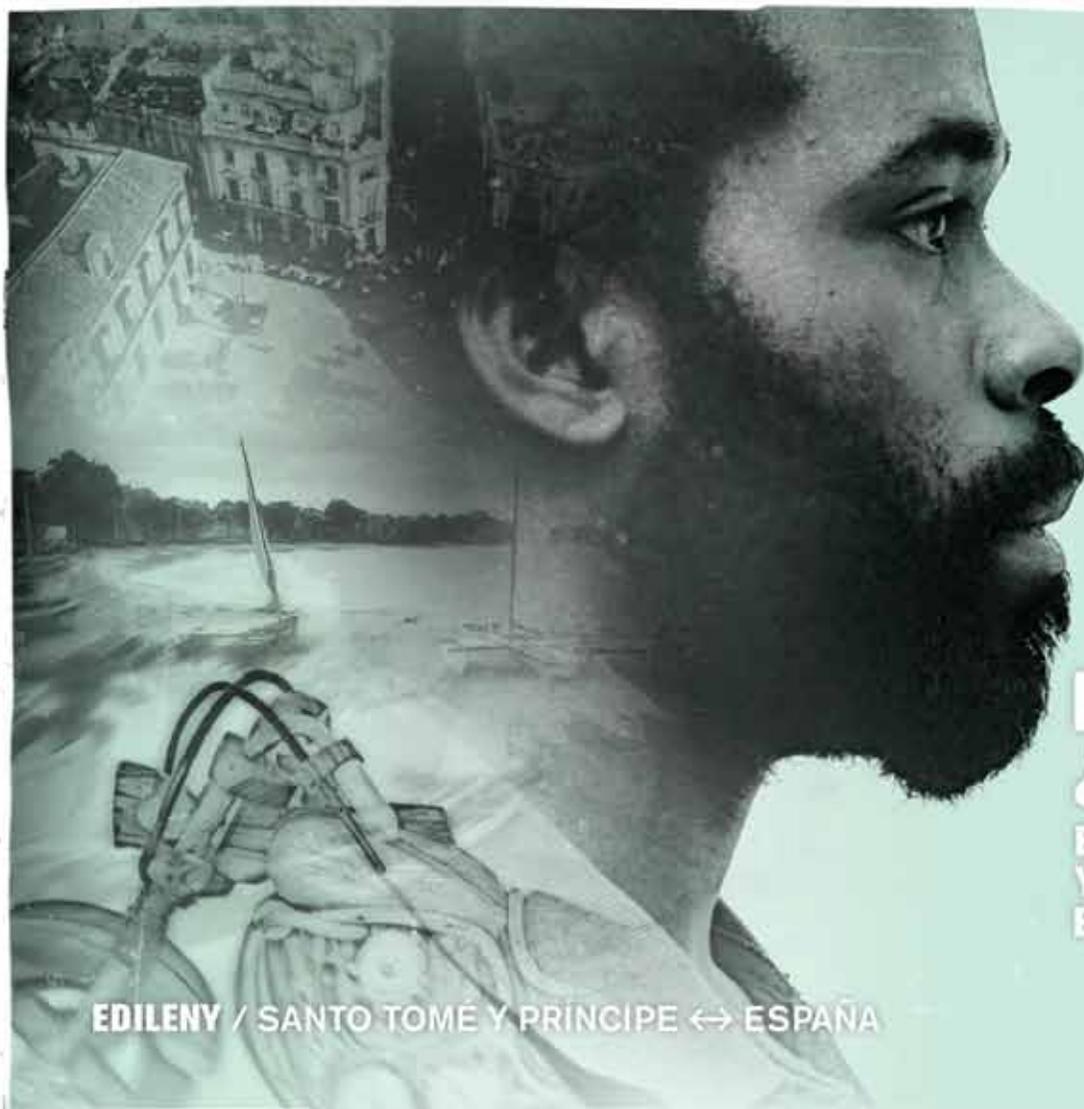
THIS IS MY STORY. OR OURS?

I AM HERE, IN YOUR COUNTRY, THAT IS ALSO MINE.
THIS IS NO LONGER JUST MY STORY...
IT IS OUR STORY TOGETHER.

ALINA / MOLDAVIA ↔ ROMANIA

[FACEBOOK.COM/AMITIEPROJECT](https://www.facebook.com/amitieproject)





MIGRACIONES
DESARROLLO
DERECHOS...
IDEAS LIBRES PARA
MOVERSE

ESTA ES MI HISTORIA. ¿O ES LA NUESTRA?

