



For a world where  
refugees are welcomed



EXTERNAL TOOLKIT

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**This deck is being updated on a daily basis.  
More links to assets will follow shortly.**

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## Focus

***World Refugee Day 2024 focuses on solidarity with and solutions for refugees.***

## 2024 WRD Objectives

1

To honor and show solidarity with millions of refugees worldwide

2

To communicate a positive message, showing how and why the world should continue to welcome refugees and advocate for solutions to their plight



# Key messages

- Refugees need our solidarity now more than ever.
- Solidarity means keeping our doors open and working together for a world where refugees are welcomed.
- Solidarity with refugees is also about finding solutions to their plight.
- In the short-term, they need sanctuary and protection, as well as opportunities to be active members of communities.
- In the long-term, they need an end to conflicts.
- Countries and communities hosting large numbers of refugees also need our solidarity; they cannot do it alone.
- We can all do more to show solidarity with refugees; no action is too small.
- Refugees come with skills, qualifications and ideas, they just need the chance to contribute.
- Messaging remains positive and aspirational but reflective of reality of global context.

**UNHCR** | **World Refugee Day** | **WORLD REFUGEE DAY 2024 MESSAGING**

TAGLINE	THEME
<b>SOLIDARITY #WITHREFUGEES</b> For a world where refugees are welcomed	World Refugee Day 2024 focuses on solidarity with and solutions for refugees

With the number of forcibly displaced people at a record high, and at a time of widespread conflict, political and economic upheaval, refugees need our solidarity now more than ever. Solidarity means keeping our doors open and working together for a world where they are welcomed.

It means celebrating their strengths and achievements and reflecting on the challenges they face. Above all, solidarity with people forced to flee is about finding solutions to their plight – from removing the barriers to their full participation in social, economic and political life, to ending the wars preventing them from returning home.

### SOLIDARITY

We can all do more to show solidarity with refugees. No action is too small, whether it's welcoming a refugee into your community or advocating for policies that protect and support people forced to flee. Committing to include refugees in our schools, workplaces, health care systems and communities is the most effective way to support them in restarting their lives. It's also the best way to prepare them to return home, when conditions allow, or to flourish if they are resettled to another country. Refugees want opportunities, not handouts. Many come with skills, qualifications and creative ideas. When given the chance, they make significant contributions to host communities and economies.

**What do we mean by solidarity?**  
Providing sanctuary and protection to refugees is an expression of our shared humanity. Beyond ensuring they feel safe and welcomed, refugees need opportunities to thrive in the communities that have accepted them. They need the chance to learn and progress, to earn a living and to feel a sense of belonging. Countries and communities hosting large numbers of refugees also need our solidarity. They cannot be left to do this alone, without support or resources.

**What do we mean by solutions?**  
The world is short on long-term solutions for refugees, leaving millions living in limbo. They need an end to conflict so they can return home in safety. In the absence of peace, they need opportunities to be active members of the communities that have welcomed them, whether through work, school, sports or other activities. For as long as they remain in exile, refugees should be able to use their talents and passions to provide for their families and contribute to the countries hosting them. Low- and middle-income countries where the majority of refugees are received require greater investment so refugees can live in dignity and thrive.

**#withrefugees**

For a world where refugees are welcomed

**UNHCR** | **World Refugee Day**

For questions regarding World Refugee Day, please contact [hqwrdr@unhcr.org](mailto:hqwrdr@unhcr.org)

[LINK TO OUR TWO PAGE MESSAGING DOCUMENT](#)

(Available in FR, EN, SP, AR)

# Key messages

## What do we mean by solidarity?

Providing sanctuary and protection to refugees is an expression of our shared humanity. Beyond feeling safe and welcomed, refugees need opportunities to thrive. They need a chance to learn and progress, to earn a living, and to feel a sense of belonging. Countries and communities hosting large numbers of refugees also need our solidarity, as called for in the Global Compact on Refugees. They cannot be left to do this alone, without support or resources.

## What do we mean by solutions?

The world is short on long-term solutions for refugees, leaving millions in limbo. They need an end to conflict so they can return home safely. In the absence of peace, they need opportunities to be active members of the communities that have welcomed them, whether through work, school, sports or other activities. Refugees should be able to use their talents and passions to support their families and contribute to the countries hosting them.

## What are the challenges?

The right to asylum is under threat. More restrictive policies are making it harder for people forced to flee to access safe and legal routes. Competition over jobs and natural resources is increasing discrimination and xenophobia. The impacts of climate change are disrupting livelihoods and further fueling tensions. Those countries that continue to welcome refugees need more resources while more political will is needed to find solutions that would allow refugees to return home or resettle in other countries.

