

#TuCausaEsMiCausa



A campaign for solidarity and social inclusion

Causa = Friend in Peruvian slang

Causa = Traditional dish made of embracing layers

Causa = Cause, motivation, purpose

UNHCR and IOM are leading an interagency campaign to increase solidarity and empathy towards Venezuelan nationals in Peru. The interagency campaign is quickly gathering support from international and national NGOs, civil society, academia and private companies.

The numbers

1 of 2

Peruvians has witnessed discrimination against Venezuelans.

24.4%

of the interviewed claimed to have suffered discrimination.

75%

Considered Peruvians should support foreigners during their adaptation and integration process.

Why?

While the generosity of the Peruvian people has been exemplary, as arrivals increase, discrimination is rising.

Where?

It is a national campaign that has been launched in Lima, Tumbes and Tacna.

How?

Focusing on key 4 areas:
- Social media
- Traditional media
- Community based projects
- Public spaces activations.

The Causas

To reach our target audiences, mainly people with low incomes and education, we need recognized, charismatic and popular spokespeople. #TuCausaEsMiCausa is continuously looking for more Causas to join the campaign.



So far

The launch of the campaign



Over 2,000 people came together to prepare a huge Causa and show their support to Venezuelans.

Impact on social media

- The campaign has reached over 180,000 people in a single post.
- Each post has produced between 200 and 700 reactions.

Media appearances

The campaign has produced organic media coverage.

ONU lanza campaña 'Tu causa es mi causa' para integrar a ...
 Diario Correo - 12 oct. 2018
 ONU lanza campaña 'Tu causa es mi causa' para integrar a ... Unidas en el Perú
 lanzará la campaña #TuCausaEsMiCausa este sábado 13 de ...
 Peruanos y venezolanos se unieron para preparar más de 500 ...
 Fuente local - LaRepública.pe - 13 oct. 2018
 Cocineros peruanos y venezolanos preparan la **causa** más grande
 Fuente local - Diario Ojo - 13 oct. 2018

The videos

Testimonies and inspiring stories of Venezuelans are having a strong impact on social media



Next steps



The Song

Venezuelans and Peruvians participate in a workshop to exchange experiences, feelings and ideas on how they can build a future and a society by coming together. An intercultural experience that materializes into a song.

Be my Causa this Christmas

Venezuelans and Peruvians will invite each other to "Chocolatadas," a Christmas tradition in Peru. The celebration will allow for people to meet and get to know each other in a different context than to the one they are accustomed to.



Taking the Causa to the streets!

Street theater pop ups will allow us to take sketches to parks and other public areas, telling stories about stories of Peruvians who were once away from home.