



TOGETHER - Respect, Safety and Dignity for All

“We must change the way we talk about refugees and migrants. And we must talk with them. Our words and dialogue matter. This is why today, the United Nations is launching a new campaign called: TOGETHER – Respect, Safety and Dignity for All. Acting together, we can respond to rising xenophobia and turn fear into hope.” Secretary-General Ban Ki-moon, UN Summit for Refugees and Migrants, 19 September 2016

What is TOGETHER?

TOGETHER is a global campaign that aims to reduce negative perceptions and attitudes towards refugees and migrants, and to strengthen the social contract between host countries and communities, and refugees and migrants.

All 193 Member States of the United Nations unanimously welcomed the TOGETHER campaign and committed to implementing it, when they met at the Summit for Refugees and Migrants on 19 September 2016. TOGETHER will run until 2018, when Member States are expected to adopt two Global Compacts on Refugees and Migrants.

Who is involved?

TOGETHER is a UN System-wide initiative led by the Secretary-General, which will be implemented in partnership with Member States, the private sector and civil society.

Who is the audience?

TOGETHER will speak to communities hosting refugees and migrants and people concerned that refugees and migrants may bring physical and economic insecurity to their lives. TOGETHER will engage and activate global citizens to show support for refugees and migrants.

What will TOGETHER do?

TOGETHER is an umbrella campaign that will:

- Create a coalition of UN agencies, Member States, the private sector and civil society, acting under the same banner, committed to addressing the problem of rising xenophobia.
- Promote global action in support of non-discrimination and acceptance of refugees and migrants.
- Create a strong persuasive narrative of solidarity, that will showcase the shared benefits of migration to economies and nations, while also acknowledging legitimate concerns of host communities.
- Build empathy and humanize the debate. It will provide a platform for stories of and by migrants and refugees and of host communities that have benefitted from the inclusion of refugees and migrants. It will tell stories of children on the move.

How will TOGETHER do this?

- Our website together.un.org will be the interactive hub for finding out information and joining the campaign. It will:
 - Enable partner organizations (civil society, private sector, UN system, Member States, academia) to get involved and establish their own TOGETHER activities;
 - Provide a repository of best practices, products and outreach tools to adapt to local contexts;
 - Engage and activate the general public to get involved – for example by petitioning for refugees at #withrefugees, by sharing a personal story of migration with @iamamigrant, by producing short films for the Plural+ youth film festival;
 - Presenting official facts and figures about flows of refugees and migrants; explaining the benefits of managed flows and of shared responsibility.
- **UN network of field offices** will lead partnerships for action at the community level, fostering contacts between host communities, and refugees and migrants.
- **UN Messengers of Peace and Goodwill Ambassadors** will engage the global public and promote the aims of the campaign.
- We will harness **the creative community and technology** partners to support innovative products and outreach tools to reach more effectively the target audience.



Join TOGETHER – visit together.un.org or contact us at together@un.org