



## BRESCIA: BETTER TOGETHER (MEGLIOVICINI)



Figure 19. A bus carrying out different routes in the city of Brescia with the poster of the MEGLIOVICINI campaign.

### Thematic focus

Combating stereotypes in multicultural neighbours to get more housing opportunities for migrants. The local communication campaign carried out by the Municipality of Brescia and ADL Zavidovici aimed to tackle the difficulties newcomers face when trying to rent private apartments due to stereotypes and the reluctance of some neighbours to rent or live near newcomers. This campaign invites citizens to be less frightened of what they do not know and more open to getting to know them and discovering how interesting can be to mix with different cultures, backgrounds, and traditions.

### Objectives

- To support the activities that the Municipality of Brescia is promoting to improve housing solutions for citizens with migrant backgrounds.
- To promote a positive narrative about being neighbours with migrants, supporting the spreading of positive messages and real stories of peaceful cohabitation.
- To promote the integration of migrants at the local level, starting from the housing unit, but also as an opportunity for mutual knowledge and mutual aid.
- To transform the fear of the “other” into the discovery of the other.

### Target Audience

Citizens, both native-born and newcomers, living in the neighbourhood where the Pilot project will take place: Borgo Trento neighbourhood and Don Bosco neighbourhood.

### Campaigners

The **Municipality of Brescia** and the NGO **ADL Zavidovici**, Italy.

### Slogan & key messages

#### #megliovicini/ betterclose

It represents the idea that we need to get back to being close, leaving the fears of meeting people and inviting the audience to share what they love most and being open to discovering how interesting can be to meet their neighbours without being trapped into stereotypes.

The campaign has achieved two main types of outcomes.

Firstly, producing a large number of communication materials (banners with the slogan of the campaign, brochures, vignettes, leaflets, infographics, etc.) disseminated in some strategic points of the city and through Facebook groups and YouTube channels to inform about the campaign objectives and activities and engage the audience in further activities. Remarkable here is the public buses going around the city with the campaign posters which allowed the campaign to get a high visibility.

And secondly, a series of awareness-raising and networking events were organised. In spring 2022, two campaign events took place in Borgo Trento and Don Bosco, involving local associations,

municipality representatives, religious communities, and local stakeholders. The campaign was presented, and some participants could share their positive stories of living in a multicultural environment with the rest of the audience, along with food and drinks to get people to talk to each other.

A final public event was hosted by the campaigners on 19 May on the occasion of the International Day of Living Together in Peace - celebrated with the screening of the film “All of Us” by Pierre Pirard -, after the presentation of the campaign launched by the EPIC partners in Brescia.



The EPIC local alternative narrative campaign in Brescia at the EPIC website.