

C U L T U R A L C O N T E X T

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In Ireland, many believe that refugees and asylum seekers are a drain on the state and have **nothing to offer** in return.

In reality, these people possess a wealth of knowledge, talent, and skills across a wide range of professions and vocations. They were **doctors, artists, doers and makers** before being forced to leave their lives behind.

Irish law, however, prevents them from seeking employment for at least 6 months after they arrive. Even then, restrictions on access to bank accounts and driving licences **make seeking employment incredibly hard.**

This **damages perceptions further** and makes it more difficult for displaced people to return to some form of normality after the hardships they have faced.



Asylum seekers continue to face barriers to employment three years after Supreme Court ruling

Published 2 June 2020

Limited right to work for asylum seekers 'horrific joke'



I N S I G H T



The COVID-19 pandemic has fundamentally changed the world and how we live within it. As we retreat to our homes, more and more of us are looking to the internet to provide ways to fill the unprecedented amount of free time that we now possess.

This has led to a massive increase in online courses as people of all ages seek to upskill or learn something new.

What if we could use this new trend to tell the stories of refugees in Ireland?

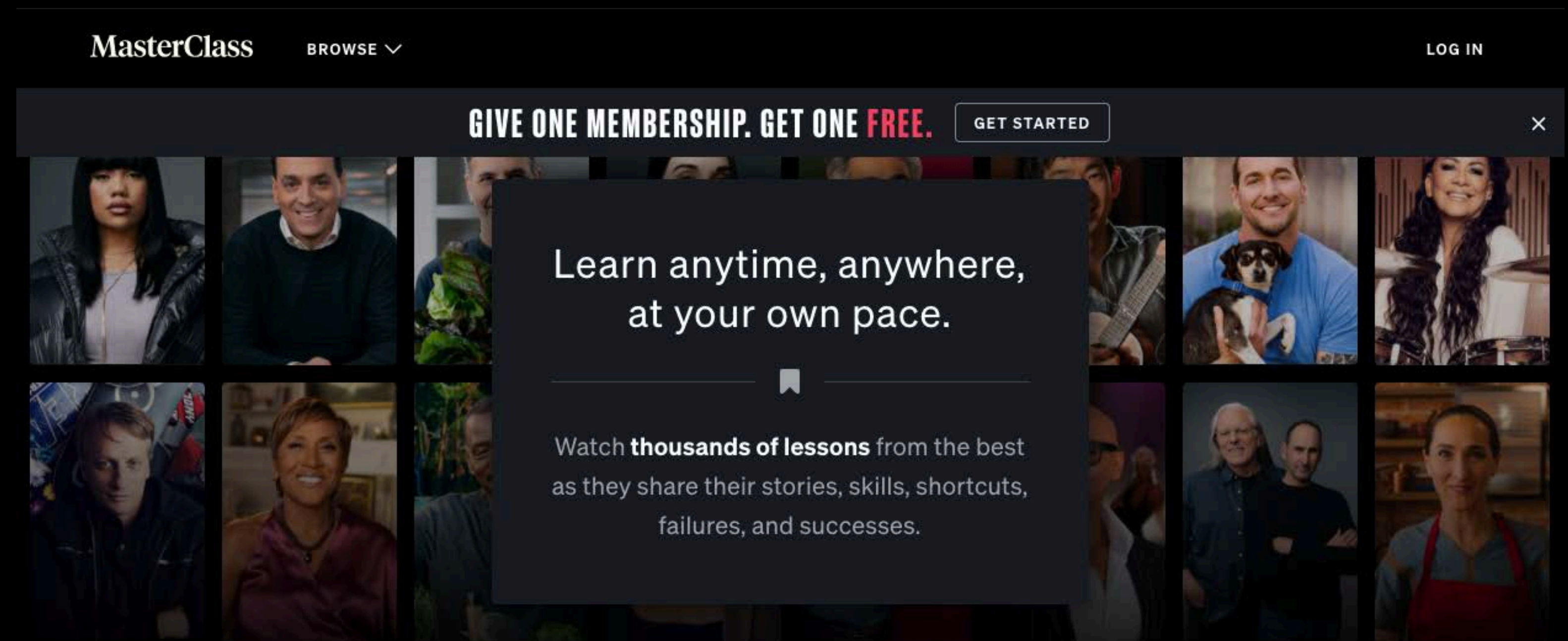
While they can't legally work, can we give displaced people a platform to use their skills and knowledge to change negative perceptions and **demonstrate the value that they can provide** to our society?

