

NEAR

NEwly ARrived in a common home

AMIF NUMBER: 957999

DELIVERABLES

Work Package 2: Communication Campaign

1

Activity 2.4

Deliverable D 2.4 Video Clips

February 2023



Project Information

Project title	NEwly ARrived in a common home
Project acronym:	NEAR
Project number:	AMIF NUMBER: 957999
Project Coordinator:	ISMU
Project Leader of Communication:	ISMU (Italy)

Document Information

Document title:	Deliverable D2.4 Video Clips
Document author:	ISMU
Version:	1
Planned delivery date:	28 Feb 2023
Actual delivery date:	16 Feb 2023
Dissemination level: (PU = Public; PP = Restricted to other program participants; RE = Restricted to a group specified by the consortium; CO = Confidential, only for members of the consortium)	PU
Type: Report, Website, Other, Ethics	Websites, patents

Contents

INTRODUCTION	4
--------------------	---

INTRODUCTION

Near Communication Plan provides all the project partners with key information on the communication strategy objectives and guidelines as well as practical elements for implementing the campaign activities. The communication campaign fosters exchange between newly arrived migrants and host societies; involving voluntary associations, local communities, university students and diaspora associations through a co-designed campaign in which the beneficiaries become the main contributors of the communication narrative.

The claim of the campaign is “Home is where I am right now” related to the sense of belonging to a 'new common home', where both newly arrived migrants and local communities discover themselves through a new approach towards integration.

The development of the Communication Campaign envisages the making of a series of short video clips targeting

- young people and university students;
- children and families;

These 10 Video Clips (6 implemented in Italy – 3 for each territory–, 2 in Cyprus, 2 in Portugal) are targeting young people of WP5 and the university students of WP6. These video-clips have been disseminated both on NEAR Instagram and Website, as well as partners social media accounts and are stored on the NEAR YouTube channel at this link

