



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

SDG Area: Migration & Refugees

Record levels of refugees and migrants moved across international borders in 2015. Within these record numbers, 60 million people were forcibly displaced, the highest number since World War 2. The impact was felt globally. Most people were fleeing conflict, poverty or some other threat to their life and well-being; all of them left in search of a better life.

The 2030 Agenda highlights the vulnerability of migrants, refugees and internally displaced persons, and emphasizes that forced displacement and related humanitarian crises threaten to reverse much of the development progress made in recent decades. All migrants and refugees must be treated with respect and dignity. We must counter xenophobia, discrimination and violence against those seeking protection. Refugees have the right to seek asylum and safety.

NB: The SDGs include a broad range of specific targets relating to refugees and migration. The full targets can be found at <http://www.un.org/sustainabledevelopment/> (Goals 8, 10, 16). Whilst we can't tackle all of the issues in one project, we can still make progress: we have selected a specific challenge which you can help solve. Furthermore, due to the SDG's universal, indivisible and interlinked nature, progress in this area will contribute to progress towards all seventeen goals.

What's the challenge?

Europe is under particular strain in relation to the current refugee crisis. As numbers increase and domestic conversations move from shock to logistics, the attitude towards refugees quickly changes.

Misinformation and misunderstanding about why refugees are arriving on European shores creates and fuels negative attitudes. Feelings that range from reluctance to resentment spread in line with pressure on domestic infrastructure and mis-assumptions about why people left. It is quickly forgotten, or never initially understood, that refugees are forced into these difficult situations.

What do we need you to do?

We want a big idea for changing attitudes towards refugees: we want to encourage a more compassionate and inclusive response from societies. We need you to create a film that will help achieve this and kick the "Your choice, my problem" mentality.

Target Audience

There is a great deal of variety in terms of sympathy and willingness to help in Europe. There are two key audiences to tackle:

- 1. Those who just don't get it.** This audience lacks understanding of what it means to be a refugee (as opposed to a migrant), and can question the motivations of those who flee. To this audience, the reality of the situation in Syria is disconnected from refugees arriving in Europe.
- 2. Those who get it, but don't act on it.** This secondary audience feels sympathetic, up until the point it impacts their own life. They agree that the EU must help refugees, but would rather it wasn't their own country taking them in.



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Key message

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