

STAND

FOR WHAT YOU BELIEVE IN

ENGAGEMENT REPORT

STAND STUDENT FESTIVAL 2020

**CLIMATE CHANGE
& MIGRATION**

12 - 24 OCT 2020



Irish Aid

An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

Let's talk about
climate migration

*A space where climate change and
social justice issues collide*

Climate migrants, a subset of migrants not yet formally recognised as refugees, are people who have been forced to flee due to sudden or gradual alterations in the natural environment that makes their homelands uninhabitable.

The most common reasons climate migrants seek refuge in other countries are:

Sea-level rise
Extreme weather events
Drought and water scarcity



STAND STUDENT FESTIVAL 2020

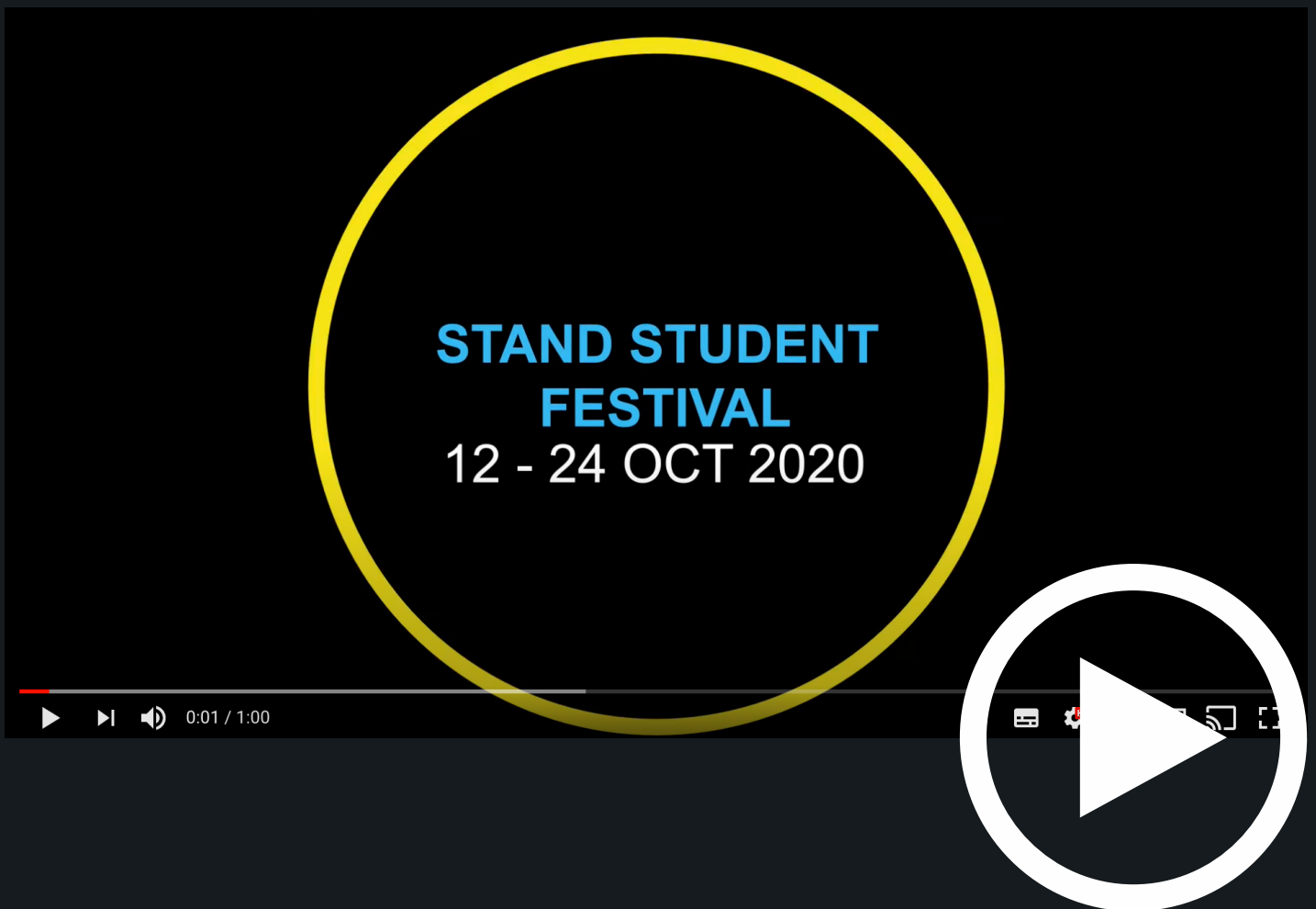
The STAND Student Festival was an online awareness raising activity that took place in October 2020 in order to raise awareness on the combined issues of climate change and migration.

