



Using Welcome-tools for orientation and intercultural communication

Refugee Friendly Municipalities`Options towards Integration of Refugees and
Social Cohesion 8-10. November 2018, Istanbul
Office for social and family affairs – Miriam Totzke

1.Starting Point



Autumn 2015: 500 refugees are transferred to Ravensburg
(50.000 inhabitants)



How can we communicate with the new inhabitants in our city
and talk to them about topics, which are important to us
and to them as well?



Suiting for all groups

- different nationalities, cultural and religious background, gender, age ...

We need tools to communicate about basics, later on about
civil rights and cultural topics with migrants in a simple and
descriptive way



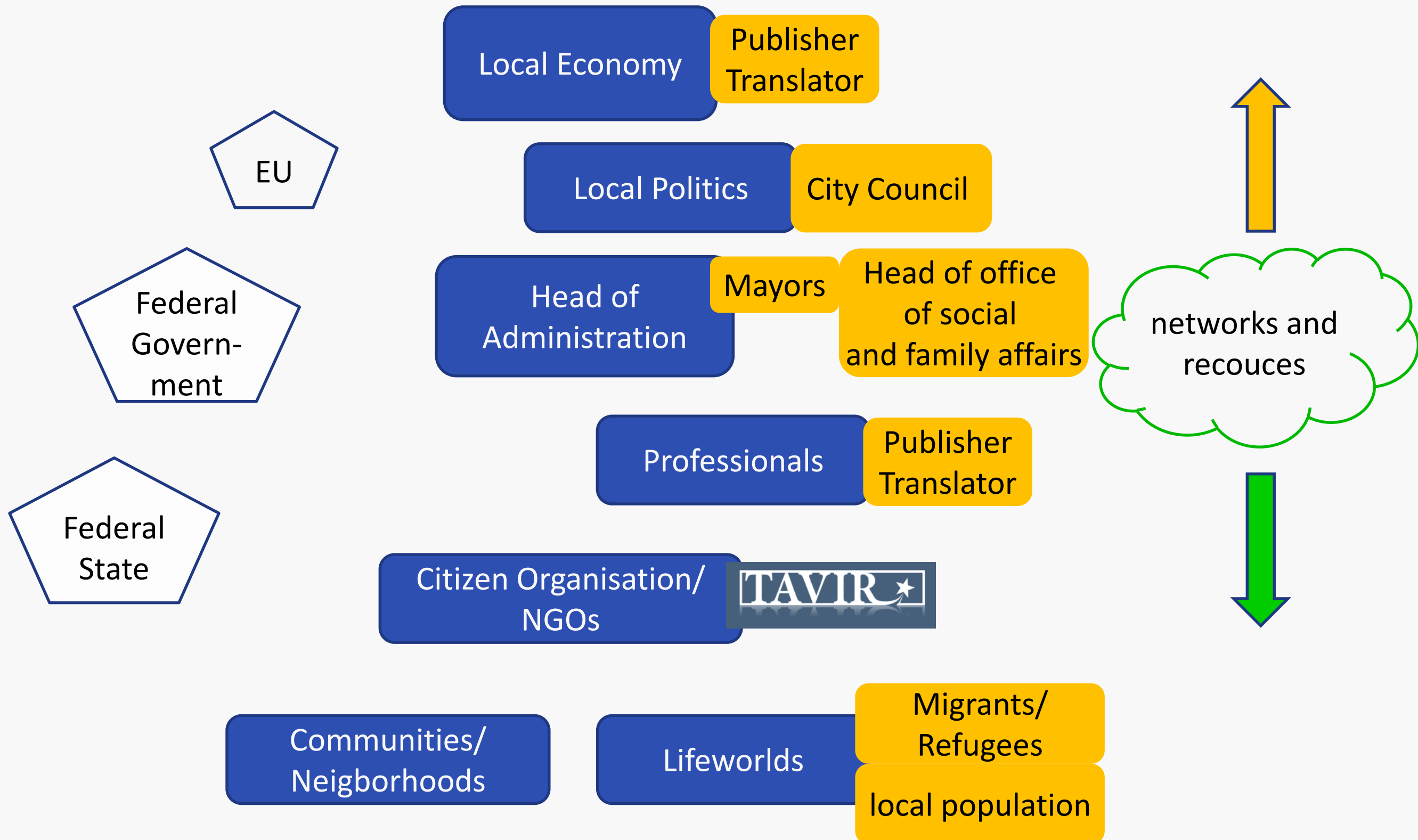
City of Ravensburg



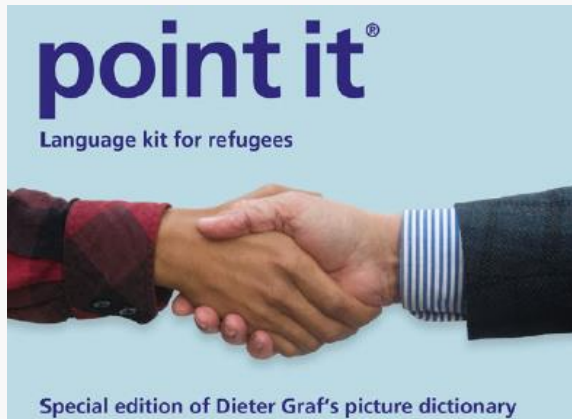
Alles vorbereitet: Rund 140 Helfen haben die Burachturnhalle zur Notunterkunft umfunktioniert.
FOTO: DEREK SCHUH

source: Schwäbische Zeitung, 23.10.2015

2. Institutional setting



3. Approach



Dictionary with Pictures



Postcard „Ich lerne Deutsch“
„I will learn German“ in different languages



Broschüre „Women in Germany“



Welcome-Cards



Basic rights comics



food giveaways to show cultural diversity



City Map

4. Outputs

- Welcoming groups of migrants and refugees
- First information for getting along in a new surrounding
- early identification with the new hometown
- High demand for the tools in the county of Ravensburg and furthermore in whole Germany



