



2025 Young Lions/Young Spikes Competition in Japan

The Challenge:

How can we use the power of creativity to raise awareness of the refugee crisis and to enhance support for people who are forced to flee their homes.

Client: Japan for UNHCR

About Japan for UNHCR:

The Office of the United Nations High Commissioner for Refugees (UNHCR), the UN Refugee Agency, was established in 1950 in the aftermath of World War II. Since then, the organisation has been protecting and delivering assistance to refugees, those who are displaced from their home countries due to conflict, violence, or persecution. UNHCR is now present in 136 countries worldwide. In 2000, **Japan for UNHCR**, the UN Refugee Agency's National partner responsible for UNHCR's private sector partnership activity in Japan, was created. Through its activities of providing information regarding the world's plight of refugees and fundraising, Japan for UNHCR seeks to increase both monetary contributions and moral support from the society towards those who are forced to flee their home countries.

Target Audience: People who are not familiar with the refugee crisis.

*Including but not limited to people living in Japan.

Key Message: "Spread the circle of empathy and solidarity #WithRefugees".

Background:

The refugee crisis is a global challenge. With unpredictable situations in Ukraine, as well as continued difficulties in Syria, Palestine, and Myanmar to list a few, the number of refugees in the world reached largest-ever 120 million in May 2024 after a consecutive sharp increase in the past 12 years. Support from society towards and solidarity with the refugees are now needed more than ever.

However, people who are distant from the refugee crisis and/or those who are not familiar with this issue tend to show a low degree of support. For example, according to Ipsos World Refugee Day 2024 Global Report, 91% of people in Japan answered that they have not taken any action to support refugees in the past 12 months.

To make people aware of refugee issues in the first place, then encourage them to take



action for supporting refugees is necessary in order to expand the circle of assistance.

As such situations in mind, Japan for UNHCR commits to raise awareness and understanding of the refugee crisis among the society as well as to contribute to global humanitarian activities for refugees through fundraising and communications.

Reference:

1. 国連 UNHCR 協会について - <https://www.japanforunhcr.org/>
2. About UNCHR - <https://www.unhcr.org/>
3. 難民に対する世界の態度：イプソスと UNHCR による 52 개국調査 - [https://www.ipsos.com/ja-
ip/unhcr-ipsos-survey-shows-enduring-public-support-refugees-alongside-stark-variations-attitudes](https://www.ipsos.com/ja-
ip/unhcr-ipsos-survey-shows-enduring-public-support-refugees-alongside-stark-variations-attitudes)

Brief:

Print: Create a double-page spread print ad to raise awareness of the refugee crisis among people who are not familiar with this issue.

Please be reminded that we will review crafts of both copy (in English) and art.

Film: Create a film (60 seconds max) to raise awareness of the refugee crisis among people who are not familiar with this issue.

We are looking forward to seeing films that will move the audience through the power of storytelling, and visual and musical expression, which is one of the strengths of film. It is important to have a clear idea and message, not just good atmospheric movies.

Digital: Create a digital-driven idea to improve a low level of support towards people who are forced to flee their homes. Measures of support can be but not limited to fundraising.

Deliverables: A3 size board which contains the visual idea and written explanation of your idea (such as: creative idea, strategy, execution...etc.).

Design: Create a visual identity-based idea to find a solution to increase support for those who are displaced from their homes. Measures of support can be but not limited to fundraising.

A visual identity-based idea we are looking for includes a visual identity design (compulsory) as well as experience and promotion derived from it.

Deliverables:

The proposed design and written description (concept (max 150 words), idea (max 150 words), implementation (max 150 words)) are to be submitted on one A3-size PDF sheet.



Media: Create a media campaign to enhance support for people who are forced to flee their homes. Measures of support can be but not limited to fundraising.

Deliverables:

A maximum of 10-slide PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words), strategy (max 150 words), execution (max 150 words)).

PR: Create a PR campaign to increase support for people who are forced to flee their homes. Measures of support can be but not limited to fundraising.

As a PR campaign, we must act with global partners, such as governments, civil society, international organisations, professionals, academic institutions, the media, and the private sectors such as global companies/brands.

Deliverables:

A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words), strategy (max 150 words), execution (max 150 words)).

Integrated: Create an integrated campaign to find a solution to increase support for people who are forced to flee their homes. Measures of support can be but not limited to fundraising.

For the integrated category, it is vital to embody the main idea in the most suited forms possible and organise them as a strong collective campaign, rather than cut and past the same implementation over different media. We are looking for sustainable ideas with deep insight which can be developed over the medium- to long-term.

Deliverables:

A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides).