

SOCIAL-UP. ACTIONS FOR CHANGE

WE ACT BECAUSE CHANGE DOESN'T HAPPEN BY ITSELF ON- AND OFFLINE, WE CHALLENGE HATE SPEECH EVERY SINGLE DAY

WE ARE A COMMUNITY OF DOERS, DEDICATED AND DIVERSE, READY TO TWEAK AND REINFORCE REALITY

TODAY, WE BRING CIVIL SOCIETY, MEDIA AND TECH INFLUENCERS, EDUCATORS AND ACTIVISTS TOGETHER TO FOSTER A "HATE-FREE" SOCIETY



**UNLEASH CHANGE. SPARK INNOVATION. TWEAK REALITY.
LEARN ABOUT HUMANITY IN ACTION POLAND.**

HUMANITY IN ACTION

POLSKA



WHY ACT NOW?

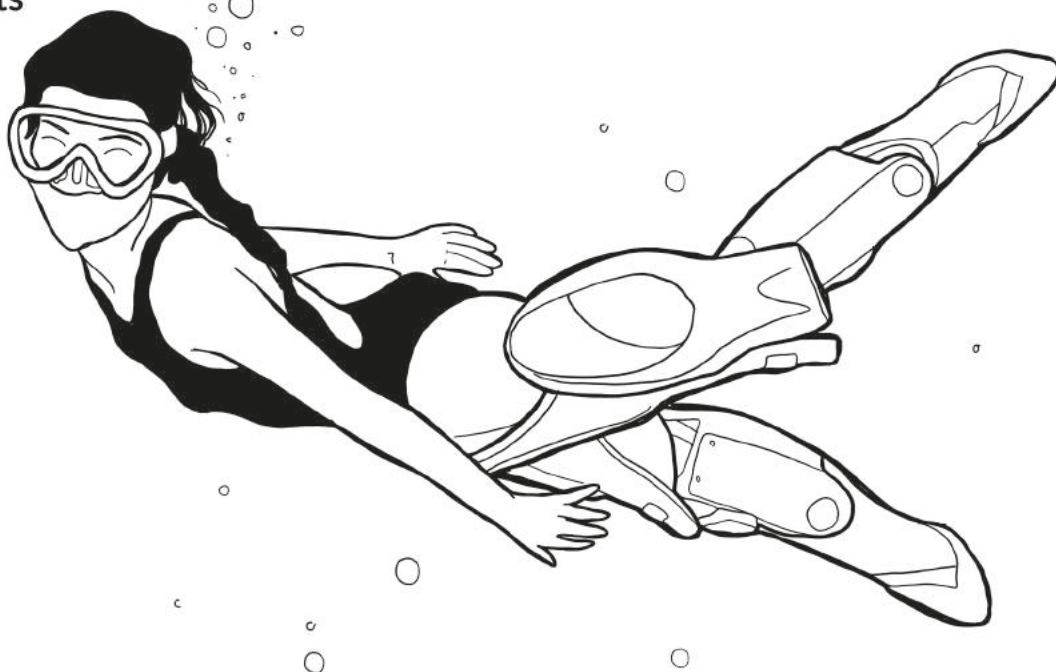
Apathy, polarization and burgeoning hatred plague European societies. A lack of dialogue translates into a lack of empathy, or vice versa. The numbers don't lie: research by the Center On Prejudice Studies at the University of Warsaw shows that on the internet in 2016 around 75% of Polish teenagers encountered hate speech against Jews, Muslims, Roma, Persons of Color and those who are LGBTQ.

Compared to 2014, the percentage of young people who came across anti-Ukrainian and islamophobic hate speech has increased by 24.5 percentage points. As such, the number of hate crimes has now risen compared to years prior. This rollercoaster of hate can be stopped.