SOLUTION

3

MasterClass is an online learning platform that hosts video lessons from the world's best minds.

It provides people with the opportunity to learn new skills and listen to stories of success and failure from a variety of industry leaders, from celebrities like Gordon Ramsey and Natalie Portman to business leaders like Anna Wintour and Bob Iger.





**MASTERCLASS + THE WORLDWIDE TRIBE
PRESENT**

ASYLUM SPEAKERS

**A FREE E-LEARNING SERIES CREATED
EXCLUSIVELY BY DISPLACED PEOPLE.**

SOLUTION

Working with displaced people who cannot currently gain employment, we'll create a series of online courses.

Each class will teach a skill or share a method, while incorporating the speaker's background and the journey they've been on that has brought them here.

Through these classes, we can:

- **Raise awareness** about the ongoing refugee crisis and restrictive labour laws.
- **Humanise** displaced people by showing that they are real and relatable.
- **Empower** these people to shape their own narrative in a way that doesn't rely on our sympathy but instead demands our respect.

< SEE MORE INSTRUCTORS

Q SEARCH LOG IN

ASYLUM
SPEAKERS

5

ARVIN HOXHA

ALBANIAN MUSICIAN

STORY

Arvin picked up his first guitar at 6 years old and never turned back. Forced to flee his country, he finds strength in his music.

COURSE

Dive into the wonderful world of Albanian folk music. This traditional genre dates back to the 13th century and is unlike anything else.

Get started now

WATCH FREE

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ASYLUM
SPEAKERS

FAVEN ALI

ERITREAN COOKERY

STORY

Since she was a girl, Faven was obsessed with her mother's recipes. She's brought them with her from Eritrea and is excited for others to love them too.

COURSE

Learn how to create a 4 course Eritrean meal that's sure to excite the senses. This east African cuisine is a delight waiting to be discovered.