ESTOY AQUÍ, EN TU PAÍS, QUE ES TAMBIÉN EL MÍO.
YA NO ES SOLO MI HISTORIA...
ES NUESTRA HISTORIA JUNTOS.

EDILENY / SANTO TOMÉ Y PRÍNCIPE ↔ ESPAÑA

 [FACEBOOK.COM/AMITIEPROJECT](https://www.facebook.com/AMITIEPROJECT)





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MIGRACIONES
DESARROLLO
DERECHOS
IDEAS LIBRES PARA
MOVERSE

GLORIA / NIGERIA ↔ ESPAÑA

 FACEBOOK.COM/AMITIEPROJECT

ESTA ES MI HISTORIA. ¿O ES LA NUESTRA?

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MIGRACIJA
 ATTĪSTĪBA
 TIESĪBAS:
 IDEJU
 BRĪVĪBA
 PARVIETOTIES

ŠIS IR MANS STĀSTS. VAI MŪSU?

ES DZĪVOJU LATVIJĀ, KAS TAGAD IR ARĪ MANA VALSTS.
 ŠIS VAIRS NAV TIKAI MANS STĀSTS....
 ŠIS IR MŪSU STĀSTS KOPĀ.

HAMIDS / AFGANISTĀNA ↔ LATVIJA

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MIGRATIONS
DEVELOPMENT
RIGHTS:
IDEASE FREE TO
MOVE

THIS IS MY STORY. OR OURS?

I AM HERE, IN YOUR COUNTRY, THAT IS ALSO MINE.
THIS IS NO LONGER JUST MY STORY...
IT IS OUR STORY TOGETHER.

JŪLIJA / UKRAINE ↔ LATVIA

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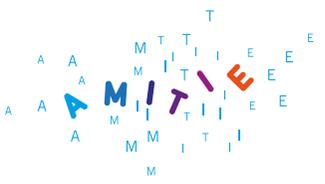
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ACEASTA NU MAI ESTE DOAR POVESTEA MEA...
ESTE POVESTEA NOASTRĂ ÎMPREUNĂ.

MARJAN / MACEDONIA ↔ ROMANIA

 [FACEBOOK.COM/AMITIEPROJECT](https://facebook.com/amitieproject)





A A A A M T T T I E E E
A A A M I T I E E
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 [FACEBOOK.COM/AMITIEPROJECT](https://www.facebook.com/amitieproject)

GLORIA / MOROCCO ↔ SPAIN

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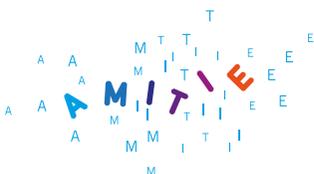


