Catholic Media Council’s 50th anniversary International Conference
“Communicating from and with the margins”
28-29 November 2019
Aachen, Germany
Pope Francis and the “culture of encounter”

Public education campaign with an element of political advocacy

The campaign will urge communities to meet migrants and refugees and to share the journey in whatever way possible (physically, intellectually, spiritually)

A key discriminator is our strength at the grassroots level
Movement is a constant – people have always had a right to move but also a right to stay.

The campaign’s focus will be on promoting the culture of encounter. It will take as a basis migration in departure, transit, receiving and returning countries.

Make an impact on attitude, mindset and behaviour. Open eyes and hearts to migrants and refugees.
One thing that unites us all is that we are all on a journey, be it physical, metaphorical or spiritual. This has two very distinctive meanings:

1. For migrants to share their journey to increase understanding of their situations and their plight, why they are undertaking their journeys and why they should be welcomed, not avoided.

2. For people in receiving locations as well as in departure and transit communities to find the courage and vision to go beyond fear, to recognise Jesus in the stranger before them, to undertake a journey of understanding and spiritual transformation.
The campaign prompts people to look beyond the surface of the individual, both migrants and non-migrants, and ask the question: *why?* but also *“how”*

“Why are you in this situation?”

“Why did you begin this journey?”

“Why did you settle here?”

“Why are you feeling the way you do?”

“Why do you think like this?”

“Why did you leave your home?”

“How can I help?”

“What” – what is my role / my community’s in this situation?
Campaign aim and objectives

Aim – promoting a culture of encounter by increasing spaces and opportunities for migrants and local communities to meet, have an exchange and take action

Objectives
1. Raise awareness to bring about change in attitude and behaviour
2. Strengthen collective voice and encourage grassroots mobilisation
3. Advocate towards the UN Global Compacts on Migration and Refugees
1. **Encounter:** Meet a migrant/potential migrant, welcome them into communities and recognise their rights and dignity and our shared humanity.

   Migration is an opportunity to look at our differences and similarities and understand how we’re all connected. We can combat the globalisation of indifference with the globalisation of encounter.

2. Migrants should have the choice of staying in their countries or the right to go to another country. Migration implies rights and responsibilities on all sides.
Internal audience / internal to Caritas: member organisations, national bishops’ conferences, relevant Vatican bodies, the Catholic Church and religious congregations.

External audience: local communities that migrants leave or where migrants are received; policymakers and government officials; other faith-based and civil society organisations.

Caritas Member Organisations can choose what target audiences work best for them.
Campaign lifecycle

Campaign milestones

1. Launch – Start raising awareness of the issue
2. Running – Use increased awareness to create ‘encounter’ activities
3. Gain momentum with annual Global Weeks of Action
4. Political advocacy on the UN Global Compacts
5. Closure in 2021
Public engagement tools

Campaign Guide to Action in multiple languages (Eng, Fr, Sp, etc)

Stakeholder involvement at STJ meetings and events, e.g. global solidarity walks [http://journey.caritas.org/walk/](http://journey.caritas.org/walk/) (568K so far)

Working in collaboration with like-minded organisations, e.g. LWF

Harnessing regional support to sustain the campaign for four years

Regular, compelling and engaging updates, i.e. newsletters
Ad hoc communications toolkit in English, French and Spanish

Social media channels, i.e. Twitter, Instagram and Facebook

Campaign launch spot
https://www.youtube.com/watch?v=R6VoxAH5g84

Pope’s speech on launch day
https://www.youtube.com/watch?v=LJ6asKM41Mg
Online channels of communication

Share the Journey website and social media channels

http://journey.caritas.org/ in three languages

https://twitter.com/iamCARITAS Caritas’ Twitter account

https://www.instagram.com/iamcaritas/ Caritas’ Instagram account

https://www.facebook.com/IAMCaritas/ Caritas’ Facebook page
Global Week of Action 2019

THE FUTURE IS MADE OF US, LET'S SHARE THE JOURNEY

Use art and creative expression to raise awareness of the culture of encounter in the context of migration
Shared Meal activity with Caritas Syria
Refugee chefs encounter local tastes with Caritas Belgium
Caritas Mongolia e Caritas Singapore
open their arms to reach out to migrants and refugees
STJ Lessons Learnt and best practices

Be Unafraid sub-campaign run by Catholic Relief Services, USA

Interview by Michel Martin on PBS

Caritas Aotearoa New Zealand used the Caritas collage at Wellington’s “beehive” parliament building
STJ Lessons Learnt and best practices

Caritas Venezuela
Photo exhibit on the refugee crisis
http://galeria.caritasvenezuela.org/

Collection of poems by diasporic poets from Venezuela, “El Puente es la palabra”
Awareness-raising and pastoral care with Caritas Africa
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Thank you!