The festival, which usually runs in the form of travelling exhibition and in-person events on 7 third-level campuses across Ireland, was specially adapted for the online space for the first time. This report will aid you in learning more about the festival results we saw.

THANK YOU

The STAND Student Festival would not be possible without the support and funding from Irish Aid, the Irish Government's programme for overseas development. Its work in fighting global poverty and hunger – particularly in sub-Saharan Africa where the needs are greatest – is integral to Ireland's foreign policy. By supporting long-term development and providing humanitarian assistance in over 80 countries – on behalf of the people of Ireland – Irish Aid is helping to build better futures for some of the world's poorest communities. Irish Aid recognises the importance of the Irish public in fighting global poverty and hunger and supports a range of initiatives, such as the STAND Student Festival, that increase understanding of global development and justice issues and support action for change.

[CLICK HERE TO WATCH THE INTRO VIDEO >>](#)



x 21 online events

Moving the festival events online called for some ingenuity, as we were aware that students were experiencing 'Zoom fatigue' after almost 6 months of living with COVID-19. As such, we tried to keep our events as varied as possible, and we decided to host a range of :

- Panel discussions
- Inspirational talks
- Workshops
- Film screenings
- Other arts events

x 1 virtual exhibition

Working collaboratively with students across the country, artists and those who have first-hand experience with climate-related migration, STAND created a virtual exhibition of art, photography, video and poetry to highlight the effects our changing climate has on vulnerable communities around the world.

As part of this year's festival, we wanted to create an exhibition which challenged people to realise the impact climate change has on migration; why communities are forced to leave their lives behind in search of safety.

x 1 petition

In order to raise further awareness on the issue of climate enforced migration and to bring an action element into the festival programme, we set up an online petition up that asked the European Union to put better protections in place for climate migrants within the EU.

HIGHLIGHTS

72%

STUDENT
PARTICIPANTS

7279

VIDEO VIEWS ON
SOCIAL MEDIA

604

EVENT
ATTENDEES

4093

EVENT GUIDE
VIEWS

3284

EVENT GUIDE
VISITORS

791

ART COMPETITION
VOTES

19

COLLABORATING
SOCIETIES

132

TWITTER
MENTIONS

376

INSTAGRAM
SHARES

18

ORIGIN COUNTRIES
OF SPEAKERS

ONLINE EVENT STATS

We were unsure as to what online event engagement would look like due to a number of factors including:

- A) Students already spending a lot of time on Zoom with classes
- B) We could only promote via social media as we had no access to campuses, and students are already inundated with marketing media

However, we were pleasantly surprised with event turnout, with an average number of 29 people in attendance at each event.

21

Online events held

4093

Views of the online event guide

3284

Unique visitors to the online event guide

1043

Eventbrite registrations

604

Event attendees

29

Average no. of attendees at each event

Most popular events

Panel discussion: The impacts of climate migration on indigenous communities

54

Panel discussion: The unequal impact of climate migration on women

45

Film screening: Losing Alaska

45

WEEK 1

MON OCT 12	TUES OCT 13	WED OCT 14	THURS OCT 15	FRI OCT 16	SAT OCT 17
<p>Inspirational Speaker: In conversation with Sophia Kianna & Vanessa Nakate: Climate Activism 101</p> <p>6-7pm</p>	<p>Panel Discussion: The impacts of climate enforced migration among the most vulnerable communities</p> <p>6-7.30pm</p>	<p>Workshop: Using creativity to raise awareness on climate migration</p> <p>1-2pm</p>	<p>Career Clinic: Working in climate action and sustainability</p> <p>1-2pm</p>	<p>Workshop: The impact of climate change on Fairtrade Farmers</p> <p>1pm-2pm</p>	<p>Workshop: Dealing with eco-grief and minding your mind</p> <p>11am-1.30pm</p>
<p>Film screening: Anote's Ark</p> <p>8-9pm</p>		<p>Panel Discussion: Why migrant justice is climate justice - voices of the global youth</p> <p>6-7.30pm</p>	<p>Inspirational Speaker: In conversation with Anote Tong - Stories of hope, survival, and resilience</p> <p>7-8pm</p>	<p>Film Screening & Discussion: Thank You For The Rain</p> <p>6-7pm</p>	



