



Migration crisis: communicating refugee integration locally  
**Working with and for refugees & migrants**  
**Communicating Support to Unaccompanied & Separated Children**

Reflecting [on] Europe  
EuroPCom 2016, Brussels 20/10/16

**Mary-Laura Capodistria**, Communication & Publicity Manager  
**METAdrasi** - Action for Migration and Development



# Actions



Interpretation Services  
in Asylum, First Reception,  
32 Camps/Hotspots

Legal Aid

Greek  
Language  
Courses

Humanitarian  
Aid

**UASC**

Escorting  
missions

Guardianship

Foster  
Care

5 Transit  
Accommodation  
Facilities





# Recruitment of Refugees/Migrants



- ▶ social media
- ▶ websites/blogs
- ▶ universities
- ▶ intercultural schools
- ▶ greek language schools
- ▶ communities/organizations
- ▶ public services
- ▶ events/popular spots



# Communicating with Refugees/Migrants



**put yourselves in their shoes**

# Communicating with Refugees/Migrants



put yourselves in their shoes hear what **they** have to say



# Communicating with Refugees/Migrants



put yourselves in their shoes hear what **they** have to say  
get to know them

# Communicating with Refugees/Migrants



put yourselves in their shoes hear what **they** have to say  
get to know them avoid stereotyping



# Communicating with Refugees/Migrants



put yourselves in their shoes hear what **they** have to say  
get to know them avoid stereotyping don't underestimate them



# Communicating with Refugees/Migrants

put yourselves in their shoes hear what **they** have to say  
get to know them avoid stereotyping don't underestimate them  
make sure there is consistency between words and deeds

# Communicating with Refugees/Migrants

put yourselves in their shoes hear what **they** have to say  
get to know them avoid stereotyping don't underestimate them  
make sure there is consistency between words and deeds  
be careful with your tone of voice



# Communicating with Refugees/Migrants



- put yourselves in their shoes
- hear what **they** have to say
- get to know them
- avoid stereotyping
- don't underestimate them
- make sure there is consistency between words and deeds
- be careful with your tone of voice
- be frank and honest with them



# Communicating with Refugees/Migrants



- put yourselves in their shoes
- hear what **they** have to say
- get to know them
- avoid stereotyping
- don't underestimate them
- make sure there is consistency between words and deeds
- be careful with your tone of voice
- be frank and honest with them
- be clear & straightforward



# Communicating with Refugees/Migrants

- put yourselves in their shoes
- hear what **they** have to say
- get to know them
- avoid stereotyping
- don't underestimate them
- make sure there is consistency between words and deeds
- be careful with your tone of voice
- be frank and honest with them
- be clear & straightforward
- use simple language



# Communicating with Refugees/Migrants

- put yourselves in their shoes
- hear what **they** have to say
- get to know them
- avoid stereotyping
- don't underestimate them
- make sure there is consistency between words and deeds
- be careful with your tone of voice
- be frank and honest with them
- be clear & straightforward
- use simple language
- use images and symbols
- be careful when selecting and using them



# Communicating with Refugees/Migrants

- put yourselves in their shoes
- hear what **they** have to say
- get to know them
- avoid stereotyping
- don't underestimate them
- make sure there is consistency between words and deeds
- be careful with your tone of voice
- be frank and honest with them
- be clear & straightforward
- use simple language
- use images and symbols
  - be careful when selecting and using them
- focus on the common elements
- rather than the differences



# Communicating with Refugees/Migrants

- put yourselves in their shoes
- hear what **they** have to say
- get to know them
- avoid stereotyping
- don't underestimate them
- make sure there is consistency between words and deeds
- be careful with your tone of voice
- be frank and honest with them
- be clear & straightforward
- use simple language
- use images and symbols
  - be careful when selecting and using them
- focus on the common elements
- rather than the differences
- give them voice & promote intercultural dialogue



# Integration: Intercultural dialogue

## Multi-lingual poster exhibition



"Words & thoughts  
from around the world"



# Supporting the Unaccompanied & Separated Children



3,500 registered  
UASC in Greece



# Supporting the Unaccompanied & Separated Children



Guardianship



Foster Families



# Communicating beyond words



drawing, creating  
playing  
cooking  
drama  
music, dance  
culture, nature  
fun





# The communication challenge

- ▶ UASC are the most vulnerable among refugees & migrants  
These projects will affect the rest of their lives





# The communication challenge

- ▶ UASC are the most vulnerable among refugees & migrants  
These projects will affect the rest of their lives
- ▶ Goals: inform the public, recruit guardians,  
attract attention of families





# The communication challenge

- ▶ UASC are the most vulnerable among refugees & migrants  
These projects will affect the rest of their lives
- ▶ Goals: inform the public, recruit guardians,  
attract attention of families
- ▶ Responsibility to protect the children's  
personal details





