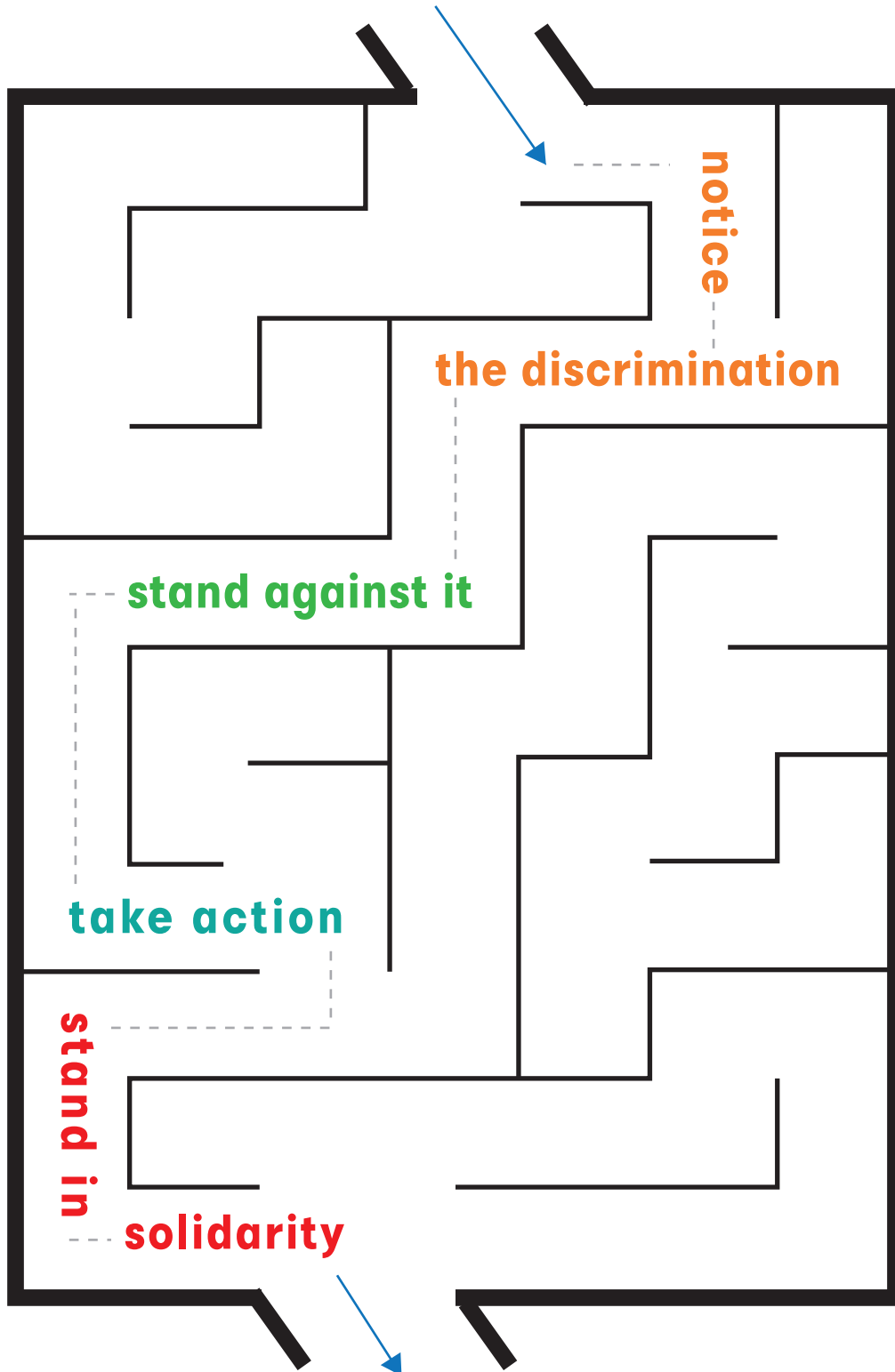


# FOR AN INCLUSIVE İZMİR



## ALL TOGETHER WE ARE İZMİR

## The Directorate of Urban Justice and Equity

The Directorate of Urban Justice and Equity was established as a branch of the Department of Social Projects in 2020. The founding purpose of the Directorate is "to combat all forms of discrimination in Izmir and to support the spread of a culture of human rights, social justice and coexistence to all segments of society in order to establish social peace throughout the city".

