

**DECEMBER 2018**

The campaign's strategic approach is to show that Venezuelans are **PEOPLE** who **HAD** to leave their country and, who are **THANKFUL** for being accepted in Colombia.

Our content is transmitted through radio and digital ads, publications in mass media, free press, massive mailings, organic content in social media, workshops for journalists, specialized and communitarian events, and institutional relationships. This has allowed us to have a direct impact on over 6.393.192 interactions with our audience and over 235,000 opinion and government leaders, together with other audiences reach an amount up to 41 million individuals, (number of individuals who had at least one exposure to all campaign direct communication efforts).

**Some of our main achievements and actions:** - Reputation of 53% of influence as a digital brand. Companies with scores over 40% are above the average, which indicates the campaign is beginning

to position in the digital background, thanks to the growth of the community and its interactions.

- Over 70,119 people have visited the website to date. Our **OUTREACH** has built a community in social media that keeps growing. Today, Somos Panas Colombia has more than 37,671 followers.

- Co-creation of the website Panas en Colombia, in partnership with ElTiempo.com and WRadio.

- Link to the campaign of **Daniel Samper Ospina**, the journalist and influencer with more followers in Colombia.

- Elaboration of a **magazine**, in partnership with **Semana**, specialized on inclusion and xenophobia.

- **170,304** radial impacts that reached priority territories.

- Over **334 journalists** have been invited to **20** awareness and training workshops (held in Barranquilla, Arauca, Maicao, Bucaramanga, Bogotá and Cúcuta) and more than 60 digital influencers in on-site and online awareness and formation workshops, broadening our outreach

to our target audience of opinion leaders.

- For the launch of the Kit of Brave and Supportive, Panas against Xenophobia, issued on March 21st, we worked with 5 influencers whose reputation is aligned to our campaign. For example: the campaign was advertised in Daniel Samper Ospina's Youtube channel, allowing an outreach to over 1 million people in Colombia.

- Some actions to generate content can be highlighted, such as the Convocatoria de Crónicas Instantáneas (Call for Instant Chronicles) that allowed us to have an impact on **over 7 million individuals** that were not part of the mass audience.

- In alliance with Caracol TV and Save The Children an experimental video was developed and launched on June 22nd, which up to date has impacted over **35 million people through digital actions**.

- **6 community events** were held (Celebrations to integrate Venezuelans and Colombians) with over **1,600** direct participants. UNHCR was also present at Estéreo Picnic (the most important musical festival in Colombia), as well as in universities in Bogotá.

- **Over 173 publications** in local, national and international media.

- During the World Refugee and Displaced Day (June 20th-24th), 17 events were carried out where Somos Panas Colombia campaign invited local communities and institutions in order to strengthen the message of solidarity and rejection towards xenophobia.

**TARGETED AUDIENCES**

**Phase 1:**

**Mass audience:** Individuals from all over the country, between 16 and 55 years old, with a low educational level corresponding to a 2 or 3 socio-economic level, highly prone to generate conflict.

**Opinion and government leaders:** People related to the government (Presidency, Ministries, Senate, House of Representatives, Departments Governor's Offices, Majors Offices, Municipal Councils, amongst others), media and journalists.

**Phase 2:** In addition to the continued incidence in the previously mentioned audiences, we have broadened our outreach among our groups of interest:

1. Venezuelans and organizations of Venezuelans in Colombia.
2. Citizens in Colombia willing to be supportive, and who are interested in social, humanitarian and migration topics, as well as potential donors.
3. Colombian and Venezuelan children and youth.



**48 PUBLICATIONS IN MASS MEDIA** regarding World Refugee Day with an estimated audience of **7, 220,691 people**



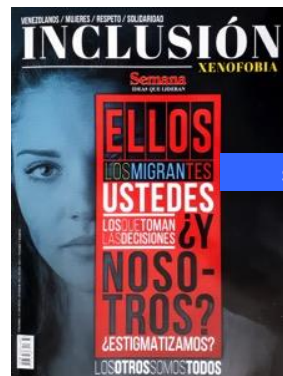
**100 BUS STATIONS IN BOGOTÁ** With Somos Panas Colombia content aimed to create awareness among the pedestrians. This initiative had the support of the Secretariat of Social Development.



**Acnur advierte sobre asistencia y xenofobia contra venezolanos en Colombia**

El Alto Comisionado de los Derechos Humanos (Acnur) advierte sobre la asistencia y xenofobia contra venezolanos en Colombia. El informe anual sobre la situación de los migrantes en el mundo, publicado por el Alto Comisionado de los Derechos Humanos (Acnur) de la Oficina del Alto Comisionado de los Derechos Humanos (OACDH) de la ONU, advierte sobre la asistencia y xenofobia contra venezolanos en Colombia.

**FREE PRESS**  
**Over 277 PUBLICATIONS IN MASS MEDIA**  
**Over 12, face to face, relationship meetings with opinion leaders**  
**100 PARADEROS**  
**En la principales rutas de transporte de**



**SEMANA MAGAZINE**

**Micro website in Eltiempo.com**



Lo que necesita saber si viene de Venezuela a Colombia

## Work with partners

UNHCR works with the Government in a coordinated manner, Colombia's Presidency of the Republic and the Ministry of Foreign Affairs are institutional allies of the campaign.

### ONGOING ALLIANCES:

#### United Nations Agencies:

UNICEF: To produce content addressed to children and youth.

UN Women: To produce specific content about the effect of xenophobia on women, youth and children.

UN Information Centre

#### International Organizations:

Save The Children and Caracol Digital: Co-production of content to promote solidarity values among children and preadolescents.

Refugees Jesuit Service: Being part of their Latin-American campaign (SoyH), we work on joint actions in the Javeriana University, such as the Social Ideas Marathon.

USAID and ACDI/VOCA: Content strategy addressed to Arauca, through digital and radio advertising, workshops and the initiative Letters that embrace.

#### Private Companies:

WeWork and COTELCO (Hotel and Tourism Association): Link to the campaign, through the development of events with the private sector in order to support the initiatives with Venezuelans and labour access for refugees and migrants.

Hamburgers Sierra Nevada: Link and integration of vulnerable population, as well as support to awareness processes with host communities.

BELCORP

#### Government Entities (National and Regional)

Señal Colombia: Co-Production of an episode in an international documentary series about migrations.

Bogotá Mayor's Office: Through the District Participation Institute (IDPAC). Conjoint actions: Forum of Bogotá free of Xenophobia and the dissemination of the campaign.

Social Secretariat, advertisement of the campaign on digital media and in bus stations in Bogotá.

Cali Mayor's Office: It's pushing key messages of the campaign among its employees.

Minister of Work

#### Other National Partners:

Semana Magazine: Magazine specialized on inclusion and xenophobia and organization of a national forum.

Cine Colombia: Broadcast of clips in Cine Colombia movie theatres, premiere of films related to the campaign and discussion groups.

Micro web site in ELTIEMPO.COM in order to publish news, characters, solidarity actions, support routes and employment opportunities, among other needs of the Venezuelan population in Colombia.

#### Organizations:

Venezuelans in Colombia

The growth of the campaign, its recognition and the challenges of the arrival of more people from Venezuela pushes the continuation of the campaign, with a special emphasis in:

- Activating opinion leaders
- Raising awareness within the groups of interest by sharing life stories.
- Sharing tools with interest groups to promote a reaction against xenophobia.
- Deepening the effects of xenophobia in specific population groups and territories.
- Provide useful information and connecting the needs of vulnerable Venezuelans with citizen solutions.
- Increasing the number of Allies.

