



COLLECTING VICTIMS' STORIES

Equinet Working Group on Communication Strategies and Practices
Budapest, September 2018



WHY?

‘Our societies are built on stories’

**‘A powerful tool for connecting with people
and motivating them to take action’**

- **FRAMING EQUALITY: Communication Handbook
for Equality Bodies**

- **Stories make it real, give human face**
- **Stories evoke feelings and values, support beliefs (decision making!)**
 - **Stories win memory over facts – Stanford research 5% vs. 63%**
 - **Stories sell – 129\$ vs. 3613\$**

WHY?

- Awareness raising
- Fighting stereotypes
- Prevention and suppression of discrimination
- Improve policies

GREAT, BUT...



Asylum


WHAT ABOUT:

- Privacy
- Dignity
- Vulnerability in the hand of the media
- Trust of potential complainants
- Logistic difficulties/obstacles



**GOOD PRACTICES:
LITHUANIA**

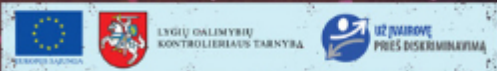




JAU GERIAU
MANO ĮMONĖ
BANKRUTUOS,
NEGU JOJE
DIRBS SENIS.
AR TIKRAI?

KAS SVARbiau: AMŽIUS AR GERAS SPECIALISTAS?
DISKRIMINACIJA KENKIA VISIEMS.


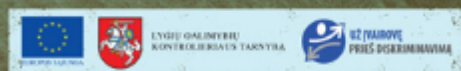
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BUTAS PATVINS,
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SANTECHNIKA
PATAISYS MEISTRAS
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JAU GER
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#SUPERHEROJĖS

JOS PALIKO SMURTAUJANČIUS VYRUS









YOUR BEST PRACTICES?
LESSONS LEARNED?
TIPS?
IDEAS?