



YOUNG LIONS COMPETITIONS



The Challenge: Create a PR campaign in support of UNESCO's "I Am Antiracist" campaign to encourage youth (15 - 25 years old) participation.

Leading the Fight against Racism for over 70 Years

A very important initiative that UNESCO will soon launch is the "I Am Antiracist" campaign which was inspired by a project conducted by the Government of Finland.

The original Finnish "I Am Antiracist" campaign calls on individuals and organizations to encourage anyone to take concrete anti-racist measures against discrimination and in favor of human rights. Anyone can participate in the campaign by using its online tag **#IAmAntiracist** and can find information online on how to tackle racism. By letting people know about your actions, you can activate and inspire others with no personal experience of facing racism. Everyone can reduce structural racism through their own actions and build a safer and more equitable society for all of us. See: IamAntiracist.fi - Equality.fi (yhdenvertaisuus.fi)

This brings us to this competition. You are now going to work on a PR campaign to promote UNESCO's "I Am Antiracist" campaign. Aligning with UNESCO's efforts in addressing the Global Call against Racism, we are partnering with the Government of Finland and the European Commission to adapt this campaign on a global scale. The project aims to advocate against racism and discrimination with a focus on how youth can be active changemakers. Using storytelling and social media, we are aiming to inspire people all around the world to make an impact by using their creativity and powerful messaging. The campaign will seek applications from youth (aged 15 to 25 years old) who will submit short video clips (maximum 60 seconds) that depict how people can address racism encountered in everyday situations and make a difference. With the guidance provided by the Finnish campaign on how to tackle racism, young people can be inspired to create stories on how to work against racism everyday. By making strong social media messages through video clips created by youth, this campaign will contribute to changing mindsets and behaviors to foster more inclusive societies.

The "I Am Antiracist" campaign will also serve as a contest. Indeed, the best video entries will be presented at the Global Forum against Racism and Discrimination to be held in Mexico on 28-29 November 2022.



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The Challenge

The challenge here is to create a PR campaign that will disseminate the powerful message behind it. The PR campaign should inspire and encourage the target audience to participate in the "I Am Antiracist" movement by submitting a video entry through www.unesco.org. The campaign should include innovative ways on how to make the call for entries *global* and *viral*.

You should consider the various social media channels (UNESCO website, partners' websites, and social media) when elaborating your campaign. Indeed, the PR campaign will be used by UNESCO and its partners in the call for entries of the "I Am Antiracist" campaign from the 21st of September to the 31st of October 2022.

Target Audience

The "I Am Antiracist" campaign will target young people (aged 15 - 25 years old). They will be invited to send creative short videos (maximum 60 seconds) tackling everyday racism. The PR campaign should therefore have a young and dynamic feel to it, and attract the attention of millennials and Gen Z. These generations are targeted because they use social media the most. The PR campaign should inspire them to take part in the campaign and create their videos.

Insight

The young generation has the voice to speak up and be the change-makers. There are a lot of misconceptions about young people and we can change that and show the world that they do care and they want a change.

Strategy

The plan is to elicit the enthusiasm of the target audience. With the help of the PR campaign, they will be encouraged to join the "I Am Antiracist" movement. The PR campaign will be used



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by UNESCO and its partners as an awareness piece of content, promoting a global call for video entries, viewed by millions from various networks.

Participants will be able to share their short video entries publicly using the hashtag #IAmAntiracist. However, we also want to ensure that participants submit their video entry through the official submission form that will be available on www.unesco.org. The official submission form is the only way to enter the competition. The best video entries will be presented at the Global Forum against Racism and Discrimination to be held in Mexico on 28-29 November 2022.

It will be the starting point, in turn, of the creation of the campaign "I Am Antiracist" and will be the inspiration for all the participants.

The campaign will launch on the 21st of September and end on the 31st of October 2022.

Key Message

We can all make a huge impact and change society by being actively anti-racist in our everyday lives.

Support to the Brief

- Black populations in the United States continue to experience the highest COVID-19 mortality rates – twice as high as the rate for Whites and Asians, who have the lowest actual rates. (APM Research Lab)
- According to the World Bank, 43% of indigenous peoples in Latin America are poor and 24% are extremely poor; that is more than twice the rates for non-indigenous.
- Ethnic minorities and migrants continue to face harassment and discrimination across the European Union, despite longstanding EU laws against racism. According to surveys, 1 out of 3 Black people experience racial harassment, and 4 out of 10 say that nothing would have changed by reporting it. Political hate speech and right-wing extremism targeting Muslims and refugees have become mainstream in the EU. (European Union Agency for Fundamental Rights)
- The World Bank reports that 260 million indigenous peoples in Asia, or three-quarters of the world's total, account for about 15% of the extreme poor worldwide.



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Personality

The personality relates to the idea of a GLOBAL CITIZEN. The campaign should be an inspiring call for action encouraging youth to become antiracism champions.

