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**Mexico:** Students taking part in the simulation of a massive exodus: ©UNHCR/M. Echandi

- Argentina
- Belize
- Bolivia
- Canada
- Chile
- Colombia
- Costa Rica
- Ecuador
- El Salvador
- Guatemala
- Mexico
- Panama
- Paraguay
- United States
- Uruguay
- Venezuela



**Colombia:** An artist soccer team participated in the WRD celebrations, playing a football match against an IDP team: ©UNHCR/M. Rodriguez



## ARGENTINA

A **concert by Greek composer, Yannis Markopoulos**, was held at the prestigious Coliseo theatre in Argentina on 19 June and was jointly organized by UNHCR and the Ministry of Foreign Affairs. Mr. Markopoulos conducted the orchestra of Greek and Argentine musicians to perform his original composition *The Liturgy of Orpheus*. The event was attended by over 1,000 people including refugees, prominent government representatives (including the Director for International Organizations at the Ministry of Foreign Affairs), diplomats, NGOs, and various UN agencies. The joint organization of the event with the Ministry of Foreign Affairs provided an excellent opportunity for collaboration with the Argentine government. This had particular importance in light of the resettlement program being set up this year. Media articles, a television spot and public billboards announcing the concert, which was partly sponsored by the Greek government, provided numerous opportunities for WRD publicity. In addition, the University of Mar del Plata organized another **concert, conducted by George Mais**, in connection to the Sergio Vieira Academic Chair, which it hosts. The concert was attended by approximately 500 people and was covered by Mar del Plata's most notable newspaper.

The **print press campaign** slogan "Juntos con los Refugiados en un mismo equipo, porque un país más diverso es un país más rico" (Together with refugees on the same team, because a more diverse country is also a richer one) was inspired by the **refugee football team** in Argentina and proved extremely popular with the local media. In a parallel initiative, national football teams River and Velez exhibited banners with the same slogan prior to the nationally televised match held at the famous River stadium on 19 June.



Actor Osvaldo Laport, UNHCR Special Collaborator, with refugee children: ©UNHCR/M. Tucana

**Uruguayan actor Osvaldo Laport**, who has been supporting UNHCR public awareness activities, contributed by **featuring a WRD radio spot** emphasizing the courage of refugees and their contribution to receiving societies. Furthermore, he took part in a TV message thanking Argentina for its hospitality and attended a typical Argentine barbecue party with refugees.

The **photo exhibit** "Disparando Cámaras para la Paz" (Shooting Cameras for Peace) displayed photos taken by Colombian children, most of them IDPs. The exhibit was hosted on campus at the University of Buenos Aires

which boasts a capacity of 20,000 students. Another University in the city, Mar del Plata, organized **four UNHCR photo exhibits** of women and children. All were widely attended and received media coverage. The overall estimated value of the media coverage on WRD activities in these five countries was of **USD 159,802**

*The UNHCR Regional Office in Argentina covers Chile, Uruguay, Paraguay and Bolivia.*

## BELIZE

On Sunday 19 June, the community of San Carlos in northern Belize celebrated this year's WRD. Activities included **music, dances, poetry and a meal** for all participants. The **movie** "Hotel Rwanda" was also aired during the event. At noon there was a **football match** between youths from San Carlos and a neighbouring community. During the commemoration, the **High Commissioner's WRD message** was read in Spanish by UNHCR's implementing partner in Belize. San Carlos, and its neighbouring communities, are mostly composed of Guatemalan and Salvadoran refugees.

*Belize is covered by the Regional Office in Mexico.*

## BOLIVIA

Given the turbulent political situation in Bolivia, UNHCR Regional Office in Argentina did not actively organize public awareness activities. Media work was carried out and a partner agency organized a series of activities with refugees and a seminar in which UNHCR participated.

## CANADA

The primary goal for UNHCR Canada in organizing WRD 2005 events was to highlight the positive contributions refugees bring to Canada. In conjunction with this goal, UNHCR sought to foster posi-





Musical concert with Juno Award Winners and other celebrities at Yonge Dundas Square in Toronto : ©UNHCR/J. Wagner

a **daily audience reach of 100,000**. National as well as community radios, television stations and newspapers were present.

A **benefit screening of the movie** “Hotel Rwanda” at the Famous Players Cinema in Ottawa was attended by 150 people, most of whom were students. Moreover, **Information kiosks** held by UNHCR and NGOs were set-up in downtown Montreal and musical entertainment was also organized. The event was attended by 150 to 200 persons and received local media coverage.

UNHCR made a **public request** to cities all over Canada to proclaim June 20 as World Refugee Day. A total of 12 cities including Ottawa, Toronto, Vancouver, Quebec, Victoria and St. John’ favorably responded to the request.

