

Nuremberg: God Practice Case Study 1

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Foto Action: "Vorurteile sind wie ein Brett vor dem Kopf"

The title comes from a well known German saying that means: "Prejudices are like a block of wood in front of your head" (meaning your eyes).

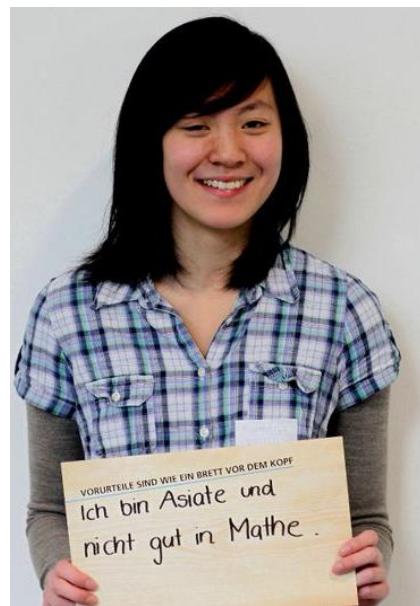
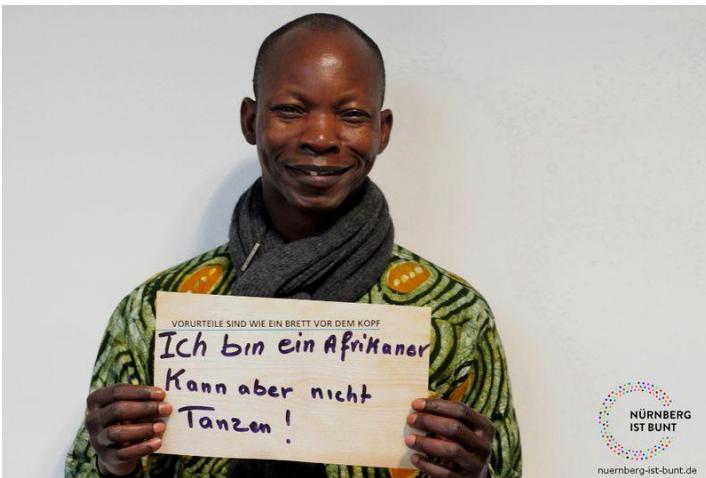
Summary Description:

We ask people to write a sentence about a group to which they belong and then to include one characteristic that is usually associated with that group but that they themselves do not have.

<http://www.nuernberg-ist-bunt.de/kampagne/fotoaktion.html>

For instance: "I am Asian, but I am not good at maths"

Or: "I am African, but I cannot dance"



We usually do this during conferences or other events attended by the C4I team. We just bring a photographer, put up a couple of photos on a wall and people are eager to participate.

We do not print the photos on the spot but just bring a few of the "old ones" with us.

An important point is that after every photo the person has to be asked to sign a declaration giving permission to use online and in print publication of the photo.

Source of the Idea and Partners:

The idea came from a similar initiative from the University of Harvard:

<http://itooamharvard.tumblr.com/>

All organisations in our network are invited to participate in the project, and to implement it themselves in their own organisations or events.

Specific Goal and Target:

The goal is to make the viewer of the photographs aware of stereotypes and so become less susceptible to rumours. It is also a promotion tool for the project. The team also hands out C4I material to people during the actions, and the team discusses with them what it means.

Actions, Timescales and Resources:

We have presented the action and taken photographs at the *Integration Conferences* of Nuremberg (October 2014) and of Erlangen (January 2015) as well as in the main shopping mall of the city. We also make appointments with people interested in being photographed.

An action in Facebook has also begun in which a ‘countdown’ with the photos: Photo of the Day No. 10... etc. When we get to the final Photo No. 1 we will ask people to send their own messages and organize a photo shoot with the best ones. See

<https://www.facebook.com/nuernberg.ist.bunt.de?ref=ts>

Challenges Encountered:

People are sometimes reticent about signing the document giving us the right to publish the photos on our website, Facebook and in the newspaper.

Outcomes:

We have by now about 50 photos that have been published in different places and the action has been presented in a Bavarian television programme.