Panel Discussion - Get more detail + register on pages 7-10



Inspirational Speaker - Get more detail + register on pages 11-13



Arts Event - Get more detail + register on pages 14-17



Workshop - Get more detail + register on pages 18-22

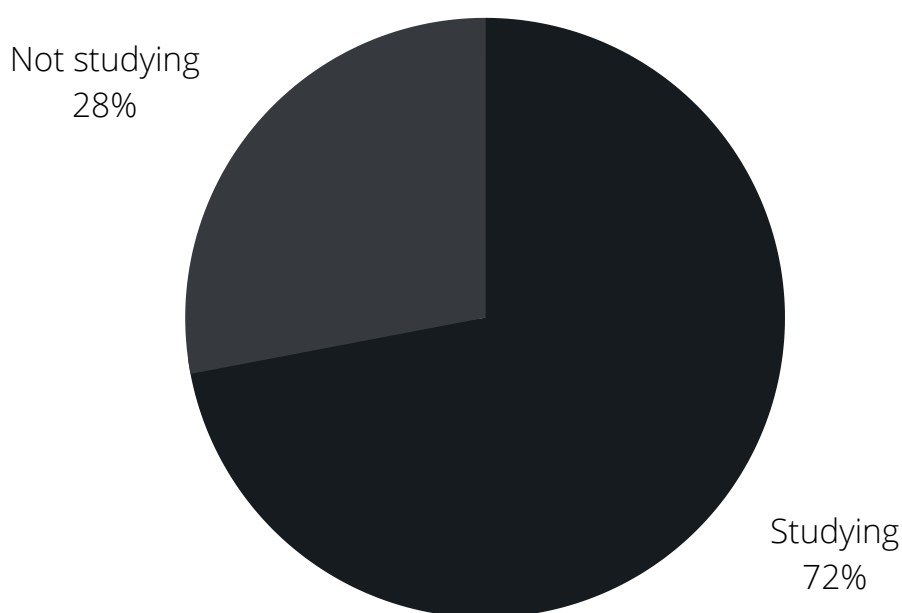
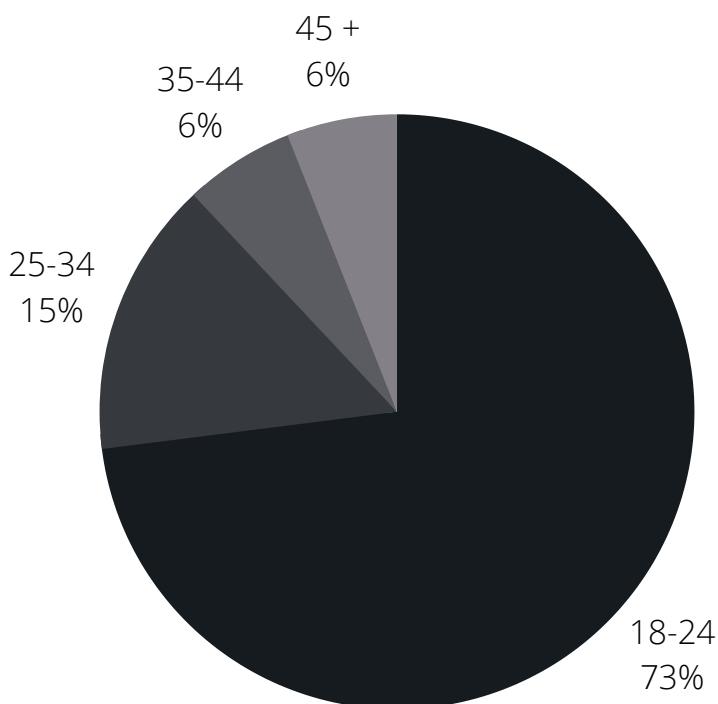
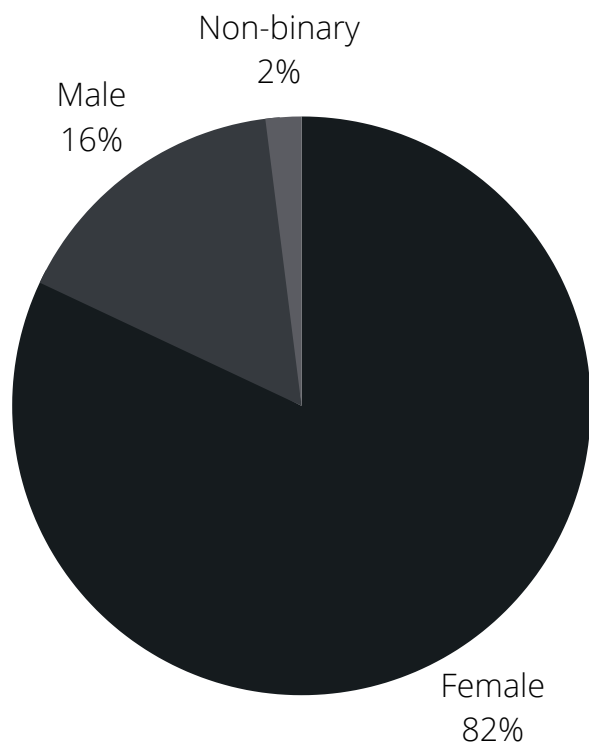
WEEK 2