The Directorate carries out works that facilitate equal access to urban rights and that support equal opportunities. Its work and activities are based on the respect to the right to the city and the principle of equal relations among stakeholders.

Building on this foundation, the Directorate has determined two baselines for its activities aimed at combatting discrimination.

The first involves identifying the community needs for equal access to urban services and supporting and encouraging positive discrimination in that regard. In this context, the Directorate,

- Carries out 'equal access to urban services' themed focus groups with communities which are susceptible to discrimination in Izmir;
- Works with other branches of the Izmir Metropolitan Municipality and other relevant institutions and civil society organisations to devise solutions in line with the needs identified in the afore-mentioned focus group meetings;
- Conducts capacity building activities for the employees of the Izmir Metropolitan Municipality and other relevant institutions to combat discrimination and inequality and to devise inclusive services for those who are subject to such discrimination;
- Produces written and printed materials that supports equal access to urban services;
- Implements active citizenship programmes and holds human rights talks to raise awareness of human rights and remedy mechanisms in Izmir and to contribute to the aim of building of a human rights culture together with all city residents.

The second involves carrying out works that facilitates dialogue and a culture of living together. In this context, the Directorate,

- Carries out group activities with groups that are susceptible to discrimination in order to strengthen their sense of belonging to Izmir and to identify their needs regarding peaceful co-existence in the city;
- Works to find ways for mobilisation for an inclusive city life through bringing different groups together and enabling them to hear each other with the aim of building a culture of living together in the city;
- Holds trainings, workshops and panels to support coexistence policies;
- Produces written and printed materials that strengthen the basis for dialogue between different groups in the city.

## The Starting Point of the Communication Campaign for an Inclusive City Against Hate Speech and Discrimination

As the Directorate of Urban Justice and Equity, we foresee that the aim of creating smart, sustainable, environmentally friendly, peaceful, economically strong and resilient cities in the near future can only be achieved through a strong sense of urban belonging, solidarity and the demand for equality on the ground.

For this reason, we have set the primary goal of contributing to the laying of the building blocks for the creation of a sense of belonging to İzmir that is inclusive, peaceful and united around urban rights through creating a ground for equal dialogue between different social segments of the community living in İzmir. The campaign, which envisages the necessity of a new kind of communication for an inclusive İzmir, has been developed within the framework of this primary goal. The starting point for this campaign was the necessity to strengthen the ground for dialogue in the city to facilitate a peaceful urban culture and to foster a pluralistic, rights-oriented discourse based on urban rights, which combine first, second and third generation rights, and, for this purpose, the necessity for establishment of a distinct communication environment at the city level. In this context, the aim of the campaign has been determined to reveal the discriminatory practices and hate speeches to which the city's disadvantaged groups are exposed and to create an inclusive discourse through raising awareness about them.

With all these needs in mind, the plan was to carry out a communication campaign aimed at strengthening the basis for dialogue in the city and combating rising discrimination and hate speech in order to support a pluralistic, rights-oriented discourse and a peaceful urban culture based on human rights and values.

In order to carry out the campaign jointly, we came together with the United Nations High Commissioner for Refugees (UNHCR), with which we have been carrying out joint work since 2020 to increase equal access to urban services and to support equal opportunities for refugees living in the city within the framework of Turkish law.

The first step towards the Communication Campaign for an Inclusive City Against Hate Speech and Discrimination was taken in 2022 by starting off the work to create a content that addresses all social segments living in İzmir after taking into account the global and national agenda and noting the view that living without being subjected to discrimination and hate speech is the most important element of social peace.

