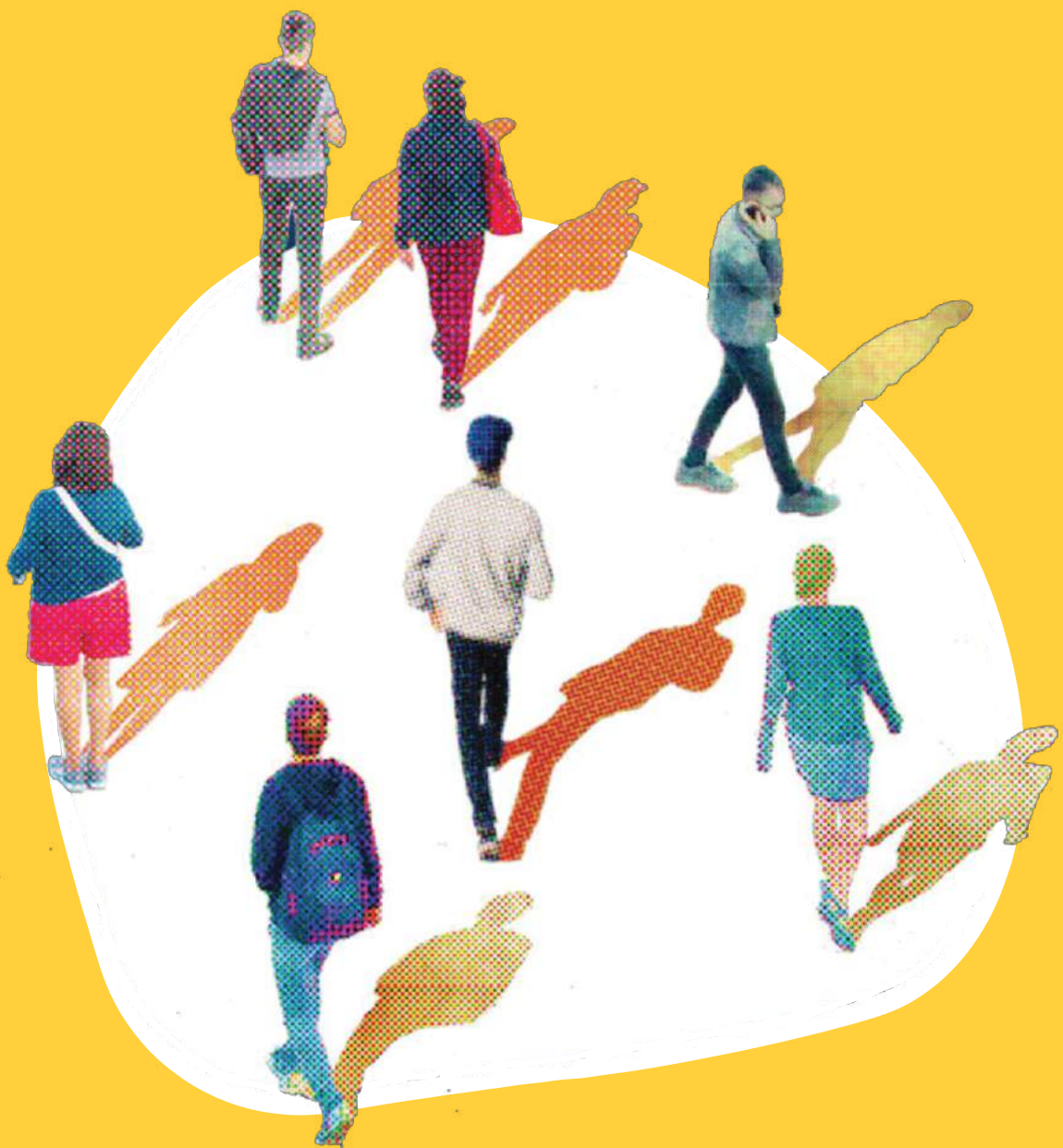


STEPPING UP

Ukrainian Refugees, Changemaking
& How to Make Europe a Better Place for All



MEDIA KIT 2023

**HELLO
EUROPE**



Contents

- 3** **WAYS YOU CAN SUPPORT**
How you can help
- 4** **REPORT OVERVIEW**
- 5** **KEY MESSAGES**
Barriers and challenges on the way
Emerging opportunities
Five key recommendations
- 7** **MEDIA RESOURCES**
- 13** **MEDIA LIBRARY**
- 14** **ABOUT HELLO WORLD AND**
ABOUT HELLO EUROPE
- 15** **CONTACT INFORMATION**

WAYS YOU CAN SUPPORT

We welcome your support to disseminate our brand-new report in the field of migration, *Stepping Up: Ukrainian Refugees, Changemaking & How to Make Europe a Better Place for All*, so the valuable insights from our findings can be shared widely through the social impact sector. This media kit contains a variety of content and collateral that can be shared across platforms.

