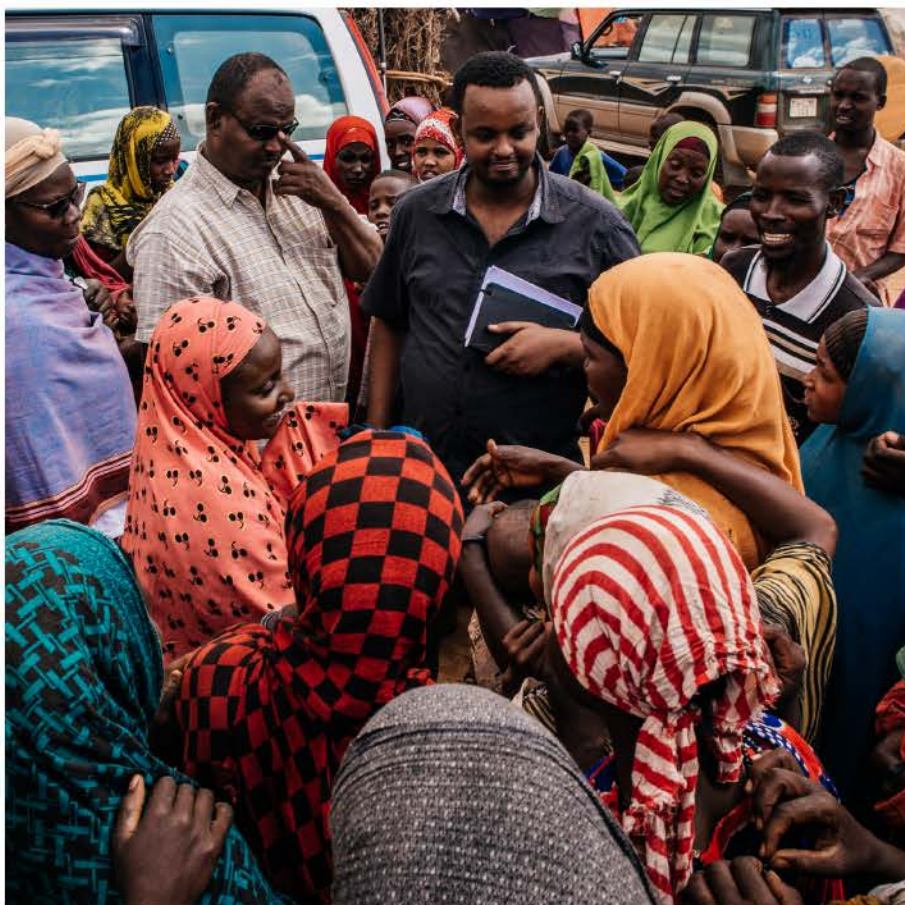




**Share the
Journey** ☼
#sharejourney



**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

Campaign rationale #1



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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.

Campaign rationale #2



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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.**

Campaign rationale #3



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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**

Broad campaign messages



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1 Encounter: Meet a migrant/potential migrant, welcome them into communities and recognise their rights and dignity and our shared humanity

2 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.

3 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.



- 1 Internal audience / internal to Caritas: member organisations, national bishops' conferences, relevant Vatican bodies, the Catholic Church and religious congregations.**
- 2 External audience: local communities that migrants leave or where migrants are received; policymakers and government officials; other faith-based and civil society organisations.**



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**



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/> (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>



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



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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



STJ Lessons Learnt and best practices



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Shared Meal activity with Caritas Syria





Refugee chefs encounter local tastes with Caritas Belgium



The culture of encounter, in practice



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Caritas Mongolia e Caritas Singapore open their arms to reach out to migrants and refugees



Caritas
Mongolia



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CM President with DCC Children holding the
Mongolian khadag! We learn better
from childhood.



STJ Lessons Learnt and best practices



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

**Interview by Michel
Martin on PBS**

<https://www.pbs.org/wnet/amanpour-and-company/video/bnyad-sharef-maggie-anderson-on-being-unlikely-friends/>

STJ Lessons Learnt and best practices



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**Caritas Aotearoa New Zealand used
the Caritas collage at Wellington's
“beehive” parliament building**

STJ Lessons Learnt and best practices



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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”**

STJ Lessons Learnt and challenges




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Awareness-raising and pastoral care with Caritas Africa





 **Caritas AFRICA** *Info* e-Magazine
Number : Numéro : Número 33
March : Mars : Março de 2018

Hope is the force that drives us
to **share the journey** Pope Francis
L'espérance est la force qui nous
pousse à **partager le chemin** Pape François
A esperança é o impulso
a **compartilhar a viagem** Papa Francisco

Save the date
Retenez la date
Reserve a data

17 - 24 JUNE / JUIN / JUNHO 2018
Global Week of Action
Semaine mondiale d'action
Semana global de ação

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journey.caritas.org



Contact details



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Thank you!