



SARDINIA: NO ONE IS A STRANGER TO HUMANITY (NESSUNO È STRANIERO ALL'UMANITÀ)

Thematic focus

The added value of diverse societies and the need to respect each other



Figure 24. Panels for the messages and visual identity of the campaign were offered to citizens in different public spaces of Sardinia.

Objectives

To counter hate speech and anti-migration narratives, to promote the integration of people with a migration background in hosting societies in the Italian region of Sardinia.

To inform a wide audience on the added value of migration to hosting societies, by showing the process of integration of people with a migration background into hosting societies.

Campaigners

The Region of Sardegna and the social cooperative **Studio e Progetto 2.**

Target Audience

Citizens of different backgrounds in historic cities of the Sardinian region.

Slogan & key messages

No one is a stranger to humanity / Nessuno è straniero all'umanità.

The campaign was divided into five events, each coinciding with a significant international day in 2022. By utilising public spaces, each event was an opportunity to connect with and motivate the local community, generate enthusiasm, and raise awareness of the challenges faced by migrants in Sardinia.

The first event, held on International Women's Day in March, used the slogan "Live free, free to live" to denounce the specific discrimination and prejudices faced by migrant women. On this occasion, the Councillor for Labour, Alessandra Zedda, delivered a speech expressing support for migrant women and calling for increased efforts for their inclusion at all levels, to work against all forms of violence and in favour of rights and freedom. The public event was held in the city of Cagliari, along the streets of the city centre where volunteers met around 600 visitors and 300 postcards, and 300 bookmarks of the campaign was shared. The publications about the campaign for this day reached almost 10,000 views in the regional newspaper/website.

On International Workers' Day in May, the campaign conveyed the message: "The exploitation of labour cancels out human dignity?". The campaign was launched simultaneously in several cities across the region, including Cagliari, Sassari, Iglesias, Pula, and San Giovanni Suergiu. Giunta Solinas, the President of the Region, addressed all workers, regardless of gender, age, or nationality, highlighting the need for an inclusive society that recognises the contribution of all. Near 2,500 bookmarks were shared among the participants.

In October, the campaign took place in observance of two significant international days: the International Day of Non-Violence and the International Day against Human Trafficking. On the International Day of Non-Violence, the campaign spread the slogan "No one is a stranger to humanity". High school students participated in a competition on the issue of labour exploitation, as part of the Region's broader efforts to promote a culture of non-violence and raise awareness among citizens, especially the younger generation. On International Day against Human Trafficking, the campaign called "Civilization does not allow chains" aimed to combat stereotypes, prejudices, hate speech and anti-migration narratives. 5,000 bookmarks were shared, and the campaign slogan and leaflets were posted and shared inside public transport in the cities of Cagliari, Sassari, Nuoro and Olbia.

On International Human Rights Day in December, the campaign conveyed the message "Equal in dignity and rights". This initiative involved high school students in a round table discussion on human rights, and the President of the Sardinia Region reaffirmed his commitment to promote and defend human rights. The campaign aimed to reduce inequality, promote equality, and respect differences to build a more equitable and sustainable society.



The EPIC local alternative narrative campaign in Sardinia at EPIC website