



## OBERHAUSEN: LIFE IN OBERHAUSEN

### Thematic focus

The local alternative narrative campaign carried out by the EPIC partners kitev, and the Municipality of Oberhausen wants to address the “perceived” inequality among the residents of Oberhausen. With the increase of new arrivals, refugees started to be misperceived by a growing group as a threat to their own prosperity. The campaign theme is also directly linked to the pilot of a digital platform bringing together all the support services and offers in Oberhausen. The campaign serves to support this message of the pilot project and to create a sense of helpfulness.



Figure 23. Picture of the announcement of the local campaign on the facade of the train station.

### Objectives

- To ensure the accessibility for very diverse, partly marginalized groups to existing services in Oberhausen through a single digital platform for all.
- To create a feeling of group or community among the participating initiatives, to be more open to cooperation.
- To deconstruct wrong perceptions about newcomers in Oberhausen.

#### Campaigner

The Municipality of Oberhausen and kitev.

#### Target Audience

Oberhausen residents from different backgrounds.

#### Slogan & key messages

Oberhausen has a lot to offer!

You will get support the support you know. This is how.

Do you want to get active? Here’s how.

The campaign has meant the creation of a supporting network around the development of the digital platform and the local campaigns, thanks to the number of internal meetings hosted by the EPIC partners in Oberhausen with many different local initiatives and the target group. Such efforts are meant to pay off in making the results of the campaign more visible and the supporting network sustainable and collaborating beyond the project.

Highly visible art installation with the campaign identity and information: On several days in a row, towards the evening, a projection with the slogans of the Life in Oberhausen campaign was shown at three different locations in the city centre. A projection was visible on the outer facade of the station tower and due to its size, it had a large reach beyond the station forecourt. A second projection primarily appealed to the passers-by at the main train station and could be seen in the interior of the vacancy café next to the main entrance to the station hall. A third projection was at the same time in a converted supermarket downtown, near the shopping street. The projection was placed on monitors in the supermarket’s shop windows and inspires the passing public to stop.

Networking and cultural events organised by the campaign have brought people together, such as the kick-off workshop to launch

the campaign, the e Insta-Walk carried out in connection with the spray activity on the sidewalks and squares in the city centre, where a certain number of participants were asked to take photos of the action and post it on their Instagram account with the appropriate hashtag. A local networking event once the digital platform was officially launched was also organised by kitev and the Municipality of Oberhausen to bring all the initiatives cooperating in the city as well as the different target groups together.

The campaign also got a lot of visibility through different social media channels (Facebook, and Instagram). An announcement text about the campaign appeared on the homepage of the city administration as well as of kitev and was published in different local newspapers.



The EPIC local alternative narrative campaign in Oberhausen at EPIC website