

“Comm 4 Action”: When communication is in service of Social Media

Vision Communication, one of the latest Chamber of Commerce members, helps the EU, United Nations and governments to promote development and social justice.

Seven years ago, [Vision Communication](http://www.vision-communication.org), a communication consultant headquartered in Brussels and Barcelona working all around the world, began its activity with a clear goal: set communication as service for the causes that most needed it. During the last few years, Vision has developed projects with major international organizations, from the United Nations to the OECD and national, regional and local governments, to mention just a few.

In the past months, its work has included campaigns to facilitate the integration of refugees in Europe, a new platform to promote social integration with activities that help the environment and the fight against long-term unemployment, among others.

Solidarity Cities: The journey of refugees

"The situation is becoming more difficult every day. Maybe in another country our situation would be better, we could have our own business and our daughters could go to school," says Asim Bukhari, a Pakistani refugee who lives with his wife and daughters aged 6 and 8 in The Eleonas refugee camp in Athens, where the family has shared a barracks for eleven months.

Like the Asim case, hundreds of thousands of people are now in refugee camps in Europe hoping their situation improves. Relocating these people has become a necessity that European governments must cope with.

Despite the fact that in September 2015 the EU member states committed themselves to relocate 160,000 people, in November 2016 only 4.5% of them had achieved it. This is why, in the face of the lack of action of national governments, municipalities and local authorities have decided to call for greater decision-making capacity in the management of the migratory crisis.

To make this goal a reality, Vision Communication has been working with the European cities network based in Brussels [Eurocities](#), to promote its [Solidarity Cities](#) initiative, which advocates a greater sharing of responsibilities in the European Union, as well as the inclusion of local authorities in crisis management of refugees. Currently, the cities participating in [the initiative](#) focus on the integration of refugees, one of the most important issues once the relocation has been achieved. The redistribution of these people and their integration will be essential to ensure good living conditions in Europe.

The Node: Inclusion through forestry and the environment

In today's world, Europe and the Maghreb face intertwined threats. Climate change leads to ecosystem degradation and, together with uneven growth, these factors lead to increased migration. In turn, social inequalities can cause social unrest. Our new platform ['The Node'](#), presented at the European Parliament in Brussels last November, is born of the idea that these challenges are deeply related to each other and that we will not be able to overcome them if we face them separately. This new Hub offers sustainable development solutions for the environmental, forestry and social sectors.

The main objective of the initiative is to [promote social inclusion](#) through activities related to the environmental and forestry sectors, such as reforestation, while combating climate change and offering solutions to the migratory crisis. Vision Communication is one of the founding partners of the platform and, as its director Ramon Vila explains, "The innovation of 'The Node' is that it brings together actors with very different experiences to solve very broad problems related to issues such as inclusion Social or gender equality".

Fighting against long-term unemployment

After the biggest financial crisis in Europe in recent years, long-term unemployment has grown across the continent. Facing this type of unemployment is essential, as it not only affects the economic situation of the people affected, but may have other effects on their confidence and emotional state and social integration.



Vision Communication has worked with the European network based in Brussels Eurocities in a [campaign](#) that shows solutions of the local governments against long-term unemployment in Europe. As part of the project, the team supported a study visit that several European cities made in Madrid. Barrio's plans in the Spanish capital are an example of how employment actions can be brought to the level closest to citizens and thus be much more effective. Vision Communication, which recently celebrated its [seventh anniversary](#), will continue to expand its work with public and private entities based in Belgium to bring communication to the service of action.

#comm4action