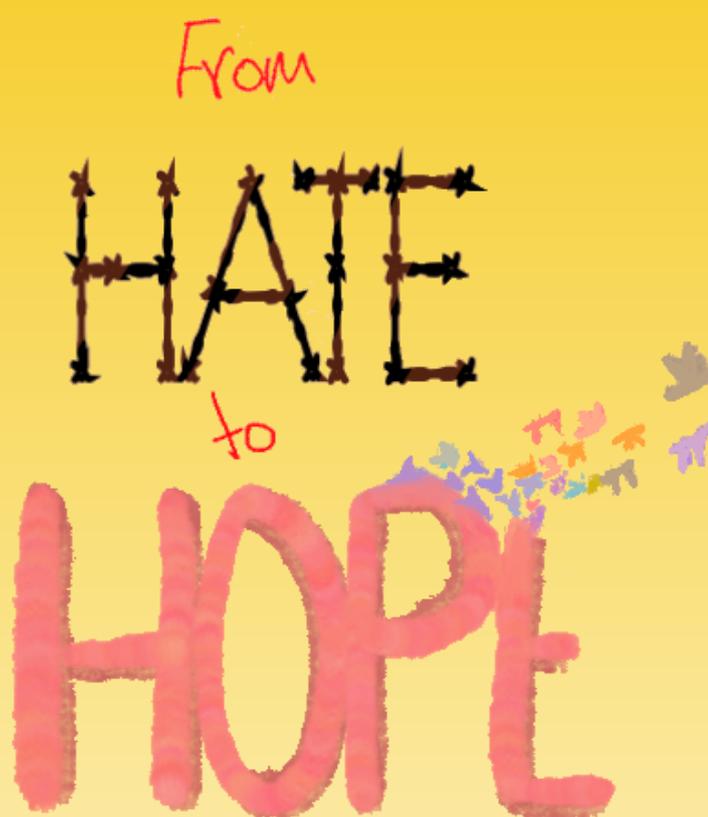


FROM HATE TO HOPE

9 NOVEMBER - 10 DECEMBER 2021

CAMPAIGN REPORT



UNITED for Intercultural Action

UNITED

racism
fascism
nationalism

From Hate to Hope - Campaign

NOVEMBER - DECEMBER 2021

On the 9th of November, International Day against Fascism and Antisemitism, we started our campaign *From Hate To Hope*. We campaigned until the 10th of December, Human Rights Day.

With this campaign, we aimed to educate people, highlight patterns between the past and now, and share our hopes for a better future.

Like most of our campaigns, this one too consisted of different elements: we hosted three conversations with relevant speakers on the topic of fascism; we shared important information about fascism and human rights, both in a historical and a current perspective; and we shared messages of hope from our network. All of these activities were shared through an intensive, month-long social media campaign, our e-news, and the website.

To engage the network, we asked them for contributions in two ways: firstly, we asked them to share their 'message of hope': things that made them hopeful or their hopes for the future, in a creative way. Secondly, we asked organisations to share any events or activities they were organising around the 9th of November of Human Rights Day with us, and reshared those activities with the larger network. We also encouraged the network to keep up with our postings on social media and share them if it sparked their interest.

In this report, we share some highlights of the actions and activities that were organised of the network, as well as an overview of the social media statistics during the campaign.

Actions

Conversations on anti-fascism - United for Intercultural Action

During the campaign, we organised a series of conversations with people with a long-standing history with anti-fascism: Lord Alf Dubs, Marietta Herfort, and Jason Gold. The conversations were held over Zoom, livestreamed on Facebook, and will be uploaded onto our YouTube channel. The network was invited to watch, participate and send in questions.



Messages of hope - United for Intercultural Action

As part of the campaign, we asked members of the network to contribute their 'messages of hope'. We invited people to be creative and got some powerful responses. One contributor, Michaela Iacob, wrote a poem as a contribution. Another member of the network invited her students to create some contributions in the form of paintings with the theme of the campaign. One of these is shown on the right.

[Click here to read the poem by Michaela Iacob](#)



From Hate to Hope campaign - Actions

Storytelling - Biblioteca Județeană „Alexandru D. Xenopol” Arad

For the 9th of November, Day against Fascism and Antisemitism, the library Județeană „Alexandru D. Xenopol” Arad released a video as part of their project "5 Minutes of Reading a Story". In the video, they read from the book 'Janusz Korczak and the Last Journey', by Irène Cohen-Janca.