MON OCT 19	TUES OCT 20	WED OCT 21	THURS OCT 22	FRI OCT 23	SAT OCT 24
<p>Workshop: Creating DIY zines on the themes of climate change and migration</p> <p>1-2pm</p>	<p>Book Reading & Discussion: Correspondences: An anthology to call for an end to Direct Provision</p> <p>1-2pm</p>	<p>Inspirational Speaker: In conversation with Emma Dabiri</p> <p>1-2pm</p>	<p>Career Clinic: Working with migrants</p> <p>1-2pm</p>	<p>Writing Workshop: Writing creatively on climate change + migration issues</p> <p>1-2pm</p>	<p>Workshop: How can you take virtual action on climate change?</p> <p>11am-12.30pm</p>
<p>Panel Discussion: The unequal impact of climate migration on women</p> <p>6-7.30pm</p>	<p>Panel Discussion: The effects of climate enforced migration on the mental health and wellbeing of affected communities</p> <p>6-7.30pm</p>	<p>Panel Discussion: Media representations of climate migrants</p> <p>6-7pm</p>		<p>Film screening: Losing Alaska</p> <p>8-9pm</p>	
	<p>Film screening: Climate Limbo</p> <p>8-9pm</p>				

EVENT ATTENDEES

Our target audience is primarily third-level students aged 18-25, and we managed to achieve a large majority in both of these segments. This is impressive considering we couldn't make it onto campuses this semester.

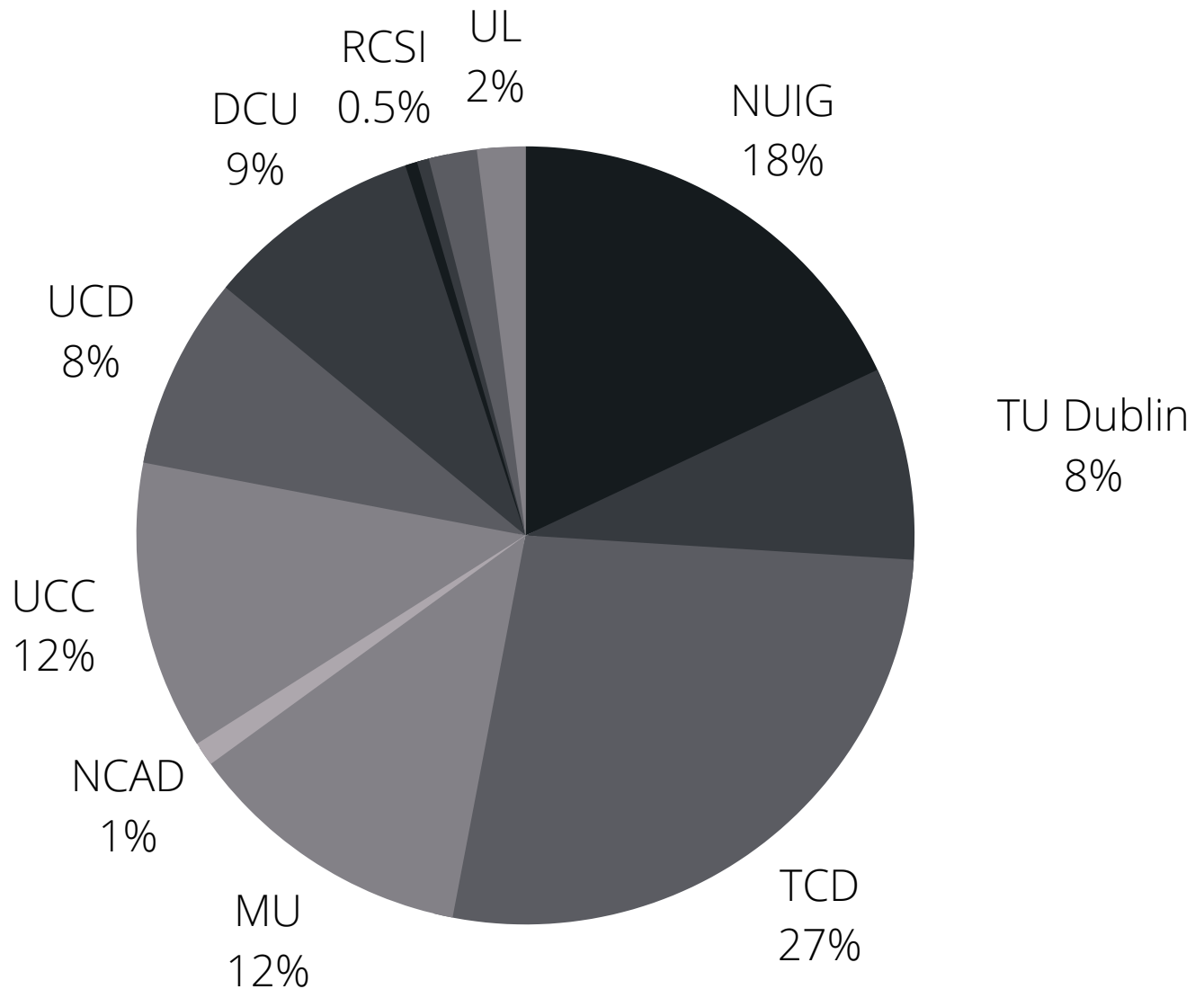
There is certainly work to be done in terms of engaging more young men with our festival, and we'll make that a key focus in planning for 2021.