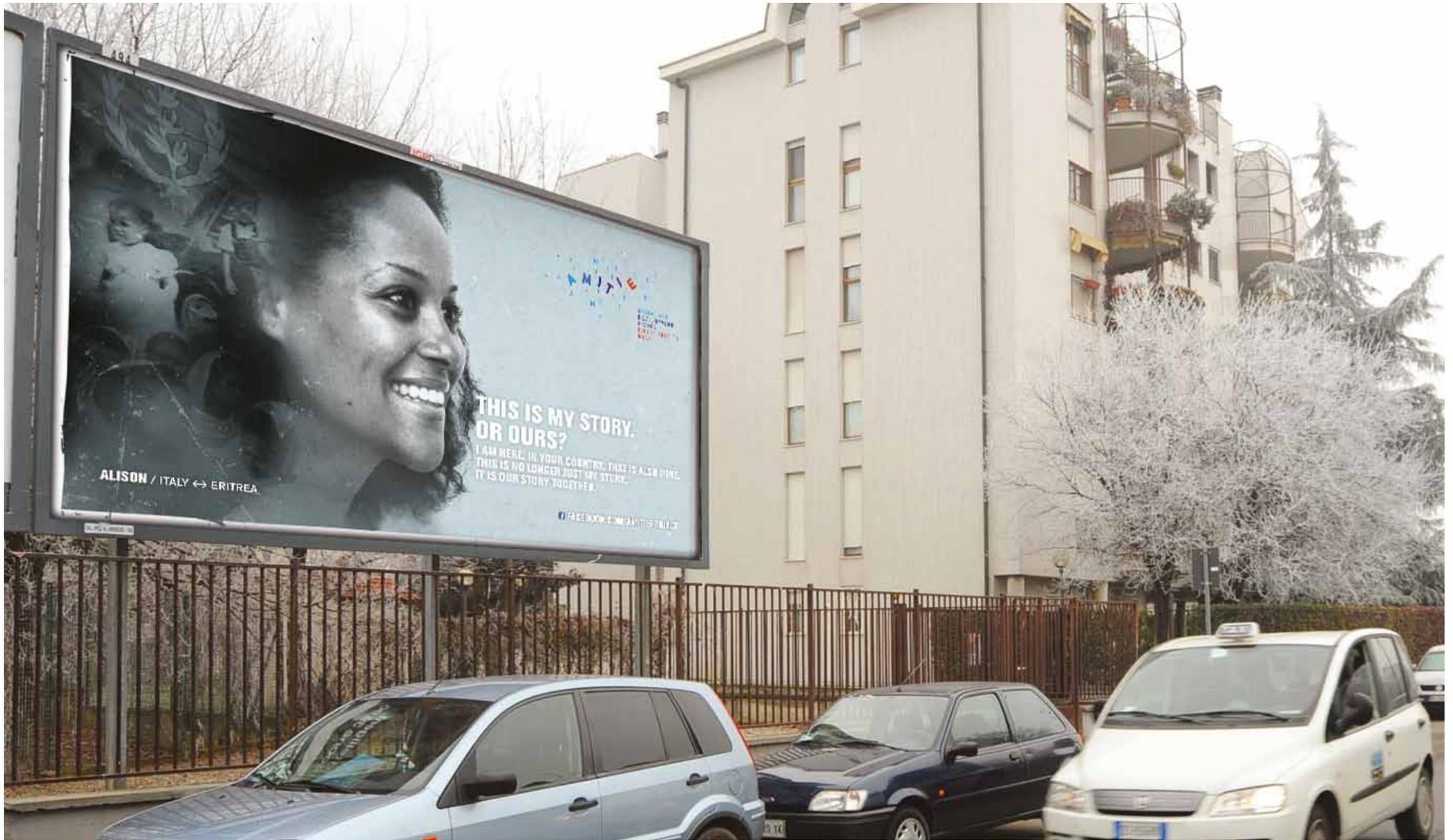
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ŠIS IR MŪSU STĀSTS KOPĀ.

TJAGO / BRAZĪLIJA ↔ LATVIJA

[FACEBOOK.COM/AMITIEPROJECT](https://www.facebook.com/AMITIEPROJECT)







- Everybody has a lot of images, memories, people, symbols, objects which represent our life, our dreams, our past, our wishes and hopes for the future.
- This is what made us who we are today. We are living and working all together in this country, which is our future.
- This is no longer just my story or yours. This is our story together: we create our future together, everyone with his experiences and aspirations. Together we are the expression of our plural society, in which, if human rights are protected, migration is a resource and cultural diversity is an asset.



AMITIE FILM

THIS IS MY STORY. OR OURS?

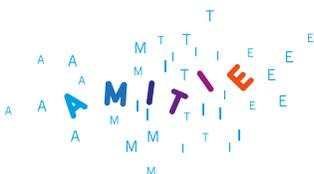
THIS IS MY STORY. OR OURS? (Italy-Latvia-Spain-Romania/2012) of Reda Zine (30')
Experiences and life stories from Bologna, Riga, Seville and Bucharest

The documentary shows memories, dreams, passions, present and future sense of self and suggests the idea of a common ambition to define a new European identity, in which migration is a resource and cultural diversity is an asset.

There are 4 local versions of the movie, each for one of the 4 cities. It was shot between June and September and it shows 30 interviews which include personal stories and direct messages.

The movie itself is a space of communication, plural expressions and plural creativities valuation. The trailer is available on www.amitie-community.eu

In Bologna Idris Hussain Ali, Nasir Nasrullah, Hakim Chebakia, Mohamed Fnino, Alison Marchiò, Antar Mohamed, Fabian Nji Lang, Dim Sampaio, Moustapha Alex Sarr and Yan Wen took part at the movie THIS IS MY STORY. OR OURS?



