

A dark, desaturated photograph of a destroyed urban area. The scene is filled with rubble and debris, with a person standing in the distance, looking towards the wreckage. The overall mood is somber and urgent.

**EUROPE ACT NOW**

**[HELPSYRIASREFUGEES.EU](http://HELPSYRIASREFUGEES.EU)**

A photograph of a man with a beard and mustache, wearing a dark jacket, holding a baby in his arms. They are in a tent-like setting. The entire image is overlaid with a semi-transparent red filter. The text "HOW CAN EUROPE HELP?" is written in white, bold, sans-serif capital letters across the middle of the image.

# HOW CAN EUROPE HELP?

# EUROPE CAN ACT NOW TO SAVE LIVES

Incredibly, to date Europe has only opened the gates to approximately 77,000 Syria's refugees.

This represents just 4% of those who have sought protection from external countries.

# 4%



# HOW LONG HAS EUROPE STOOD BY ?



The crisis began in March 2011



# 5,000/DAY

An average of 5,000 now flee the war in Syria every day. Many decide to finally escape after seeing their neighborhoods bombed, or family members killed.

# WHERE ARE THEY GOING?

96% of these refugees are hosted by countries in the region such as Jordan, Iraq, Lebanon, Turkey, Egypt and Libya. These countries are experiencing infrastructural and resource challenges of their own and can no longer cope with the increasing numbers of refugees fleeing the Syrian crisis.



# WHERE ARE WE NOW?

Three years on, the full-blown civil war has killed over 100,000 people, half of whom are believed to be civilians. Currently 2.4 million registered refugees are on the run from war, with millions more refugees displaced within their own country.

The UN estimates that by the end of 2014, there will be 4 million registered refugees seeking humanitarian assistance.



A young boy with dark hair is sitting at a desk, leaning his chin on his hand. He is looking directly at the camera with a thoughtful expression. The scene is overlaid with a semi-transparent red filter. A laptop is visible on the desk in front of him.

WHAT IS  
EUROPE  
ACT NOW ?

A large group of Syrian refugees, including men, women, and children, are sitting under a tent in a refugee camp. The scene is dimly lit, suggesting dusk or dawn. The refugees are dressed in simple, everyday clothing. Some children are in the foreground, looking towards the camera. The background shows the structure of the tent and other people in the distance.

A CAMPAIGN LAUNCHING ON 5TH  
MARCH, 2014 CALLING ON EUROPE  
TO...

**Respond to the voices of the men,  
women and children affected by the  
Syrian crisis and act now to save their  
lives**



# EUROPE MUST ACT NOW TO SAVE LIVES

- **PROTECT REFUGEES ARRIVING AT EUROPE'S BORDERS, STOP PUSHING THEM BACK INTO DANGER**

- **REUNITE FAMILIES TORN APART BY CRISIS**

- **GIVE MORE REFUGEES A SAFE WAY INTO EUROPE**

# WHY GET INVOLVED?



# YOU HAVE A VOICE YOU HAVE AN AUDIENCE

- Your thoughts are important to your Twitter and Facebook friends
- The struggle of those fleeing Syria is important to you, but are your friends aware?
- Now you can connect them with these people
- Your voice can make the difference





HOW?

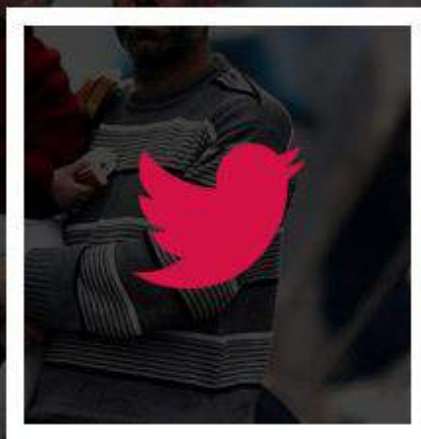


# MAKE SYRIA'S VOICES HEARD

Give your voice now.



**SPREAD  
THE WORD  
ON FACEBOOK**



**GIVE  
YOUR VOICE  
VIA TWITTER**



**SIGN  
THE PETITION**

- Sign up to the campaign and a survivor of the Syrian crisis will send their messages directly to your Twitter followers
- Their tweets will come from your personal Twitter feed as though these men and women are using your own voice to spread their message

