



## Visible Citizens

**Country:** France

**Organisation:** Institute of Visible Citizens – [www.idcv.fr](http://www.idcv.fr)

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**Partners involved:** Fremantle Media – [www.tvpresse.tv](http://www.tvpresse.tv)

**Target Group:** Mainstream Media

### Programme Description:

The Institute of Visible Citizens, in partnership with a commercial production company, produced 19 one-minute and forty-second television spots that were broadcast across France from June to September 2008.

Each spot was a short biography of a French celebrity or “hero” with an immigrant background. Narrated by well-known French personalities, these films aimed to show the general public what migrants have given to France, culturally, morally and economically. By promoting diversity in this way, new and old generations can look at the history of their country and see the contribution the immigrant population has made. It also helps to build the confidence and personal dignity within the immigrant community itself. Through the role models shown in the film, they can hold their heads up high and be proud of who they are.

Moving forward, the Institute can become a hub of information for young people from minority groups looking for ways to get in to their preferred career path, a motivator to steer these children or young adults in to higher education so they have choices going forward. The films encourage young people to aim higher and the Institute of Visible Citizens hopes to practically assist them to reach their goals.

This was the first time that a major media company in France took a decisive step to promote and support diversity. There’s a link to the project website on French President Nicolas Sarkozy’s home page.

**Challenge:** Attracting the necessary funding.

**Solution:** As yet the project has not covered its costs. Fremantle Media are still looking to public organisations to cover their costs. Without funding the project cannot continue and any planned activities will have to be cancelled.

### Impact and Success Stories:

Following the success of the project The Institute of Visible Citizens is developing a recruitment service on their website

to help young people from minorities find jobs in large, successful companies, such as L’Oreal. Informal meetings will be arranged and opportunities will be advertised on a notice board on the Institute’s website.

A radio version, as well as a book, is in discussion.

*“Broadcasters have a very important role to play to promote diversity; they are the most powerful media.”* Jamel Mazi, Institute of Visible Citizens

The project aims to promote *“a positive definition of diversity as opposed to the more common French definition “visible minority” which suggests there is a distinct group separate from the majority population.”* Jamel Mazi, Institute of Visible Citizens