



## I-API CANNES YOUNG LIONS – DIGITAL CATEGORY

<p>Client: The Open Community Brand: The Open Community</p>	<p>Project Owners: Karen Moynihan / IAPI Judging Panel Project Title: Cannes Young Lions 22 Creative Competition</p>
<p><b>CONTEXT - WHO WE ARE:</b></p> <p>The Open Community is the national support organisation for Community Sponsorship Ireland (CSI) programme. Community Sponsorship is an innovative model of refugee resettlement which offers ordinary people and communities in Ireland an extraordinary opportunity to directly help refugees to rebuild their lives in safety and settle into their new communities.</p> <p>The Open Community empowers both communities and refugees by:</p> <ul style="list-style-type: none"> <li>• Promoting, enhancing and developing Community Sponsorship across Ireland;</li> <li>• Providing a central hub of support, guidance and resources to the Irish Community Sponsorship movement;</li> <li>• Mobilising and empowering a diverse range of individuals, communities, and organisations to welcome and support refugees as they rebuild their lives in safety.</li> </ul>	
<p><b>WHAT IS COMMUNITY SPONSORSHIP?</b></p> <p>Community Sponsorship empowers individuals and communities to come together and take the lead in resettling refugees in their local areas. Community groups support refugees with all the things that enable a person to settle into a new community – things like helping with finding employment, connecting to social services, enrolling in schools, and introducing families to local public transport and amenities. The supports provided by groups will vary depending on the needs of the family.</p> <p>Sponsors commit to providing financial, emotional and settlement support to help newcomers as they settle into their new communities. Community sponsorship creates lasting bonds between new members of the community and their neighbours. In doing so, it strengthens communities and builds awareness of broader refugee-related issues.</p> <p>Community sponsorship is a sustainable and inspiring way for people in Ireland to welcome refugees and offers the chance to make a real difference to people affected by war and persecution.</p>	
<p><b>WHAT ARE THE ORGANISATIONAL OBJECTIVES?</b></p> <ul style="list-style-type: none"> <li>• To provide quality information, guidance, support and training on Community Sponsorship (CS)</li> <li>• Capacity building and scaling of the CS program in Ireland</li> <li>• To engender a whole of society approach to the development of CS</li> </ul>	
<p><b>THE CREATIVE CHALLENGE</b></p> <p><u>COMMUNICATIONS OBJECTIVES:</u></p> <p>To raise the profile of The Open Community and community sponsorship which in turn creates greater engagement in people and organizations understanding and participation in the program</p> <ul style="list-style-type: none"> <li>• Awareness of The Open Community is the key objective – how do we reach as many of our target audience via digital/social channels.</li> <li>• What will stop thumbs scrolling/swiping and hold people’s attention to allow us to explain what The Open Community is? How they can get involved?</li> </ul>	



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- We ideally then want to be able to re-target them moving from awareness, consideration to action.
- We want to drive engagement with our own digital/social channels to amplify our messaging.
- Partners from a variety of industries and sectors engaged – we would like to broaden the network of people that engage in CS but also the realization of other ways that support is needed i.e., those with skills in areas such as finance, legal aid etc.
- Gathering supporters contact information will help us reconnect and build out our online community through an eCRM programme.

### WHAT PROBLEM ARE WE TRYING TO SOLVE?

When we step back, we first need to help explain what it means to hold refugee status – people with refugee status hold the same rights as Irish citizens in the areas of employment & healthcare. They have been forced to flee their home countries due to war & persecution. They need to rebuild their lives in safety and settle into new communities – these friendship bonds often help them feel a sense of family.

This is a practical and powerful way Irish communities can respond to the global refugee crisis. They can decide to do something meaningful and life enriching. The teams involved often say it is the most rewarding thing they have been involved in by becoming a ready made network of support.

The refugees receive the warmest welcome at the airport, not only are they given the functional support of housing, schools, transport they are also given details on places to visit and enjoy – finding fridges filled with treats/chocolate to celebrate their safe arrival.

We are trying to solve the slow engagement with setting up community sponsorship groups throughout Ireland and some of this is based on people's lack of understanding regarding what CS is and also feeling that you need a specific set of skills to be able to support refugees.

CS and its sustainability in Ireland is based on needing a lasting whole society approach to CS and we need to find a way to communicate this. *(A whole society approach for us means means engaging all stakeholders including government, communities, academia, media, private sector businesses, NGOs, other voluntary associations, families, and individuals to strengthen the resilience of communities and society as a whole.)*

### TARGET AUDIENCE/S:

**Primary:** All adults in Ireland from 18 – 80+yrs old. People who have an interest in supporting and nurturing others.

**Secondary:** Stakeholders/ Industry experts / Government bodies.

### INSIGHT/TRUTH:

As a nation what have traditionally migrated to every corner of the earth – we know what it is like to be welcome (and when we were not). This is our time to repay the kindnesses of strangers and expand our communities, that will benefit hugely from the inclusion of refugee families.

### KEY MESSAGE

That anyone can get involved you don't need specific skills but a belief that the world can and should be a more equal place. For Community Sponsorship to be truly successful it takes a whole society approach, this means wider



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engagement from industry area experts to community sponsors. This is a global movement of ordinary people making a real and lasting difference in refugee's lives

### TONE OF VOICE - How does this brand speak / behave?

Positive, Empowering, Engaging, Possible

### PROOF?

Community Sponsorship was pioneered in Canada in the 1970s. We know from almost four decades of the programme's success there that it is hugely positive for the lives of both refugees and local communities.

- 24 families have been welcomed to Ireland so far
- 70 new community sponsorship groups are in the process of welcoming a family by the end of the year.

### WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

- For more Community Sponsorship Groups to form and welcome refugee families to Ireland.
- To create greater awareness of and engagement with The Open Community.
- By the end of 2022 there will have been at least 110 family's welcomed to Ireland through CS
- Greater awareness and engagement with a variety of industry partners to support and raise the profile of Community Sponsorship in Ireland

### OTHER USEFUL INFORMATION/GUIDELINES/INSPIRATION

The Open Community Website- [The Open Community](#)

Twitter- [The Open Community \(@OpenCommunityIr\) / Twitter](#)

Instagram- [The Open Community \(@theopencommunityireland\)](#) • [Instagram photos and videos](#)

Facebook- [\(20+\) The Open Community | Facebook](#)

Please refer to the assets folder sent on by I-API to accompany the brief as it includes some key assets including video content and a guide to terminology that will help inform your understanding of the brief.

### DELIVERABLES – DIGITAL

- An A3 presentation Board including examples of use of 3 digital led components, these components could be use of social media platforms but also any other digital led execution

This presentation board must incorporate the following:

- an image summarising the campaign
- 600-word explanation including campaign summary, creative insight, technology platforms & tools, how your solution will work for the client? (150 words per section)

### CONTACTS

I-API – Katherine Ryan – [katherine@iapi.com](mailto:katherine@iapi.com) – 087 9166910

CHARITY – Karen Moynihan - [kmoynih@amnesty.ie](mailto:kmoynih@amnesty.ie)- 085 7547874

BRIEF CONSULTANT – Sue Cleary - [sueclearyconsulting@gmail.com](mailto:sueclearyconsulting@gmail.com) – 086 8124003