

JANUARY 2019

Somos Panas Colombia was launched on 20 December 2017 and its main line of action is a **content strategy** aiming to reduce expressions of xenophobia and promote solidarity between Colombians and Venezuelans.

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 community-based events, and institutional relationships. This has allowed us to create a direct impact, achieve more than 6.393.192 interactions with our audience and reach over 235,000 opinion and government leaders that together with other audiences 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% 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.

- To date, over 76,593 people **have visited the website**. Our **OUTREACH** has built a social media community that keeps growing. Today, Somos Panas Colombia has more than **41,435 followers**.

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

- Link to the **Daniel Samper Ospina's** campaign, managed by the journalist and influencer with more followers in Colombia.

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

- In priority areas, messages were promoted along with local communities, achieving **radial impacts** (National outreach 393,600 and local outreach 198,200 people). Additionally, there were **Digital Guidelines** which reached 146,417 people and 1,429 interactions.

- 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 are working in on-site, online awareness and formation workshops, broadening our outreach to our target audience of opinion leaders.

- Kit for the Brave and Supportive, Panas against Xenophobia, was published on March 21st, with the support of 5 influencers whose reputation is aligned to our campaign. For instance, the initiative was advertised in Daniel Samper Ospina's Youtube channel, which allowed to reach over **1 million people in Colombia**.

- In alliance with Caracol TV and UNICEF **SHOCKFA**, a Youtube interview platform targeting teenagers, was released, reaching **11,230,888 people, 3,975,925 views, and 50,821 interactions**.

- Some actions to generate content can be highlighted, such as the Convocatoria de Crónicas Instantáneas (Call for Instant Chronicles), which had 52 participants in 27 cities, and allowed us to impact **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
Related to the World Refugee Day with an estimated audience of **7, 220,691 people**.



100 BUS STATIONS IN BOGOTÁ
With Somos Panas Colombia content aiming to raise awareness among the pedestrians. This initiative was supported by the Secretariat of Social Development.



FREE PRESS
Over **306 PUBLICATIONS IN MASS MEDIA**
Over **12 face-to-face relationship meetings with opinion leaders**
Over **20 workshops for journalists**



SEMANA MAGAZINE



Micro website in Eltiempo.com

Work with partners

UNHCR works with the Colombian Government in a coordinated manner, involving the Presidency of the Republic and the Ministry of Foreign Affairs as institutional allies of the campaign.

ONGOING ALLIANCES:

United Nations Agencies:

UNICEF: Aiming to produce content addressed to children and youth.

UN Women: Aiming to produce specific content about the effects 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 among children and preadolescents.

Jesuit Refugee Service: We participate in their Latin American campaign (SoyH), and develop joint actions with 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): They are linked to the campaign, through the development of events with the private sector, which seek to support the initiatives of Venezuelans and their access to the labour market.

Hamburgers Sierra Nevada: Integration of vulnerable population, as well as support in processes of raising awareness in 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: Distribution of key messages related to the campaign among its employees.

Ministry of Labour

Other National Partners:

Semana Magazine: Magazine specialized on inclusion and xenophobia, aiming to organize a national forum related to our topics of concern.

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 that surge due to the massive arrival of Venezuelans pushes the continuation of the campaign, with special emphasis on:

- 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.
- Providing useful information and connecting the needs of vulnerable Venezuelans with citizen solutions.
- Increasing the number of allies.



CONTACT: Rocío Castañeda, Public Information Officer
castaner@unhcr.org; @rociocas99; Tel.: +57 (1) 5463666 EXT.2110

