



# Media, Branding & Communication

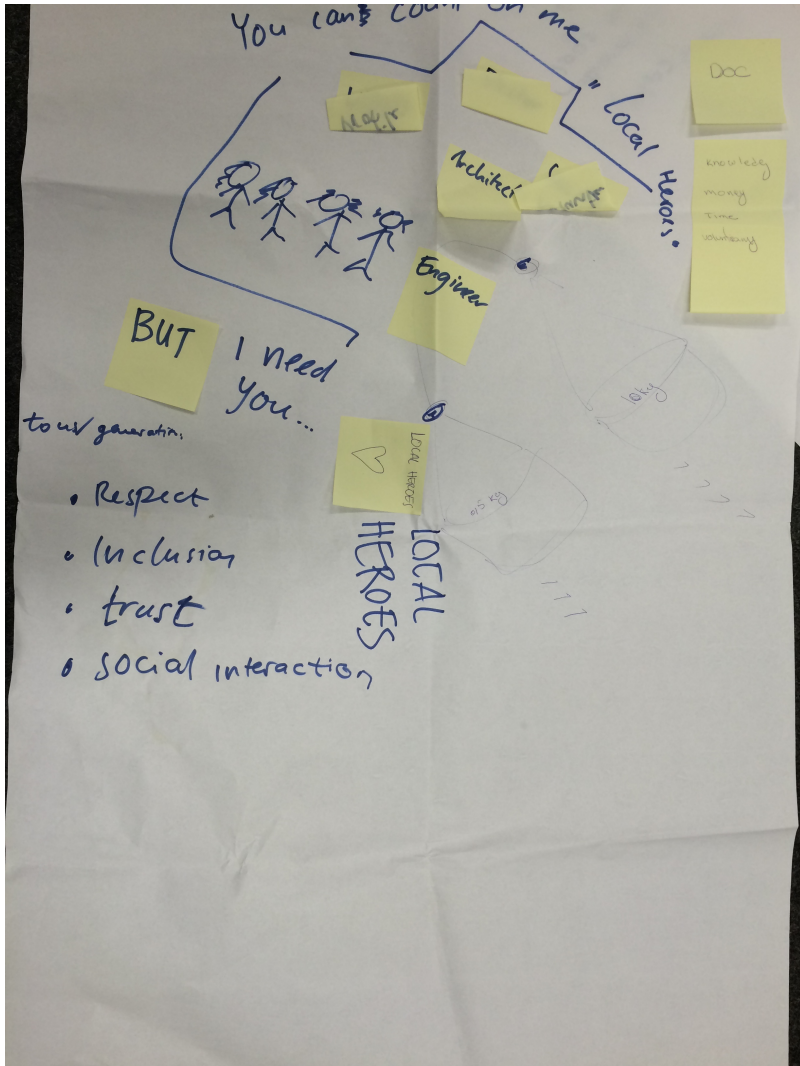
Campaigns to value diversity more in  
public discourses