EVENT ATTENDEES

We were delighted to see students from across a range of Universities attending our online events, and were particularly happy to see good engagement from institutions outside of Dublin such as NUIG & UCC.

It was interesting see that we still engaged mainly the core campuses where we work, even though we were online. Next year, we need to think about how we can reach more students from smaller colleges across Ireland.



0.5%: WIT, NCI & Griffith College

DIGITAL MEDIA REACH

We reached thousands of young people aged 18-25 through our paid and unpaid digital campaigns this year as part of the Festival.

Advice was sought from STAND's Student Advisory panel in advance of designing the campaigns, and we saw very positive engagement figures as a result.



282	Likes
3068	Video views
51900	Tweet impressions



282	Likes
1730	Video views



9668	Post reach (organic)
48571	Event guide reach (paid)



58	Reactions
2481	Video views
283	Impressions

DIGITAL MEDIA ACTIVE ENGAGEMENT

Similarly to reach, we saw a huge increase in active engagement across our digital media channels during the festival period (Sept-Oct 2020).

Numbers are highest on Facebook due to a voting competition that we ran, but Instagram saw the highest engagement from our target audience - 18-25 year olds.



132

Mentions

117

Re-tweets



376

Shares (via Direct Message)

132

Post saves



402

Post clicks

297

Shares & comments



192

Event playbacks

DIGITAL MEDIA ACTIVE ENAGEMENT



1810

Festival newsletter opens



229

Petition signatures



637

Virtual exhibition visits

791

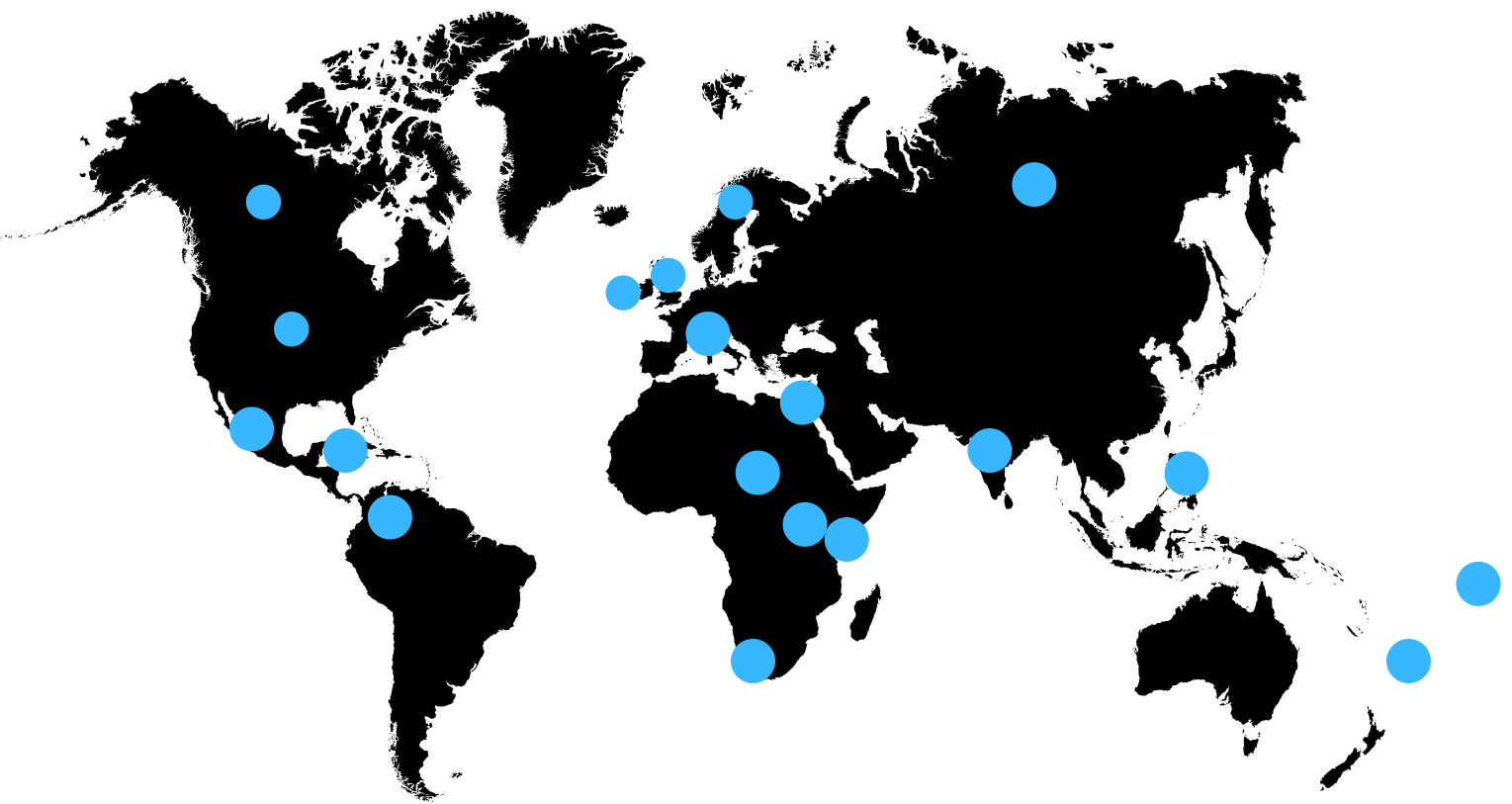