## The Preparation Phase and the Planning of the Campaign

'The Communication Campaign for an Inclusive City Against Hate Speech and Discrimination', which was organised in cooperation with the United Nations High Commissioner for Refugees (UNHCR) and The Directorate of Urban Justice and Equity, aims to support a pluralistic and rights-oriented discourse that seeks to see, understand and make sense of events from various perspectives and to foster a peaceful urban culture that stands against hate speech and discrimination based on human rights. The fight against discrimination and hate speech, each of which constitute the most important obstacles to this goal, has determined the content of the campaign.

Thus, the content of the campaign was crafted with a triple aim: the first is the aim of making hate speech and discrimination known and visible, that is to say, raising awareness on this issue; the second is the aim of having an understanding of each other by recognising that hate speech and discriminatory practices stem from ignorance; and the third is the aim of initiating a process of joint action to create a space for solidarity by listening to demands for equality. Building on this, it was decided to organise a meeting with civil society organisations working in the field of anti-discrimination in order to identify needs and to gather their opinions and suggestions on the campaign.

It was planned to conduct focus group discussions on the themes of gender, sexual identity, sexual orientation; ethnic identity; faith and refugee status with five different groups, who are disadvantaged in accessing urban rights and who are often victims of hate speech and discrimination. In the course of focus group meetings, it has been observed that discrimination does not only occur in these five areas, but also intersects with each other. When women are poor, elderly, disabled and migrants their discrimination is multiplied, in other words, the discrimination often manifests itself as multiplied discrimination. Due to this intersectional nature of discrimination, when determining the focus group participants, an attempt has been made to ensure that gender, sexual orientation, disability, economic class and age, traditional inhabitancy (in İzmir), ethnic, religious and sectarian dimensions of the diversity were represented as balanced as possible. In order to ensure intercultural dialogue and sustain the existing interaction in İzmir, which historically has a multicultural structure, it has been envisaged that the information that will emerge in the focus groups will constitute an important basis.

In light of the information received through focus group meetings and other meetings, the decision was made to produce 5 videos and social media content to raise awareness of urban citizens about discrimination and hate speech and to invite them to take action against discrimination. In addition, it was aimed to prepare a detailed evaluation report in which all the experiences and highlights of the campaign will be shared.

The activities carried out during the campaign are presented below in order.



**Opening Meeting and Panel**



**Meeting with  
Civil Society Organisations**



**Focus Group Studies**



**Report and Analysis**



**Campaign Interim Meeting /  
"We Have a Promise to Live Together"  
Panel**



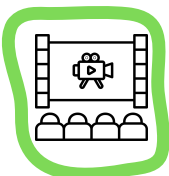
**Preparation of Visual Content  
and Materials**



**Training and Workshops**



**The Process of the Evolution of the  
Report into a Book**



**Campaign Closing Event**

## 1. Opening Meeting and Panel

On 20 June 2022, the panel "A New Discourse Against Discrimination and Coexistence Policies" was held. At the beginning of the panel, a framework presentation and information about the campaign was given. Afterwards, Prof. Dr. Melek Göregenli, Prof. Dr. Sevda Alankuş and Prof. Dr. Ferhat Kentel made presentations on hate speech, hate crime, freedom of expression and concepts related to discrimination. The panel was held with the participation of civil society organisations, local government employees and actors from the field.



## 2. Meeting with Civil Society Organisations

On 20 July 2022, a cooperation and discussion meeting was held with the representatives of civil society organisations working in the fields of gender, sexual orientation–gender identity, migration, co-existence, faith and ethnic identity.

During the meeting; the discussions centered on where and in which contexts hate speech and discrimination are encountered, the challenges human rights organizations face in combating discrimination and hate speech, and what is needed. The responses of the participants were to be utilised in the following stages.



### 3. Focus Group Studies:

Between July and August 2022, focus group discussions were held with representatives of groups who have been subjected to discrimination and hate speech in the city due to their gender, sexual identity and orientation, ethnic identity, beliefs, refugee and migrant status. The focus groups were held to determine how they express the problems they face and to hear what kind of Izmir they dream of.