The book tells the Dr. Janusz Korczak, a story about courage, determination and, above all, respect for children and childhood. We think this is a great example of introducing children to human rights in a creative way.

Educational activities - Grammar school, Bački Petrovac, Serbia

Inspired by UNITED's campaign around the Day against Fascism and Antisemitism, the history club of the grammar school Gymnázium Jána Kollára so žiackym domovom from Bački Petrovac (Serbia), realized an activity.

Local students spread educational and campaign material on the premises of the high school.



Members of the history club also updated their cover photos on social media, marking the 9th November anniversary, trying to reach a wider audience outside the school. As a follow-up activity, the students organized a movie screening where they watched suitable content at the high school's facilities,

Planting trees for remembrance at concentration camp Drozdy

On the eve of the 9th of November, a remembrance ceremony was held in memory of the victims of the concentration camp Drozdy, Belarus. People planted symbols of life: trees and bushes. First, the participants observed a moment of silence and laid flowers at the mass grave. Then they planted pine trees and weeping birches at the site of the great tragedy.



Social Media

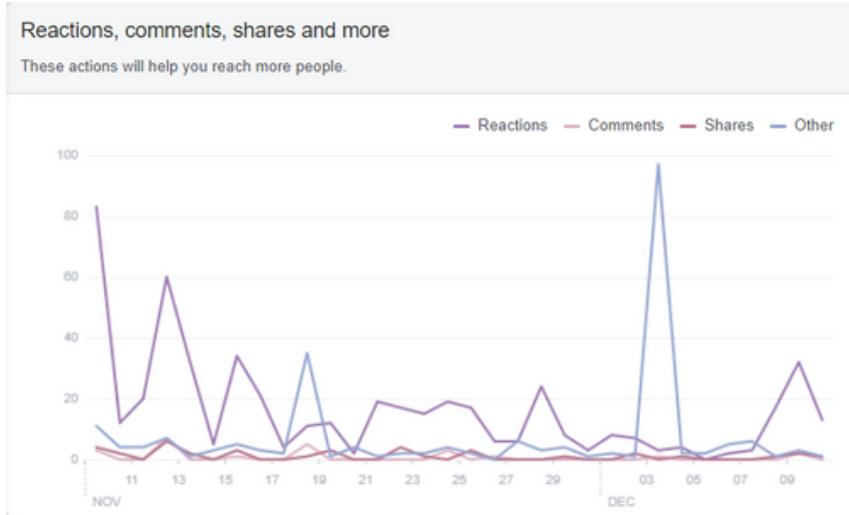
During the 'From Hate to Hope' campaign, which ran from 9 November to 10 December 2021, UNITED for Intercultural Action mainly used its social media to share educational information and resources about anti-fascism and human rights. It also showcased actions organised by other organisations, mainly around the Day against Fascism and Anti-semitism. Daily posts, sometimes more than one, were posted on Facebook, Twitter and Instagram. The campaign led to an increase in followers and engagement, which are reported here.

Facebook

On [Facebook](#), the first day of the campaign reached 572 people. On 15 November, the highest number of people was reached, with 686 people. The number of people liking the page grew from 5185 to 5207. In total, UNITED reached 3,684 people through Facebook during the campaign.



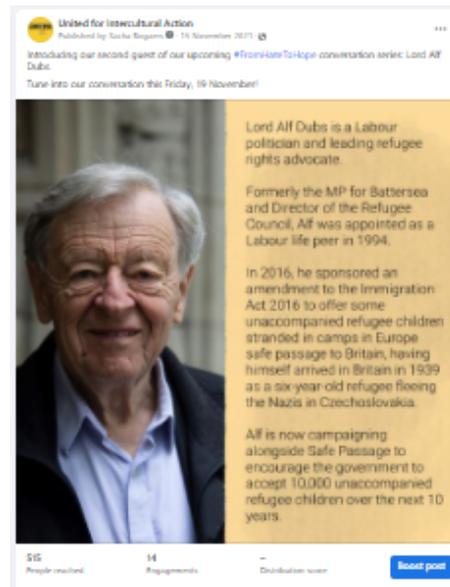
From Hate to Hope campaign - Social Media



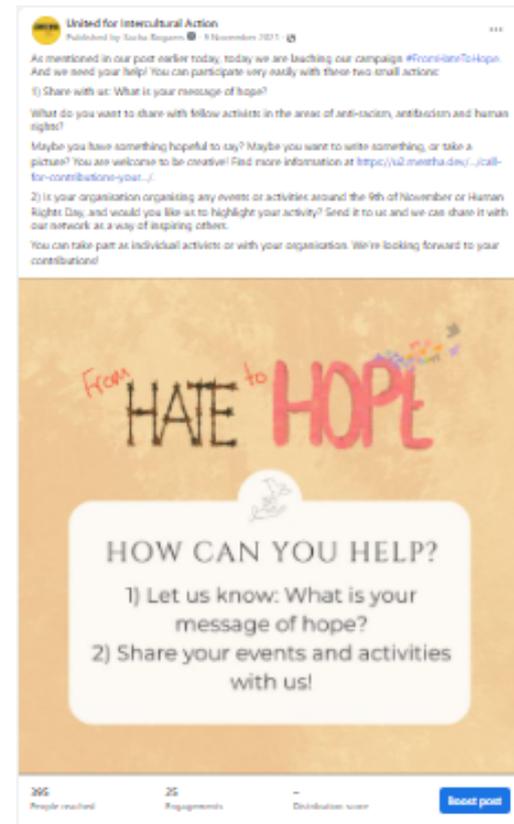
The most successful posts of the From Hate to Hope campaign were the following three. Click on each image to go to the post.



15 November - Activity by Romanian library. 687 people reached, 32 engagements.



15 November - Introducing Lord Alf Dubs. 515 people reached, 14 engagements.



9 November - Calling for contributions to the campaign. 395 people reached, 25 engagements.

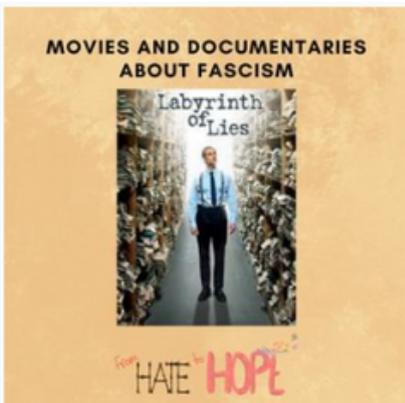
From Hate to Hope campaign - Social Media

Instagram



During the From Hate to Hope campaign, UNITED's Instagram page, [@unitedfia](#), reached 676 accounts. 336 accounts visited UNITED's profile page on Instagram, an increase of 54.1% compared to the previous month. The page gained 46 new followers.

The three most successful Instagram posts of the month are listed below. Click on each message to go to the post.



21 November - Movies and Documentaries about Fascism. 149 people reached, 10 likes.



14 November - The Nuremberg Laws. 124 people reached, 9 likes.



10 December - Closing the campaign. 104 people reached, 9 likes.

From Hate to Hope campaign - Social Media

Twitter

On Twitter, UNITED both posted and retweeted tweets, with a total of 50. The tweets reached 7.4K people. UNITED received 14 replies and was retweeted 11 times, and received 12 new followers.

See the most successful tweets of the campaign below. Click on each picture to go to the tweet.

Top media Tweet earned 756 impressions

Today, 9th of November, International Day against Fascism and Antisemitism, we start our campaign [#FromHateToHope](#). We will be campaigning until the 10th of December, Human Rights Day.
pic.twitter.com/9NBIDFGTqv



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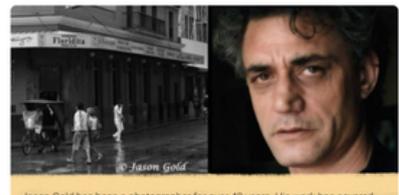
[View Tweet activity](#)

[View all Tweet activity](#)

Starting the From Hate to Hope campaign, 756 impressions, 14 engagements

Top Tweet earned 897 impressions

Tune into this great conversation on our Facebook page (facebook.com/UNITEDforInter...), where it will be streamed on 12 November at 11CET. A recording will later also be available on our Youtube channel. [#FromHateToHope](#)
pic.twitter.com/3c9fZWBD3n



❤️ 1

[View Tweet activity](#)

[View all Tweet activity](#)

Announcing conversation with Jason Gold. 897 impressions, 4 engagements.