MAKING OF



MAKING OF



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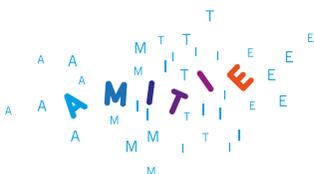
AMITIE COMMUNITY - DIGITAL

At the same time the conventional offline communication and the online AMITIE communication will be widespread. For the online campaign a 2.0 web strategy will be used:

- AMITIE community blog, a dynamic, flexible and easy-accessible instrument > **www.amitie-community.eu**
- **social media AMITIE** > FB, Twitter, You Tube

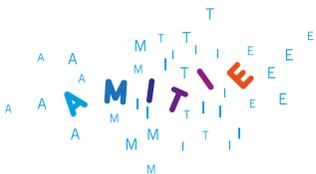
Per attuare:

- Tell all the day-by-day progresses within the project
- Spread and increase dialogue, promotion and online communication
- Create a both local and transnational AMITIE online community

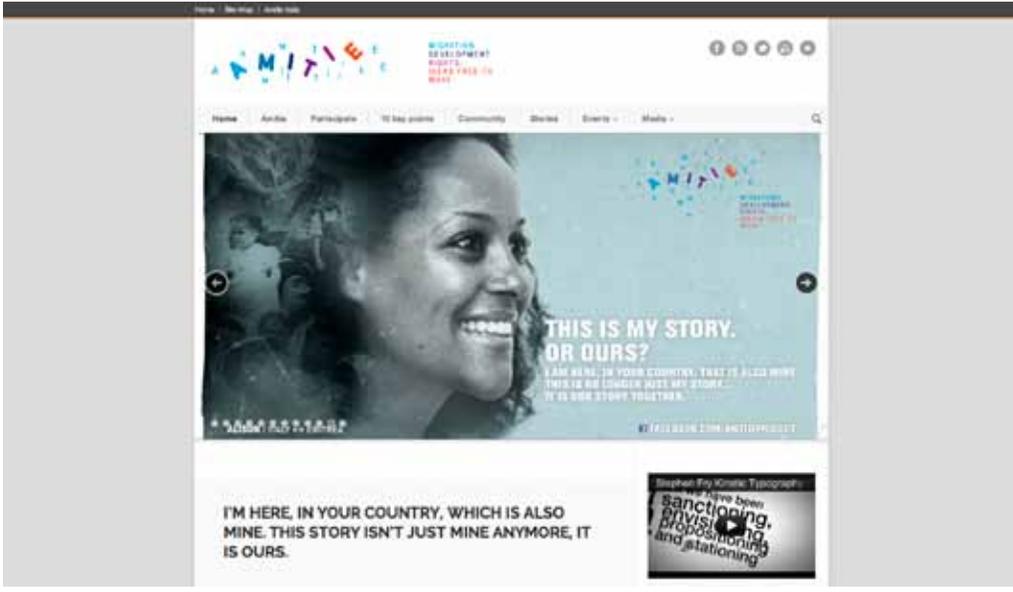


AMITIE blog will be both in English (in its international version) and in Italian (in its national version) and it will include:

- Community events, maps, a calendar → to be well-informed about activities, events and opportunities
- The International AMITIE creativity contest
- An overview on Bologna, plural city → to represent plurality, cultural differences and diversity within the city and to value the “new Italians” contribution to the economic growth of this area.

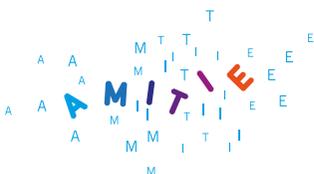


BLOG AMITIE



AMITIE COMMUNITY – FACE TO FACE

We are organizing events, activities and meetings to let people know and share AMITIE ideas and to collect experiences and stories about migration, development and human rights. They are an expression of our plural society and an opportunity to be actively involved in it – AMITIE community program will start in November with various events.



10 KEY ISSUES

- 1.** Migration is a complex phenomenon. Migration is a human right.
- 2.** Migration is a source of social, cultural and economic development.
- 3.** Development is a human right.
- 4.** Migration is a resource both for the country in which a migrant lives and works and for he's country of origin.
- 5.** Migrants integration is a need, so that he could contribute to his host country's national wealth and welfare.
- 6.** Freedom of movement and circulation favor better opportunities and exchanges for different countries and is a necessary condition for human development.



AMITIE 10 PUNTI CHIAVE

- 7.** When migration is recognized as a resource, everybody can take advantage of its full potential. Migration policies can encourage or be an obstacle to that part of development which is carried on by migrants.
- 8.** Our society is plural – denying it creates obstacles to an integration which aims to respect people for a fair society.
- 9.** In a plural society, democracy has to be built on the respect of everyone's rights and not just on the majority rule.
- 10.** It is necessary to open every communication channel if we want a plural and participative society. Migrants have to take actively part in it.





The previously expressed opinions represent just the authors' points of view and not the European Union ones.

