



 embrace
europe
together

Toolkit

9-15 May 2019



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**Follow Embrace Europe on-
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@EmbraceNow

The official hashtag of Embrace
Europe is:
#EmbraceEurope2019

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#EmbraceEurope2019

'Together'
The Official Embrace
Slogan

The Embrace Europe campaign

The Embrace Europe campaign will launch on 9 May 2019, the official Europe Day. It is a week-long campaign that will last until 15 May, with several activities during the week, and others to be held continuously throughout the year.

Embrace wants to help create an inclusive, diverse and integrated Europe. We encourage everyone to join the movement, as an individual, school, community, organization, corporation, municipality or even country. Participation is open to anyone who supports action to Embrace integration across Europe.

About the toolkit

During this first year of the Embrace Europe campaign we expect to see organic national efforts by individuals, but coordinated by small, grassroots organizations and communities. The launch this year will focus on The Netherlands, but there will be collaboration with other European countries aimed at spreading the message and setting up activities and events so that eventually all European countries can be brought into the Embrace movement.

This toolkit provides suggestions and advice about how to get involved in the Embrace Europe campaign, both before, during and after the launch week.

- Learn more about the Embrace Europe movement on page 4 and 5.
- Learn more about how you and your community can participate on page 6.
- Learn more about suggestions for activities on page 7 and 8.
- Learn more about the Embrace Europe pin on page 9
- Learn more about the Embrace Europe Challenge on page 10.

The purpose of this manual is to help partners create moments and events aimed at fostering inclusivity and building knowledge at the national and local level.

Empathy for all
Members of society
Behave Equitably
Remove racism
Advocate integration
Collocation and
Equity for all



About Embrace Europe

What is Embrace?

Embrace Europe, a One Family Foundation initiative, is a European awareness campaign and movement led by immigrants. Its purpose is to encourage mutual appreciation and honest dialogue and to move us closer to an economically, socially inclusive Europe.

Why Embrace?

During the last decade, we have seen Europe become more polarized in response to the number of immigrants fleeing their own countries, often due to wars and conflicts. This polarization has led to stereotyping and greater segregation. The Embrace Europe movement wants to promote peaceful co-existence between old and new Europeans, and encourage them to work together to create an integrated society in which we all benefit from the dynamics of multiculturalism.

Everyone should feel responsible for fostering integration and inclusiveness, contributing and committing to the best of their ability.

What are the objectives of Embrace?

It is a citizen-led initiative, in which all ethnicities are committed to positive co-existence and eliminating the barriers that prevent people from embracing European values such as equity, human rights, democracy, gender diversity and freedom of expression.

Bringing together civil society, academics, companies, government and young people will require a million commitments to action aimed at collectively transforming the current dialogue and creating a more inclusive Europe.

How can we participate?

Anybody, anywhere can join this movement. The campaign itself will last a week. Companies, communities, municipalities, schools, celebrities and online influencers will be invited to take part, but the aim is to encourage as many people as possible to participate, in as many ways as possible. Together we can create change, transform ideas about immigrants, and work towards integration.

Where is Embrace happening?

All over Europe. In the Netherlands, events will be held in the three largest cities. The official launch will be on 9 May 2019 in Amsterdam, with other major events taking place in Rotterdam and The Hague throughout the week. After the week ends on 15 May, we will be encouraging people to take action and organize activities throughout the year.

Who is behind Embrace?

A steering committee was established in November 2018. Representatives from all over the Netherlands, from various professional backgrounds, are volunteering and participating in the project. They are the backbone of Embrace's efforts to bring about positive change in the world by promoting sharing.



Prospective

What happens during Embrace?

Launch of the campaign

The launch will be a high-level event in Amsterdam, setting the agenda for a positive campaign aimed at reaching out to immigrants, and facilitating efforts to embrace European norms and values, and integrate into European society. The ultimate goal of the launch of this campaign is to develop and create systematic change that will make Europe more inclusive and help immigrants to embrace its values.

Activities

You can take action to Embrace Europe. Involvement in events and activities such as cooking, music, sports, dance, debates, art and book exhibitions can all contribute to the campaign.

Embrace Europe pin

Wear the pin to show your commitment and contribution to the movement.

Dialogue with governmental representatives

Government involvement is crucial if we want to impact policy making and sharpen the focus on the successful establishment of multicultural relationships and active integration.

We will initiate change by raising these matters with the Dutch government and the government of other European countries.

We hope to present a manifesto for discussion in the European Parliament following the EU elections in May 2019.

Process of participation



How to participate in the Embrace campaign?

There is no participation fee! See below the steps of how to easily participate and plan your own Embrace activities in your neighborhood or community:

Get in contact with our Embrace team by emailing us at embrace@onefamilyfoundation.one

Explore Embrace website with available resources, materials and inspiring ideas for your Embrace activities.

Initiate and take the lead on Embrace Challenge and activities in your community or neighborhood and make it suitable for the topics you wish to highlight during the week.

