

World Refugee Day 2006 Final Report



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Cover Photos: Photo 1, refugee children playing in their camp, © UNHCR/ Tanzania M. B. Olsen. Photo 2, young girls celebrating at Vikaspuri city, © UNHCR/ N. Bose. Photo 3, Festival for WRD: © UNHCR/ Kazakhstan V. Solovyov. Photo 4, children from the GTZ refugee centre play on a bouncy castle: © UNHCR/ Kenya. Photo 5, High Commissioner Guterres meets a local football team: © UNHCR/Liberia M. Van Maastrigt.

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WORLD REFUGEE DAY

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World Refugee Day in Yemen ©UNHCR/Yemen

Introduction: Why hold World Refugee Day?

WORLD REFUGEE DAY

Refugees are people like you and me; they have hopes and dreams for their own futures and those of their families. But unlike you and me they have had the misfortune of being in the wrong place at the wrong time where these hopes and dreams have been shattered. Refugees are just people who – because of the colour of their skin, the way their countries act, the way they worship, what they think, believe or speak – have been forced to run from the familiar to the unfamiliar to save their lives.

Today there are more than 21.8 million displaced people, yet it appears that many people are not aware. In 2000, the United Nations General Assembly established an annual World Refugee Day (WRD) to be celebrated every June 20 — a time when the indomitable spirit and courage of refugees worldwide is celebrated, a time when we can give them the encouragement, support and respect they deserve. Each year UNHCR selects a theme for the annual celebration and activities to highlight the many facets of being a refugee and the challenges they face daily. Some 120 countries around the world celebrate this day with contests, games, concerts, rallies, exhibitions and multicultural festivals, so that for at least one day, the world's refugees feel the scope and reach of global concern about their plight and the commitment to providing solutions.

UNHCR's task is a complicated one, and it needs to be able to rely on the strength of its partners and on the understanding of the public at large in order to continue to protect and assist the world's most vulnerable. WRD provides the perfect platform to rally support for the organization and highlight its programs, as well as an opportunity to celebrate refugees and their many qualities, and to highlight their needs. Public outreach, support offered by the media, implementing partners, and governments are all critical components of successful awareness campaigns, and they, in turn, lead to political, social, and financial support for UNHCR and refugees.

On June 20 this year, the world celebrated the indestructible hope which drives refugees to defy all odds in order to survive and rebuild their lives. This report on the activities which took place all over the world to commemorate this day is based on feedback received from UNHCR field offices. It indicates increased interest in refugee issues worldwide, as well as the power and responsibility of all to contribute to resolving their plight.

"A person who leaves everything behind; family, job, studies, home, friends, must necessarily be accompanied by an enormous amount of hope" — Dolores Cristina. Minister for Family and

– Dolores Cristina, Minister for Family and Social Solidarity of Malta

Executive Summary

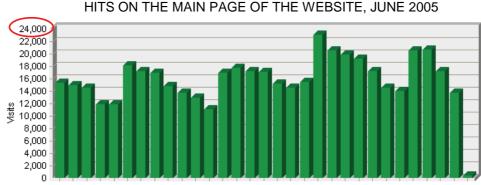


World Refugee Day 2006 was celebrated under the theme of "**Hope.**" This theme was chosen to highlight the courage and perseverance of refugees who have lost everything. Refugees are optimistic for their future; they have hope for themselves, and faith in us to help them. They never stop believing and anticipating a better life. The amazing progress that has been made this year for World Refugee Day shows that their unflagging hope is not in vain.

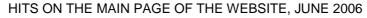
- A total of 89 countries where UNHCR has a presence reported on activities carried out to commemorate World Refugee Day.
- These activities include games, concerts, press campaigns, rallies, cultural evenings, exhibitions, sports events, journalist training, seminars, film festivals, pen pal groups, and summer camps.
- Helping to raise public awareness, celebrities and popular public figures took part in WRD events, including Winter Olympics gold medallist Jennifer Heil, author Khaled Hosseini, Olympic athlete Joey Cheek, former US Secretary of State Colin Powel, Hong Kong actor Michael Wong and Colombian singers Juanes, Fonseca and Beto Galvez. UNHCR received items for charity auctions from our own Goodwill Ambassador Angelina Jolie as well as the Australia and England World Cup Teams, actress Scarlet Johansson, actor Clint Eastwood and singer Mariah Carey.
- GWA Jolie's interview with CNN reporter Anderson Cooper, and her public service announcement for WRD, were broadcast around the world and helped increase public awareness and raise funds for refugees. More than **1 billion people** heard these messages.
- **Ninemillion.org**, an innovative fund-raising campaign for refugee youth, was launched on WRD with backing of UNHCR corporate partner Nike and Microsoft. It promotes education and sports activities for an estimated nine million refugee children worldwide. Nike also supplied durable balls in refugee camps around the world. Sports contests were a highlight of WRD events in all the countries that reported on their activities.
- WRD collective advocacy work received prime-time screening in nearly all countries this year. The wide **media coverage of WRD** activities was estimated to have an overall **value of US\$8,332.082**. (This figure grossly underestimates the real media value since not all countries submitted their evaluation forms, while this value only takes into account parts of the coverage that can be estimated).

