The United European Action Week Against Racism is a initiative that aims to raise awareness about the importance of diversity and the need to combat racism, discrimination, and intolerance. It involves a wide range of organisations, from grassroots initiatives to government bodies, working together to promote a message of inclusion and social cohesion.

**WHY 21 MARCH?**

21 March is selected as the date for the European Action Week Against Racism to coincide with the International Day for the Elimination of Racial Discrimination. This day serves as a reminder of the ongoing struggle against racism and its effects on society. By choosing this date, United also seeks to highlight the importance of maintaining a consistent message throughout the year and not just during the Action Week.

**WHY COOPERATE IN EUROPEAN CAMPAIGNS?**

Cooperating in European campaigns offers several benefits. First, it allows for the exchange of ideas and strategies among different organisations, which can lead to more effective and innovative approaches to combating racism. Secondly, by working together, organisations can pool their resources and reach a wider audience, increasing the impact of their messages. Finally, cooperation can foster a sense of unity and shared purpose, which is essential in the fight against racism.

**WHY JOIN UNITED?**

Joining United can provide a number of advantages for organisations seeking to fight against racism. By becoming a member, organisations can access a wealth of resources, including materials for campaigns, advice on planning events, and information on good practices. United also offers a platform for networking and sharing experiences with other organisations, which can be invaluable for Building a strong and united front against racism.

**CAMPAIGN INFORMATION**

To learn more about the United European Action Week Against Racism and how you can get involved, visit the website at <https://www.unitedagainstracism.eu>. There you can find information on events, resources, and how to join the campaign. United is always looking for new partners and volunteers to help spread the message of diversity and inclusion, so please consider getting involved today!
**Diversity! It improves our culture, it strengthens our companies, it makes our economy more resilient, and it allows us to have a more open society.** It drives us to think broader and to respect our differences. Diversity has the power to make society better. That’s why we say: Let’s stand hand in hand for diversity!

Diversity in society refers to the presence of different groups, different people, and different individual roles. Once we understand what diversity truly contributes to our societies, we need to look deeper! We can then see the differences between those we have always considered the same and see similarities and connections with others we never thought we could join.

The strength of diversity lies in its capacity to make us more able to cope with a rapidly changing world. Open up for different viewpoints, and you will open up for a whole new world! This is why it’s important to fight intolerance on all levels. In your society, your school, your workplace, and yourself – strengthen the social cohesion we need to tackle the current challenges.

**Embracing diversity in our society has many advantages.** Diversity can bring new perspectives to change the current situation in Europe. During the European Action Week Against Racism, we can show people in Europe the strengths of diversity and spread our own message of solidarity. This is the moment to stand hand in hand and make our voices heard!

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**WHY 21 MARCH?**

The United Nations declared 21 March the International Day for the Elimination of Racial Discrimination in 1966. This day is commemorated in all countries to raise awareness of the problems caused by racial discrimination and to encourage all States to implement effective policies and programmes in the struggle against racial discrimination and all other forms of discrimination. This day is a good starting point to make a difference and turn the tides. We can change the way society looks at differences. Effective and effectively implemented unique methods in this area.

The European Action Week Against Racism is a platform for civil society to join forces to confront racism with direct action. It takes an open mind to rethink discriminative tendencies in society and to change people’s view. We can change the way society looks at differences. Effective and effectively implemented unique methods in this area.

**WHY COOPERATE IN EUROPEAN CAMPAIGNS?**

Cooperating in a campaign on the local, regional or European level is to set the agenda on all levels. Together with fellow campaigners on all levels of the campaign, mobilising more people as you work on your campaign idea, you can benefit from the network’s experience as well as its infrastructure and free time.

By speaking together we are louder, our message is stronger and travels further.

**WHO ARE WE UNITED?**

We are a wide alliance of organisations and individuals from 48 European countries aiming to combat racism and discrimination, promote diversity and  fight against intolerance. Together we promote diversity and fight against racism and discrimination, promote diversity and fight against intolerance. Together we fight against racism and discrimination, promote diversity and fight against intolerance.