Acting now pays off

The Foundation Humanity in Action Poland runs a three-part pilot program to challenge the status quo of hate speech and to inspire Poles to preempt it and properly react to it. Since 2017 we have:

- run 2 editions of a Social Entrepreneurship School (DIY School) for Polish activists that sparks grassroots initiatives across the country to promote a culture based on human rights
- published the interactive youth books "On Refugees" and "On People with Disabilities" and have engaged educators, librarians and teachers to make good use of them
- utilized technology's multiplier effects (e.g. Facebook-based chat-bots) and collaborated with YouTubers to teach society how to effectively react to hate speech



SNOWBALL EFFECT – IT WORKS!

- **30 Polish activists**

have participated in our social entrepreneurship school and are developing 30 concepts for their endeavors

- We invited **15,000 teenagers and over 300 teachers/educators** and librarians to reflect upon and counteract xenophobia and ableism through our interactive books

- **4 of our videos** on xenophobia, islamophobia and homophobia have reached nearly **ONE MILLION viewers** and sparked over 32,5k comments

We challenge hate speech comprehensively: on- and offline, at schools, and on the streets, in different cities and in private homes. We make dialogue happen. We emphasize humanity. We fuel action and celebrate responsibility. Our initiatives are met with interest by national media. Yes, we have managed to create some real buzz!



Moreover, in the “Social-up...” we developed and tested:

- An entire DIY curriculum at our Social Entrepreneurship School that is applicable to and replicable regardless of location or scale
- A model for public events in the format of “Pitch & Pizza Nights” that promotes grassroots social ventures and provides opportunities to get inspiration on concrete civic/entrepreneurial initiatives from viral YouTube stars like Radek Kotarski (Polimaty, 604k subscribers) or Arlena Witt (463k)
- A model for interactive books that resonates with teenagers while tackling pressing and controversial issues

Through our actions we have developed relationships with partners including:

**the City of Warsaw's Center
for Social Communication**

**Warsaw's District Educational
Departments**

**the Warsaw Center for Educa-
tion and Social Innovations
and Trainings**

Warsaw's Center of Creativity

**the Museum of the History of
Polish Jews Polin/Menora**

**the Information Society
Development Foundation**

the Leadership Center

Life Tube

ForStudent

the HubHub

We hosted speakers and trainers from:

**the Association BORIS (Polish
abbr. for Service Office for
Social Initiatives Movement)**

**the Foundation for Social and
Economic Initiatives (FISE) &
Center for Social Economy
Support (OWES)**

**PolakPotrafi (crowdfunding
and crowdsourcing platform)**

Conflict Kitchen

Conflict Kitchen

Panato

**Campaign Against
Homophobia**

Greenpeace Poland

Good Agency

OKO.Press

TokFM

Gazeta.pl

TVN





DIY SCHOOL PARTICIPANTS:

"I am most grateful that I could participate in this project, which is one of the most thought-out initiatives I have ever participated in. And the atmosphere during the whole social hub is something no one will ever take away from me."

"I have learnt so much. It was amazing to be able to meet such inspiring people."

"I am leaving Warsaw with my head full of ideas. Thank you for such a productive time."

AWARDS

The film entitled **"And Do YOU React When You Hear Such Words?"** (on popular Rafał Gębura's vlog "7 Meters Underground" with a reach of 938 k regular subscribers) created in cooperation with Foundation Humanity in Action Poland received a special award by Mastercard at the 2019 Gala of Grand Video Awards.

Weronika Zimna (19 years old), Poznań

In 2018, Weronika Zimna was recognized as one of Forbes' & McKinsey's "25 Under 25" outstanding students who have impacted Poland's economy and society in the category "Supporting Diversity." Weronika took part in the Entrepreneurship School in 2017/2018 edition and as a result she prototyped and tested a three-month long coding and empowerment course for teenage girls in Poznań ("*Hackers of Reality*"). She fundraised 30k PLN (over 7k EUR).

SELECTED PROJECTS

Beata Nowicka, Perypetja, Toruń, DIY School Fellow 2018/2019

People with mental health issues or disabilities experience discrimination and marginalization over and over again. Their conditions remain a taboo and are prone to stereotyping, fears and contempt. At the same time, mental health challenges are becoming an ever more common reality and, according to the World Health Organisation's forecasts, this trend will only continue to grow. Perypetja is a comic book about the anxiety, fears and depression of a 27 year old woman. It is made for young adults and shares various ways of getting support through self-help and professional treatment.

