

# "VERBA MANENT: THE POWER OF WORDS"

## EMPOWER

European key Multipliers  
Promote awareness against  
Racism and xenophobia



## Campus for young journalists, communicators and activists against hate speech!

Are you ready to join a unique **campus** experience focused on **communication and activism** from an intersectional perspective?

This is an opportunity to explore themes, languages, and methodologies that **tackle racist and gender-based hate speech**. If you're passionate about these topics and eager to deepen your understanding, this campus is the perfect place for you!



"Verba manent: The Power of Words" is the anti-racist and transfeminist campus, organised by the Italian NGO ACRA!

This event will focus on countering hate speech using an intersectional lens, with special attention to gender and racism. Participants will explore methodologies and build skills to tackle hate speech and create new narratives through written, spoken, and digital media.

### WHERE AND WHEN

The campus will take place in-person **in Milan from November 18th to 21st** at:

- Casa dei Diritti - Via Edmondo De Amicis 10, 20123, Milan
- Olinda - ex Ospedale Psichiatrico Paolo Pini, Via Ippocrate 45, 20161 Milan

Some preparatory modules will be provided online before the Campus.

**4 days with speakers, experts, facilitators, and trainers from across Europe!**

### FOR WHO

The campus will host **20 participants** from EU countries:

1. Aged between **19 and 30 years**.
2. Working as a **journalist** or in the field of **communication** and / or **activist** or student with an interest in media and communication-related topics.
3. With a strong **interest** in exploring issues related to **racist and gender-based hate speech** from an intersectional perspective.

Travels, meals, and accommodation costs will be covered by the organiser.

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## OBJECTIVES

- To learn new **communication strategies** for **identifying** and combating racism and hate speech.
- To develop a **knowledge base on counter-narratives** to apply in work and activism.
- To contribute to the creation of a communication **campaign focused on combating racism and hate speech** with an intersectional approach.

## SOME TOPICS

- Campaigning and communication for social change.
- Analysis of anti-migrant hatred online.
- Intercultural dialogue, integration, racism and intolerance, best practices of communication, and awareness-raising campaigns on the topic.

The participants will contribute to build a **web editorial board**, with the task to monitor the anti-migrant hate speech in their countries and to promote a positive narrative online.

The training will be led by different professionals including journalists, university professors, and intercultural experts.

The campus will be **in English**.

Detail of the topics and activities in the Program below.

**DON'T MISS THE OPPORTUNITY TO BE PART OF THIS UNIQUE LEARNING EXPERIENCE AND IMPACTFUL PROJECT!!**

To apply for the campus fill out the [online form](#) by **October 1st**



For more info:  
ACRA [www.acra.it](http://www.acra.it)

Contact mail:  
[michelespreafico@acra.it](mailto:michelespreafico@acra.it)



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## DRAFT PROGRAM

**DAYS:**

Monday, Nov. 18th, 2024



14.00	Participants arrival and registration
14:30 - 15:30	Opening session: institutional greetings, practical info, icebreaking
15:30-17:30	<b>Introduction to campus</b> The role of spoken - typed - written word <ul style="list-style-type: none"><li>• "Can't say anything anymore?" Hate speech and the rhetoric about freedom of expression</li><li>• Skills to monitor and track hate speech and polarising narratives</li><li>• How to deal with the issues proactively before they attack</li></ul>
17:30-18:00	Open dialogue between participants and speakers
18.00-18.30 /19.00	Stand up comedy session
20.30	Dinner



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### DAYS:

Tuesday 19.11.2024 | **Alternative narratives**

09:00	Participants arrival
09:30 – 13:00	<b>Introduction to alternative narratives and narrative change [1]</b> <ul style="list-style-type: none"><li>• From hate speech to its counter narratives;</li><li>• How to Build a Counter-narrative?</li><li>• How to use creative techniques to deliver alternative narratives to micro-target audiences</li><li>• From fear to the creation of new narratives</li><li>• How to use creative techniques to deliver alternative narratives to micro-target audiences</li></ul>
11.30 – 13.00	<b>Workshop</b> Let's build new narratives together: guidelines for our storytelling
13:00 – 14:30	Lunch
14:30 – 17:30	<b>Polyphonic Migrantour walk Via Padova [2]</b> The Migrantour walks are responsible urban tourism itineraries aimed at schools, groups, companies, tourists and citizens to reveal and make known the different cultural heritages of European cities through the eyes and words of male and female companions of migrant origin.
20:00	Free Dinner

[1] For more info on narrative change see <https://www.narrativechange.org/>

[2] For more info: <https://www.acra.it/cosa-puoi-fare-tu/migrantour-milano> [www.migrantour.org](http://www.migrantour.org)

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### DAYS:

Wednesday 20.11.2024 | Spoken - typed - written word  
(c/o Olinda)

09:00	Participants arrival
09:30 - 10:30	<b>The typed and written word</b> <ul style="list-style-type: none"><li>• The role of "new media" in the production of new narratives: between the written and typed word</li><li>• Journalism ethics: terminology, news angles, sources, the use of audio-visual content;</li><li>• The role of the journalists in preventing hate speech; Hate speech against journalists;</li></ul>
10.30 - 11.15	Narratives and new narratives about the Romani community between Italy and Hungary
11.30 - 13.00	<b>Workshop</b> - Let's build new narratives together: part 2
13:00 - 14:30	Lunch
14:30 - 15:30	<b>Spoken Word: between music and podcasts</b> Word café with several experts The role of music and rap in the construction of alternative narratives: between hate languages and self-narrative. The podcast as a tool for building alternative narratives: between self-narrative and the role of voice.
15:30 - 17:30	<b>Workshop</b> - Let's build new narratives together: part 3 (work in 2 groups: rap and podcast)
18:30 - 22:00	Aperitivo + Dj set



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## DAYS:

Thursday, 21.11.2024



09:30	Participants arrival
09:30 - 12:30	<ul style="list-style-type: none"><li>• Plenary return of group work</li><li>• Evaluation</li><li>• Conclusion</li></ul>

Provisional program, the final version will be shared before the campus.

To participate  
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