Get started now

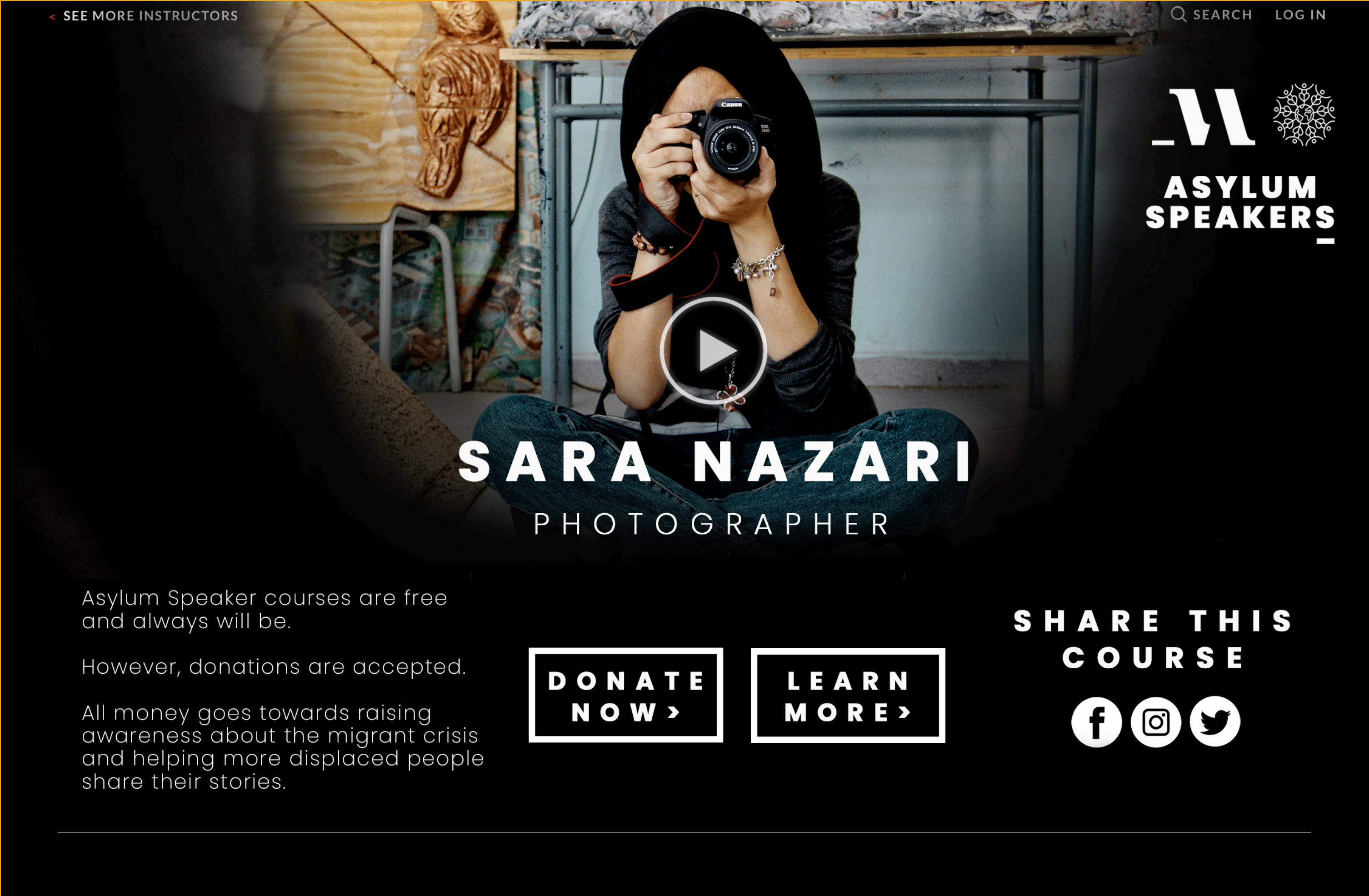
WATCH FREE

SOLUTION

The masterclasses, which will be **free to all**, also serves as an activist platform where people **can donate money and find out more** information on what they can do to help the cause - while also raising the professional profiles of the speakers.

As the platform grows, The Worldwide Tribe will have a **large bank of content** that relates to a variety of audiences.

All videos can be easily shared and the value of the lessons they contain won't diminish, meaning that they can continue to be a **revenue stream** for the charity **long into the future**.



< SEE MORE INSTRUCTORS

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**ASYLUM
SPEAKERS**

SARA NAZARI
PHOTOGRAPHER

Asylum Speaker courses are free and always will be.

However, donations are accepted.

All money goes towards raising awareness about the migrant crisis and helping more displaced people share their stories.

**DONATE
NOW >**

**LEARN
MORE >**

**SHARE THIS
COURSE**

f i t

COMMUNICATIONS APPROACH

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0 1

Our primary communications will be specifically targeted to people within the industries that each video represents. By doing this, we can prevent this project from feeling like a publicity stunt – underlining the real intrinsic value of the lessons and know-how that each refugee can provide.

0 2

Our secondary comms will focus on building the profile of individual speakers and their stories, creating complementary content. By elevating them and their personalities, we can continue to make them more relatable while also giving them a platform that they can use to build a career moving forward.

