



## **WI\_LOVE CAMPAIGN**

**A campaign to increase positive coverage across all forms of media, altering the current negative portrayal of the world. In turn, developing a sense of community and inclusion.**

### **Group Members:**

Nathan Hamer, Alexandra Tataru, René Gentile, Francesco Aleotti (Italy, The United Kingdom, Romania)

### **Description of the proposal:**

Wi\_Love (Where is the Love) campaign is a proposal to increase positive coverage across all forms of media. Altering the current negative portrayal of the world and countering possible bad examples/role models. In turn, developing a sense of community, inclusion, and critical thinking skills, in a creative and innovative way.

We believe there is a need for this project because in modern day media the focus is mainly on negative subjects, which spread and sell faster than those of positivity. More and more we witness stories of fear and hate, murder and violence, to the point where we have become desensitised to such atrocities. Also the more hate is published the more it is encouraged, which leads to an increase in discrimination, xenophobia and barriers between people. However we would like to actively change this.

Our idea is to create a multifaceted campaign which encourages people to recognise and share positive values and promote community inclusion. We would make this happen by creating a toolkit, producing an app, and founding "Wi\_Love Day". The toolkit will be delivered to education providers (both formal and non-formal) and also be available for the corporate sector. It is broken down into 3 sections; 'Bringing Awareness', 'Take Action in Spreading Love' and 'Be Involved Campaign'. The Bringing Awareness section asks the participants to discover what a group is and why differences are beautiful and vital within society. It will also ask them to explore people who have been a positive influence in the world and shared love and positivity around them, both locally and globally. To close, the learners will explore problems that are created through the distribution of negative media, such as hate speech and prejudices.

The 'Take Action in Spreading Love' section is all about the learners exploring ways to be a positive influence on their peers. They will first brainstorm positive aspects of their lives and then, in groups, create ways to share these in the form of media. This task will then flow directly into the final section, 'Be Involved in the Campaign', which gives the group



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templates and guidelines to produce a form of media that will be used as part of the campaign. This also makes the project sustainable. The app/social media platform was inspired by an increase in negative social media challenges and violent videos being shared online. To counter this we came up with the idea to propose positive challenges to users through an interface (eg: mow your neighbours lawn or go vegetarian for the day) and then share photos/videos on 'Wi\_Love' itself, as well as Facebook, Instagram etc. Not only is this increasing positivity in media, but it also increases positivity directly in people's lives. Upon sharing the task the user would be rewarded with virtual coins to start to build their 'ideal city', which they can share with other users. The app would also promote partnering NGOs and offer the ability to donate/register as a volunteer for them. Finally, 'Wi\_Love day' would be a specific day all about spreading positivity through all forms of media across all of Europe. Media corporations would also be encouraged to focus on good news stories. 'Wi\_Love day' would be held each year on May 27th.

We will promote the campaign mostly through social media, and through creating partnerships with NGOs with similar values so they can share our campaign with their own audience. We may also partner with educational institutions, not only to work on the toolkit but also to help develop the campaign itself.