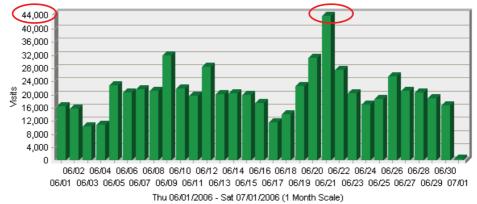


World Refugee Day is primarily a way to raise awareness about refugee issues. The graphs below show the number of hits UNHCR's main web page received during the month of June 2006, compared with June 2005. The progress from 2005 is clear, with a peak on June 20, but high interest on most other days. This demonstrates the wider scope of UNHCR's outreach on this day, and the greater impact UNHCR's activities are having on sensitising the public about refugees.



06/02 06/04 06/06 06/08 06/10 06/12 06/14 06/16 06/18 06/20 06/22 06/24 06/26 06/28 06/30 06/01 06/03 06/05 06/07 06/09 06/11 06/13 06/15 06/17 06/19 06/21 06/23 06/25 06/27 06/29 07/01





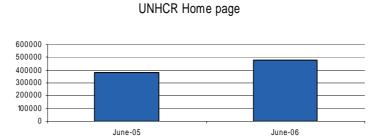
Hits on the main page of the UNHCR Website, June 2005-June 2006

Statistics

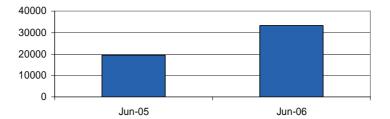
Browsers visited various sections relating to special events on UNHCR's website. Goodwill Ambassador Angelina Jolie's WRD video spot was a great success and approached 21,000 hits during the month of June 2006.

REFUGEE

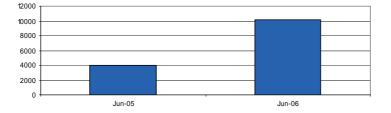
DAY



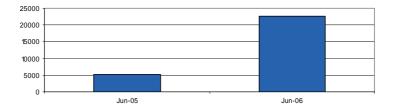








Angelina Jolie TV spot

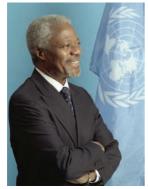


Hits on different pages of the UNHCR Website

World Refugee Day 2006 Statement by Kofi Annan UN Secretary-General



"REMEMBER RESPONSIBILITY TO HELP KEEP HOPE ALIVE"



For the thousands of people forced to flee their homes each year, escaping with their lives and a few belongings, is often just the start of a long struggle. Once they have found safety from persecution or war, they still face enormous challenges just trying to obtain things most of us take for granted – schooling, a job, decent housing or health care.

Hardship takes many forms, and hard choices must be made. Aid agencies with limited resources are often forced into painful prioritisation exercises. Which is more important for thousands of children in a refugee camp, a school or a health clinic? In addition to their efforts to build new lives, many refugees bear psychological and physical scars from past abuses that can

endure for years, even in a completely new environment. Families who face persecution in their own country may have to live under the daily threat of being forcibly returned. Even in asylum, a refugee may be perceived as a threat, rather than a victim, and face intolerance or hostility.

Today, the global refugee population is at its lowest level since 1980. Over the past few years, the United Nations High Commissioner for Refugees has helped millions of people repatriate or start over in a country of asylum. UN agencies are working together to ensure that millions of people displaced within their own country, often in conditions similar to refugees, receive the assistance they need. Here too, hundreds of thousands of people, from the Russian Federation to Liberia, have been helped to go home voluntarily.