Collaborate with diverse groups of organizations and local communities to plan your Embrace Week with branded events and activities for children and youth. Create groups and events for your activities on Facebook and make sure to hashtag #EmbraceEurope2019.

Make sure your event is branded as an Embrace event. Read more about the Embrace Branding & Style Guidelines in our Media and key messaging strategy.

Before the event, fill out Embrace Pre-Form 2019 to report on the events and activities that you are

planning to organize, no later than 5 May 2019. Please state what you are planning to do, where, how and what message you want to share.

After the event, fill out the Embrace Now Post-Form 2019 to send us photos and report on the events and activities that took place during Embrace Week, no later than 30 June 2019. The information provided is used for the Embrace Report 2019 and on the website.

By the end of the week, the steering committee including various participants will have a meeting to discuss the outcomes and success of the campaign.

How do we support you as you organize your Embrace?

We support you in the following ways:

Offering you resources that can help you plan your Week (toolkit, brochure, teaching materials, Embrace logos, etc.). See more on the Embrace website.

Explore ideas and offer advice to help you run a successful Embrace Week.

Keep you connected with the campaign by sharing the latest updates with you.

Collecting data from the participants via the Embrace Pre- and Post-Forms to generate the Embrace Report 2019 with Campaign and highlights.

Share your events and activities via social media.

NOTE: We encourage you to seek funding from other organisations and institutions if needed. The Embrace team does not have resources to sponsor your activities and events.

Is there a fee to take part?

Absolutely not! All that we ask from you is that you keep us updated on your Embrace activities by filling out the Pre-Form (before the event) and the Post-Form (after the event), as well as sharing photos, videos and posts through your social media by using #EmbraceEurope2019

How can you send your photos or videos to the Embrace Team?

Option 1: For only a couple of photos, please upload them to the Embrace Post-Form 2019 or email them directly to the Embrace Team.

Option 2: For sending all your photos or forwarding any larger files, please use www.wetransfer.com to send your files to the Embrace Team.

Option 3: Upload your photos to DropBox and share the link with the Embrace Team.

Activities

Many different events and activities take place before, during and after the week. Here we have showcased inspiring examples of activities that you can participate in or organize.



The Embrace Pin

As part of the campaign, we will make an official 'Embrace' pin you can purchase to show your commitment and contribution to this movement!

Stay tuned! We will publish the details on how you can purchase the Embrace Pin on the Embrace Europe website.



Sport together

Create sport events across neighborhoods, communities and schools. It can be anything from football to basketball to swimming and martial arts. Do not forget to think outside the box and make it possible for everyone to take part in your action for Embrace. Now!



Cook together

Communities and neighborhoods can arrange community meals where they share food from different regions and countries. There is nothing like cooking and eating together to get to know each other better! Through this activity you can share more about your own culture and eating traditions. This is a great and delicious way to learn more about your neighbors and community.



Dance together

Share a dance routine with your community or learn one from someone else. You can also create dances together with features from different cultural styles. Or arrange multicultural dance events. It would be a great idea to hold workshops and sessions for youth!



Make and share music together

Sharing and playing music is a fun way to learn about other cultures and get to know other people in your neighborhood. You don't need to be an accomplished musician to organize and enjoy a multi-cultural musical event - an afternoon of sharing traditional songs can be great fun. But should you be musically inclined, why not start a band or arrange jam sessions together once a week?



Do school activities together

Arrange visits and collaborations between schools that share different cultures and knowledge. Organizing festivals across schools in different cities and regions and sharing your knowledge and experiences with others who might have other perceptions and experiences than you. Reach children and youth in rural areas, too!



Debate together

Educative and interactive debates are a great idea to showcase the work of different institutions and bring people together. Cross-sectoral debates and workshops can be organised to enable students to improve their skills, learn new ones and interact with different nationalities and cultures. During these debates, key issues concerning migration and integration will be crucial. This is a fantastic way to develop and share useful knowledge and skills, whilst having fun.



Embrace Gender Equity

Although equity is often taken for granted in countries where men and women hold similar jobs and status, in some countries the gap between gender equality is larger. Some immigrants settling in Europe for the first time might not be aware of which values and norms are common and which are not. Encourage dialogue with migrants on how one acts and behaves in European society which will benefit them as well as an opportunity to learn about their cultural values and norms.



Organize Book Exhibitions Together

Make a special exhibition of books at school or at the local library, which teaches children about multiculturalism and introduces them to well-known books from other regions. Literature can be informative and inspiring!



Go To Places of Worship Together

Embrace is a great opportunity to connect with people from or descending from different ethnic backgrounds who may practice a different religion as well. Share your experiences and thought by visiting religious buildings such as churches, Mosques, synagogues, temples and other places of worship together. In this way we hope to create a more tolerant and inclusive society.



Do Gardening Together

Share your gardening skills with your neighbor or create a community garden for your neighborhood where you can plant and harvest flowers, fruit and vegetables. Maybe your neighbor knows some easy vegetables to grow that you never have heard of! Follow up with cooking together and make a difference for both the environment and your community!