Votes cast for the exhibition art competition

EVENT SPEAKERS

Moving the festival online afforded us the privilege of being able to invite speakers from across the world to take part in our range of panel discussions and talks.

It also made it possible for us to include the voices of those directly impacted by the issue, which led to invaluable learning for our audience.

It was a huge honour to be able to host politicians, activists, journalists, researchers and authors from all corners of the globe.



**ARCTIC CIRCLE
CANADA
CHAD
FIJI
FRANCE
INDIA**

**IRELAND
ISRAEL
JAMAICA
KENYA
KIRIBATI
MEXICO**

**PHILIPPINES
RUSSIA
SOUTH AFRICA
UGANDA
UK
USA**

FESTIVAL COLLABS

As we couldn't reach students directly on campus this year, partnering with college societies and student unions played a big part in ensuring that we engaged a student audience with festival activities.

We were also delighted to partner with **Afri**, **World Vision**, **Creativity & Change**, and **Fair Trade Ireland** on a range of interactive events.

WE COLLABORATED WITH 19 COLLEGE SOCIETIES



& 5 STUDENT UNIONS



THE VIRTUAL EXHIBITION

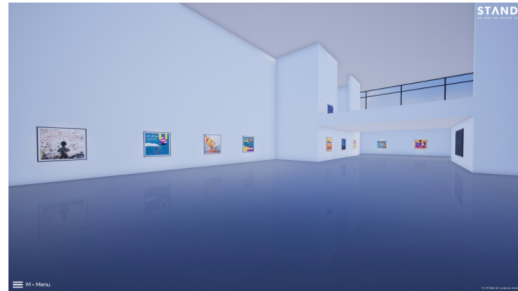
Working collaboratively with students across the country, artists and those who have first-hand experience with climate-related migration, STAND created a virtual exhibition of art, photography, video and poetry to highlight the effects our changing climate has on vulnerable communities around the world.

We partnered with Curat10n to provide an interactive exhibition experience for students

Take a tour of the virtual climate migration exhibition!