Yet as we mark World Refugee Day 2006, more than half those that UNHCR cares for around the world have spent more than five years in exile. Let this day serve as a reminder of our responsibility to help keep hope alive among those who need it most – the millions of refugees and displaced who are still far from home.

World Refugee Day 2006 Statement by António Guterres UN High Commissioner for Refugees





Imagine what it's like to be a refugee, forced to flee persecution, civil war or violence and leaving behind everything that is dear – home, family, and friends Suddenly, you find yourself in a strange land, dependent on the protection and help of others. Imagine the sense of isolation, of helplessness, of anxiety about an uncertain future.

And yet, if there is one common trait among the tens of millions of refugees that we at the UN refugee agency have helped over the past 55 years, it's the fact that despite losing everything, they never give up hope.

On this World Refugee Day 2006, we honour refugees and displaced people all over the world who, on the strength of that hope, have

overcome enormous odds to start rebuilding their lives. Each refugee is a different story, but collectively theirs is a story about the triumph of hope over despair.

We, at the Office of the United Nations High Commissioner for Refugees draw great inspiration from their tenacity and courage. We are often asked how we can face the grim reality of our work, year after year, without feeling discouraged. And our answer is simple: if the refugees themselves don't give up hope, how can we?

Their perseverance inspires all of us who work with them to do everything we can to find solutions so they can get on with their lives. These solutions include voluntary repatriation back to their homeland once conditions allow, or – if that is not possible -- integration in the country of first asylum or resettlement to a third country.

In turn, the prospect of such solutions enables refugees to maintain their hope for a better future. Over the past 55 years, UNHCR and its partners have helped more than 50 million uprooted people to restart their lives – that work continues in more than 100 countries.

But unfortunately, more than 5 million refugees have been in exile for five years or longer – and some of them for decades. Keeping their hope alive is the responsibility of everyone, including international leaders who should be doing more to resolve these situations and to address the root causes of conflict and displacement.

All of us can do our part to give hope to the uprooted – from a simple, welcoming smile to refugees in our own communities, to the participation of individuals, of businesses and governments in supporting the field activities of the many humanitarian agencies caring for the displaced. World Refugee Day is part of that common effort as we gather on June 20 in cities and towns, in refugee camps and in remote settlements to pay tribute to the courageous, unwavering hope of the world's refugees – and to assure them that they are not forgotten.

Thank you.

Leaflet of the 2006 World Refugee Day campaign



"Keeping the Flame of Hope Alive"



KEEPING THE FLAME OF HOPE ALIVE
We see on a daily basis the incredible courage carve a new and unplanned future in an alien
and perseverance of ratugees who have lost and not always welcoming community
everything. For them, every day spent in solle or
flight is a day too long. This is why Norld As different as all these millions are from each
Refagee Day should be, for all of us, a time to other from the fleeing African woman to the
pause and think. Because if they refuse to give university professor whose political views
up hope, how can we? amount to a death sentence one thing
connects there hope for a batter future, and a This 20 June, we ask you to remember the chance to restore lasting peace to their lives.
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Asia, Europe and Latin America who are endu- Help us keep that flame of hope alive, not just
ring the privations and restrictions of camp on Warld Refugue Day, but every day, Please
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20 June
www.unhcr.org
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I HOPS THEY WON'T KILL ME I HOPS NOFODY'S FOLLOWING ME I HOPE I DON'T STEP ON A LAND MINE I HOPE I DON'T SOME WATER SOON I HOPE I DON'T DIE OUT HERE I HOPE SOMEONE WILL FIND ME I HOPE THE U.N. CAN HELP ME I HOPE THEY'VE GOT FOOD AND SHELTER I HOPE THEY CAN HELP ME FIND MY FAMILY I HOPE WE'LL BE ABLE TO GO BACK ONE DAY I HOPE WE FIND A FLACE TO CALL HOME I HOPE WE LEARN TO FIT IN I HOPE WE CAN BUILD A FUTURE HERE

I HIEG WE NEVER, EVER, HAVE TO RUN AGAIN!