Industry
media

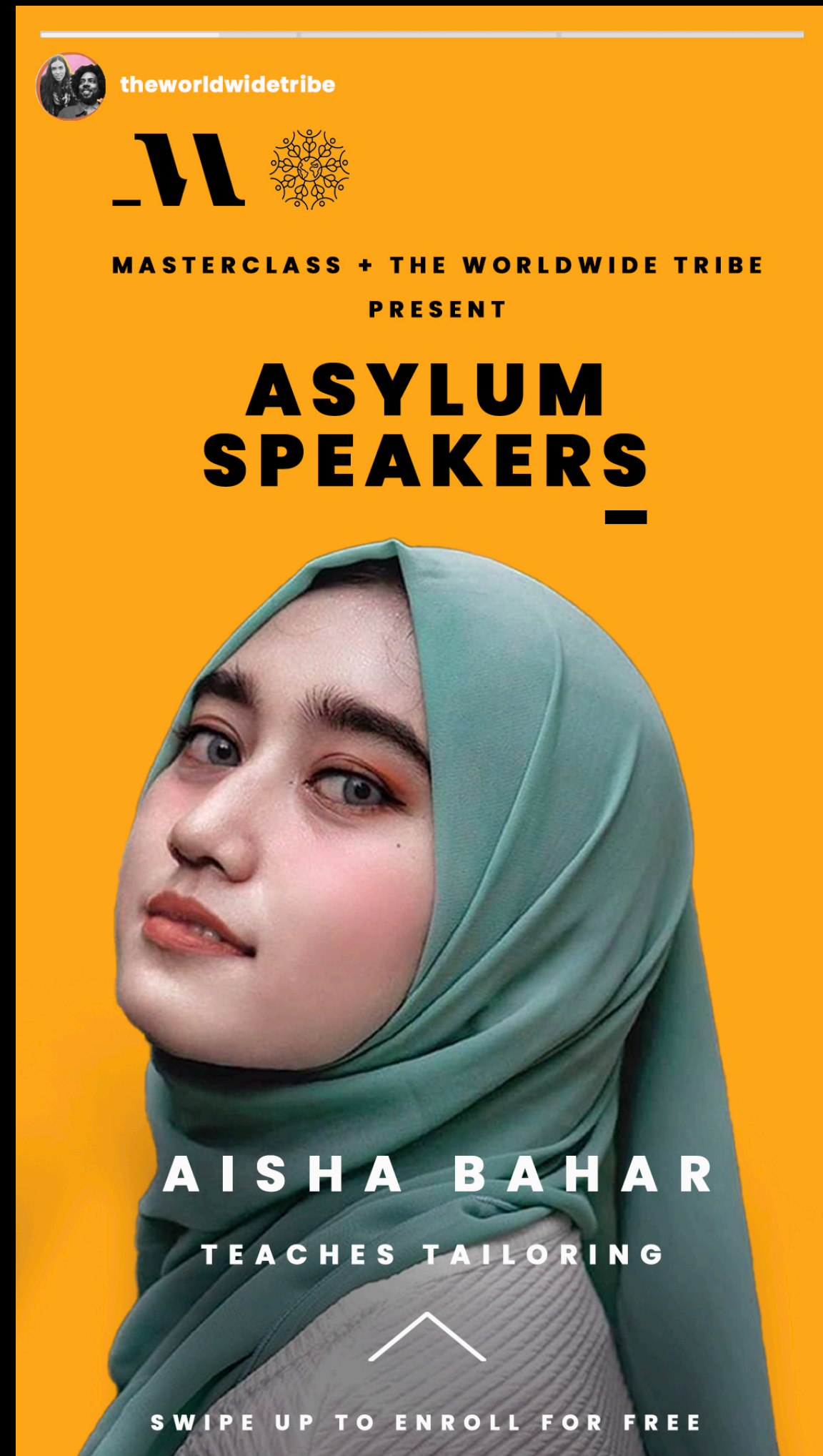


HOW IT WORKS

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01 LAUNCH

We'll launch trailer content in industry-relevant media and on LinkedIn, as well as on social channels where we can be hyper-focused in our audience selection.



Send message



02 AMPLIFY

Working with industry leaders, we'll then spread our message further. Leveraging trusted voices will validate the content and value contained in our speakers' lessons.



HOW IT WORKS

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03 ADVOCATE

Every person who completes one of our courses will receive a digital certificate - further incentivising the sharing of our project.

They will also be compatible with digital CVs.



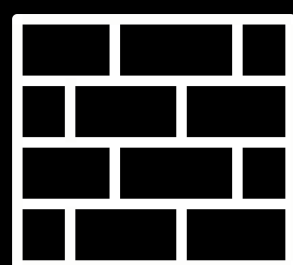
04 ELEVATE

We'll create profiles for our speakers on TikTok, Instagram and Twitter, where they can expand on their own stories, interact with the public, and continue to build their names within their industries.



S U M M A R Y

01



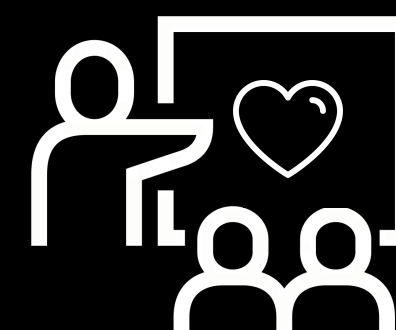
Displaced people in Ireland face barriers to employment which contributes to negative attitudes about their value in our society.

02



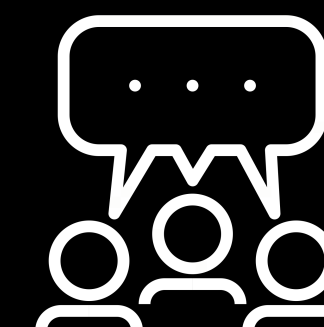
Launch Asylum Speakers - a free MasterClass series that allows them to showcase their skills and tell their stories while they cannot legally work.