Campaign Dos and Don'ts

- **Be universal** – The campaign will be promoted in all corners of the world; if you will use words, they should be universally translatable in other languages
- **Be fresh and innovative** – The Gen Z and millennials who will participate in the social media campaign/contest will be inspired to do so by the campaign.
- **The campaign has to be inclusive** - Everybody should feel taken in, no matter their color of skin or origin, body type, sexual orientation, or if they are a person with disability
- Do not refer to any country or any political/historical/social figure
- Do not use swear words

Specific Creative Deliverables

Teams will be asked to create a PR campaign in response to the brief. Each team will be submitting a presentation showcasing their campaign. This must include:

A PDF presentation of no more than 10 slides describing your campaign.

One slide that visually summarises your idea. This slide must be saved separately as a PDF.

A three-part written submission (450 words)

- Describe your creative idea - Potential for industry impact (150 words)
- Strategy - Target audience, target media, planning and approach (150 words)
- Execution - Implementation of PR activities, timeline and scale (150 words)



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Additional Background Information

On May 25th, 2020, a young 18-year-old going about her day saw a man being kneeled on by a police officer, and pressed record on her phone. Her courage in doing so sparked a global movement, the largest of our lifetimes, against racial injustice and police brutality. When she took the witness stand at the murder trial, she said: “When I look at George Floyd I look at my dad, I look at my brother, my cousins, my uncles – because they are all black. And I look at how that could have been one of them.” The movement following this tragedy was led by youth, who identify with this 18-year old’s courage and in this wake felt empowered to remind the world that systemic racism and discrimination has been a barrier for marginalized populations long before that fateful day in 2020.

Since the COVID pandemic, we have seen a sharp increase in racism and in discrimination, with variations in how the current crisis has affected different groups of people. The case of the African Americans in the United States is well documented: 33% of people who have been hospitalized with COVID-19 are African American, yet only 13% of the U.S. population is African American. Indigenous populations are at high risk for poverty. Although they make up 5% of the global population, they account for about 15% of the extreme poor. Environmental racism is experienced by over 12 million Roma people in Europe who are forced to live in environmentally hazardous and contaminated sites.

Various forms of direct and indirect discrimination have seeped into society and become normalized. Targeting individuals and populations based on their ethnicity, origin, identity (including cultural and religious), gender, age, socio-economic status, disability, and more, have exacerbated inequalities and exclusion, especially within the context of the COVID-19 pandemic. Gender-based discriminations, including men’s violence against women and girls, both online and offline, have skyrocketed during the COVID-related lockdowns and increased their vulnerabilities in all spheres of life, especially when intertwined with racism, which threatens their livelihoods, work-life balance, and mental and physical health.

In December 2020, UNESCO Member States adopted the Global Call against Racism and Discrimination, which acknowledges the urgent need to provide cutting-edge solutions to the increase of racism and discrimination in many regions, and called for the development of “a roadmap to strengthen UNESCO’s contribution to the fight against racism and discriminations across its field of competence.” The Global Call is an invitation to “pursue initiatives aimed at scaling up local, regional and worldwide cooperation to combat racism and discrimination”.

With its mandate and partner networks, UNESCO is responding to this Global Call by seeking to build sustainable actions against racism and discriminations. The Roadmap being developed by UNESCO will be designed in the context of the COVID-19 crisis, and built from UNESCO’s established mandate, its long track record of work on racism and its recent initiatives.



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UNESCO has led the work against racism for several decades, with a long trajectory starting from the 1950s seminal work on “race” to the 1978 adoption of the Declaration on Race and Racial Prejudice. Over the years, UNESCO has established a full infrastructure that has allowed it to have a voice in the global discourse and to conduct many concrete actions on the ground, via, for example, the Slave Route Project; the General History of Africa; the Master Classes against Racism and Discriminations; the International Coalition of Inclusive and Sustainable Cities, ICCAR; the promotion of cultural diversity and value pluralism through cultural conventions; the intercultural competencies framework of the Intercultural Dialogue programme; the Prevention of Violent Extremism; the project on countering hate speech, the Global Citizenship Education programme, and Global Priority Gender Equality. Moreover, UNESCO’s recently approved Recommendation on the Ethics of Artificial Intelligence is the first global standard-setting instrument to address the ethical and social issues related to discrimination, including gender bias and stereotyping.

At this juncture is where we look to you, young creatives, to support UNESCO in this work. UNESCO leverages its global network, including a 600-member cities network through ICCAR, to disseminate and uplift this mandate. Your project will not only cater to this global platform but will also be consumed by a vast and diverse audience.

You are among 1.2 billion youth in the world, representing 16% of the global population. 70% of youth are active in online spaces worldwide. You as young people have the means to reverse racism and discrimination, including hate speech, intolerance and violence. We need your help and your voices to deliver!