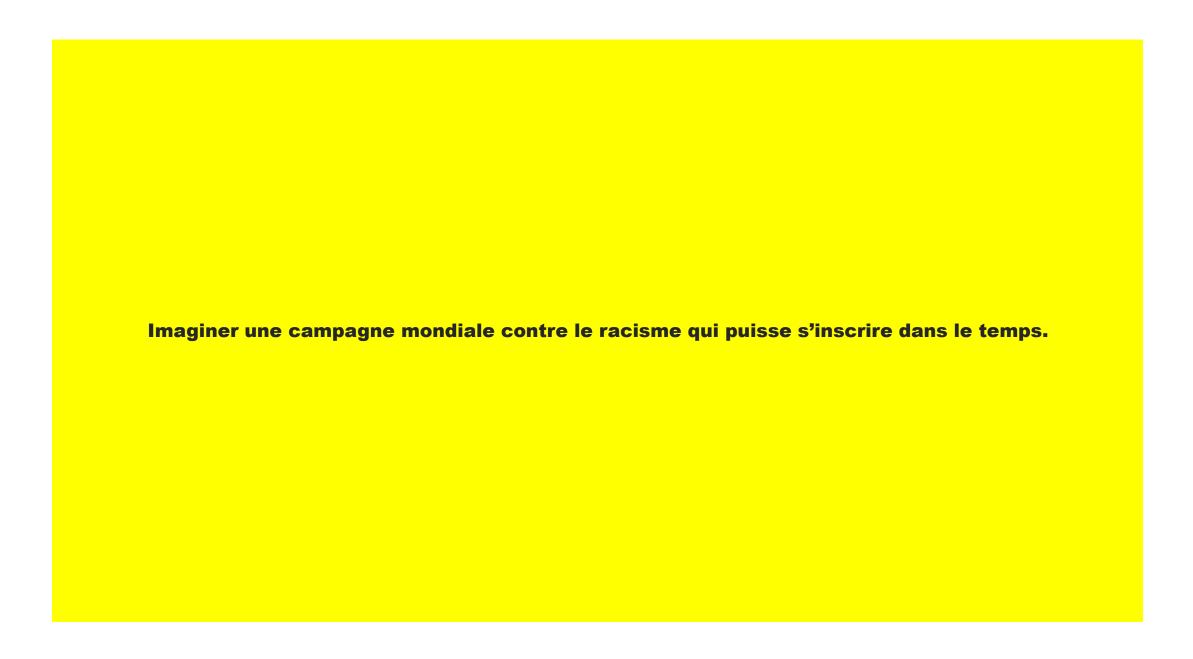


YOUNG LIONS COMPETITIONS

gettyimages





There is one way to end racism:

Taking away the notion of "race".

theguardian

"AMNESTY INTERNATIONAL STARTS A SPERM BANK FOR DIVERSITY"

AMNESTY # 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.





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".





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.





