

As the government body for integration in the federal state of Upper Austria, we just launched the communication campaign on integration *Wir sind Oberösterreich* (We are Upper Austria). Our aim is to raise awareness among our citizens that migrants make an essential contribution to our society. Our communication campaign is focussed on our website www.wirsindooe.at and the social media channels (Facebook, Twitter and Instagram) of Rudi Anschober, member of the Government in Upper Austria, responsible for integration.

There are countless success stories that show how well people from different origins are living and working together. With our campaign, we want to communicate these successes. Several migrants working in different fields are telling their personal story, whether they are care takers, fire fighters, teachers, carpenters or athletes.

In 5 segments, including events and concerts, municipalities as well as the educational and economic sector, we are informing people about the campaign and motivating them to take part in it. We designed orange brackets which are recognizable and essential for the campaign. These brackets symbolise the societal framework we all live in. Apart from using the brackets with the hashtag *#wirsinooe* to spread the word, we organize dialogues in municipalities and several workshops in schools; framing diversity as a positive virtue. Additionally, we have started an online petition addressing the Austrian federal government to stop expulsion of asylum seekers who are still in apprenticeship.

We want to strengthen social cohesion and show that diversity is a great asset. Together, we achieve our goals faster. Our diversity is a big enrichment that makes our country innovative. That's why we want to show those success stories of togetherness, celebrating diversity at events and festivals, engaging in a dialogue at community level, and supporting schools and educational institutions in acquiring know-how on the topic of integration.