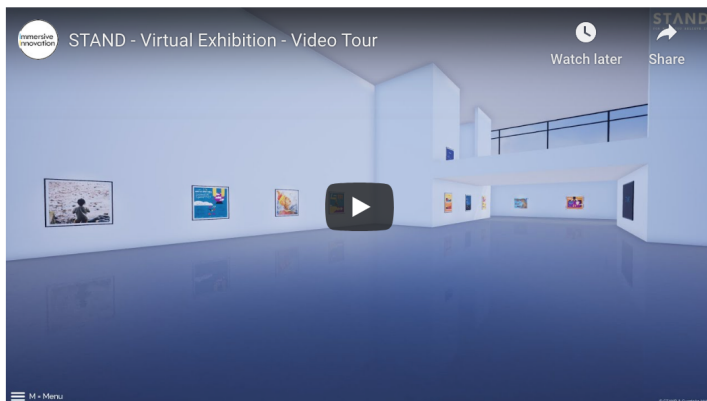
Welcome to our #STANDupformigrants exhibition brought to you as part of our STAND Student Festival 2020. Climate migrants, a subset of migrants not yet formally recognised as refugees, are people who have been forced to flee due to sudden or gradual alterations in the natural environment that makes their homelands uninhabitable. This exhibition raises awareness of climate enforced migration and showcases the impact it has on vulnerable communities across the globe.

Explore the virtual 3D gallery by clicking the 'Go' button below. You'll need to be using a PC or Mac to view!



Visitors could take a live tour on a desktop or laptop computer via cloud processing technology

Video Tour



Download safely for
PC

Go!

Download safely for
Mac

Go!

Note for Mac users: You may need to update your security settings before running this app for the first time (System Preferences > Security & Privacy).

They could also download the exhibition if their WiFi connection was weak

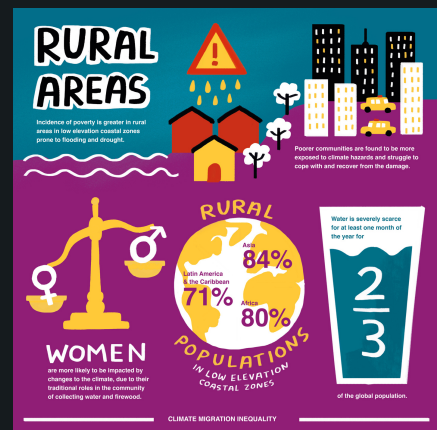
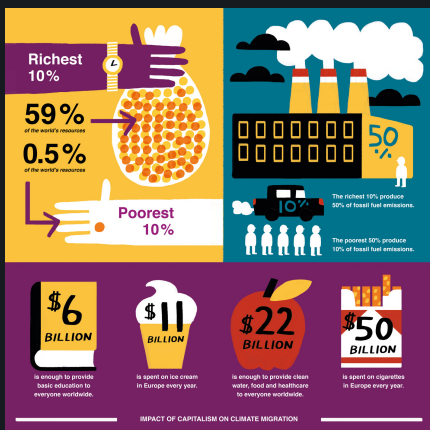
THE VIRTUAL EXHIBITION

[CLICK HERE TO PLAY >>](#)



The exhibition contained videos that explored the issues of climate change and migration in Africa, Alaska, Kiribati, Central America and the Sundurbans

THE VIRTUAL EXHIBITION



Illustrations by Kathi Burke



Artwork by students across Ireland

THE STAND FEST PETITION

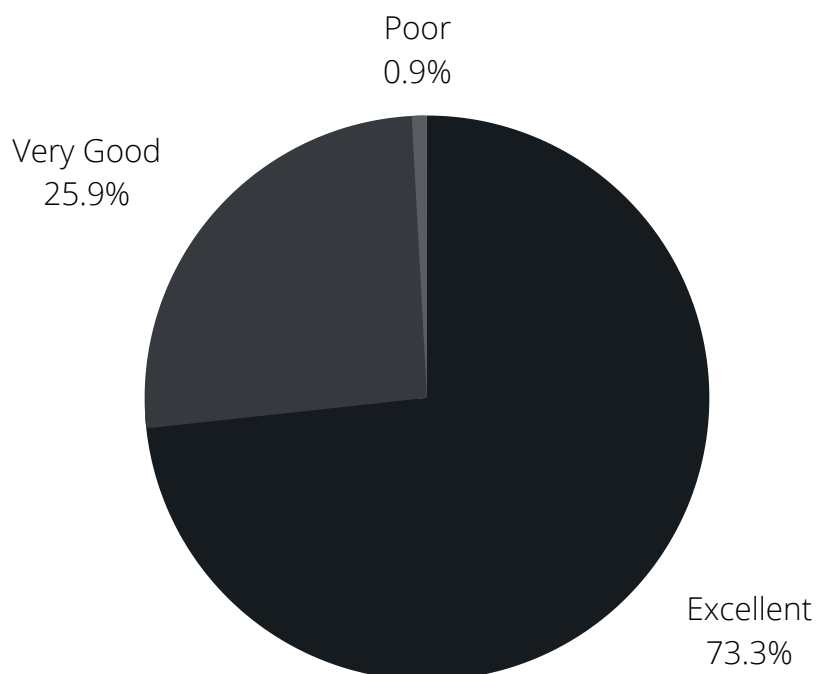
As an action component to the festival, we created an online petition on the change.org platform that asked the European Union to avert, minimise and address the displacement of people who have been affected by the impacts of climate change