#### 4. Report and Analysis:

Evaluation reports were prepared as a result of the relevant meetings and focus group discussions.

The report includes information collected from focus groups on discrimination and hate speech in the city, the analysis of the focus group results in the context of social psychological and communication, and the recommendations for urban policies to combat discrimination and hate speech in the city.



#### 5. Campaign Interim Meeting / "We Have a Promise to Live Together" Panel:

The outcomes and report of the campaign's activities carried out since the beginning of the project were shared with the public at the "We Have a Promise to Live Together" panel held on 9 December 2022 within the scope of Human Rights Week. With the participation of focus group representatives, experts and activists on hate speech and discrimination, three different sessions were held under the titles 'Inclusive City Izmir-Project Presentation', 'Field Experiences in Combating Hate Speech and Discrimination', 'Identities and Encounters' and 'Activism with Art Against Hate Speech'.



# BİR ARADA YASAMA SÖZÜMÜZ VAR!

**9 ARALIK 2022**

**10.30-11.00**

**Açılış Konuşmaları**

*İzmir Büyükşehir Belediye Başkanı Tunç Soyer*  
*UNHCR Türkiye Sözcüsü Selin Ünal*

**11.00-12.00**

**Kapsayıcı Kent İzmir-Proje Sunumu**

**Moderatör:**

*İzmir Büyükşehir Belediyesi Kentsel Adalet ve  
Eşitlik Şube Müdürü Yelda Şimşir*

