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Regionalised World Refugee Day Activities

UNHCR Regional Representation for Central Europe utilises the services of local NGOs in Hungary, Poland, Slovakia and Slovenia to carry out WRD activities. (Romania and Bulgaria were not included yet, as they will have PI officers until June to carry out the activities locally.)

The regional WRD theme for Hungary, Poland, Slovakia and Slovenia is Intercultural Dialogue. Thus we hope to create synergies with projects carried out in the framework of the Year of Intercultural Dialogue declared by the EU in 2008. Also, Intercultural Dialogue addresses one of UNHCR's main protection concern in the region: widespread xenophobic attitudes in host societies and the enormous difficulties refugees face when trying to integrate. The new TV spot produced by the Regional Representation in cooperation with Vaculik Advertising Agency in Bratislava stresses the same theme: refugees are courageous people with great achievements who deserve a welcoming environment. This so called "Marathon spot" will be broadcast by numerous TV stations throughout the region.

The WRD project was tendered among NGOs in the region. The main criteria for awarding the bids were: communication plans that identify key target groups and ways how to impact on them, the participation of refugees in the activities, the cooperation with partner organisations and the inclusion of other geographical areas apart from the national capitals.

Targeting Conservative Groups in Hungary

Implementer & partners	Menedék Hungarian Association for Migrants together with Artemisszió Foundation, Cordelia Foundation, Hungarian Helsinki Committee, Multikultura Association, Refugee Mission of Reformed Church
Time	14 -27 June 2008
Locations	Debrecen, Budapest + nation-wide radio programme and cinema spots

In Hungary, WRD will be used to target predominantly conservative segments of society who are also the ones most wary of foreigners in general and refugees in particular. The activities include a series of five radio interviews in the second half of June with refugees in Kossuth Radio, a national channel popular among conservative voters; a two-week exhibition of refugee self-portraits which uses spots prepared by refugees.

A core event will take place in the city of Debrecen that not only hosts Hungary's largest refugee centre but also is a conservative stronghold. The local bishop of the Hungarian Reformed Church will invite representatives of major religious denominations to an Inter-Religious panel discussion open to the public and the media.

Movies will Give Visibility to Refugees in Poland

Implementer & partners	Polish Humanitarian Organization (Polska Akcja Humanitarna) together with One World Association, Regional Centre of Volunteers, Lublin Town Council
Time	1 - 30 June 2008
Locations	Torun, Cracow, Poznan, Warsaw and Lublin

WRD in Poland will be commemorated through a series of mini-film Festivals in five cities. The open-air and indoor screenings of films on human rights and refugees will be complemented by fringe programmes such as panel discussions or exhibitions, dance performances to attract more viewers and enhance the impact of the film screenings.

The film screenings shall be advertised in local print and electronic media, as well as on billboards and through the distribution of fliers in public places.

In Slovakia Celebrities Act as “Refugee Ambassadors”

Implementer & partners	Slovak Refugee Council (Slovenská utečenecká rada) together with Association of Refugees (formed in December 2006); Town Office Zvolen; Theatre from the Passage in Banská Bystrica.
Time	1 – 30 June 2008
Locations	Bratislava, Zvolen, Lucenec, Banská Bystrica, Kosice

With the help of celebrities the Slovak Refugee Council will draw attention to a whole month of WRD activities. It will be launched with a joint press conference featuring among others the popular actress Viki Rakova. Also, ten billboards will be displayed around Slovakia with a refugee friendly message. The organisers plan a number of local events such as music and dance performances involving refugees and the local population in several towns, a theatre performance in Zvolen; and fund-raising in local cafés in Zvolen and Banská Bystrica.

As educators have also been identified as a key target groups that can be instrumental in influencing public attitudes, a WRD toolkit will be distribute to schools, cultural centres and similar institutions.

School Children Involved in WRD Activities in Slovenia

Implementer & partners	Slovene Philanthropy (Slovenska Filantropija) together with the Ministry of Interior
Time	1 – 30 June 2008
Locations	Ljubljana and other Slovene cities

Like in Slovakia, in Slovenia WRD activities will try to target both a wide audience throughout the country and school children.

A substantial billboard campaign co-sponsored by the Ministry of Interior will be promoting refugee integration. Several hundred billboards will be used throughout the country. On a local scale, Slovene Philanthropy will organise cultural events in several towns and one central cultural event in downtown Ljubljana on 20 June.

In order to encourage teachers and through them school children and their parents to discuss refugee issues, a thematic drawing competition will be organised in cooperation with schools. The best drawings will be used to produce an attractive notebook for children that can be widely distributed to trigger another round of discussions on refugee issues in school classes.