



## IOANNINA: “+ΕΡΓΑΣΙΑ” JOINT EFFORT FOR THE SOCIAL INCLUSION OF REFUGEES AND MIGRANTS IN THE LABOUR MARKET



Figure 21. Image of the promotional video of the campaign in Ioannina.

### Thematic focus

The Municipality of Ioannina (Mol) developed a campaign around to tackle the lack of information about the resources available and how this benefits the local society as a whole. Joint efforts among all the Mol's implicated departments (e.g., administrative, legal, financial and IT departments) and media (local newspapers, TV stations and sites) were needed to coordinate activities and optimise results.

### Objectives

The primary objective was to raise awareness among the local population, and above all refugees, migrants and local stakeholders, of the services designed and implemented by the Mol to tackle the administrative difficulties the local migrant communities are facing when entering the local labour market.

This is also connected to the second objective on how to address such difficulties, and therefore, making a joint effort to accelerate the labour market integration of migrants and refugees in Ioannina benefits ultimately the city as a whole.

The partners were aware that efforts to 1) better communicate the services to make them more accessible to the potential beneficiaries were needed, as well 2) the fact that the overall local population needs to get a better understanding of how integrating services to contribute to building a more prosperous city for all, avoiding biased information and misperceptions that can trigger discrimination or hate speech.

### Campaigner

The **Municipality of Ioannina** (Mol), Greece.

### Target Audience

Migrants, refugees, asylum seekers living in Ioannina and seeking a job.  
Stakeholders of the Mol.  
The local community.

### Slogan & key messages

“+Εργασία”: Joint effort for the social inclusion of refugees and migrants in the labour market.

After the launch of the campaign in June 2022 (with a press release on the official site of the Mol, posters in the media and public local places, TV spots, flyers, and banners) more people were aware of the EPIC project and the consulting services provided by the employability counsellor and tax preparer during the implementation of our Pilot Project “+Εργασία”. By December, when “+Εργασία” was concluded, 81 people had been served and benefitted from the provided services. To close the campaign, a physical public conference, entitled “Current issues of social integration of migrants and refugees” was held on 23 September 2022 at the cultural Multicentre “Δημ. Χατζής”. The conference was useful to raise awareness among the local community about current migration/refugee integration issues and inform them about social integration programs implemented by the Municipality of Ioannina, public and private camps, and social organisations operating in the region.

The conference is available at the following link:  
[https://youtu.be/q\\_yjKbfYbk8](https://youtu.be/q_yjKbfYbk8)



The EPIC local alternative narrative campaign in Ioannina at EPIC website