# Local Heroes

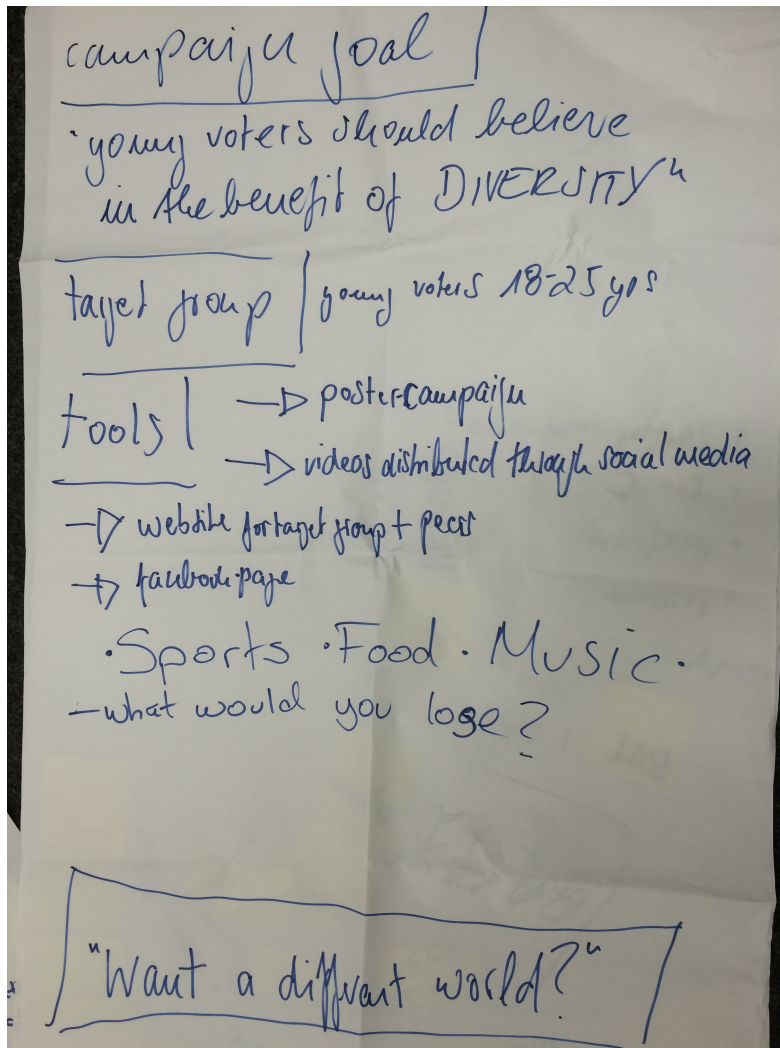
You can count on me –  
your local hero.

Architects, engineers, and  
other talents offer time  
and knowledge in their  
neighborhood.

Respect, inclusion, trust  
and social interaction  
gets generated.



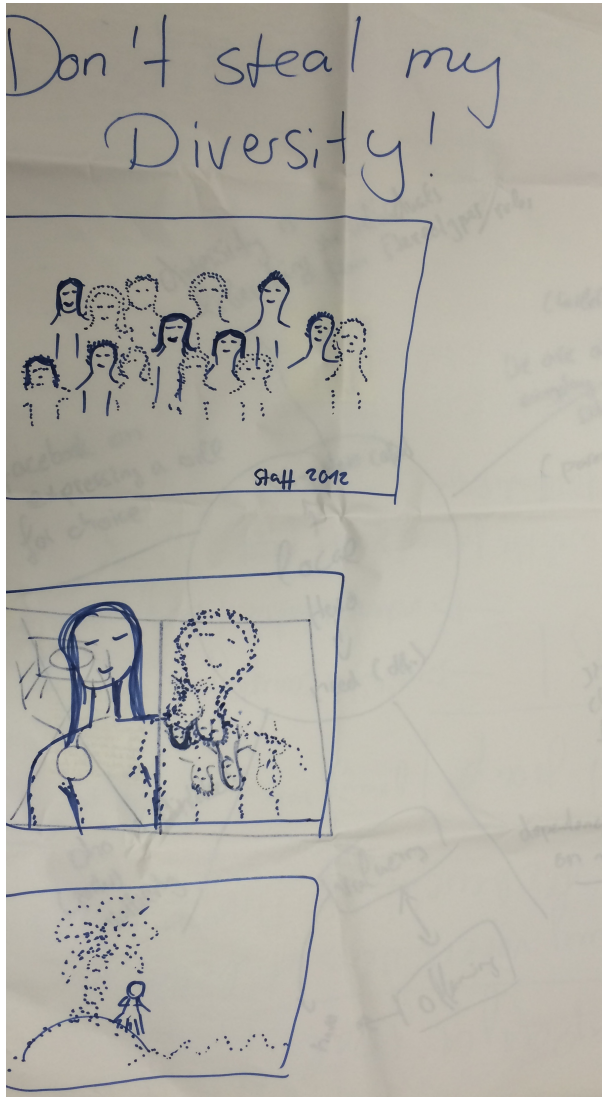
# What a different world



Young voters should  
benefit of Diversity

Sport, food and music  
– what would you  
lose?