# The communication challenge

- ▶ UASC are the most vulnerable among refugees & migrants  
These projects will affect the rest of their lives
- ▶ Goals: inform the public, recruit guardians,  
attract attention of families
- ▶ Responsibility to protect the children's  
personal details
- ▶ Problems: racism, xenophobia,  
public misinformation





# Communicating the projects

jobs dating more International

the guardian

≡ **browse all sections**

## The Athens lawyer who became a guardian to refugee camp children

# Le Monde

## L'enfance perdue

## EL MUNDO.





# Interacting with local communities



Conferences  
about UASC  
protection in:  
Lesvos  
Samos  
Chios  
Athens





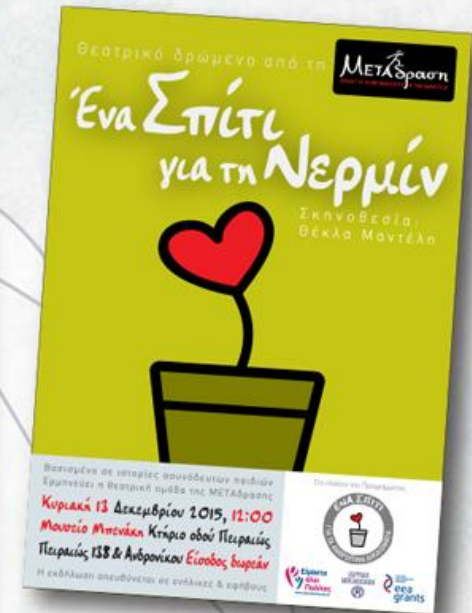
# Communicating through testimonies



Event presenting the first results  
of Guardianship Network



# Communicating through theater

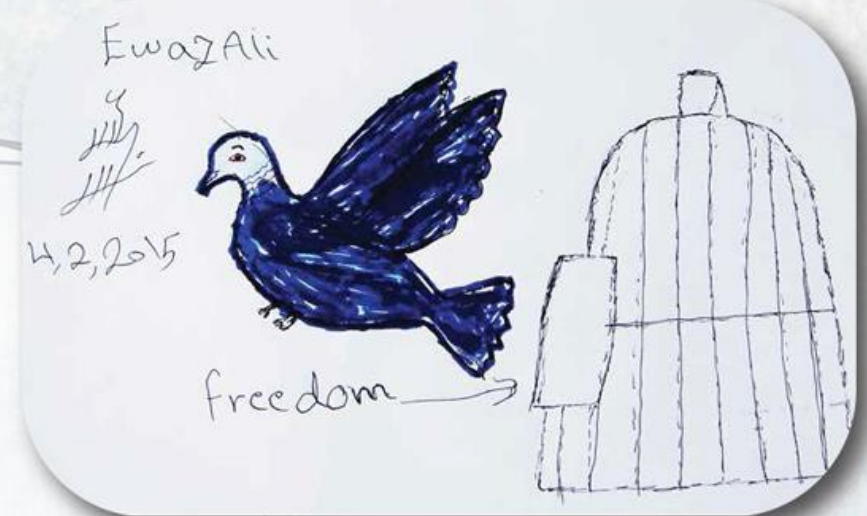


Theater play "A Home for Nermin"





# Communicating through art



UASC's  
drawings  
exhibition





# Communicating integration

- ▶ keep to your principles - protection over publicity



# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists



# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists
- ▶ call journalists on the phone - share enthusiasm



# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists
- ▶ call journalists on the phone - share enthusiasm
- ▶ don't over-advertize what you do



# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists
- ▶ call journalists on the phone - share enthusiasm
- ▶ don't over-advertize what you do
- ▶ constantly monitor the internet

# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists
- ▶ call journalists on the phone - share enthusiasm
- ▶ don't over-advertize what you do
- ▶ constantly monitor the internet
- ▶ engage your team



# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists
- ▶ call journalists on the phone - share enthusiasm
- ▶ don't over-advertize what you do
- ▶ constantly monitor the internet
- ▶ engage your team
- ▶ communicate using the international language of art

# Communicating integration

- ▶ keep to your principles - protection over publicity
- ▶ cooperate with selected journalists
- ▶ call journalists on the phone - share enthusiasm
- ▶ don't over-advertize what you do
- ▶ constantly monitor the internet
- ▶ engage your team
- ▶ communicate using the international language of art
- ▶ respond to mails and personal messages



# How the UASC communicate with us



« I don't know in what language to thank you, but I want you to know that I will never forget you »

Special thanks to: Lora, Ada, Eleni, Magda, Isabela, Trendelina, Konstantina, Mahmoud, Chrysa, Simon, Petros, Zozetta, Nikos, Yannis