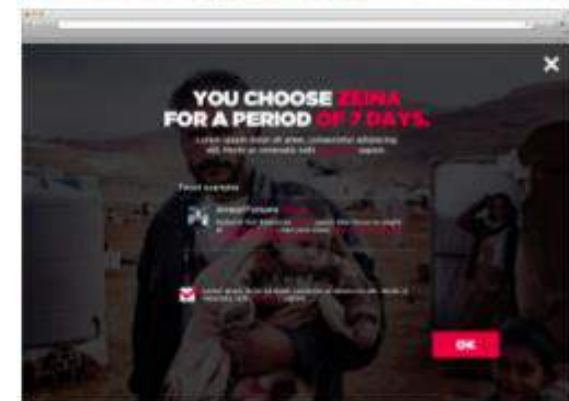


# Log on and follow **3** simple steps to give your Twitter feed to a survivor of the Syrian crisis

**1. Select a Syrian profile to share your Twitter feed**

**2. Choose to give your Twitter feed for a limited time (1 or 7 days)**

**3. Accept the connection**

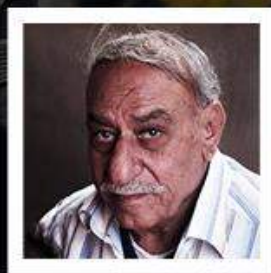


# 1. SELECT A PROFILE

- **Read each profile to learn of their individual struggle**
- **You can also read what each person has been tweeting about the crisis recently**
- **Select the profile you wish to share your Twitter feed**

# GIVE YOUR VOICE ON TWITTER

by selecting from the Syrian profiles below. Click on each profile to read their stories, learn of their struggle and see what they have been tweeting about the crisis.



## 2. CHOOSE THE DURATION

- **Choose to give your Twitter feed for 1-7 days**
- **The profile you have selected will send 3-4 tweets from your account each day**
- **No defamatory, compromising / inappropriate content will be communicated through your account**
- **You can stop the tweets at any point**
- **You can sign up again once the time period has ended**



**TIME DONATION**  
CLICK TO CHANGE

7 DAYS

**NEXT**



# 3. ACCEPT THE CONNECTION

- **When you agree to ‘connect’ with the campaign, a pop-up window from Twitter will ask you to ‘accept’**
- **If you are already logged in to Twitter, you need only ‘accept’ and the authorisation is complete, otherwise you will need to log in and then ‘accept’**
- **The authorisation process happens directly via the official, secure Twitter.com site, not the campaign, and so no private information, login data or passwords will be received or stored at any time**
- **Your privacy will never be compromised**

# WHAT'S MORE...

- By participating in the twitter action you can also add your name to the campaign petition
- This petition outlines the key actions that Heads of State in Europe must urgently take to protect survivors of the Syrian crisis
- Your support will help to transform these voices into life-saving actions

The image shows a digital petition form titled "HELP SYRIAN REFUGEES THE PETITION" with the text "1,248 PEOPLE HAVE ALREADY SIGNED". The form includes fields for "FIRSTNAME", "LAST NAME", "EMAIL", "BIRTHDAY JJ/MM/YYYY", and "WHY ARE YOU SIGNING?". A "name public?" checkbox is checked. Below the form, three signatures are listed: "ARNAUD FONTAINE" from "BELGIUM", each with a red checkmark. At the bottom right, there is a red button that says "GIVE YOUR VOICE".