A series of **five articles** on the successful stories of refugees in Canada appeared on The Toronto Star newspaper from 20 to 24 June. Overall, the estimated value of the TV, radio and press coverage of WRD 2005 in Canada was **USD 193,807** with a cumulative estimated audience of 2,155,000.

## CHILE

A **cultural event** organized in partnership with the Vicaría de Pastoral Social has become a *trademark of WRD* in Chile, eagerly awaited every year by refugees and the media alike. Refugees accompanied by high-level government representatives (including the Director of the Department of Migrations) enjoyed some **theatrical presentations, dances** and **typical Chilean food**. A prize ceremony was set at the event up for the winners of a WRD week-long children football competition.

**40 photos** of refugees in southern Latin America, some of them taken by a refugee photographer in Brazil, were displayed at the Catholic University’s cultural centre in Santiago.

The **print press campaign** with the slogan “Juntos con los Refugiados en un mismo equipo, porque un país más diverso es un país más rico” (Together with refugees on the same team, because a more diverse country is also a richer one) proved extremely popular with the local media where, as in other regional countries, journalists commented on the campaign and used it to illustrate a variety of media articles. The TV spot featuring **Uruguayan actor Osvaldo Laport** was broadcasted for an estimated value of **USD 58,580** in Chile alone. *Chile is covered by the Regional Office in Argentina.*

## COLOMBIA



An artist soccer team participated in the WRD celebrations, playing a football match against an IDP team: ©UNHCR/M. Rodriguez

From 13 to 21 June, there was a massive **sensitization campaign** on Radio Caracol which reached approximately **1.8 million people**. Two basic radio messages were repeated five times each on the radio stations of nine cities. Over and above this campaign, **public service announcements by Colombian singer Juanes** were also broadcast

A **football match** was arranged between a mostly IDP team and a TV stars’ team in Bogotá as a result of a partnership with the Artists’ Football Team. It was broadcast partly live by a Bogotá TV station, and also covered by other two TV stations and the newspaper, *El Tiempo*.

Bogotá's massive transportation system, Trasmilenio, flashed **WRD messages on large screens** on 20 June calling for solidarity with Colombian IDPs and refugees.

The official WRD **press conference** was attended by 20 different national and international media outlets which, together with several press and TV interviews given by the UNHCR representative, resulted in **30 media reports**, potentially reaching an audience of **8.5 million people**. The UNHCR interviews were published simultaneously in the country's two most influential dailies, *El Tiempo* and *El Colombiano* on 20 June itself.

Overall, some **11 million people** were potentially exposed to at least one of the messages on 20 June whilst the estimated value of the media coverage was **USD 35,600**. All initiatives received very positive feedback.

## COSTA RICA

Three open-air activities were organized to commemorate WRD. The first one took place on Saturday 18 June at the Metropolitan Park "La Sabana", a renowned family area on weekends. After a welcoming address by the UNHCR representative, different **cultural activities** followed such as **music bands, dances and activities for children** (clowns, balloons, drawing and ecological workshops, magician, story-tellers, games and other surprises). Besides these activities, A **mini-championship** football tournament between teams of Colombian refugees, UNHCR and its implementing partners was held. All activities were covered by several members of the media, most importantly by Repretel Channel 6 and the Refugee-owned magazine, *Colombiatica*.

A **catholic Mass** was held at the Metropolitan Cathedral and transmitted live by the catholic radio station "Fides". It was attended by both refugees and Costa Ricans alike and at the end, **postcards** with the "Refugee Prayer" were distributed among the congregation to promote the theme of WRD 2005, "Courage". A crew from the Channel 11 news team were present at the Mass and conducted **interviews** both with UNHCR and other selected refugees. The catholic newspaper *Eco Católico* published an article on the situation of refugees.

A group of students from the Journalists school of the University of Costa Rica produced a **documentary** on "Colombian refugees in Costa Rica." The initiative was covered by several members of the media and the documentary was officially aired at the University on World Refugee Day.

Furthermore, substantially large **public awareness campaigns** using "Courage" materials were carried out in unique ways. In partnership with the Costa Rican Electricity and Telecommunications Company (ICE), **850,000 telephone cards** were issued with the WRD design and sold to the market in June. In association with the Costa Rican Lottery Institution, a special WRD mention and design was printed on 2 million **national lottery bills** that circulated for the lottery jackpot of 26 June. These two initiatives were done at no cost to UNHCR.

