

Outside Multicultural Magazine



ORGANIZATION*

Outside Multicultural Magazine

COUNTRY AND CITY/IES

Ireland + EU

FIELD OF WORK

Inclusion, integration, multiculturalism, peace building

THE ACTION IS ADDRESSED TO (BENEFICIARIES)

Expats, migrants of any kind together with indigenous population, including authors, artists, creative people, and Organisations with projects aiming at supporting inclusion

DESCRIPTION OF THE ACTIVITY

Outside is showing what it is like for the misplaced, for those who became out of place. The idea is to show what it means to accept this identity and love it, to despise it, and to come from the outside. For instance, the promoters of the action find out what the outsiders have to say about life, no matter what they define as their home and what their geographical location is at the moment. Expats and non-expats are writing here about family, raising children, environment, employment, emotions, style, and politics. The activity features people with different backgrounds, together in the same space, welcoming people coming from outside. That is, people who dared to step outside of their home, their comfort zone, their country. Above all, the initiative welcomes anyone who thinks outside of the box and supports multiculturalism.

MAIN GOALS

Outside Multicultural Magazine is an online magazine with a goal to provide an online space, where integration, multiculturalism and diversity are supported. Therefore, the Magazine includes texts, videos and content by authors with different ethnic backgrounds. It covers all aspects and range of topics from everyday life. It is a volunteer initiative by two co-founders, involving many diverse authors.



IMPACTS OF THE ACTIVITY

- Distributing engaging content about every day topics, especially highlighting and inspiring multiculturalism, peace and acceptance.
- Showcasing diversity. Dozens of content pieces by diverse authors showcase the beauty of diversity. A social media-based community of people supporting inclusion and multiculturalism. Raised awareness about the positive narrative connected to migrants.

COOPERATION WITH STAKEHOLDERS

Authors, migrants, local people, artists, creative people, and Organisations with projects aiming at supporting inclusion. No funding so far; all done on a voluntary basis.

SUSTAINABILITY (ECONOMIC, SOCIAL AND INSTITUTIONAL SUSTAINABILITY)

The sustainability of the magazine is being secured through building a community around the subject, and the following:

- for now, being able to exist and persist for over a year, has brought brand recognition, and connections and reputation that will be used for further sustainability. "We have also helped many social enterprises by advertising them for free. sometimes helping others, can mean a plus for own sustainability in the future"
- Making a plan of action.
- Doing small steps on a regular basis – continuity.
- Connectivity - communicate and get in touch with many potential stakeholders, fostering cooperation.
- Clear vision and communication; choosing the tone of voice - branding the initiative.

TRANSFERABILITY

Transferability/replication potential: the system of engaging volunteers might be different from country to country and main problems to focus on might differ, but befriending and creative approach can be applied to everything.