NEWLY ARRIVED IN A COMMON HOME

NEAR

NEwly ARrived in a common home

AMIF NUMBER: 957999

DELIVERABLES

Work Package 2: Communication Campaign

Deliverable D 2.6 Unconventional Map

February 2023

FONDAZIONE ISMU
INIZIATIVE E STUDI SULLA MULTIETNICITÀ

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INTRODUCTION

The communication campaign, led by ISMU with the participation of all partners involved in the project, is intent on foster exchanges between newly arrived migrants and hosting societies. This document shows Unconventional Maps, that are a new orientation for newly arrived migrants and citizens. In order to foster the integration between hosting society and newly arrived, maps have been implemented in the neighborhoods of four European cities: Lisbon (Bairro das Galinheiras), Nicosia, Milan (Central Station-Martesana canal) and Perugia. These maps based on streets, spaces, squares of the territory and on people's feeling related to that, contains unconventional information such as: libraries, sports offer, language courses, cultural places etc.

These maps are also meant to be a resource for citizens who wish to discover hidden spots of their city. What makes these maps unique, however, is that the "unconventional" places featured are the result of a co-design process conducted with the project beneficiaries, including diaspora members (Community Agents) as well as children and university students, who decided to share their experience, knowledge, stories, emotions and memories associated to the city.

The creation of the unconventional map followed 3 phases:

1. Phase 1 - MAP DESIGN through the work of focus groups (composed by community agents, representative of diaspora associations and local associations involved in the project)
2. Phase 2 - The treasure hunt, once created, the map has been fed by the people who live the territory (citizens, voluntary associations, diaspora associations and local associations). The idea behind this treasure hunt is to discover the value and richness of the territory and its heritage which is the real “treasure” of the hunt
3. Phase 3 upload and publish the map. The 4 unconventional maps created, (one per territory), have been translated into 2 foreign languages according with the most represented arrival nationalities, then printed as a folding A3 map and distributed to newly arrived migrants thanks to the contribution of diaspora associations.

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Near Unconventional Maps

The NEAR Unconventional can be found both paper and online at this link: https://nearproject.eu/unconventionalmaps. They have some peculiarities such as all these contents:

Curiosity

Food

Secret place

Emotion

Music

Stories

Consulates

Gathering/Bonding streets

Unconventional Map

Ministries and Public Services

Public hospital

Universities

Emergency services

Public independent authorities

Migration information center

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Unconventional Map Milan

The Unconventional paper Map of Milan (Italy) features three different languages (Italian, English, and Arabic) while the online version has only the local language. Moreover, it is an interactive map that can be found both paper and online at this link: https://unconventionalmaps.com/near/area/milano/.

The map is unconventional because it has inside some unconventional information such as stories of Diaspora's members, children's favorite places, links for music and curiosity on the area. Moreover, it has some marked recommendations and the explanations of who are the Community Agents of the project NEAR and their collected emotions.

The Unconventional paper Map of Milan (Italy)

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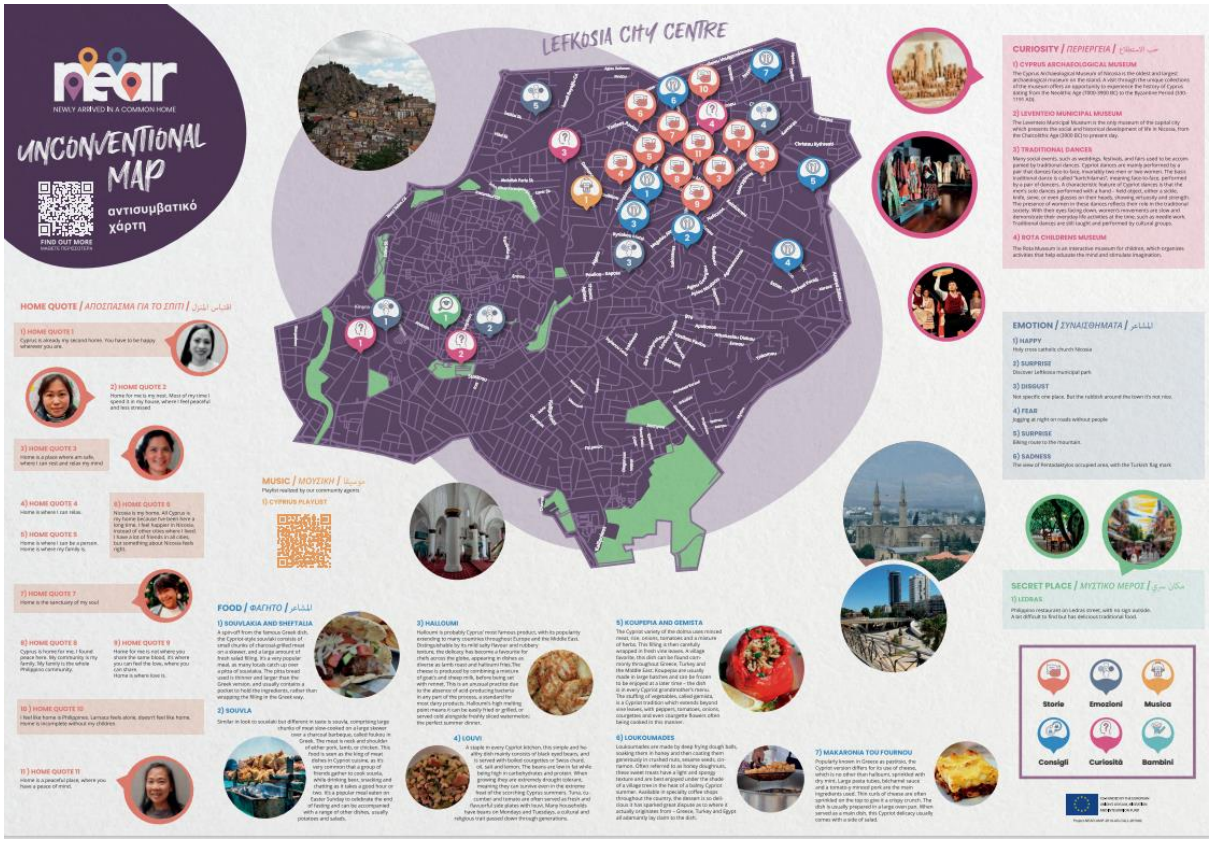
Unconventional Map Nicosia