One hundred WRD "Courage" **posters** were placed in bus stops around the Metropolitan area for the duration of one month, with a daily **reached audience of 2,828,880** persons. The **TV spots** were screened at 20 different movie theatres during June before each function at a very low cost to UNHCR. **40,000 cinema-goers** saw the TV spots on the weekends of June alone. In line with this, during the weekend prior to WRD, cinema staff distributed some 10,000 "Courage" **postcards** with every cinema ticket sold. WRD TV spots were also broadcasted at no cost to UNHCR, from 1 to 20 June on the main Costa Rican TV stations: Channels 4, 6, 7, 11, 13 and 15.

The most conservative figure for the estimated value of the WRD media coverage in Costa Rica is **USD 14,486**. However, some of the broadcasts were impossible to measure, for example, 81 radio stations "chain" their signal at 7am to broadcast a common 20 minute program that aired UNHCR's message.

## ECUADOR

The **full-day event** in Lago Agrio's main cathedral was attended by some 800 people, including local authorities whose support is crucial for UNHCR's operation in the area. The event consisted of **sporting competitions, a cultural fair**



Children during one of the games : ©UNHCR/Ara Yoo



with typical dances, **activities for children** and a **food fair**. During the fair, refugees who benefit from the Communal Banks Project presented their products and promoted the micro-credit schemes. **Sixteen media reports** covered WRD in this city.



*Two-hour Parade along the streets of Ibarra: ©UNHCR/Ecuador*

WRD in Ibarra is so well positioned that it is already in the official calendar of provincial celebrations. The day kicked off with a two-hour **parade** along the major streets and avenues of Ibarra, ending at the city's main square where a **music and dance street festival** took place for several hours. The micro-credit groups sponsored by UNHCR participated in this event and provided the food. Approximately 500 people participated in all these activities which were reported **21 times** in the local media. Later on, some 100 people attended the **free screening of "Beyond Borders"** at the sole cinema of the city.

In Quito, as in previous years, the main event for WRD was held on 20 June at the premises of the 29-year long UNHCR partner, Comité Pro Refugiados. A **prayer** followed by a **puppet show**, **prize giveaways**, Ecuadorian typical **dance** presentations and a Colombian **music concert** were all on the event's programme. Close to 400 people attended this event which every year becomes more popular. Members of the Communal Credit Banks of Quito (Colombian refugees and Ecuadorian citizens) presented the food products they were able to prepare, thanks to the small loans they received.

Other WRD initiatives in Ecuador included a public showing of UNHCR's **"Global View 2005"** and a two day event showing **short documentaries** and hosting **discussions** on refugee issues at the Sociology School of the Catholic University of Quito.

The **media awareness campaign** included the **radio broadcast** of WRD spots with the voice of Latin Grammy award singer **Juanes**, the nationwide distribution of 34,000 postcards and 3500 posters of the pro-bono "Puzzle Pieces" campaign and a **4 page newspaper supplement** on 20 June that circulated to **550,000 readers** with the daily journal *El Comercio*. WRD made headlines in all major newspapers of Ecuador in their print and web versions.

## EL SALVADOR

For the whole month of June, the Salvadoran Post Office used a **rubber stamp with the WRD logo** on all the national correspondence.

*El Salvador is covered by the Regional Office in Mexico.*

## GUATEMALA

The presentation of a **book** on Guatemalan legislation on refugees and the **photographic exhibition** "The others are us" were held from 15 to 27 June at the premises of the Guatemalan Ministry of Foreign Affairs. The opening ceremony, attended by some 50 people, brought the refugee issue back in the national political agenda.

*Guatemala is covered by the Regional Office in Mexico.*

## MEXICO

Over 200 students from the National Autonomous University of Mexico (UNAM) celebrated WRD with a **simulation of a massive exodus of refugees** (see photo from regional front cover). As part of the event, a **round table** discussion with aca-



*Mexico: WRD Festival at the Refugee Park: ©UNHCR/Mexico*

demics and refugee issues' experts was held along with a musical performance. The event was preceded by a **photographic exhibition** "Latin America: land of asylum", inaugurated one month earlier, and a **film festival** at the Architecture School.

The much awaited third edition of the **WRD Festival at the Refugee Park** in Mexico City was attended by over 150 people. It included musical performances –Guatemalan trova, rock-Celtic music, Capoeira dances, storytellers and the sale of traditional food and crafts from the refugees' countries of origin. Several journalists covered the event, including two TV stations.

The Casa de la Cultura in the southern bordering city of Tapachula in the state of Chiapas hosted the **photographic exhibition** "Latin America: Land of Asylum". The inauguration ceremony was attended by 50 people and animated with singing and dancing performances by a group of African refugees living in Tapachula. The event was hosted by UNHCR in cooperation with the Mexican Commission for the Assistance of Refugees.