GIVING 19 MILLION REFUGEES REASON TO HOPE (i)

UNHER

World Refugee Day 2006 "Hope"



"Keeping the Flame of Hope Alive"



Throughout their long and daunting journey from oppression and persecution to asylum and protection, and eventually to a place they can call home, refugees show incredible strength, courage and determination. Their journey is a dangerous and arduous one and every day spent in exile is a day too long. But in every step of their journey refugees carry with them an unshakeable, unrelenting hope. By hanging onto their hopes for basic survival, sustenance and protection, and for the chance to one day rebuild their lives, refugees defy all odds. As the UN refugee agency, we continue to be impressed by the tenacious hopefulness of refugees which, in turn, motivates us to leave no stone unturned in the fulfillment of our mandate, to protect them and to find durable solutions to their plight.

On World Refugee Day, we ask everyone to remember the millions of refugees under our care who are trying to pick up the pieces of once peaceful lives. As different as they are from each other, one thing connects them all: hope for a better future and a chance to restore lasting peace to their lives. Here is a poem written by a refugee communicating hope to the world:

I am a REFUGEE

I am a refugee who is forced to abandon his home country because of war, terror, oppression, depression, intimidation, persecution and indignation, because of my colour, my race, my belief, my political opinion and association.

I am that refugee whose liberty, freedom, dignity, peace and all god-given rights have been detached.

I am that refugee who is unwillingly and involuntarily forced to live in camps in unfriendly environments under pressure of hunger, thirst, homelessness, disease and frustrations.

I am that refugee who eats half cooked foods without taste, flavour and value because of no firewood and no food spices.

I am that refugee who eats one meal a day and one type of food daily.

I am that refugee, that woman who is subjected daily to physical and sexual harassment, rape, burden of firewood collection and cooking under intense heat and chilling temperatures.

I am that refugee, that child who is subjected to multiple killing, diseases, orphanage, forced illiteracy, child labour and unknown.

I am that refugee, that man whose manhood has been taken in camps because of no work and no family responsibilities

I am that refugee who has nothing left save one undetectable thing that is hope and hope only. The flaming hope of finding a place to build a new life, a new life full of liberty, freedom, dignity, peace and all human rights. A life rich with friends and relatives.

I am that refugee; I will never remain restrained in exile, I will make a good fortune out of my sufficiency because I have hope.

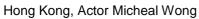
I am that refugee who is awaiting your help to keep my burning flame alive till I reach my homestead.

Wani Anthony Sisto Upper Nile University Malakal, Sudan World Refugee Day 2006

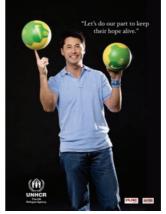
Campaigns all over the world





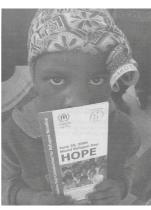






Hong Kong, Actor Micheal Wong





Namibia



Russian Federation



Switzerland



Iran





ARGENTINA

An online auction was held, with items donated by UNHCR Goodwill Ambassador Angelina Jolie, filmstars Clint Eastwood and Scarlet Johansson, and singers Mariah Carey, Juanes from Columbia and Axel from Argentina. The auction was launched at a WRD event attended by soap star Osvaldo Laport, UNHCR's newest Goodwill Ambassador. Thanks to implementing partner De Remate.com the auction was able to publicise WRD in 24 full-page ads in the La Nacion newspaper. Media in Spain, Mexico, Uruguay and Paraguay covered the event.

BRAZIL, CZECH REPUBLIC, and RUSSIAN FEDERATION

Public awareness campaigns in underground stations were launched to promote WRD in Brazil, the Czech Republic and the Russian Federation. It is estimated that 42 million people were exposed to the Brazil campaign, some 700,000 to the Czech Republic campaign and 7 million a day in Russia.

COSTA RICA

The Lottery Association printed 2 million tickets with the WRD/UNHCR logo and the local telephone company, ICE, did the same with 500,000 phone cards.

CYPRUS

The major event this year was the launching of a fashion t-shirt with the "Hope" message printed on it. Local media attended the launch, which resulted in 75 percent of the population being reached. A television spot has also been created for the shirt. Moreover, 500 employees of the Carrefour supermarket chain wore the shirt for a week. An estimated 10,000 customers visit Carrefour each day.

HONG KONG

The company SOHK printed t-shirts with an image of Einstein – representing hope for education – and produced blue, "I Hope" wristbands, which were sold to raise money for UNHCR and refugees in Hong Kong. The equivalent of US\$16,000 was raised.