**Konuşmacılar:**

**Prof. Dr. Melek Göregenli**  
*Sosyal Psikolog*

**Prof. Dr. Sevda Alankuş**  
*Yaşar Üniversitesi İletişim Fakültesi Öğretim Üyesi*

**12.00-13.00**

**Öğle Arası**

**13.00-14.30**

**Nefret Söylemi ve Ayrımcılıkla  
Mücadelede Alan Deneyimleri**

**Moderatör:**

*KAOS GL Hukuk Koordinatörü*  
*Avukat Kerem Dikmen*

**Konuşmacılar:**

**Pelin Karakuş Akalın**  
*Doğu Akdeniz Üniversitesi Psikoloji Bölümü/  
Toplumsal Cinsiyet ve Nefret Söylemi*

**Remzi Altunpolat**  
*KAOS GL*

**Funda Tekin**  
*LGBTI+ Bireylere Yönelik Nefret Söylemi*

**İnanç Özgürlüğü Girişimi/  
Din-İnanç ve Nefret Söylemi**

**Yasemin Korkmaz**  
*Hrant Dink Vakfı/  
Medyada Nefret Söylemi ve Kapsayıcı Dil*

**14.30-14.45**

**Ara**

**14.45-15.45**

**Kimlikler ve Karşılaşmalar Oturumu**

**Moderatör:**

**Ürün Perçin Boyacıoğlu**  
*Kentsel Adalet ve Eşitlik Şube Müdürlüğü  
Mülteci Masası Koordinatörü*

**Konuşmacılar:**

**Nesim Bencoya**  
*İzmir Yahudi Kültür Mirası Projesi Koordinatörü*

**Pınar İpek**  
*Roman Hakları Aktivisti*

**Serkan Turgut**  
*Sosyolog*

**Kevser Hamo**  
*SGDD/ASAM El Ele Kadın Komitesi*

**15.45-16.00**

**Ara**

**16.00-17.00**

**Nefret Söylemine Karşı Sanat ile Aktivizm**

**Moderatör:**

**Recep Tuna-Kültür Yöneticisi**

**Katılımcılar:**

**Mert Çakır-Fotoğrafçı**  
*Muhit Fotoğraf Sergisi*

**Murat Küçükarslan**  
*Müziyen/Salut de Smyrne*

**Azadeh Ramezani Tabrizi**  
*Sanatçı*

**17.00-18.00**

**Kapanış Etkinliği**

**Kokteyl**

**Mini Konser - Salut de Smyrne**



**TUNÇ SOYER**  
İZMİR BÜYÜKŞEHİR BELEDİYE BAŞKANI



**KENTSEL  
ADALET ve EŞİTLİK**  
Şube Müdürlüğü





The panel sessions started with the opening speech of Tunç Soyer, Mayor of Izmir Metropolitan Municipality, in which he emphasised the protection and development of human rights values by highlighting Izmir's polyphonic and multicultural structure and with the presentation of UNHCR Turkey Spokesperson Selin Ünal, who emphasised the importance of dialogue and combating conflict between refugees and the local community for an inclusive urban culture.

The origin and content of the 'Communication Campaign for an Inclusive City Against Hate Speech and Discrimination' was explained by Yelda Şimşir, the director of the Directorate of Urban Justice and Equity, and by the consultants of the campaign, Prof. Dr. Melek Göregenli and Prof. Dr. Sevda Alankuş. The importance of combatting against discrimination, building of solidarity and creating a ground for dialogue on the basis of equality for an inclusive Izmir was emphasized.



In the second session of the panel titled "Field Experiences in Combating Hate Speech and Discrimination", Pelin Karakuş Akalin from the Department of Psychology of Eastern Mediterranean University, Remzi Altunpolat from KAOS GL, Funda Tekin from Freedom of Belief Initiative, Yasemin Korkmaz from Hrant Dink Foundation shared information and experiences in their areas of expertise under the moderation of KAOS GL Legal Coordinator Kerem Dikmen.

In the third session titled "Identities and Encounters", Nesim Bencoya, Coordinator of Izmir Jewish Cultural Heritage Project, Kevser Hamo from ASAM Hand in Hand Women's Committee, Roma Rights Activist Pınar İpek, Sociologist Serkan Turgut shared their findings on discrimination and hate speech faced by different ethnic and belief groups living in Izmir and emphasised the importance of living together equally.



"The fourth session titled "Activism with Art Against Hate Speech" was moderated by cultural manager Recep Tuna with the participation of photographer Mert Çakır, Iranian artist Azadeh Ramezani Tabrizi and musician Murat Küçükarslan from the music group Salut de Smyrne. In this session, fight against discrimination through art-based activism was discussed and exemplified.

## 6. Preparation of Visual Content and Materials

As of January 2023, the second part of the campaign focused on raising awareness, capacity strengthening and developing an effective campaign on social media platforms in order to develop a new discourse against hate speech and discrimination with the aim of creating a pluralistic and inclusive language.

Four short videos and one training video were prepared to support the struggle of different identities living in the city against hate speech, to raise the awareness of the people living in the city on discrimination and hate speech, to eliminate the lack of information that forms the basis of stereotypes shared by the society, and to remind us of the need to fight against hate speech and discrimination and our individual responsibilities. The training video includes two main topics; "Discrimination and its Effects on Everyday Life" by Prof. Dr. Melek Göregenli and "Combating Hate Speech within the Framework of Urban Rights" by Prof. Dr. Sevda Alankuş. 4 short videos; an informative animation video on discrimination and hate speech, 'Notice the Discrimination', 'I left a Mark in the City' and 'All together We Are Izmir' are videos aimed at creating public opinion.



Short animated video on combating discrimination and hate speech



Training video on combating discrimination and hate speech



Notice the Discrimination



'I left a mark in the City'



'All together We Are Izmir'

You can scan the QR code to watch the videos.



## Social Media Posts from Campaign



We are setting off on the road for an inclusive Izmir, We are setting off on the road for a pluralist, fair and peaceful Izmir, All together we are Izmir.



We need an inclusive Izmir, We need to know, understand and hear each other, to strengthen with our differences and solidarize, All together we are Izmir.



We are hopeful for an inclusive Izmir, We can fight against polarization and discrimination by standing side by side, All together we are Izmir.



We are determined to build an inclusive Izmir, We stand together for an Izmir where equality, justice and solidarity multiply!, All together we are Izmir.