Dorota Mołodyńska-Kuentzel, Living Library/Żywa Biblioteka, Wrocław, DIY School Fellow 2018/2019

How do you maximize the potential of diverse teams in a company? How do you help employees communicate and cooperate constructively with one another? How do you achieve better results in a friendlier atmosphere? Living Library/Żywa Biblioteka is a place where people act like books that can be 'borrowed' for conversations that overcome stereotypes and prejudices. Dorota has built three partnerships with Credit Agricole, Volvo, Ernst & Young and the Wrocław Municipality, which has enabled over 260 people to meet with 'the Other' and have an opportunity for meaningful dialogue .

INTRIGUED BY WHAT WE DO?



Become a part of it and boost our work: Help us get our messages across by sharing & liking our posts on social media!

facebook.com/HIAPolska

twitter.com/hiapl

instagram.com/hiapolska

SUPPORT US WITH YOUR KNOWLEDGE, CONTACTS, THOUGHTS BY BECOMING OUR PARTNER!

poland@humanityinaction.org

www.humanityinaction.org/country/poland

www.uprzedzuprzedzenia.org

SUPPORT US FINANCIALLY TO ENABLE OUR WORK!

You get to choose! You can fund:

- * the participation of 1 person in DIY School (investment of 1,5k EUR),
- * the development of 1 interactive book (investment of 5k EUR),
- * the training of up to 25 teenagers by using and multiplying the book content (investment of 300 EUR),
- * the production of a video by a viral YouTuber (choose the amount of your support from 10 EUR to 1k EUR),
- * the implementation of a "Pitch & Pizza Night" (choose the amount of your support from 10 EUR to 1k EUR).

HOW?

Use the **DONATE** button on
www.humanityinaction.org/country/poland/

Transfer donations to our bank account:

Fundacja Humanity in Action Polska, IBAN:

PL 881020 1097 0000 7002 0166 7583

Bank PKO BP, SWIFT BPKOPLPW

payment title: **donation**





BECOME A PART OF THE CHANGE

Since hate speech and hate crimes are on the rise, now is the time to **SCALE-UP**. Keep the ball rolling! In the next two years, we need to meet the needs of young people and:

- **PUBLISH** a new series of 3 interactive books focused on the following challenges: human rights and counteracting hate speech, fake news and disinformation, as well as activism and social entrepreneurship. We aim to reach 30 k people with our messages
- **TRAIN** up to 60 activists through our DIY Social Entrepreneurship School model to enable them to develop their own ventures and/or mini DIY Social Entrepreneurship Schools
- **PRODUCE** 3 to 6 videos with YouTube creators, promoting a culture of diversity and human rights that will reach 1,5 to 2 million people



WHO ARE WE?

At the **Foundation Humanity in Action Poland**, we focus on promoting **respect for human rights** and actions supporting **democracy, civil society and pluralism**.

We work with young leaders who are ready to translate their pro-social interests into concrete action. Those who have a passion to work creatively for and with people and groups affected by discrimination succeed in our programming.

We support these leaders in developing the knowledge and skills necessary to sensibly and effectively counteract prejudices while also responding to manifestations of hateful attitudes and behaviors.

We create opportunities for young leaders to learn from experienced activists and experts of different generations and from different countries. We motivate them to develop their own ideas for activism.

We advise them on how to improve and implement projects.

We promote the work and achievements of the alumni of our programs.

We foster long-term cooperation as part of an international community of leaders.

We encourage our alumni to share their skills and experience with younger generations of activists.

We expose these emerging leaders to the realities of day-to-day human rights work through various leadership development programs.



Learn more about our initiatives at:

www.humanityinaction.org
www.uprzedzuprzedzenia.org
www.facebook.com/HIAPolska

This initiative was implemented thanks to the generous support of

**the Foundation
“Remembrance, Responsibility and Future (EVZ)”**