

*I am a stranger until you get to know me* – a campaign aimed to better understand cultural differences and the phenomenon of immigration of third-country nationals and beneficiaries of international protection.

*It's a project about* the way in which people perceive refugees, generates attitudes and behaviours which they express in relation to that category of citizens, often being influenced by media channels that sometimes transmit wrong or fragmented information.

Because of the negative influences transmitted through mass-media about some events described as terrorist attacks in European capitals or other cities, we can state that among the Romanians, some stereotypes and racist attitudes were born, and there was an aggressive attitude displayed in the online environment against migrants ( discriminatory messages, moral injury, protests, hate speech, etc).

In this respect, several actions have been taken to combat these stereotypes, thus promoting a positive image among the public opinion in Romania regarding the phenomenon of immigration and integration of foreign citizens, such as organizing public debates to which the public were invited to participate as well as representatives of the authorities with integration competences, associations, leaders of foreign communities, General Inspectorate for Immigration representatives, journalists who can take over the information or data and use it afterwards. During the events, topics of interest for the local population, starting from the first research phase, were presented.

The project aimed at raising awareness of the benefits of cultural exchanges which took place within the migration phenomenon, but also increasing the degree of tolerance, of acceptance and changing the perception of public opinion regarding the presence of foreign citizens on Romanian territory.

The project also aimed at creating a favourable environment among the Romanian population to better integrate foreign citizens. In this context, it was intended to inform the general public in Romania, in a fair, objective and positive way about the benefits of integrating foreigners.

Campaign preparation started in Bucharest, but debates were also held, in other seven cities, in Romania, for promotion and consultation.

The project contains a mass-media campaign that was promoted at national and regional level through the radio and TV, video and audio spots, banners and written articles in the national press, outdoor banner in advertising spaces (in 20 cities) and through the distribution of one million flyers in mailboxes. In addition to this, an on-line advertising campaign was run, using social media channels.

The project involved two market studies to measure the impact of the campaign at national level, before and after the campaign.

<https://www.straininromania.ro/>- site campanie

<https://www.straininromania.ro/media/> - link video