



ALCORCON: #SAMEDREAM (#MISMOSUEÑO)



Figure 18. Examples of posters done by the participants of the campaign workshops in Alcorcon

Thematic focus

Harmful narratives against unaccompanied foreign minors (so-called MENAs in Spanish – those are migrant boys, girls, and teenagers under the age of 18 who are separated from their parents and who are not under the care of any adult). Much of the increasing narrative against children and adolescents is based on misrepresentation of reality. Some media, political parties and civil associations have tried to alarm society about the danger posed by MENAs. However, many have been denied as false to manipulate public opinion against foreign minors.

Objectives

- To change the negative perception young people and society might have about MENAs.
- Raise awareness about fake news and how to act against them.
- Empower foreign young unaccompanied minors into shaping a narrative about them.

Campaigner

Solidaridad Sin Fronteras (SFF), NGO in Alcorcon (Madrid, Spain).

Target Audience

Parents with children aged 12-22 years old and young adults in Alcorcon (Madrid, Spain).

Slogan & key messages

#SameDream/ #MismoSueño

- Despite cultural differences, at the end of the day, we want the same in life.
- The fact that MENAs are unaccompanied foreign minors does not imply any threat. They need support as national minors do when they do not have their parents with them. They are a vulnerable group that needs special protection, support, and empathy.

The campaign was present at the Regional Fair of children and youth leisure (Juvenalia) which brings together social organisations, educational centres, and young people, where SSF did an activity to address discriminatory attitudes and behaviours among young people. It was the right moment to test the #SameDream campaign, reflecting on the reality of MENAs with young people and some professionals and trying out the activity of creating a poster with counter-narratives of hatred towards MENAs.

The campaign was officially launched both physically and online on 16 December 2022 in a face-to-face event, on the commemoration of International Migrants Day. SSF, in collaboration with the Intercultural Mediation of the City Council of Alcorcon and other CSO, organised an event in Alcorcon to present the #MismoSueño campaign through different debates, a video and a participatory activity encouraging attendees to reflect on several messages around the MENAs debate and propose alternative ones they found more accurate. Following the activity, SSF organised a round table with representatives of migrant organisations with the intervention of migrants as well to discuss the reality of migrant people in the municipality, their needs, obstacles and challenges. Different posters with messages extorted from the event were weekly published on social media accounts.

The last phase of the campaign was the creation of a video with the materials from the participatory activity carried out during the launch event of the campaign and its dissemination through different channels. The City Council of Alcorcon has collected the feedback received from the campaign activities to improve their own services and propose new initiatives in the Municipality to address origin-based discrimination. For the purpose of the campaign, SSF created and disseminated a website where the campaign was initially presented <https://nodiscrimina.wixsite.com/concurso/campa%C3%B1a>

The website shows the development of the MismoSueño campaign, and all materials produced.



The EPIC local alternative narrative campaign in Alcorcon at EPIC website