**EUROPEAN ACTION WEEK AGAINST RACISM**

Since the early 1990s, UNRAC coordinates every year around 21 March the European-wide Action Week Against Racism. UNRAC, NGOs, universities, schools, municipalities and a variety of different organisations all over Europe bring together hundreds of activities all over Europe in order to bring an end to racism, discrimination and intolerance. The actors actively engage and invite 20,000 of all people in Europe to take a stand for diversity. The activities range from poster actions in schools, public transport and working places, to intercultural street actions, film screenings, conferences, multicultural football games, making music for diversity, or clearing the walls from racial prejudice, presenting reports on racism, and many, many more. Take this opportunity and be a part of the 2015 European Action Week Against Racism. Organise your own activity and help to make our message visible. All over Europe we stand hand in hand together. Together we will have an enormous impact on creating cohesion and spreading our anti-racist agenda.

**Tell us about your activity and it will be promoted on the event map on weekagainstracism.eu.** For more information visit www.weekagainstracism.eu.

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CHANGE THE SITUATION IN EUROPE

Europe today is facing many different forms of racism, xenophobia, anti-immigrant and anti-cosmopolitan attitude resulting in exclusion, hate speech, and in extreme cases in hate crimes. 

Unfortunately, there is a visible increase in such crimes, and in extreme right political movements and parties as well as in the discussion and in the mass media. 

These events are reproduced in a large number of countries and regions, and are systematically transmitted through the mass media, who tend to use the same terminology and visual images. This is not only harmful for individuals, but also for the social fabric of society, and the way people think and communicate.

People especially in young age are the most vulnerable group in society, especially if they have a different skin color, religion, national origin, or sexual orientation. They are often victims of discrimination and hate speech.

The European Action Week Against Racism is an opportunity to show solidarity and to promote the message of diversity and tolerance. It is a chance to stand against discrimination and to support the fight against racism and xenophobia.

WHY 21 MARCH?

21 March is the International Day for the Elimination of Racial Discrimination. This day was implemented as a reaction to the Sharpeville massacre in South Africa in 1960. Apartheid was a legal system of racial segregation and discrimination enforced by the government of South Africa from 1948 up to 1994. 

Hand in Hand for Diversity

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WHY WORK COOPERATE IN EUROPEAN CAMPAIGNS?

By participating in the EAWR, you can:

- gain inspiration and encouragement from other countries;
- learn from others' experiences and successes;
- promote your own activities and achievements;
- benefit from the resources and expertise available to the network.

EUROPEAN ACTION WEEK AGAINST RACISM

Since the 2014 Action Week, the United Nations coordinated the Action Week. Being active against racism does not necessarily require large organisational capacities, big budgets or years of experience. In fact, even the smallest event can make a big difference, and all efforts are needed to combat racism.

The European campaigns aim to raise awareness in all relevant sectors of society. The four main objectives are: creating a culture of media and public discourse that promotes diversity, and generates European-wide publicity. It is the variety and richness of the activities that make the EAWR unique.

JOIN THE CAMPAIGN

BE CREATIVE, AND HAVE FUN!

European campaigns and actions are always creative and inspiring. They are tailored to the local context and needs, and they aim to reach a wide audience. 

Media is a powerful tool in promoting diversity and combatting racism. Civil society organisations have shown their support to diversity in previous United campaigns. In fact, public opinion is changing, and people want to see a world where everyone is treated equally.

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United can help you

Whether you work internationally or have other activist experiences, are looking for potential partners or just want to gain some of the many skills of United's team.

- You can order free campaign material up to 250 copies. Just send them a list of what you need.
- We can also provide additional support in the areas you are working and provide information on best practices and strategies.
- If you need to reach out to a partner or need various sorts of campaigning materials, United can help you.

United promotes your activity

Announce your activities to us!

We have a website in an interactive Event Map to Unitedagainstracism.eu, containing all events and reports, showing the strength of the united movement throughout Europe. Keep United informed to make sure your activities can be used and shared.

- We will highlight important news on Facebook - UnitedAction - like the page and follow United!
- Share your stories and experiences on social media to raise awareness for Diversity and tweet about your activity with HAIRW.

Campaign information:

21 March

Unitedforinterculturalaction.org

WEEKAGAINSTRACISM.EU

Facebook UnitedAction

twitter @UNITED_against

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Diversity It enriches our cultures, our societies, our economies. It drives us to think broader and respect our differences. Diversity has the power to make society better.

Every year around 21 March, United coordinates the European Action Week Against Racism and invites everyone to participate in this unique and international event.

A wide variety of organizations joins forces to confront racism with direct action. Whether by organizing own activities, supporting others, or spreading the message. We stand hand in hand for diversity!

Hand in Hand for Diversity

EUROPEAN NETWORK AGAINST RACISM

Against racism, fascism, and in support of migrants and refugees.

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