HOW YOU CAN HELP

Empower Change: Embrace and practice our findings and recommendations to strengthen the changemaking ecosystem in Europe for refugees and migrants.

Join the Conversation: Follow us on social media and amplify our report's impact by retweeting and sharing our content.

Spread the Word: Share the report content on your LinkedIn, Twitter, and Instagram profiles to drive positive change.



REPORT OVERVIEW

How can we shift the way we see and speak about people on the move from subjects of pity to powerful changemakers?

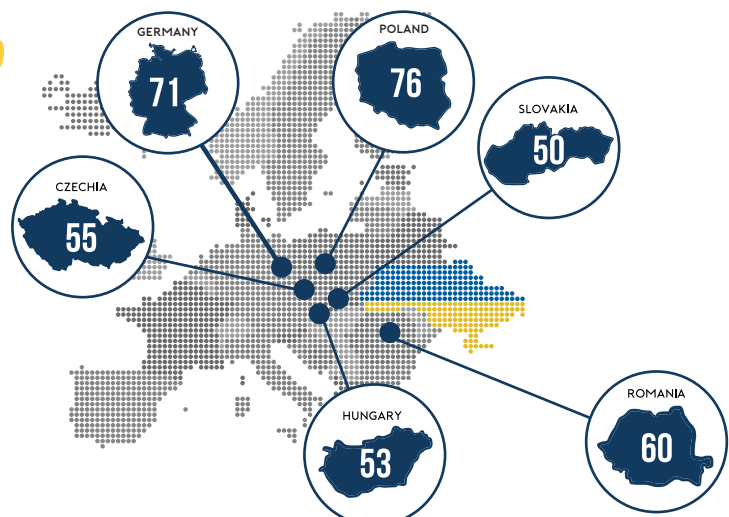
What possibilities emerge when we recognize the societal value, knowledge, insights, and resources that refugees bring to the table?

What are barriers and opportunities ahead of us working towards constructing inclusive communities in Europe and what role can each of us play?

365 changemakers from Czechia, Germany, Hungary, Poland, Romania, and Slovakia shared their challenges and their vision for the future of the ecosystem. The report celebrates the way they rose to the occasion and draws the picture of how Europe can and should step up: how to engage refugees if we want to go beyond crisis relief towards **re-framing refugees as changemakers**.

At Ashoka, we firmly believe that instead of framing migration as a problem, we must acknowledge the knowledge, insights, and resources that migrants and their communities bring with them. These assets are not only valuable for their own well-being but also for the greater societal good. The Stepping Up report highlights the remarkable response that the movement of refugees from Ukraine over the past year sparked and the inspiring changemakers who have stepped forward to support and welcome them.

[**DOWNLOAD THE REPORT**](#)



KEY MESSAGES

BARRIERS AND CHALLENGES ON THE WAY

Large groups of people move and enter into new communities with an important level of vulnerability, this situation often exposes or brings visibility to system failures that were already present, but now become urgent. The barriers that were most mentioned by respondents come from all levels.

**Lack of funding | Role of authorities | Mental health challenges |
Workforce issues and lack of awareness | Prejudices and narratives**

EMERGING OPPORTUNITIES

There are many forces pulling the changemakers both down and up. Exposing fragilities of the systems, showing need for policy changes and mindset shift, people on the move bring opportunities for changemaking for the good of all. Besides these obstacles, the respondents observe factors that help their work and, in a way, motivate them.

Strong community | Sense of urgency for action | Untapped future potential | Good will | Positive narrative



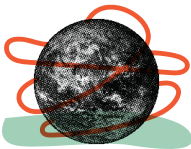
FIVE KEY RECOMMENDATIONS



There is a need for **more leadership from underrepresented communities** such as those with a migrant background women, and youth. These leaders bring invaluable insights and resourcefulness, but often face additional barriers including funding challenges and isolation. Therefore, stakeholders must intentionally identify and support these leaders, potentially through dedicated funding mechanisms and diversity checks in organizational leadership structures.