## How do we show solidarity?

Solidarity can mean welcoming a refugee into your community or advocating for policies that protect and support them. It also means including them in schools, workplaces and social services. Refugees want opportunities, not handouts. Many come with skills, qualifications and creative ideas and can make significant contributions to their host communities – when given the chance.

# WRD Visual Assets

## WRD Lock-Up

The WRD lock-up is the same as last year and features the blue solidarity ribbon. It already exists across 15 languages.

**Please get in touch with your UNHCR Focal Point if you'd like to get the lock-up.**



## Posters, ribbons, roll-up banners, web banners

You can download the visual assets [here](#). Canva templates will be added soon.



## A note on adding partners' logos:

The **WRD logo cannot be altered**. If you are a partner of UNHCR and wish to add your logo, please liaise with your UNHCR focal point. Logos should have equal prominence, and we recommend adding an explanatory line above the partner's logo to clarify your involvement e.g. supported by X.



# Social Media Package

All social media assets will be centralized on our **social media Trello board**.

It will contain all social content, including social media messages, graphics, videos, GIFs and other visuals.

There will also be refreshed graphics on solidarity and solutions to be made available in major languages and in editable Canva files.

**The pack will be updated as more assets become available through WRD.**



### Lead Video: Every Day

Solutions aren't exclusive to refugees.

Education, decent work, and finding home are needs everyone on the planet shares.

UNHCR's lead WRD video aims to give a spotlight to the everyday solutions that refugees need by revealing our common ground.





# Hashtags



We will use the same set of hashtags as previous years. These are well recognized and, in the case of #WithRefugees, reflect the need for solidarity – a prerequisite for solutions and inclusion:

**#RefugeeDay**

**#WorldRefugeeDay**

**#WithRefugees**

**#مع\_اللاجئين**

**#يوم\_اللاجئ\_العالمي**

**#AvecLesRéfugiés**

**#JournéeDuRéfugié**

**#ConLosRefugiados**

**#DíaDelRefugiado**

**#Weltflüchtlingstag**

**#GiornataMondialeDelRifugiato**

**#ComOsRefugiados**

**#HariPelarianSedunia**

**#HariPengungsiSedunia**

**#世界難民の日**

**#세계난민의날**

**#วันผู้ลี้ภัยโลก**

**#DiaDosRefugiados**

**#विश्वशरणार्थीदिवस**

# Photo Pack



[A selection of photos is available on Refugees Media.](#)

The images selected for this year's WRD photo pack come from around the world and feature some of our strongest images representing solidarity with and solutions for refugees.

Colleagues and partners are welcome to use other photos on Refugees Media that align with this year's messaging.



## YouTube Series

We Were Here!

[All episodes available here.](#)

In support of World Refugee Day, “We Were Here” is a Webby Award-winning documentary series produced by UNHCR and YouTube that challenges stereotypes about refugees by focusing on what unites us rather than sets us apart – our shared passions. Refugees in Jordan, Germany, and Uganda collaborated with top YouTube Creators to bring their powerful stories to millions of followers.

### Three Episodes

- **Uganda:** Gardening/ Permaculture
- **Germany:** Music
- **Jordan:** Engineering





# GWAs & Digital Influencers



We are mobilizing Goodwill Ambassadors, High Profile Supporters and digital influencers to post bespoke content on their social platforms and amplify our messaging in media outlets.

1

## WORDS OF WELCOME

Words of Welcome is a social-first video concept. GWA and HPS will film themselves reading a short poem, song lyric or book excerpt that speaks to them of the concept of welcome, kindness and compassion for refugees.

2

## MEDIA

## AND OTHER ACTIVITIES

GWA/HPS are conducting media interviews and are participating in events around the world using global WRD messaging.

## WHAT IT WILL LOOK LIKE



# WRD Event Calendar & Blog

Be sure to add get in touch with your UNHCR Focal Point so that the event and content plans you're organizing are added to an internal WRD Event and Content Tracker. The most inspiring and exciting events, and those accompanied by strong photos, video or social media content, will be featured on our [WRD live blog](#).



# Calls to Action

This year for World Refugee Day, we are asking our audiences to give, advocate and learn.

GIVE

Audiences can donate to our [Aiming Higher](#) scholarship fund to give refugees opportunities to access higher education.

ADVOCATE

Audiences can share our content help amplify the voices of refugees this World Refugee Day.

LEARN

Audiences can discover the [latest stats and trends in forced displacement globally](#) and how refugees and displaced people are being impacted by the climate crisis and taking action in their communities by [taking this quiz](#).





**Questions?**

**Contact: [hqwrld@unhcr.org](mailto:hqwrld@unhcr.org)**