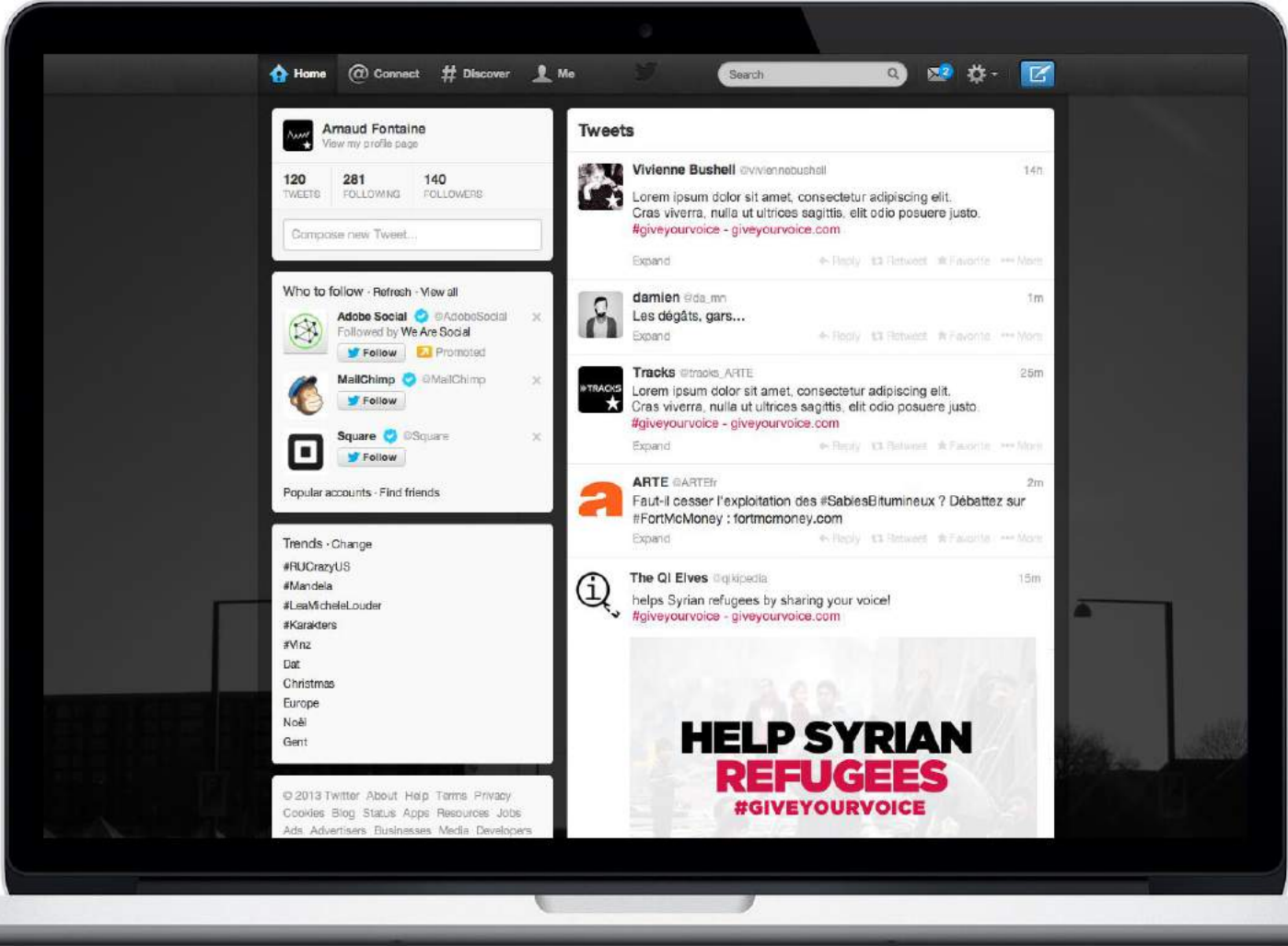
A woman with dark hair, wearing a white zip-up jacket and dark pants, stands in a doorway. The entire image is overlaid with a semi-transparent red filter. The text "WHAT IS THE POWER OF YOUR VOICE?" is written in large, white, bold, sans-serif capital letters across the center of the image.

WHAT IS THE POWER  
OF YOUR VOICE?

# YOUR VOICE CAN HELP SAVE LIVES

**You can help to change the fate of men, women and children in crisis**

- **YOU can spread this message right across Europe and ensure the plight of people fleeing Syria is no longer ignored**
- **YOU can help national and European decision-makers protect refugees of the Syrian crisis**
- **YOU can help bring families torn apart by war back together**



**Arnaud Fontaine**  
View my profile page

120 TWEETS   281 FOLLOWING   140 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

Followed by We Are Social

- Adobe Social @AdobeSocial [Follow] [Promoted]
- MailChimp @MailChimp [Follow]
- Square @Square [Follow]

Popular accounts · Find friends

Trends · Change

- #RUCrazyUS
- #Mandela
- #LeaMicheleLouder
- #Karakters
- #Vnz
- Dat
- Christmas
- Europe
- Noël
- Gent

**Tweets**

**Vivienne Bushell** @viviennebushell 14h  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras viverra, nulla ut ultrices sagittis, elit odio posuere justo. #giveyourvoice - giveyourvoice.com

**damien** @da\_mn 1m  
Les dégâts, gars...

**Tracks** @tracks\_ARTE 25m  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras viverra, nulla ut ultrices sagittis, elit odio posuere justo. #giveyourvoice - giveyourvoice.com

**ARTE** @ARTEfr 2m  
Faut-il cesser l'exploitation des #SablesBitumineux ? Débattre sur #FortMcMoney : fortmcmoney.com

**The QI Elves** @qiqipedia 15m  
helps Syrian refugees by sharing your voice! #giveyourvoice - giveyourvoice.com

**HELP SYRIAN REFUGEES #GIVEYOURVOICE**



\*Artistic mock-ups only



WE SPEAK THE  
LOUDEST WHEN WE  
SPEAK TOGETHER

# WHO ARE WE?

**The European Council on Refugees and Exiles (ECRE) is a pan-European alliance of NGOs protecting and advancing the rights of refugees, asylum seekers and displaced persons.**

**Our mission is to promote the establishment of fair and humane European asylum policies and practices in accordance with international human rights law.**

**Some 60 partners have already joined the call.**







Belgrade Centre for Human Rights



ecre  
European Council  
on Refugees and Exiles

THANK YOU.