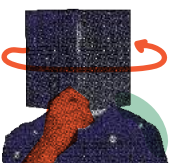
New resources are required urgently to support changemakers aiding refugees, particularly long-term financial support to sustain organizations and their leaders. A shift in focus from emergency relief to long-term investment is crucial, and funding must be accessible, flexible, and focused on key long-term topics such as migration narratives and community support.



There must be **more connection spaces** to foster significant personal and professional connections between changemakers and the communities they work in. This involves networking and co-creation opportunities, as well as deeper connections to overcome feelings of isolation.

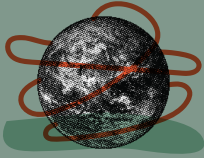


The **narratives surrounding migration need to change**, focusing on contributions and hope rather than pity or compassion. This involves building empathy, countering propaganda, and celebrating success. Migrants need to be seen as the changemakers they are.



Pointing forward, organizations need **to intentionally activate more changemakers** and provide support to them and their organizations. This involves developing specific strategies to cultivate changemaking within organizations and communities, and dedicating resources and effort towards this.

MEDIA RESOURCES



How to engage refugees if we want to go beyond crisis relief towards reframing them as changemakers?

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LINKEDIN

🔍 Ashoka's brand-new report "**Stepping Up**" sheds light on the remarkable movement of refugees from Ukraine over the past year and the inspiring changemakers who have stepped forward to support and welcome them. Ready to step up? Dive into the report and check out the barriers, emerging opportunities and recommendations to get inspired and challenged.

Download now 🌱

<https://www.hello-europe.eu/stepping-up-report>

#HelloEurope #SteppingUpReport #EveryMigrantAChangemaker



TWITTER

★ Explore Ashoka's **“Stepping Up”** report shedding light on Ukraine's refugee movement & inspiring changemakers.

🔍 Discover barriers, opportunities, and recommendations to be inspired.

🌱 Download now:

<https://www.hello-europe.eu/stepping-up-report>

#SteppingUp #HelloEurope 🌍

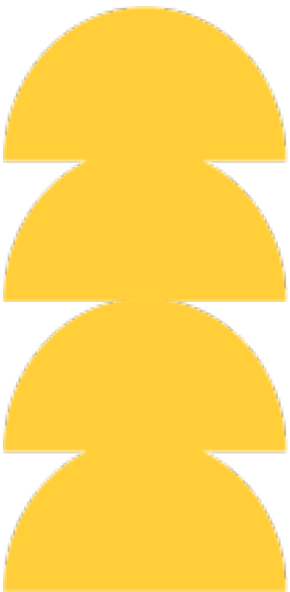
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#HelloEurope #SteppingUpReport #EveryMigrantAChangemaker

(Please don't forget to add the report link to your Instagram bio!
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Integration should create a fluid identity for migrants, allowing them to embrace multiple cultural aspects. However, in some cases, it is forcing them to choose one identity instead.

Natali Gbele,
Know Your Rights Initiative, Germany



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LINKEDIN

🔍 Explore Ashoka's latest migration report, “**Stepping Up**”, to uncover insights about challenges, emerging opportunities, and recommendations for the people on the move.

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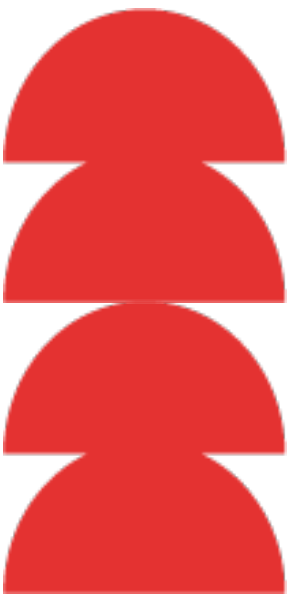
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Key recommendations to strengthen the changemaking ecosystem in Europe for refugees and migrants.



More leadership from underrepresented communities



New resources are required urgently



More connection spaces



Narratives surrounding migration need to change,



To intentionally activate more changemakers



LINKEDIN

In Ashoka's latest migration report “**Stepping Up**”, we gathered insights from 365 changemakers in 6 countries, learned with them and identified five recommendations to strengthen the changemaking ecosystem in Europe for refugees and migrants. Whether you represent the government, policymaking, the corporate sector, media, social entrepreneurship, education, or community organization, the time to Step Up is now!