[CLICK HERE TO WATCH THE PETITION VIDEO >>](#)

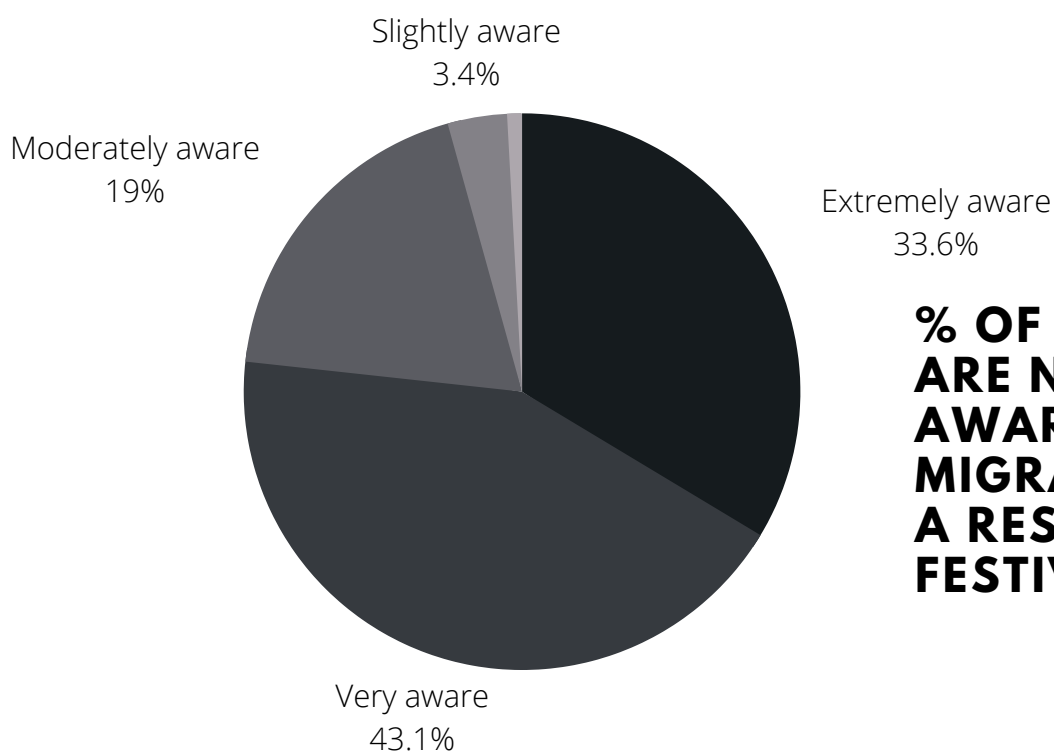


FESTIVAL FEEDBACK

Feedback for #STANDfest20 was overwhelmingly positive, as evidenced by the statistics and comments on the following 2 pages.



% OF STUDENTS WHO RESPONDED POSITIVELY TO THE FESTIVAL



% OF STUDENTS WHO ARE NOW MORE AWARE OF CLIMATE MIGRATION ISSUES AS A RESULT OF THE FESTIVAL

FESTIVAL FEEDBACK

"This was my first year experiencing the STAND festival, and it was absolutely life-changing. These virtual festival activities are exceptionally accessible and inclusive, as well as educational and entertaining."

"Speakers were extraordinary and it's great to listen to people from all over the world."

"Thank you so much for all the free and helpful resources, information, and discussions, everything was top quality."

"I thought the panelists were really amazing! I felt so inspired, motivated, and energized coming out of the talk. It really helped to make the links between climate and migrant justice more clear and I'm so grateful to have had the chance to attend this panel! Thank you so much to the organizers and speakers!"

"I think this festival is a brilliant idea. It gave me a new perspective on climate change and the effects that it is having on the more marginalised groups on our planet. Wonderful discussion!"

"STAND never fails to deliver on amazing and insightful workshops and panel discussions but this year has taken the biscuit! Such a fabulous and moving talk that thoroughly inspired me. Thank you for the opportunity!"



SOCIAL MEDIA POSTS

Click an image to view

