

World Refugee Day 2021

EXTERNAL TOOLKIT

Together we

Heal

Learn

Shine



* This is a live deck
subject to change.

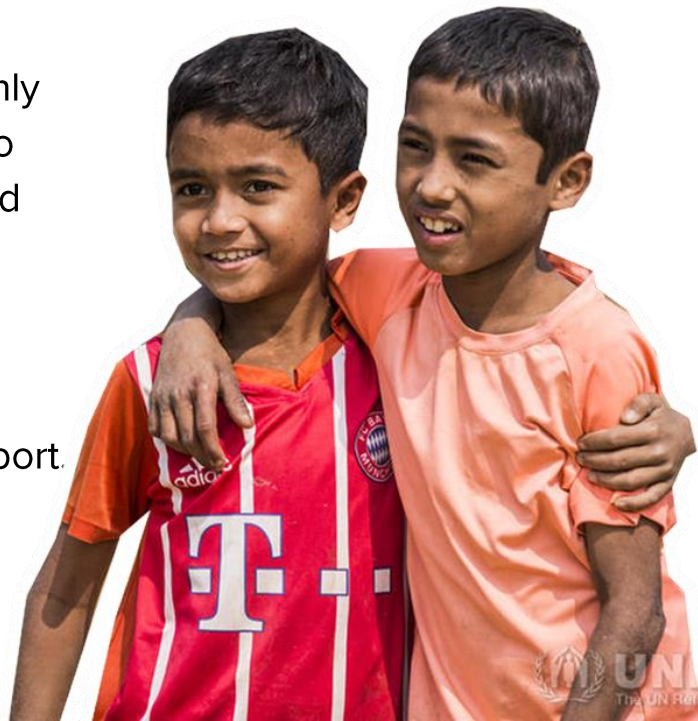
The theme

World Refugee Day 2021 focuses on the power of inclusion.

The shared experience of COVID-19 has showed us that we only succeed if we stand together. We have all had to do our part to keep each other safe and despite the challenges, refugees and displaced people have stepped up.

Given the chance, refugees will continue to contribute to a stronger, safer and more vibrant world. This year, we call for greater inclusion of refugees in health systems, schools and sport. Only by working together can we recover from the pandemic.

Together we heal, learn and shine.



Tagline



Together #withrefugees Together we heal, learn and shine

FR: Ensemble #aveclesréfugiés.
Ensemble on se soigne, on apprend et on rayonne

ES: Juntos y juntas #conlosrefugiados
Juntos y juntas, nos cuidamos, aprendemos y sobresalimos

AR: اللاجئين #مع
معاً نتعافى، نتعلم، نتألق




RU: Вместе #сбеженцами
Вместе мы исцеляемся, учимся и преуспеваем

ZH: 和 #难民 在一起 / 共同治愈、学习和发光



Messaging

Together we can achieve anything

HEALTH 	EDUCATION 	SPORT 
Together we heal	Together we learn	Together we shine
We heal together when we all get the care we need	When we learn together we build a stronger community	We shine when we play together as a team
The world can't overcome COVID-19 if it overlooks refugees, because no one is safe until everyone is safe. We need to ensure that people forced to flee have access to vaccines, care, medicine and psychological support, like everyone else.	We all benefit when everyone has access to education. We are calling for the creation of scholarships and education opportunities for displaced youth. We also call for greater access to digital education for refugee students.	Sport is a great way to heal, develop and grow, especially for people fleeing conflict or persecution. We call for greater support to refugee sport programmes. We also encourage all sport fans to support the Refugee Olympic and Paralympic Teams that will compete in the Tokyo games.

What can partners do?

We count on you to amplify messages of inclusion on World Refugee Day.

Conflict and persecution have forced more than 80 million people around the world to flee their homes. More than ever, we call on communities to include them – in health care, education and sport. Here are some ways in which you can support:

- 1. Organize events locally, online or offline**
- 2. Promote our content, messages and stories**
- 3. Engage supporters to take action**
- 4. Showcase what you do to include refugees**



1. Organize events

Organize an event as part of our “world tour”

You can organize events online or offline, depending on local health and safety measures. We encourage you to partner with UNHCR offices and refugees in your communities. Here are some examples of events:

- **Public event or conference**
- **Live social media interviews**
- **Film screening**
- **Interactive performance (cooking, comedy)**
- **Music festival**
- **Sport tournament**
- **Fundraising event**

Liaise with local UNHCR offices or email us at hqwrld@unhcr.org so that we can add your event to our World Tour calendar



2. Promote our content

Starting in May, UNHCR will provide a range of content which you can use on your platforms.

We are producing a wide range of content which you can use on World Refugee Day. This will include:

- **World Refugee Day website**
- **Hero video about the power of inclusion**
- **Social media assets (visuals, GIFs, infographics)**
- **Package of photos**
- **Print toolkit (posters, banners)**
- **Stories of inclusion**
- **Press release**
- **Statement from the High Commissioner**



3. Mobilize action

Mobilize and engage your stakeholders to foster refugee inclusion in health, education and sport

Here are a few actions that you can encourage your communities to take:

★ HEALTH

- Advocate for more inclusive health care
- Donate to help protect refugees from COVID-19 ([link](#))

★ EDUCATION

- Donate to create refugee scholarships ([link](#))
- Teach your kids and students about refugees ([link](#))

★ SPORT

- Design a ball to support refugee sport programs ([link](#))
- Support the Refugee Olympic and Paralympic Teams ([link](#))



4. Create your own content

We want to hear about what you do or plan on doing to foster refugee inclusion

Think about ways in which you contribute to fostering refugees' inclusion. What inspiring story would you like to share on World Refugee Day? Here are a few things that you can do:

- **Write an article or a story on your website**
- ***Use our visuals to complete the message “together we...”**
- ***Use our visuals to insert an image symbolizing inclusion**
- **Talk about your work during the event that you organize**

**Available in May*



**If you have questions or would
like to tell us about your plans,
please contact:
hqwrd@unhcr.org**