The Unconventional paper Map of Nicosia (Cyprus) features three different languages (English, Greek, Arabic) while the online version has only the local language. Moreover, it is an interactive map that can be found both paper and online at this link: https://unconventionalmaps.com/near/area/lefkosia/.

The map is unconventional because it has inside some unconventional information such as stories of Diaspora's members, places to see or activities to do with children, curiosities on the city, music links, places of interest and all the collected emotions

The Unconventional paper Map of Nicosia (Cyprus)



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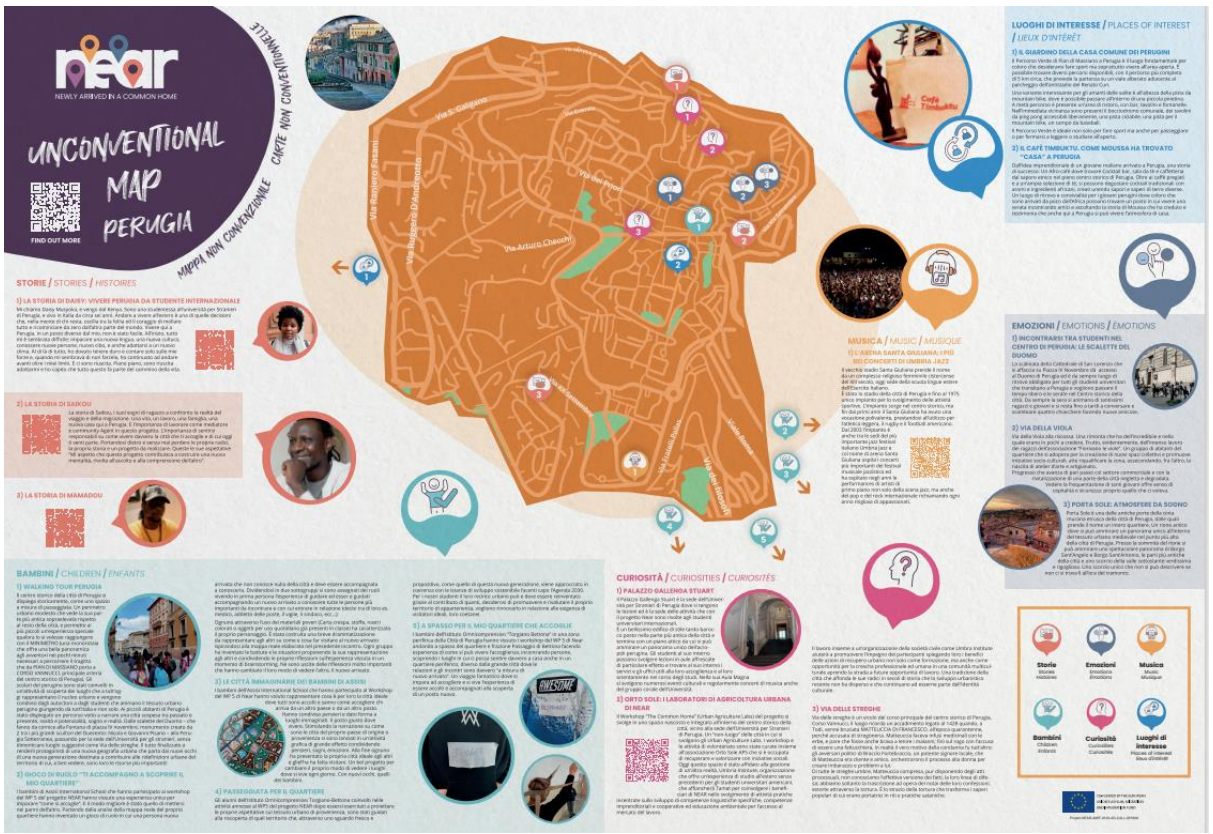
Unconventional Map Perugia

The Unconventional Map of Perugia (Italy) features three different languages (Italian, English, and French) while the online version has only the local language. Moreover, it is an interactive map that can be found both paper and online at this link: https://unconventionalmaps.com/near/area/perugia/.

The map is unconventional because it has inside some unconventional information such as stories of Diaspora's members, children's favorite places, links for music and curiosity on the area. Moreover, it has some marked recommendations and the explanations of who are the Community Agents of the project NEAR and their collected emotions.

The Unconventional paper Map of Perugia (Italy)



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Unconventional Map Lisbon

The Unconventional Map of Lisbon (Portugal) features three different languages (Portuguese, Creole, English) while the online version has only the local language. Moreover, it is an interactive map that can be found both paper and online at this link: https://unconventionalmaps.com/near/area/lisboa/.

The map is unconventional because it has inside some unconventional information such as stories of Diaspora's members, children's favorite places, links for music and curiosity on the area. Moreover, it has some marked recommendations and the explanations of who are the Community Agents of the project NEAR and their collected emotions

The Unconventional paper Map of Lisbon (Portugal)

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