## Social Media Video Posts from Campaign



"I know that if anything happens to me, they will be interested in who I am, not in what happened to me. "

Notice the discrimination!,We want a fair city for all of us!, All together we are Izmir.



"What you don't really know is a stranger to you. The more we get to know each other, the closer we get. "

Notice the discrimination!,We want a city where our different identities do not put distance between us!, All together we are Izmir.



"I don't want to look over my shoulder and be scared all the time on the street ", Recognize discrimination!,We want a safe city for all of us!, All together we are Izmir.



"I don't want to be this, that or the other, sometimes I just want to be human."

Notice the discrimination!, We want a city where we are all equal!, All together we are Izmir.



"No value judgment is more important than my feeling at ease in the city"

Recognize discrimination!, We want a city life free from prejudices!, All together we are Izmir.



"I wish the question, is it from us or from them, would be out of my life."

Notice the discrimination!, We want a city where we can all coexist with our differences!, All together we are Izmir.

## 7. Training and Workshops

Campaign consultants Prof. Dr. Melek Göregenli and Prof. Dr. Sevda Alankuş provided trainings on Social Psychological Foundations of Discrimination and Hate Speech, Awareness and Combatting to the branch directors, chiefs and employees of the Izmir Metropolitan Municipality Social Projects Department at the Dialogue Center.



In addition to these trainings, a Rights-Based Campaign Management Training conducted by Dr. Aylin Aydoğan was held at the Dialogue Center with participants consisting of managers, chiefs and employees of the branch directorates of the Department of Social Projects of Izmir Metropolitan Municipality and representatives of different NGOs.



## 8. The Process of the Evolution of the Report into a Book

The Directorate of Urban Justice and Equity and the campaign consultants, Prof. Dr. Melek Göregenli and Prof. Dr. Sevda Alankuş, prepared a book titled 'a Roadmap for an Inclusive Izmir Against Discrimination and Hate Speech' covering conceptual framework of discrimination and hate speech (including a social psychological and communication background), recommendations for urban policies and practices and analyses on the basis of the campaign report, which includes analyses based on the meetings with civil society organisations and focus groups.

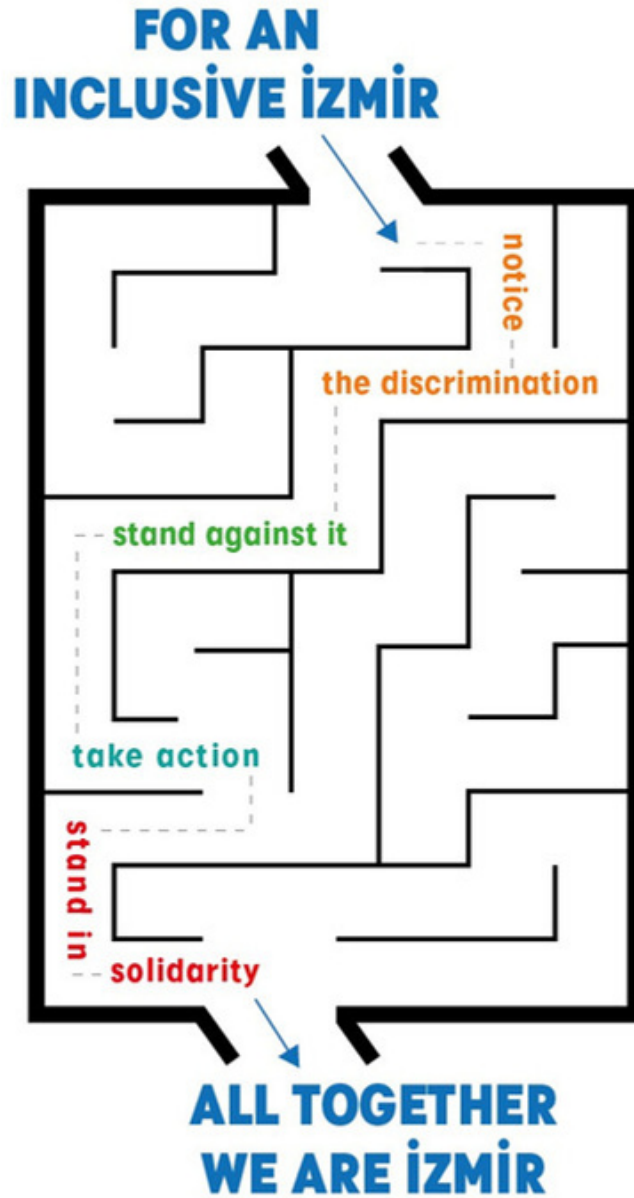
The book was prepared for printing by İZBB Publications and published in the 'academic books' category. The book was showcased at the 2023 Izmir Book Fair. Within the scope of the fair, a talk about the book and the campaign was held with the academic advisors of the campaign.