Download 

<https://www.hello-europe.eu/stepping-up-report>

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TWITTER

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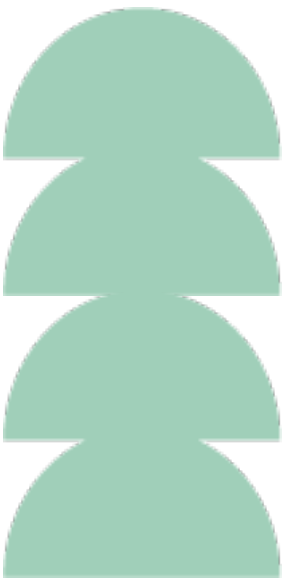
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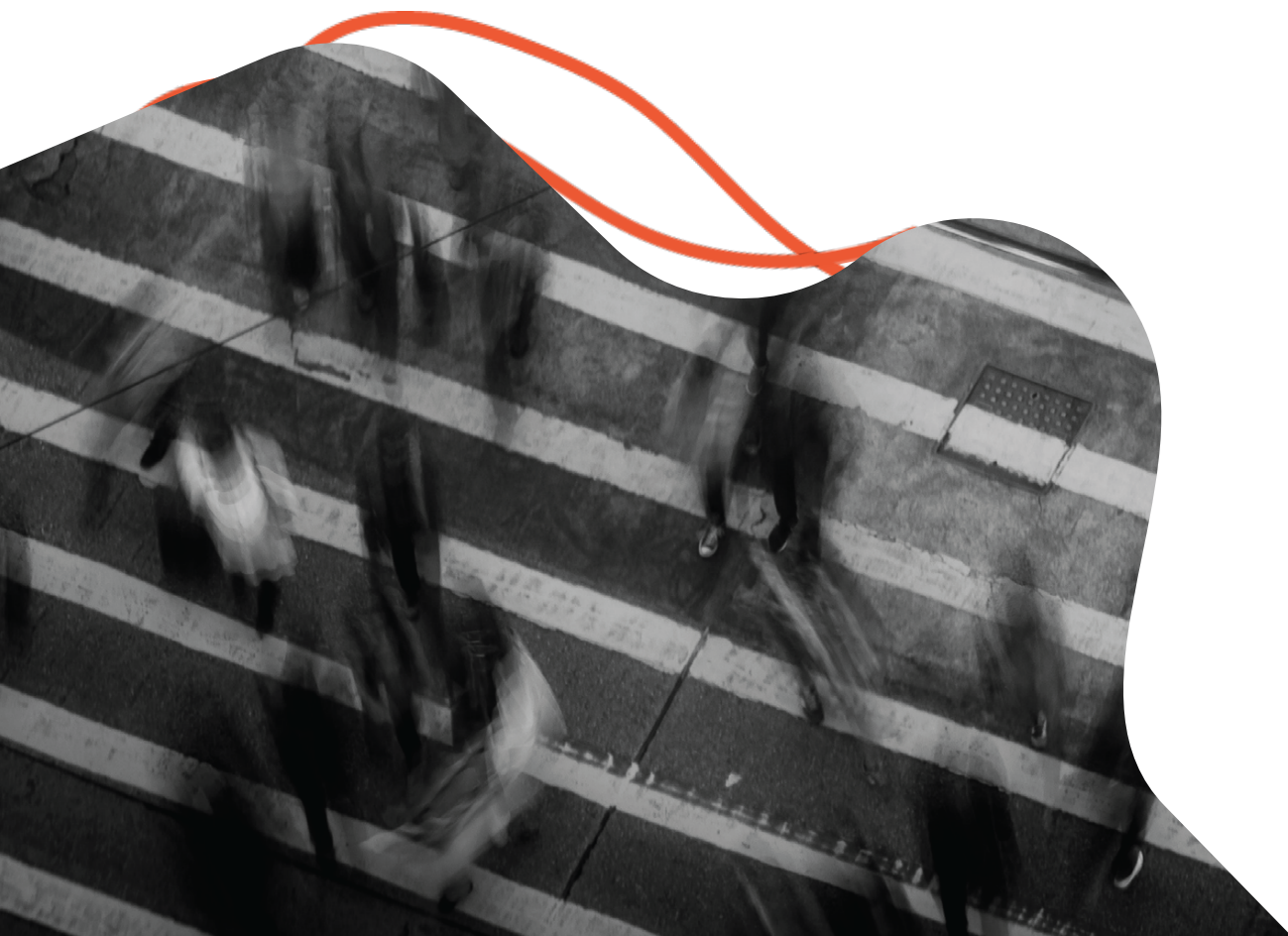


MEDIA LIBRARY

PDF Version: To access a PDF version of this report, please **click here** to view/download.

