

do **1** thing:
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Even **1** victim of racist violence
is too many!



PROJECT IDENTIFICATION: Public Awareness Campaign - Combating racism, racist violence and xenophobia in Greece.

PERIOD OF IMPLEMENTATION: Nov 2011 – July 2012

OBJECTIVES: To encourage people who have direct or indirect contact with xenophobic-racist manifestations:

- (1) to understand that violence is not the solution
- (2) to become sensitive to the situation the victims of racism and xenophobia experience
- (3) to receive correct information
- (4) to be guided towards a reflection-dialogue stance when it comes to the existing problems
- (5) to acquire an attitude of active citizens

TARGET GROUPS: The general public, from adolescence and above, with a focus mostly on people who live or work in areas with a large concentration of foreigners and come face to face with xenophobia and racist violence acts on a daily basis.

GEOGRAPHICAL FRAMEWORK OF ACTIONS: The Municipality of Athens.

PROJECT IMPLEMENTATION: The chosen group of actions implemented according to the given framework and illustrated successfully the campaign's key message: violence brings violence, solitude and isolation, while the values that eliminate violence from our lives are dialogue, understanding, participation, contributing.

THE GENERAL GOAL of the chosen group of actions was to interrelate specific target groups, connect the actions with each other and finally achieve a “multiplier effect” through networking, dissemination of structured information, testimonials and interaction.

GROUP OF ACTIONS: I. Networking II. Supportive Material III. Web Platform IV. Musical Event. The group of actions achieved to move across four complementary and interdependent axes pointing to the directions of “experience”, “field”, discourse” and “internet”.