HUNGARY

A "Street of Diversity" festival took place on one of the most popular thoroughfares in Budapest, with seven outdoor concerts, three exhibitions, two theatrical performances and food tasting in 17 restaurants. The media in Hungary was widely used to promote awareness of World Refugee Day. Some 100,000 advertisements were published in METRO magazine countrywide, while Pest-Night magazine printed a further 200,000 copies.

ICELAND

WRD was declared as a national day in Iceland.





ITALY, MALTA, ARMENIA and KYRGYZSTAN

A training session was organised in Rome for journalists at RAI, Italy's leading national TV and radio station. The session focused on coverage of national and international news as journalists play a crucial role in forming public opinion on subjects such as human rights, international courts, refugees and tolerance. The training helped forge stronger links with the media and received extremely good press coverage. Some 56 million people were reached through the Internet, TV, radio and newspapers from June 18-24. A press tour was also implemented in Armenia and Kyrgyzstan.

JORDAN and CAMEROON

A bike ride through the busiest streets of Amman was organised, with participants performing traditional Iraqi and Jordanian folk dances at the final stop. In the Cameroonian city of Yaoundé, some 200 refugees took part in a 10-kilometre race to celebrate WRD.

KAZAKHSTAN

UNHCR helped arrange the painting of different UN themes on city trams to promote tolerance and awareness about refugees and the UNHCR amongst the general public

KENYA and GAMBIA

WRD activities started with a procession in the streets of Nairobi. Children and different refugee groups performed a series of sketches for the crowds, and a Kenyan performing arts group told stories and performed shows around the theme of Hope. Gambia also held street processions.

LEBANON

Refugee children were provided with cameras and took the photos of their daily lives. These photos were later exhibited in public.

SAUDI ARABIA

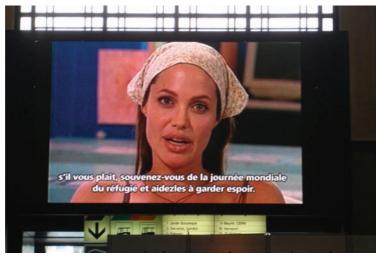
Exhibitions were held all over the capital, Riyadh, while 48 posters on the theme of Hope were put up in prominent places and malls like the Kingdom Centre, which attracted 13,000 visitors. Posters were also displayed by banks, companies and non-governmental organisations.

SPAIN

Train company RENFE distributed 5,000 books about discrimination and integration to children travelling on its trains. The books came with a bookmark describing what WRD and UNHCR mean.

Involvement of Goodwill Ambassadors in World Refugee Day activities

The participation of Angelina Jolie for World Refugee Day consisted of a one-hour CNN interview via TV and a radio spot. These were broadcast in around 70 countries and subtitled in numerous languages. Ambassador Jolie's involvement in WRD this year led to unprecedented and out standing media coverage for UNHCR and refugee issues. In the spot, Angelina Jolie urges the world not to forget about refugees on 20 June.



Angelina Jolie's TV spot airs at Geneva's main railway station

"I'm Angelina Jolie, for the millions of displaced persons around the world, please help to keep their hope alive and remember World Refugee Day." Goodwill Ambassador Angelina Jolie, June 2006

Goodwill Ambassador Giorgio Armani donated two footballs signed by the England football team to UNHCR, which were auctioned off on e-bay. The auction page also advertised WRD, which drew attention to Armani's contribution.

In Spain, Goodwill Ambassador Barbara Hendricks performed in a concert at the Palau de la Musica hall in Barcelona – an event attended by 1,500 people. A leaflet was distributed at the event, containing the artist's programme as well as information about World Refugee Day and UNHCR. It also contained details about how to make a donation. Regional and national media in Spain, including TVE and Canal Press, covered the event, and many press



Uruguayan-born actor Osvaldo Laport at Argentina's online auction: © UNHCR/M.Tocuna

articles were released.

Goodwill Ambassador Osvaldo Laport, meanwhile, attended Barbara Hendricks performs in Barcean online auction in Argentina, Iona on WRD: © Thomas Andreu where he helped present the



WORLD

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auction items to the media. These included a pair of boxing gloves which one of his characters wore in a popular television soap opera.