Implementation of infrastructure for social cohesion through variety of projects in different fields of everyday life



Project „Welcome Bag“



Project „Montagstreff“ – Meeting Point for new and old Ravensburg inhabitants



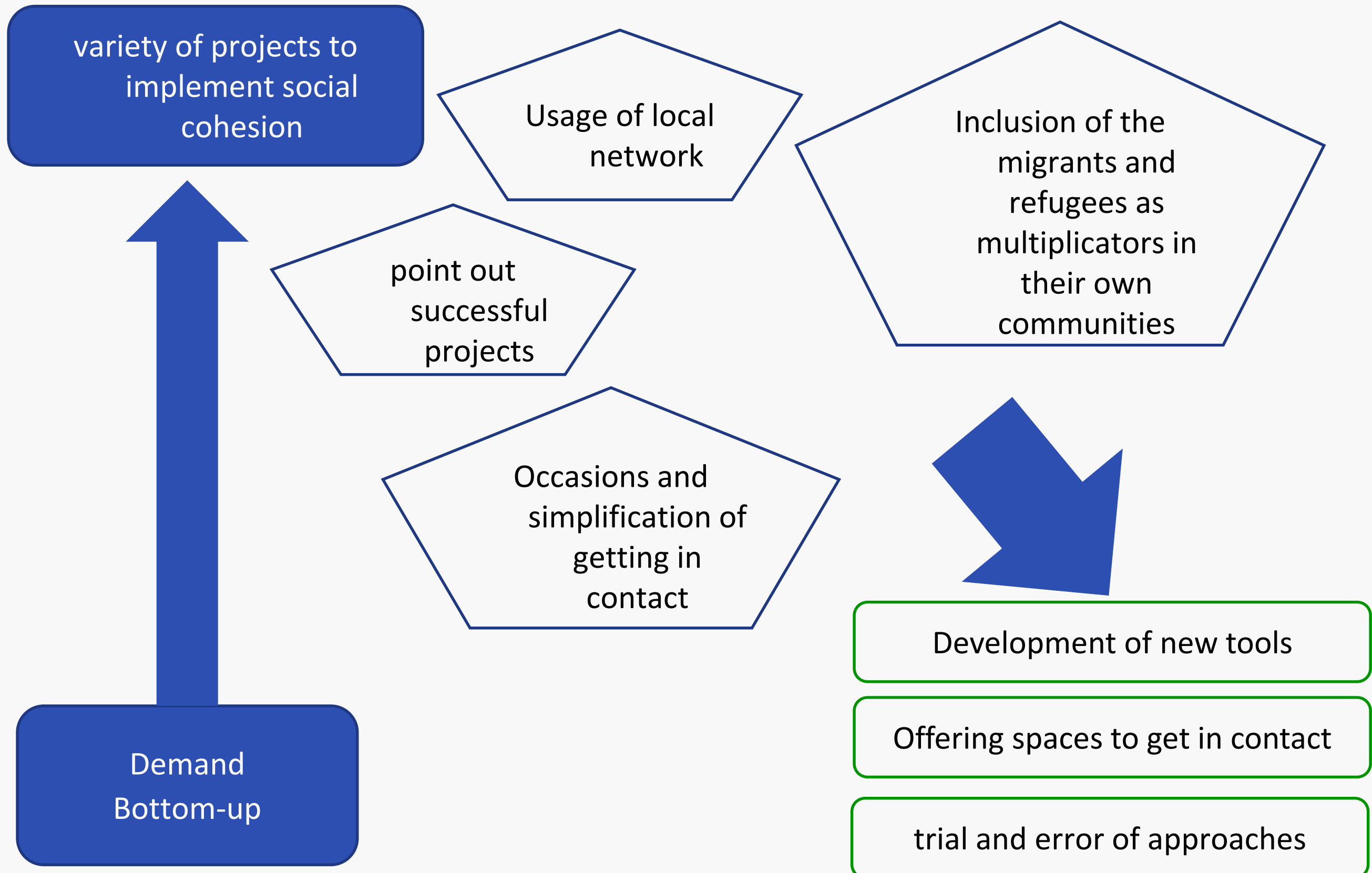
Bei sonnigem Frühlingswetter brachen sie zur ersten großen Radtour auf: (v. links) Miriam Totzke (Integrationsbeauftragte), Salma Alshaar, Arien Mansour, Kremana Ehrmann ("Ladies Circle"), Maya Hassan, Dorothee Böker (Kursleiterin), Kodrat Alawy, Kathrin Lauchstätt, Narien Mansour und Eva-Maria Komprecht (Gleichstellungsbeauftragte). Es fehlt Sophie Bader (Freiwilligenagentur). FOTO: STADT RAVENSBURG

Project – Learning how to ride a bike for refugee Women. Source: Schwäbische Zeitung 02.05.2018



Project „MiNaFa“, Source Schwäbische Zeitung 18.02.2016

5. Lessons



6. Transfer



Preconditions

Integration–team in city administration

Local NGOs and volunteers

Awareness of local politics:
• advisory council for integration matters
• awareness and positive image in city committees

First steps

Attitude to act instead to react

Building a network of

- administration
- Volunteers
- Social workers
- Key personalities in migrant communities
- Local economy

Inclusion Policies

Founding of an advisory council for integration matters

Implementation of positive integration topics in city committees