



THRIVE - Compendium of Interactive
Infographic Integration Resources - to build
key competences to support the Civic, Social
and Economic integration of female migrants
IO1 WebQuest Template

thrive

Using Interactive Infographics to Build
Social and Civic Competences of
Migrant Women



WEBQUEST DEVELOPMENT TEMPLATE

THEME ALLOCATED:	
TITLE OF THE WEBQUEST:	Developing a successful Advocacy Campaign
INTRODUCTION:	
<p>You are browsing the internet trying to see the latest news in your city and in your host country. You then see the following news from your city:</p> <p>https://www.francetvinfo.fr/monde/europe/migrants/video-comment-un-maire-a-decide-d-ouvrir-les-portes-de-sa-commune-a-des-migrants-apres-le-demantelement-de-la-jungle-de-calais_4905481.html?fbclid=IwAR35zMHW96ZUbzvwIOKetPQOb9A3-gicBQgVcMxYCx9LuGPYs6LUyb7XWL8</p> <p>The mayor in your city decided to host migrants that were living in the so-called Calais jungle.</p> <p>The so-called Calais Jungle was a refugee and migrant encampment in the nord part of France, near the city of Calais. Migrants stayed at the camp while they attempted to enter the United Kingdom, or while they awaited their French asylum claims to be processed. You saw in this news that many inhabitants of your city are not happy about the mayor's decision to host them, they accuse migrants of being a threat to the life of the city.</p> <p>You want to know more about this initiative. You found out that only after 24h after having made this announcement, the mayor received more than 200 calls insulting and threatening him.</p> <p>https://www.lamontagne.fr/auvergne/actualite/2015/11/05/puy-de-dome-le-maire-de-pessat-villeneuve-assume-l-accueil-des-migrants_11651213.html</p> <p>The Mayor will organise a public meeting to answer the questions and reassure the inhabitants of the city.</p>	





https://www.lamontagne.fr/pessat-villeneuve-63200/actualites/migrants-dans-une-ambiance-tendue-le-maire-de-pessat-a-repondu-aux-questions-des-habitants_11653543/

You want to go to the public meeting to show your support to the Mayor's action and to advocate for the rights of migrants.

TASKS:

After looking into social media, you find that there is a small group of people who are also planning to attend the meeting to show support to the Mayor's actions vis-à-vis the hosting of the migrants. After a first exchange of messages, you all agree that the best action would be to develop an advocacy campaign aimed at combating the fake news related to migrants.

1. The first task will be to identify the basic elements of a successful advocacy campaign.
2. Research the benefits of having migrants and refugees in the host community.
3. On the basis of the information collected on how to create a successful advocacy campaign and on the benefits of having migrants and refugees, create an advocacy campaign to support the hosting of the migrants who have recently arrived in the city.
4. Put your campaign into visual form.

PROCESS:

Please follow the steps below to reach the expected outcomes:

1. What is advocacy? And how to develop a successful advocacy campaign?

Read carefully the links below and write down bullet points of what you have to have in mind when organising an advocacy campaign:





- <https://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-principles/overview/main>
- <https://www.endvawnow.org/fr/articles/104-laboration-dune-strategie-de-plaidoyer.html>
- <https://blog.eudonet.com/fr/astuces-crm/strategie-plaidoyer-optimiser-grace-au-crm/>
- https://learningpartnership.org/sites/default/files/resources/pdfs/Guide%203_Elaborer%20des%20Campagnes%20Efficaces%20de%20Plaidoyer.PDF

Is there a step you believe is the most important? And do you think the steps apply to all advocacy campaigns?

2. The importance of migrants in the host community.

Read the websites below focusing on the elements that you found on your first research that are essential to an advocacy campaign:

- <https://www.cmimarseille.org/programs/refugees-and-host-communities>
- <https://www.ladepeche.fr/article/2018/07/07/2832488-immigration-couts-benefices-pays-accueil.html>
- <https://www.imf.org/fr/News/Articles/2020/06/19/blog-weo-chapter4-migration-to-advanced-economies-can-raise-growth>
- <https://www.touteurope.eu/societe/asile-et-migrations-dans-l-union-europeenne/>
- <https://www.humanite.fr/les-migrants-sont-une-richeesse-pour-leurope-638281>

Could you find more websites with accurate information and data that can fight the fake news you saw about migrants?

3. Developing the advocacy campaign

Now that you know how to elaborate a successful advocacy campaign and you have undeniable evidence and sources about the benefits of migrants to the host community, develop the campaign you are going to present in the public meeting.





4. Put your campaign in a visual form

With the support of PowerPoint, google slides or a paper and a pen, write the important points and arguments you wish to convey to the public during the public meeting.

EVALUATION:

After concluding this WebQuest, I...

... have acquired basic knowledge on how to develop an advocacy campaign.





... understood the components of a successful advocacy campaign.					
... could effectively develop an advocacy campaign.					
... have resources for further reading.					

CONCLUSION:

Congratulations! You have finished this webquest!

In this webquest you have first seen the importance of engaging in the local community to show support to initiatives that are treasured by you. You first discovered essential elements of a successful advocacy campaign. You have then researched more about the theme you want to develop your campaign on: using only credible websites you have secure information to fight fake news. Having both elements, you could design your own advocacy campaign to show the benefits of hosting migrants to those who criticised the actions of the Mayor.



thrive

Using Interactive Infographics to Build
Social and Civic Competences of
Migrant Women



GSVO95



Co-funded by the
Erasmus+ Programme
of the European Union

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Project Number: 2020-1-FR01-KA204-080239