https://www.youtube.com/channel/UCT0Y0XiD3_PmI_0DU8qLpaw/featured

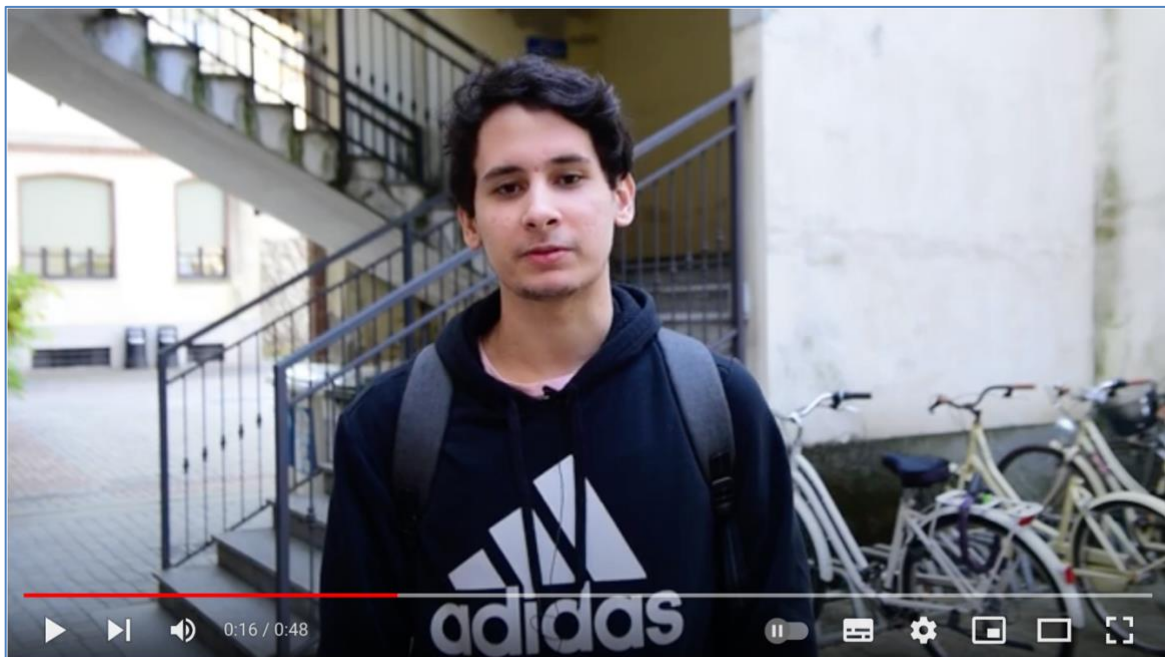
VIDEO CLIPS OF THE ACTIVITY SHOOTED IN MILAN WITH CHILDREN OF WP5



VIDEO CLIPS OF THE ACTIVITY SHOOTED IN MILAN WITH UNIVERSITY STUDENTS OF WP6



NEAR Milano - Treasure Hunt

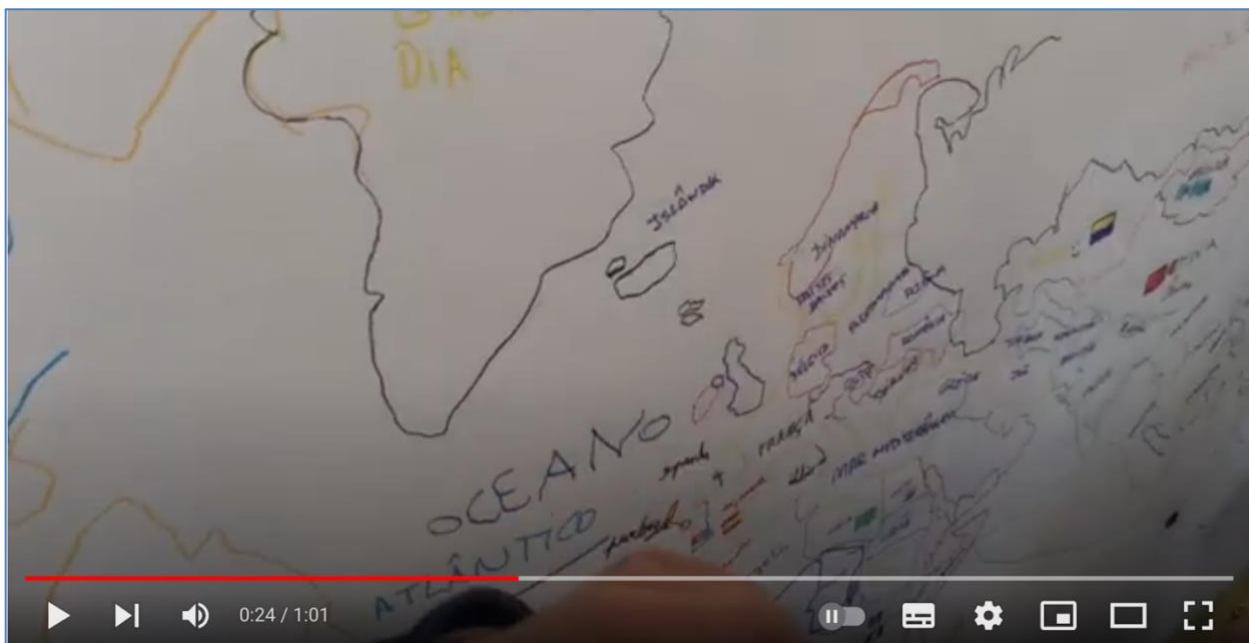


NEAR Project Milano - A piece of advice

VIDEO CLIPS OF THE ACTIVITY SHOOTED IN LISBON WITH CHILDREN OF WP5



Alto do Lumiar Primary School Intercultural mural painting



Interculturality Week Lisbon

VIDEO CLIPS OF THE ACTIVITY SHOOTED IN LISBON WITH UNIVERSITY STUDENTS OF WP6

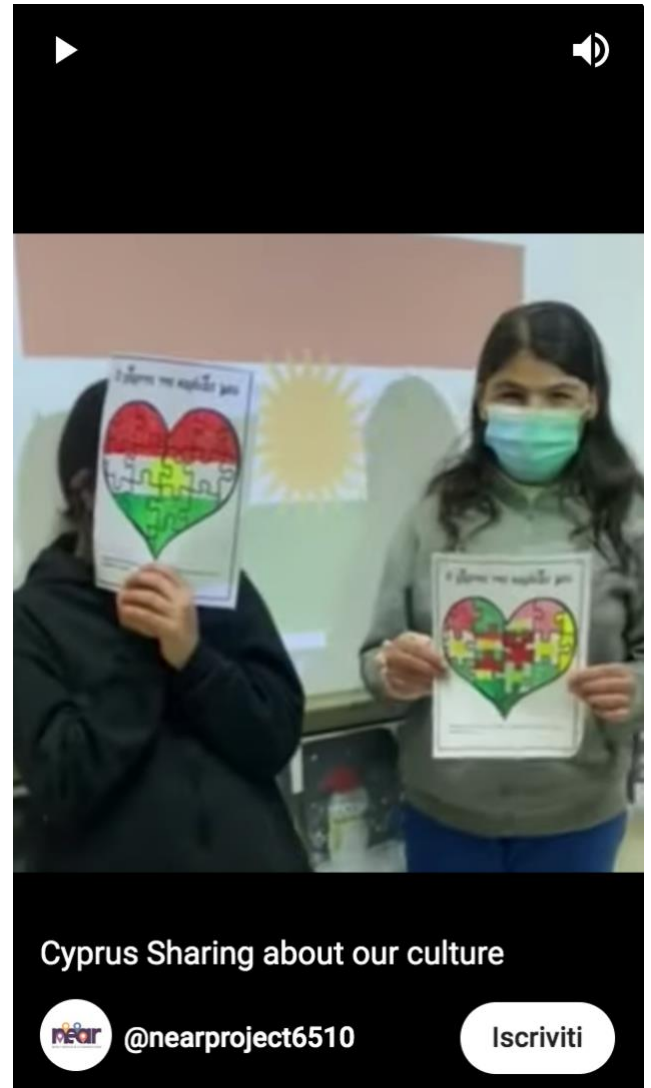


Interview with Armando



Interview with Kelma

VIDEO CLIPS OF THE ACTIVITY SHOOTED IN NICOSIA WITH CHILDREN OF WP5



VIDEO CLIPS OF THE ACTIVITY SHOOTED IN NICOSIA WITH UNIVERSITY STUDENTS OF WP6



Amit Kumar From India to Nicosia



NEAR Nicosia - Treasure hunt

VIDEO CLIPS OF THE ACTIVITY SHOOTED IN PERUGIA WITH CHILDREN OF WP5



NEAR Project Perugia - La mia città ideale

VIDEO CLIPS OF THE ACTIVITY SHOOTED IN PERUGIA WITH UNIVERSITY STUDENTS OF WP6



NEAR Project Perugia - Daisy pills: Home is where I am right now



NEAR Project Perugia - Orto sole - Il giardino dei segreti