03



Use that bank of ever-growing content to raise funds and spread awareness about the migrant crisis.

04



Change perceptions of displaced people and demonstrate the humanity and positive impact that is so often missing from media headlines that push negative stereotypes.

CONTEXT

Many people in Ireland believe that displaced people are a drain on our society. However, before they were forced to leave their lives behind, refugees and asylum seekers were normal people with a wealth of knowledge and talent across a wide range of professions and vocations.

Displaced people in Ireland also face many barriers to employment which further increases negative perceptions.

INSIGHT

COVID-19 has led to more people staying at home, which in turn has increased the demand for remote learning as people try to upskill during their added free time.

SOLUTION

Work with MasterClass – a world-leading e-learning platform that hosts classes from the world's best minds – to launch **Asylum Speakers**, a free e-learning series created exclusively by displaced people.

While they cannot work, this platform allows displaced people to use their skills to change perceptions and empowers them to take control of their own narrative.

It will also be an activist platform for **taking donations and raising awareness**. The value of these classes won't diminish, so they can be a revenue stream for the charity long into the future.

APPROACH

We'll be focused in our targeting, with all comms aimed at people in industries that are relevant to each class. This respects our speakers' skills and prevents the project from seeming like a stunt.

We'll also **build profiles for our speakers** to share complementary content and build a platform for their careers moving forwards.

MASTERCLASS + THE WORLDWIDE TRIBE PRESENT

ASYLUM SPEAKERS

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[SEE MORE INSTRUCTORS](#)

SEARCH

LOG IN



ASYLUM SPEAKERS

AISHA BAHAR

TEACHES TAILORING

SWIPE UP TO ENROLL FOR FREE

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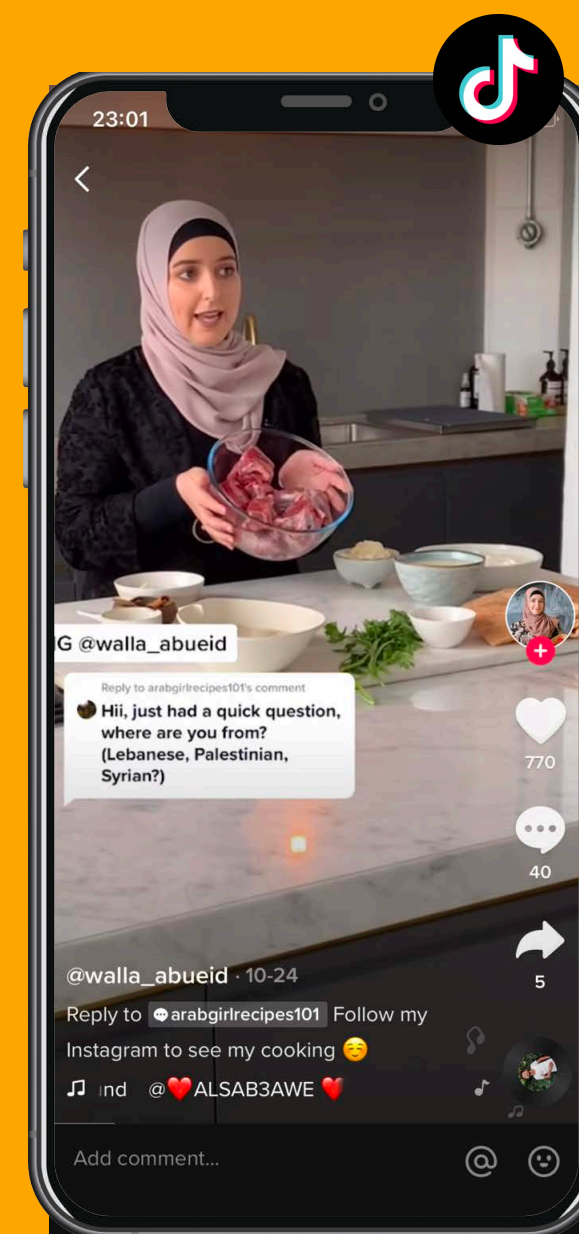
HOW IT WORKS



LAUNCH & AMPLIFY

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