

YOUNG LIONS COMPETITIONS



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Imaginer une campagne mondiale contre le racisme qui puisse s'inscrire dans le temps.

**There is one way to end racism:
Taking away the notion of “race”.**

theguardian

**“AMNESTY INTERNATIONAL
STARTS A SPERM BANK
FOR DIVERSITY”**

AMNESTY
INTERNATIONAL

DIVERSITY
SPERM BANK

**AMNESTY
INTERNATIONAL**

**# DIVERSITY
SPERM BANK**

Every Amnesty International office around the world will become a donor station.

Any man can make a donation for diversity

Any woman in the world can make a withdrawal, just not from her own ethnicity.



**AMNESTY
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ACTIVATION

- 1. Call for donations among Amnesty international's employees and members.**
- 2. Target influencers representing different media segment : finance, sport, culture, business, art, generalists.**
- 3. Create a dedicated website for appointment to "deposit" or "withdraw".**
- 4. People can challenge their friends to donate.**
- 5. People can share on social media that they have donate: "I donated to diversity".**



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WHY IT WORKS.

- **Man sperm quality is decreasing and becoming a rare resource.**
- **Women are increasingly resorting to sperm banks.**
- **Mixing people is the only way to make the notion of “race” disappear.**
- **Every gender and every race are empowered to join the campaign.**

A WORLD WITHOUT THE NOTION OF RACE IS A WORLD WITHOUT RACISM.

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THANK YOU.

Pensez-vous que les campagnes contre le racisme sont encore efficaces aujourd'hui ?