Exchange Business Together

Organize visits and learn more by visiting other businesses. Many companies work extensively with inclusion and equity at their workplace and therefore a lot to learn from each other. Help make your workplace one in which diversity and inclusion is a top priority!



Do Arts and Crafts Together

Come together to create art and sell it for a good cause such as charity or for your community. Learn about different styles and techniques and expand your knowledge of different arts and crafts.



Plan Workshops & Lessons Together

Hold sessions to raise awareness on the importance of integration amongst youth and other participants of Embrace. Through these workshops you will help to empower young people with practical skills highlighting integration and livelihoods.

Examples could be: 'how to talk about diversity', 'how to talk about gender equity', 'applying for a job', etc.

Civil society organizations can help to publicize workshops and assist with hosting them in various regions or local areas.



Raise Awareness Together

Youth and high-level representatives can hold interviews on live TV or radio shows about the importance of equity and inclusion. Help to raise awareness about Embrace.

Embrace Pin



Design

The message behind the design is that everyone has to 'give and take' in order for Embrace and integration to succeed, i.e. both natives and migrants have to help each other to integrate to each other and their surroundings. Teaching a migrant about European norms and values, for instance, whilst the migrant will implement these values and norms into their daily lives.

Why a pin?

Wearing the pin shows your commitment to the campaign. Please wear it when you are hosting an event or activity. We would love you to wear it in all the pictures and videos you post on your social media platforms.

Where?

To sell these pins, we will collaborate with volunteers. We hope this pin will reach out to as many people as possible and will therefore be available in most supermarkets, stores, bars, cafés, restaurants, museums, etc.

What will we use the revenue of the pin for?

The revenue from the Embrace pin will be used to arrange and finance further events and activities for Embrace Europe, both in the Netherlands and elsewhere in Europe. After the Embrace Europe Week in May, we will continue to organize activities to promote integration and the Embrace Europe campaign.

More merchandise

The Embrace Pin is initially a statement of your contribution to the movement. Eventually we would like to expand the collection with more merchandise such as jewelry and clothing lines.



Stay tuned! We will publish the details of the Embrace Challenge 2019 under the 'Activities' section on Embrace's website.

Embrace Challenge



Through media coverage you can promote your work in your community, expand the reach of your message, and spread the word about Embrace Challenge 2019.

What is the Embrace Challenge 2019?

The Embrace Challenge 2019 Encourages people to share their activities and message about integration, inclusion and equity, on who you are, your background and how you embrace Europe.

Embrace Selfie Challenge

Our selfie competition is a great way to connect with other people, individuals, communities, companies and schools across the country in sharing their integration awareness activities and events. Join us with the Embrace Selfie Challenge and show us what you are doing during the Week's celebration!

1. Take a fun and creative Embrace selfie – a self-portrait taken of a group or yourself
2. Post it on your social media profiles using the follow hashtag: #EmbraceEurope2019
3. Encourage your friends, family, communities and institutions to share your post. The photos with the most likes and shares at the end of the week will be presented at our event.

Embrace Video Challenge

Submit your Embrace video to show us who you are and how you embrace Europe.

1. Think of the message you want to share including:

- Who you are and what you do for a living;
 - Your background (native or migrant);
 - How you embrace Europe?
2. Create a fun video of yourself. We suggest that videos are no longer than 2 minutes.
 3. Post it on your social media profiles using the hashtag: #EmbraceEurope2019
 4. Encourage your friends, family, communities and institutions to share your post. The videos with the most likes and shares at the end of the week will be presented at our event.

How to work with the media?

Communicate your message effectively

Be prepared to tell your story and respond to questions. All media outreach materials should be clear, concise and persuasive, with a core set of messages.

Create media outreach materials

Different types of materials are used for different media outlets; prepare a ready-made blog post article or other social media posts (Facebook, Twitter, Instagram, etc.).

Create a media list to contact

Contact media outlets and people directly to let them know about your Embrace activities. Be strategic and pick those who are most likely to cover your event and send tailored outreach materials by email or social media to these outlets.

Suggestions for social media Social networking sites can reach a large audience with little or no cost – use existing accounts, or ask colleagues, partners and volunteers to promote the event through their personal profiles.

Facebook

Create an Embrace event and send invitations to your network, share information and status updates with others. Use the search facility to find other local Embrace events and Facebook users with shared interests.

Instagram

Take photos or videos at your Embrace event and share them on your Instagram account. Use the official Embrace hashtag #EmbraceEurope2019

Tip! Tag @embracenow in your posts and photos to get the chance to be featured on our page!

Twitter

Use tweets for positive messages, calls for action, or to highlight key information about your event. Using hashtag #EmbraceEurope2019, makes it easy for Twitter users to search for information about events locally and to connect with the global celebrations.

Tip! Remember to update your Facebook and Twitter statuses regularly, and cross-promote all of your social media content.

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