



# Projects selected in the framework of the AMIF 2022 call for projects

Axis: Raising public awareness about racism and the fight  
against discriminations and ethno-racial stereotypes



<b>Project leader</b>	Luxembourg multi-LEARN Institute
<b>Project title</b>	Sustainable Stereotypes of Luxembourg
<b>Project duration</b>	01 January 2023 – 31 December 2024 (24 months)

## Project summary

The project is based on the key concept of “sustainable stereotypes”. It proposes a dialogue between third-country nationals and the host society through a public display campaign of sustainable stereotypes, meaning: sustainable (of which one can be proud), supportive (which contribute to a better life together), and maintainable (long-term in nature).

Through a wide prevention, communication and information campaign, it aims to raise the awareness of the public and, third-country nationals exposed to the risk of discrimination in particular, by inviting them to talk about situations in which they have been victims or witnesses of discriminatory acts (gestures or words). Thus, the project proposes to work on existing stereotypes through a research-intervention format to question acts of discrimination, but also acts of recognition of the difference or differences of the other, in any labelled category.

## Target audience

General public (residents of Luxembourg) and third-country nationals exposed to the risk of discrimination

## Main objectives

- Audience better understands and has knowledge on the mechanisms of labelling, categorising and stereotyping.
- The usual stereotypes are challenged and replaced by graphic representations that aim to create "dissonant" images.
- Sustainable stereotypes promotes acts of recognition.



- Visuals produced in the framework of *Sustainable Stereotypes* used as education material for teachers (optional).
- 100 residents of Luxembourg complete the urban newspaper and register online to receive a printed version of it.
- 50 stories of discriminatory acts are collected during a public event and translated into acts of recognition of the difference of the other.
- 20 "sustainable stereotypes" are created and disseminated in public spaces in the form of ephemeral graphic representations (vinyl or tags).

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