# Don't steal my diversity!




A photo campaign where diversity is made visible by fading out. How does your football team, your work, your local neighborhood look like without diversity?

# I am your future!

Campaign name: I am YOUR future!  
Embrace diversity.

Media Channels:

- Posters on subway, in city
- Social Media
- Website



Message:

- <sup>Embrace diversity</sup> ~~Accept~~ <sup>Let</sup> ~~me the chance to be your future~~
- Embrace diversity and let me be your future

What pictures/roles?

- Doctor	- Judges *
- Firefighter	- Mechanic
- (Nurse) for the elderly *	- Policeman *
- Teacher *	- Pilot
- Politician	- Bus driver

Context:

- Art
- Divide them up into the systems they represent and choose 1 for each sector

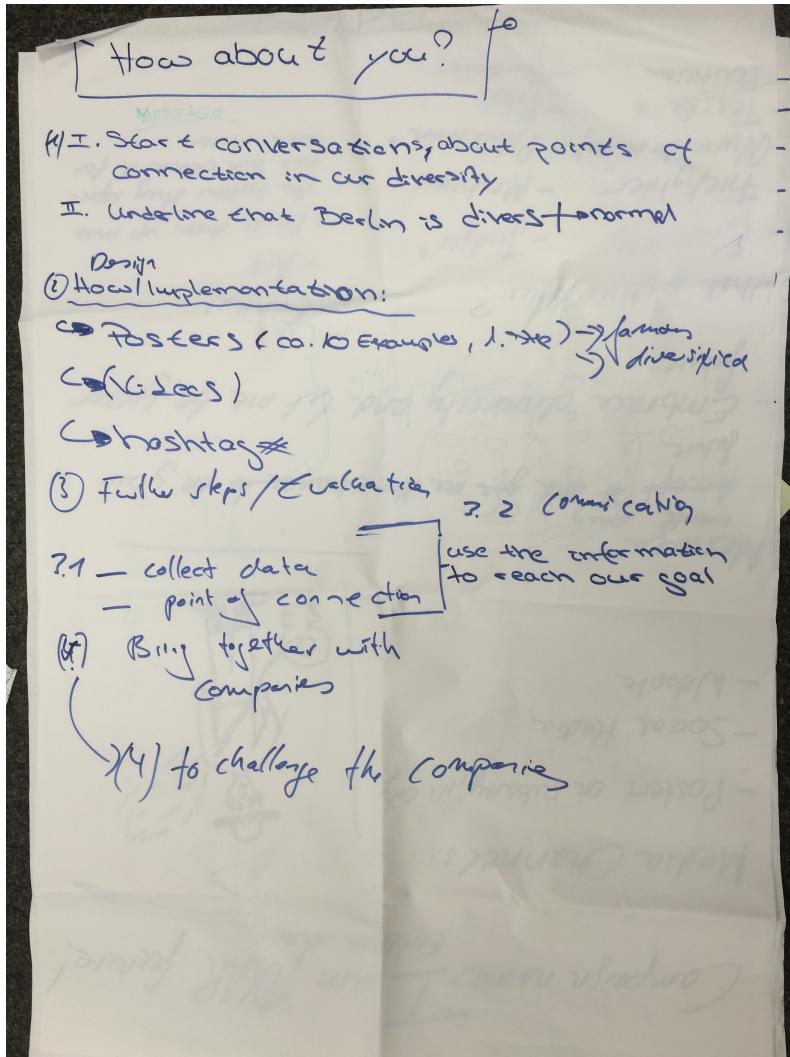
Embrace diversity and let me the chance to be your future.

Pictures from children with migration background in professions such as doctors, firefighters, judges, teachers, pilots, politicians, ...

# How about you?

Berlin, Copenhagen  
or London are diverse  
cities and this is  
normal!

Posters, #hashtags,  
videos to target  
companies to change  
their attitude.



# Win women in natural sciences