A **prize-giving ceremony** was held for the **drawing contest** organized by UNHCR, the National Council to Prevent Discrimination, Amnesty International, Mexican Commission for the Assistance of Refugees and Sin Fronteras, UNHCR's implementing partner. This ceremony was widely covered by members of the media.

WRD radio spots were broadcast a total of 494 times on 13 radio stations from 2 to 20 June, whilst WRD TV spots were put on air 1,558 times in a fortnight on three different channels (TV educativa/Channel 11/Channel 22). Three TV stories on the celebrations of WRD were broadcasted by Televisa, Once TV and Channel 22. The estimated value of the media coverage in Mexico was **USD 32,970**.

*The Regional Office of Mexico also covers Central America: Guatemala, El Salvador and Belize.*

## PANAMA

International and national journalists took part in a **field visit** to one of the refugee hosting communities in Panama, Pto. Obaldía, where there were 831 persons under temporary protection. It had **extensive media coverage** both on the television and in newspapers with certain political connotations, as it was used to stress the importance of regularizing the caseload offering refugees durable solutions.

Different activities were implemented to highlight and commemorate WRD in the refugee hosting communities of Jaque and Boca de Cupe, in Darién. **Cultural, recreational and sports activities** were organized with the participation of 175 locals and refugees. Dissemination of public information and WRD materials, along with radio spot broadcasts in the Darién province helped sensitize the public towards the plight of refugees.

In Panama City, a **round table discussion** on durable solutions for refugees took place with the participation of ONPAR (government entity), a local NGO, UNICEF and UNHCR and it was broadcast on television. Plus, the UNHCR representative was interviewed by different media channels on WRD. An informal meeting with individually recognized refugees from Albania, Nicaragua, Peru, Vietnam, Colombia and Chad took place and two of the cases were presented to the Vice Minister of Government and President of the Eligibility Commission.

Both the field visit to Pto. Obaldía and the round table discussion in Panama City were reported in the media with an estimated **cumulative audience of 80,000**. The estimated value of the media coverage in Panama was **USD 48,300**.

## PARAGUAY

A **print press campaign** was organized in Paraguay with the slogan "**Juntos con los Refugiados en un mismo equipo, porque un país más diverso es un país más rico**" (Together with refugees on the same team, because a more diverse country is also a richer one) which was the subject of considerable media interest. The emphasis on the contribution of refugees to host societies was combined with the "Courage" theme on all press materials.

*Paraguay is covered by the Regional Office in Argentina.*

## UNITED STATES

The WRD official **launch ceremony** was held on 15 June at the Grosvenor Auditorium at the National Geographic Museum (NGM). The ceremony included speeches from prestigious speakers including US Secretary of State Condoleezza Rice, UNHCR Goodwill Ambassador Angelina Jolie, refugee hero Paul Rusesabagina, USA for UNHCR representative Ambassador Dan Spiegel and the UNHCR regional representative who acted as the moderator.

The program of events included a public reading of a letter of support sent from First Lady Laura Bush, an award ceremony presenting prizes to the three winners of the **4th Annual WRD Poster Contest** and a performance by Rwandan music and dance group Ingeli. Also featured was UNHCR's **first annual WRD Humanitarian Award** which was given to Paul Rusesabagina, the inspirer of the movie "Hotel Rwanda", along with the film's producer-director, Terry George. Approximately 60 members of the US media were in attendance.

Other activities held at NGM were the **screening of "Hotel Rwanda"** and the **open debate** that followed with Paul Rusesabagina, Terry George and UNHCR, a three-month long **photographic exhibition** "Surviving Darfur" by UNHCR staff and a **fund-raising lecture** on the photo exhibit attended by some 250 people.

USA for UNHCR organized a **fund-raising luncheon** featuring Angelina Jolie and Paul Rusesabagina. Collectively, 50 guests attended including USA for UNHCR Board members, the Undersecretary for Global Affairs at the Department of State, Terry George, major donors and many others, raising **USD 50,000**.

The national committee launched in late May a **special WRD website** and online **advocacy campaign** by which donors were informed about the upcoming events in Washington, how they could celebrate this important day with friends and family in their own communities, or how to send a Refugee E-card to a colleague. This successful online campaign raised more than **USD 14,000** in June.

Sunday 19 June was marked as **WRD family day-out**, with 4 hours of free performances by musicians and dancers from all over the world, a bazaar of goods from refugee communities and fun activities for children. On WRD itself, a one-hour **performance at the Kennedy Center** with performances from all continents closed the six-day program of events.