Digital version: **Click the link** here to visit the Report landing page.

Visuals for Dissemination: **Click here** to view / download.



ABOUT ASHOKA

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www.ashoka.org



Ashoka is the largest global network of leading social entrepreneurs—individuals with new ideas to systemically address the world’s biggest challenges and the entrepreneurial skill to transform those ideas into national, regional, and global social impact. For more than 40 years, Ashoka has supported nearly 4,000 social entrepreneurs in more than 90 countries with solutions addressing society’s most pressing issues. Ashoka’s vision is a world in which Everyone is a Changemaker—a society that responds quickly and effectively to challenges, and where each individual has the freedom, confidence and societal support to address any social problem.

ABOUT HELLO WORLD

www.helloworld.ashoka.org



Since 2015, Ashoka’s Hello World initiative has been activating changemaking in the field of migration around the world, starting in Europe and Latin America and spreading globally. We work with changemakers, social innovators, policy makers, opinion leaders and other key partners to change the way we think and act on global migration. With over eight years of experience in analyzing trends and collaborating with key experts and decision-makers in the field, we are building a system of solutions and changemakers for migration, influencing policy and shaping narratives.

ABOUT HELLO EUROPE

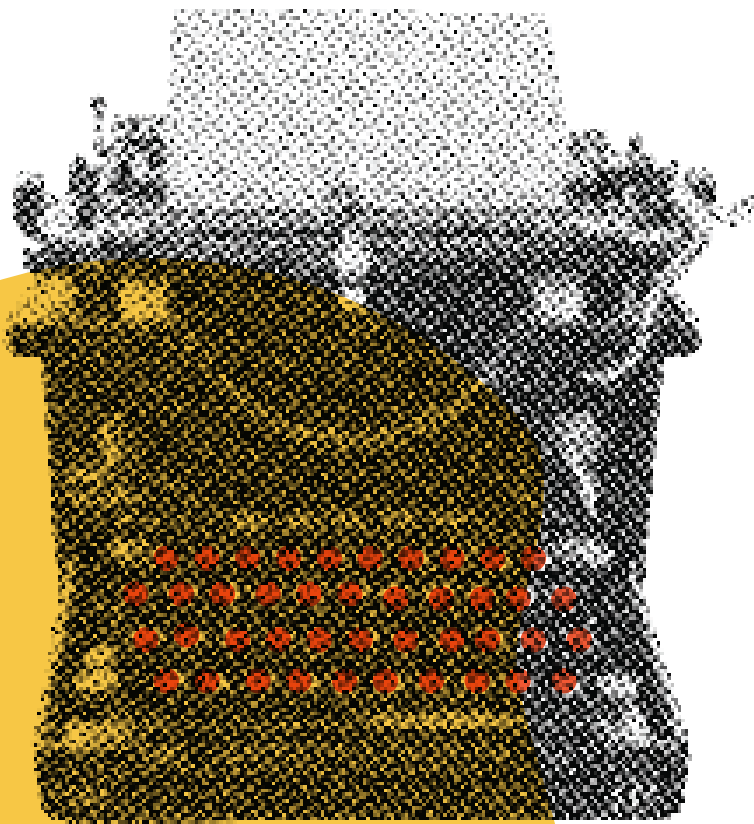
www.hello-europe.eu



Hello Europe is part of Hello World and drives Ashoka’s migration work in Europe. Our strategy stands on three fundamental pillars. We go wide by identifying, activating and connecting changemakers working in the field of migration. We go deep by scaling the best solutions and showing how the framework can be changed in high potential ecosystems. And we tell the story to knead these changes into policy structures and the public imagination.

CONTACT INFORMATION

If you are interested in collaborating or diving deeper into the report,
contact **Cigdem Selgur**





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& How to Make Europe a Better Place for All**

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