



SISAK: GET TO KNOW ME!



Figure 25. The materials with the slogans created by the students are given to the school.

Thematic focus

Empathy among students in multicultural schools regardless of their differences. Since this campaign was specifically addressed to children, the focus was not put on migration, but on how we can be different in many ways and still enjoy ourselves together. This was intentionally done not to make migrant students the subject of the activities but equally participants of them.

Objectives

To strengthen the students at a school in Sisak (from 1st to 8th grade) the universal values of respect, solidarity, and equality to treat their fellow students with respect and reflect together on how they can support each other in their daily lives.

Campaigner

The Municipality of Sisak and JRS Croatia.

Target Audience

Students from the Primary school „Braća Bobetko“ Sisak, where the majority of migrant children study in Sisak.

Slogan & key messages

Get to know me! We may seem different but in reality, we are all equals and by supporting each other we can be happier and have more fun.

The campaign started with a series of activities at the school object of the campaign, where approximately 100 students were invited to draw images and write the messages they came up with after reflecting on the campaign presentation made by the team. Such designs would then become the theme and basis of the campaign. Therefore, a very significant outcome is the fact that the students were encouraged to come up with a positive sentence that became the campaign slogans, carrying messages about the importance of helping fellow students in many possible ways, the importance of being accepted although being different, developing friendships, etc.

After the sessions with the children, organised in close cooperation by the Municipality of Sisak, JRS Croatia and the Elementary School of Braća Bobetko, the partners gave all the materials to an external organisation and together, came up with a large number of educational and communication materials that have been shared among all the school students to keep raising awareness after the campaign. Such materials include different devices for the students to play with, puzzles, cards, sponges, eco bookmarks and large posters with the messages and drawings of the campaign.

When all the material for the campaign was ready, it was given to the school for them to organise a series of workshops and activities with students to raise awareness to accept and help the migrant children. As the target group are children, we gave our best that the material for the local campaign will be very modern, digital and interesting for the young generation. The beautiful event when Grad Sisak gave the materials to the school was covered by the local media.



The EPIC local alternative narrative campaign in Sisak at EPIC website