

DIVERSIFY

PROJECT BRIEFING - UNBOXING

The Situation:

Diversify, a Catalyst Lab initiated campaign to create engagement and awareness for the diverse culture of the Erasmus University Rotterdam, suggests the following video production to show the diversity of the University's student body for their social media campaign.

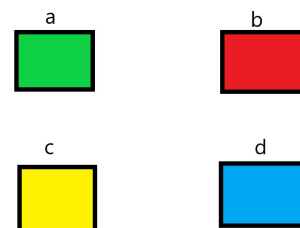
The Goal:

The video engages the audience in an interactive conversation on social media of how easy we put people into boxes based on first impressions and assumptions. Each one of us is unique and has a different background. However, there is more that brings us together than divides us and it's this diversity, which makes us work together so well.

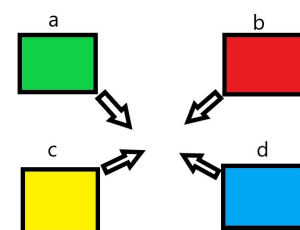
The Project:

Video starts off with all students stand crowded together. At this point they are unaware of what is happening. After a brief introduction and explanation of who we are, what our project is about the video concept is explained.

Once all students are briefed, the moderator starts with the first question (see questions below). Based on this question, the students are going to divide themselves between four boxes that are drawn on the ground.



After all students are (hopefully somewhat equally) divided, the core questions are going to be asked by the moderator. Depending on the corresponding answer, each question will draw a couple of students out of their boxes into the middle. This movement showcases that, although there are differences, we all share similarities which brings us together.

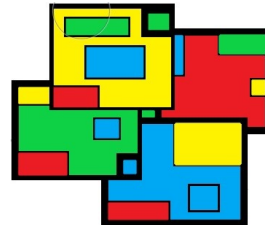


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Steadily the questions become more personal until we reach our core questions, about personal diversifying aspects of everyday life. In the end, one unifying question is asked, which draws all students into the middle, showing the key message of the video.

The end.



Timetable

The whole activity will take 30 minutes maximum. We plan +15 minutes for possible complications and delays. The video itself will be max. 3 minutes long.

Questions:

1. Question establishing the initial boxes

1. Dutch – European – Non-European

2. Simple opening questions

1. Who was raised bilingual? (Who is fluent in at least 3 languages?)
2. Who lived longer than one year in another country?
3. Who has tattoos?
4. Who has stepparents?
5. Who had sex in the last week?
6. Who is or has been in an intercultural relationship?

3. Core questions

1. Who considers themselves religious?
2. Who had to regularly go to a place of worship?
3. Who has been bullied?
4. Who has bullied?
5. Who here has never been racist?
6. Who here has insulted someone because of gender?
7. Who has experienced sexually inappropriate behavior?
8. Who has a disability?
9. Have you ever laughed about a disabled person?
10. Have you ever felt excluded?
11. Who has ever felt lonely?
12. Have you ever felt uncomfortable with body?
13. Who believes there are more than two genders?
14. How many of you believe you have an equal chance?

4. Unifying question (still open)