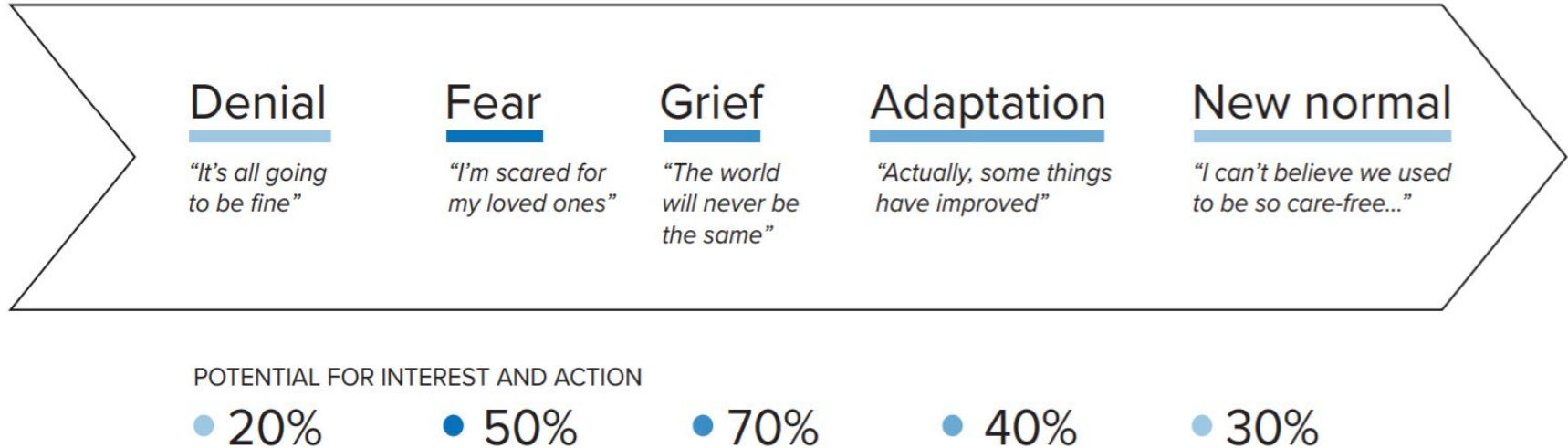




every
one
counts

Covid 19 - where is the world now?



What scenario are we planning for June?

- The Covid-19 pandemic continues
- Prepare for a potential outbreak in a refugee population
- The socioeconomic effects severely impact refugee, stateless and internally displaced families
- The communities hosting them are also severely affected
- UNHCR's ability to respond is potentially curtailed

Objectives

Generate empathy

Refugees are on the front line coping and contributing



Mobilise action

- i) softer actions
- ii) urgent donate ask in case of outbreak



Lead the narrative

UNHCR and partners stay and deliver



UNHCR
The UN Refugee Agency

Thematic messages

1. **Solidarity: We are in this together.** And together we will find solutions.
2. **Inclusion: Everyone can make a difference.** Everyone has a role to play.
3. **Action: UNHCR and partners stay and deliver.** Our teams continue to serve where they are most needed. But UNHCR needs your help to continue saving lives.

WRD Landing Page



UNHCR
The UN Refugee Agency

Social media 'Hero' video



Format: Approx 90 seconds, versions for Twitter, TikTok, Instagram, Facebook, LinkedIn, YouTube, language versions to be produced.

Core message: *It's World Refugee Day. In the time of Covid, we celebrate refugees who are on the frontlines of fighting this pandemic alongside their hosts and the aid workers supporting them. Everyone Counts.*

Footage: mix of [parallax](#) photos, new clips of refugees, UNHCR archive footage + purchased agency footage

Release date + marketing plan TBC



What does a virtual World Refugee Day look like?



Inter-museum
festival out of
Moscow

A partnership with
spotify out of Rome



A virtual concert with Diego
Carneiro, Director of the
Ecuador Youth Orchestra and
local artists, out of Honduras



Online zoom
classes by
Olympians, writers
and artists out of
Dublin



A WRD special on
'Home with Isha
Sesay' out of NY

Media partnership
with Xinhua out of
Beijing



UNHCR
The UN Refugee Agency

GWA & High Profile Supporter Engagement

‘REMEMBER AND RECONNECT’

Then and now: throwback to field trips and refugees/staff met + coping with CV19



Cities and the coalition

Cities

Webinars:

COVID-19 response

Countering xenophobia

Modular macros for cities

The Coalition

Annual tour

Tailored asks

GRF pledging groups ask

Amplify global moment/ask of solidarity



VICTORIA

STANDS WITH REFUGEES

**everyone
counts**





**every
one
counts**