## 9. Campaign Closing Event

At the 'Campaign Closing Event' held at the Dialogue Center, the outputs of the work carried out since the beginning of the campaign and the campaign's social media images and videos were introduced to the public. The closing event was held at the Dialogue Center, with the participation of people and organizations who have supported the campaign in each phase including focus groups, meetings, panels and videos since the beginning. The Director of the Directorate of Urban Justice and Equity, Yelda Şimşir, and the consultants of the campaign, Prof. Dr. Melek Göregenli and Prof. Dr. Sevda Alankuş, talked about the starting point and content of the 'Communication Campaign for an Inclusive City Against Hate Speech and Discrimination'. Participants in the event shared their support for the campaign, and the importance of joint struggle and solidarity and creating a basis for dialogue on the basis of equality for an inclusive Izmir was emphasized.



## A New Izmir A New Discourse

In response to the question of how we can develop a new discourse and action for an inclusive Izmir in combating hate speech and discrimination, the answers given by civil society organizations, the focus group participants, actors fighting against discrimination and academics focused on the need for inclusive urban policies, the development of public tools to disseminate accurate information, the cooperation between the public, civil society and academia and the dissemination of the awareness raising activities and the capacity building activities for public servants. In this context, certain suggestions can be made.

For an Inclusive City;

- Developing more liveable, fair and equitable local policies for all urban population groups;
- In order to strengthen the sense of trust and belonging of everyone living in the city and the groups subjected to discrimination, providing encounters that enable the people living in the city to get to know each other, to come into contact, and to contribute to the formation of urban culture with a common life perspective;
- Purifying public communications from discriminatory discourse;
- Supporting the access of those subjected to discrimination to application mechanisms and access to justice;
- Developing inclusive policies and taking concrete steps to transform strategic goals into local government practices,
- For Access to Accurate Information and Dissemination of Accurate Information; digital media platforms should be equipped and qualified to provide access to accurate information and to disseminate accurate information in order to prevent the spread of hate speech and discrimination that increase due to current political developments; social media platforms of local governments should be regulated within this framework,
- For Strengthening Cooperation between Public Sector, Civil Society and Academia; increasing the number of grounds and mechanisms that will enable experience sharing in order to make discrimination visible, increasing the number of empowerment activities and cooperation that will strengthen the advocacy of actors struggling against discrimination and hate speech, establishing participatory, holistic, sustainable urban right partnerships based on protecting the rights of all living things in natural life with a solidarity-oriented struggle perspective,
- For the Dissemination of Awareness Raising Activities, it was suggested to develop different communication tools for local government employees, civil society actors and the public, and to develop activities such as trainings, capacity strengthening activities, social media campaigns to produce a new discourse on face-to-face, digital and social platforms.

## Concluding Remarks

Through the “Communication Campaign for an Inclusive City Against Hate Speech and Discrimination” that was launched in June 2022, we set out to create rights-based social policies, increase the grounds for combating discrimination and support the culture of coexistence.

Our aim was and is to increase grounds for solidarity and to rebuild an inclusive Izmir, which stands against discrimination with solidarity, with equal rights and a culture of peace.