*The Cambodian Buddhist Society, one of the dance groups performing at WRD: ©UNHCR/N. Farhad*

Among the many other initiatives to mark WRD were **Angelina Jolie's congressional advocacy** with four of the U.S. Senate's most influential members in the area of foreign policy, and the introduction of a bill calling upon Congress to recognize 20 June each year as World Refugee Day, by Texas Congresswoman Ms. Johnson.

Approximately 8,000 people directly participated in Washington's WRD activities. In total, more than 30 million people were exposed in one way or another to media coverage on World Refugee Day in the United States. 137 U.S. newspapers or online media outlets ran stories mentioning WRD, 65 television programs reaching over 14 million people ran coverage of the launch of WRD event mentioning Secretary of State Condoleezza Rice and GWA Angelina Jolie. National Public Radio's "Morning Edition" – which involves 400 radios nationwide ran an interview with the High Commissioner followed by a commentary by Paul Rusesabagina written by UNHCR. The Pope's message was also picked up by 80 U.S. newspapers.

## URUGUAY

The **print press campaign slogan** "Juntos con los Refugiados en un mismo equipo, porque un país más diverso es un país más rico" was inspired by the refugee football team in Argentina and was the centre of an **advertising campaign** which proved extremely popular.



Famous **Uruguayan actor Osvaldo Laport** featured a WRD television spot which was broadcast by public network and cable television channels. The estimated value of these broadcasts in Uruguay was **USD 34,600**. Based on public comments received by partners these broadcasts were very important in raising awareness levels this year.

UNHCR's partner in Uruguay (SEDHU), refugees and asylum seekers, government and NGO representatives, as well as UNHCR regional representative **laid a wreath** at the monument of national leader Jose Artigas who died in exile in Paraguay. The event garnered political attention due to the high level of political representation (Vice Minister of Foreign Affairs, Vice Minister of Education and Culture, Human Rights Coordinator of the Ministry of Education and Culture, President of the Council of the city of Montevideo) providing the new government with an opportunity to demonstrate its open support for refugees at a particularly crucial time given that new refugee legislation was officially under study by Congress during June.

*Uruguay is covered by the Regional Office in Argentina.*

## VENEZUELA

The Ministry of Foreign Affairs (MFA) hosted the **exhibit** "Arrancados de Raíz" as the official event to mark WRD. Representatives from the Ministry, the National Refugee Commission and UNHCR spoke about the challenge of refugees in Venezuela to an audience of 70 high-profile members of the government, Ambassadors and representatives from international organizations, the Armed Forces, and other UN agencies.

Several initiatives were carried out in the Apure State: Refugees and members of receiving communities in Guasdalito shared their experiences on income generating projects; A **workshop** on "Refugee Protection and Asylum Seekers" was directed to the Technical Secretariat of the National Refugees Commission and to police officers; A **presentation** of the educational material *Little Carlota* was carried out in El Nula to a group of Venezuelan and Colombian children. In Tachira State a **Media Capacity Training workshop** was run for 65 journalists from Amazonas, Apure, Táchira and Zulia States.

The following activities were held in Zulia State: **Awareness Campaign** "Building new stories" for 400 children; A refugee-related **theatre play** presented as part of the project "Peace for the future: Investing in the youth" and directed to teachers and children; In Machiques, a **preventive medical campaign** directed to women, workshops on diseases prevention and refugee issues, as well as cultural activities for children; UNHCR participated in the 1<sup>st</sup> Social Summit on Management to promote inter institutional co-operation and define strategic guidelines for socially sustainable development.

During the week prior to WRD, UNHCR launched the **radio soap opera** "Cruzar la raya para vivir" with an unusual theme: the problems, fears and hopes of Colombian refugees in Venezuela, spreading a message of tolerance, understanding and respect for those forced to flee their homes. The radio soaps were supported financially by the Canadian and the British embassies in Caracas, the radio network Fé y Alegría, and UNHCR. "Courage" **radio spots** with voiceovers of Colombian singer Juanes were also broadcast.

The British Embassy in Venezuela and UNHCR co-funded the **awareness project "Building a New Story"**. Targeting primary school children, the project aims to teach them about the history, inhabitants, traditions, culture, language, and traditional food of receiving communities located at the border with Colombia through theatre plays and puppet show, promoting integration among Colombian and Venezuelan children.

WRD received wide coverage in Venezuela: **Reuters covered** the launch of the radio soap opera in Spanish, Portuguese and English; Two TV networks, as well as five internet sites, covered the WRD commemorative event in Caracas and San Cristobal.; **12 radio interviews** were given in Caracas and in the border area; And **26 press articles** were accounted for from 17 to 28 June.