BEAMS PROJECT

BEAMS: Breaking down European Attitudes towards Migrant/Minority Stereotypes

*Project code: JUST/2011/FRAC/AG/2844*
BREAK DOWN STEREOTYPES!
The making of a youth brochure against discrimination & racism

A Toolkit developed in the framework of the EU project
BEAMS – Breaking down European Attitudes towards Migrant/Minority Stereotypes

Facilitators: Jerry Jarvis Essandoh, Helene Trauner, Selma Vrazalica
Vienna 2014
Cooperation

• VIDC – Vienna Institute for International Dialogue and Cooperation
• FairPlay. Different Colors. One Game / VIDC
• HAS Vienna Business School, Hamerlingplatz – Class 1 A
• Committee for the Integration of Migrants (UKI) Classes HS 1 + HS 2
Methodological Approach

Introduce yourself!

Be authentic!

Get connected!

Use „easy“ language!

Be confident!

Find out about participant’s interests!
Warming Up Games

Indroducing BEAMS project

Definition of terms

stereotype

prejudice

racism
discrimination
Definition of terms

**Stereotype:** Categorising or describing individuals or groups of people on the basis of certain simplified characteristics which are then seen as typical.

**Prejudice:** The assessment of people or facts without profound knowledge in which (positive or negative) judgment is involved. Prejudices can describe something as better or worse than it actually is; they may be positive or negative.

(Source: [www.politik-lexikon.at](http://www.politik-lexikon.at))
**Definition of terms**

**Discrimination:** Unfair treatment or vilification of groups or individuals (due to gender, age, ethnic origin, religious or political beliefs, sexual orientation, or disability). Often this is done by spreading false evidence about individuals, who in this way are represented in a negative light.

**Racism:** Ascribing negative characteristics to groups of people on the basis of common shared features. Those negative attributes are accounted for as biological, i.e. they are said to be innate. If someone e.g. claims that Roma/Romnja and Sinti/Sintize are in general “thieves and crooks” as they can only be “thieves and crooks” due to their origin, then this is a racist statement.

(Source: [www.politik-lexikon.at](http://www.politik-lexikon.at))
Definition of terms

Human Rights: Human rights are rights inherent to all human beings all over the world. This is the principle of the universality of human rights.

Article 1 of the Universal Declaration of Human Rights:

“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

(Source: www.un.org)
Video material

Discussion on Discrimination in Football with SC Süssenbrunn (VIDC/BEAMS)
https://www.youtube.com/watch?v=BwemiHSNV3g

PUMA Video-Spots with Samuel Eto’o
http://www.youtube.com/watch?v=C0PSmRY-dbc
http://www.youtube.com/watch?v=Vn20GnfuuUA

“I am the Ösi-Bua” (Producer: Cedrick Mugiraneza)
http://www.youtube.com/watch?v=t3gNwtcSOb0

“Hey Mr. Nazi” (Producer: Blumio)
https://www.youtube.com/watch?v=O-YaEEaGI80

Crossbar Challenge (Producer: Indi Cowie)
https://www.youtube.com/watch?v=kMLXeW4IfEI

Are stereotypes produced in the videos? Which ones?

Are stereotypes challenged in the videos? How?
Who are the Austrians?
Don´t panic!
Collect & select topics for the brochure

Road map towards a brochure

Work on glossary

Make a concept

Peer groups

Homework

<table>
<thead>
<tr>
<th>Arbeitsgruppen</th>
<th>Thema</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ali u. Karim</td>
<td>Besiktas Fangruppen</td>
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<td>Sarah, Enise</td>
<td>FairPay-Interview mit Kurt Wächter</td>
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<td></td>
<td>Biografischer Essay</td>
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<tr>
<td>All others</td>
<td>Wissenschaftler-Interview mit Georg Spitaler zum Thema Migration</td>
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<tr>
<td>Sarah, Merve u. Bahar</td>
<td>Interview mit einer Schülerin zu: Mein Leben als Migrantin</td>
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<tr>
<td>Sabin, Ogushan, Atakan</td>
<td>WM Brasilien, Artikel zur Problematik von Flüchtlingen</td>
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<tr>
<td>Katerina Stefani</td>
<td>Mein Leben als Migrantin (Balkan)</td>
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</tr>
</tbody>
</table>
Research on topics

Select and take pictures

Write an article
Write a biographical essay

„My life in Austria“
Draw a football ground together

Divide the ground in two parts (+ -)
Write down your thoughts!

Do not lose the pen!

Present in the forum!

Warm up!
Carry out interviews with experts

Show racism the red card!
Disseminate in different languages!
Present your work in public!
Download of brochure

BREAK DOWN STEREOTYPES ! In English

VORURTEILE PLATZEN LASSEN! In German

POGAZIMO PREDRASUDE! In Bosnian/Croatian/Serbian

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