

Together With Refugees

Campaign guide



[#WhoWeAre](#)

June 2021

Who we are

Together With Refugees is a new coalition of national and local organisations, refugees living in Britain, and people from all walks of life who believe in showing compassion to people fleeing war, persecution or violence. It is founded on a simple, but powerful, set of shared convictions:

How we treat refugees is about **who we are**. At our best, we are welcoming and kind to those facing difficult times. If any one of us feared for our lives or for our loved ones, we'd want to know that others would help us to safety. Together, we are calling for a better approach to supporting refugees that is more effective, fair and humane. This means standing up for people's ability to seek safety in the UK no matter how they came here and ensuring people can live in dignity while they wait for a decision on their asylum application. It means empowering refugees to rebuild their lives and make valuable contributions to our communities. And it means the UK working with other countries to do our bit to help people who are forced to flee their homes.

The coalition aims to harness the power of the diverse refugee sector to set the agenda together, inspire hope, and win deep change in the UK's approach to refugees.

To demonstrate our shared vision for an asylum system that is effective, fair and humane we have created two sharable campaign elements that we can all unite under.

Together With Refugees

Heart symbol and hashtags – shareable campaign elements

The symbol has been designed to become a unifying visual element that the refugee sector can stand behind to express solidarity as a movement. It uses the colours of the refugee nation flag created by refugee Yara Said, for the first ever refugee team in the Olympics in 2016. The colours were inspired by a lifebelt representing hope. The heart  was developed in consultation with refugee organisations and people with lived experience.

With our campaign slogans [#WhoWeAre](#) and [#TogetherWithRefugees](#) the heart is intended to be freely adopted and used by a wide range of groups to express support for refugees, while underpinning a sense of unity. The heart and the hashtags help us unite together as a movement, demonstrating that we are larger than the sum of our parts.

We hope you will use the symbol and hashtags in your own campaigns, events and rallies to demonstrate your part in the wider movement for positive change.

On the following pages, you can see some great examples of how groups are using and adapting the symbol and hashtags for local actions and social media.

Values and campaign personality

The coalition can be summed up in three words:

CHANGE: We aim to win big change to make people fleeing war and persecution truly safe

UNITY: We unite together for a stronger, broader movement for change

HUMANITY: Our values are common humanity, kindness and decency

Our tone of voice is friendly, positive, compassionate, hopeful, authoritative and determined.

Shareable campaign visual symbol

You can make your own orange heart or you can use this one. The orange heart resizable artwork (which means you can make it any size you like) is [available here](#).

On social media platforms you can use the orange heart emoji and there's orange heart gif options too! You can find campaign assets [in this folder](#).





Versatile ways to show support online



Inspired by the [#refugee](#) nation flag, and the colours of a lifebelt, the heart symbolises hope & compassion for people fleeing war, persecution or violence. Show your support for refugees by sharing the heart [#WhoWeAre](#) [#TogetherWithRefugees](#) togetherwithrefugees.org.uk

Oxford's orange heart is growing. You can show that you stand [#TogetherWithRefugees](#) by putting an orange heart in your window, or sharing the heart with friends.

Find out more bit.ly/3vUuOpi



Tweet from Jesuit Refugee Service UK

Tweet from Asylum Welcome



How we treat refugees reflects who we are



#WhoWeAre



Key messages

The UK government is planning to introduce new rules for how we treat refugees. The plans represent a major attack on people seeking safety. And they may undermine our obligations under international law.

How we treat refugees reflects **who we are**. At our best, we are welcoming and kind to those facing difficult times. If any one of us feared for our lives or the lives of our loved ones, we'd want to know that others would help us to safety.

Too often people fleeing war, persecution or violence are treated with hostility in the UK, rather than compassion.

Please join our call for a kinder, more humane approach to refugees – so they can seek safety in the UK, rebuild their lives and make a valuable contribution to our society.

Refugees have always been a part of the UK.
It's **who we are**.