

The Real Picture, INTERNATIONAL

PROBLEM

The Real Picture engages young people in discussion and social media public education campaign on the subject of migration in which recent migrants explain what forced them to leave their country of origin and what they went through during the dangerous journey from Sub-Saharan countries towards Europe.

The campaign runs counter the general perception often conveyed in misinformation campaigns and rash statements on the media and in social media that migrants not coming from war torn areas of Africa are economic migrants making the decision to embark on a dangerous journey in a frivolous manner. This project will ensure that the general public in the EU is made aware that other causes such as extreme poverty, persecution, famine and manipulation also

push people out of their countries.

The social media campaign will also address youths in Nigeria on the dangers of illegal migration routes to Europe that are not always a guarantee of reaching destination and then again reaching Europe does not mean an easy wealthy life from then on. This aims to reduce the susceptibility of youths in Nigeria to mental manipulation on this subject. Nigeria was chosen as a typical example of a country not presently a war zone but still the point of departure of Sub-Saharan migrants to Europe.

The Real Picture has been selected as Erasmus+ Good Practice Project.

https://therealpicture.internprize.eu/Media_Education

ACTION

The project engaged youths in staging the MARSAPROJECT social media campaign.

MARSAPROJECT used informative visual communication tool to provoke the community to discuss the topic of migration and to be aware of how much we tend to express ourselves about migration in a very light minded manner without any form of knowledge, insight or analysis that helps us really understand what we are talking about.

The campaign carried content developed by youths from five different countries by the MARSAPROJECT InternPrize project until it was later taken over by The Real Picture project that extended the lifetime of the campaign, widened its reach and scope.

In the area of Media Education the youths produced content about more responsibility in social media (with some focus on the subject of migration) while acquiring skills in media production, joint strategies and social media management

RESULT

LABA has joined forces with the PAPS class (Pôle d'accompagnement de la persévérance scolaire) of the Lycée de la Morlette in Cenon and the association Coulisses in La Rochelle, to produce two videos featuring young migrants who have arrived in Bordeaux: a documentary with testimonies, and the video clip of a song composed by the migrants as well as its backstage.

INCLUSION



<https://www.youtube.com/watch?v=r6DIAXGIICE>