Nine million faces. Nine million names. Nine million stories, Nine million children are refugees right now. Help them play, let them learn

World Refugee Day (WRD) marked the launch of UNHCR's ninemillion.org campaign worldwide. High Commissioner António Guterres was in Liberia cheering on returnees in the town of Sinje as they played football with a special Nike green and yellow ball produced for the campaign. UN Secretary-General Kofi Annan, together with his Special Adviser on Sport for Development and Peace Adolf Ogi and UNHCR Deputy High Commissioner Wendy Chamberlin, hailed the launch in Geneva a day later. On WRD, Chamberlin gave interviews about ninemillion.org in England to Reuters, AlertNet, BBC, CNN and Sky News. An introduction to the campaign was held during World Refugee Day events at the National Geographic Society in Washington with former US Secretary of State Colin Powell. At UNHCR's Geneva headquarters, a public service announcement (PSA) featuring Brazilian soccer star Ronaldo was aired in the atrium, while nearly US\$5,000 was raised from staff purchases of ninemillion.org balls and T-shirts. Around the world **nine**million.org was launched in several locations where UNHCR operates, such as Benin, Central African Republic, Chad, Colombia, Croatia, Ecuador, Ethiopia, Hong Kong, Iran, Kyrgyzstan, Pakistan, Rwanda, Serbia, Tanzania and Uganda.

Ninemillion.org is designed to help raise awareness and funds for children in refugee camps around the world who have little access to education or sport. Two-thirds of the money raised through the campaign will be used for education projects, while the remaining third will fund sport and play programmes for refugee youth by the non-governmental organisation, Right To Play, with an emphasis on involving girls and young women.

Ninemillion.org has been developed in close cooperation with Nike and Microsoft, both members of UNHCR's Council of Business Leaders. Companies, foundations and individuals are invited to join the campaign. Other members of the UNHCR business council have already joined, showing how businesses can play an important role in the achievement of the UN Millennium Development Goals.













Microsoft is supporting ninemillion.org through MSN, its online media network, to provide ad-

vertising media, editorial and promotional support for the campaign. MSN is featuring **nine**million.org on local portals in nine languages and Hotmail and Messenger sites in the top 10 markets across Europe. It also was seen during the summer on MSN's popular "Road to the World Cup" channel.

The Nike Foundation kicked off the fund-raising effort by announcing a matching grant for the first US\$1 million donated to **nine**million.org. Nike further donated 40,000 balls to UNHCR for refugee children. The green and yellow balls were designed specifically for durability in harsh refugee camp conditions. T-shirts with the **nine**million logo are available for purchase at select Nike retail outlets worldwide and available for purchase online, with net proceeds supporting the campaign.

The **Nine**million.org website contains a PSA featuring Ronaldo, a UN Development Programme Goodwill Ambassador, and individual portraits and biographies of refugee youth from refugee camps in Azerbaijan, Uganda and Thailand.

Ninemillion.org aims to create a global community dedicated to giving the world's refugee children the chance to learn and play.

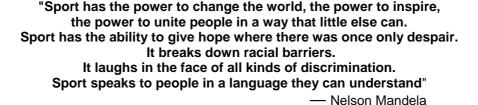


Photo 1: Geneva, Ninemillion launch: Mr. Kofi Annan, Mr. Alolf Ogi and Wendy Chamberlin: ©UNHCR/S. Hopper

Photo 2: Liberia returnees with António Guterres at a football match: ©UNHCR/E. Kanalstein

Photo 3: Geneva, HQ ninemillion.org team: ©UNHCR/P. Jacob

Photo 4: Pakistan, ninemillion ball distribution at Mianwali refugee camp: ©UNHCR/K.Jamil

Photo 5: Tanzania, Nike balls in Lugufu camp: ©UNHCR/A. M. Bourgeouisie

Photo 6,7 and 8: ninemillion.org Poster and ball and t-shirt.

Photo 9: Tanzania, Nike balls in Lugufu camp: ©UNHCR/A. M. Bourgeouisie





WORLD REFUGEE DAY ACTIVITIES BY REGION

The following part of the report is a summary of events that took place around the world to mark World Refugee Day 2006. The information is drawn from a number of sources, including evaluation reports from field offices and data on UNHCR's World Refugee Day site.

The summaries are sub-headed by each bureau: Africa, the Americas, Asia and the Pacific, CASWANAME and Europe. Countries are organised in alphabetical order and colour-coded by region.

For more details on a specific country's activities, please contact the relevant focal point and/or visit the World Refugee Day site on the UNHCR website (www.unhcr.org/wrd).

