

Not Alone

INTRODUCTION: In 1998, the United Nations noted that “the women more likely to be sexually harassed and the least likely to take action are migrant workers.”¹ Globally, the issue of sexual harassment in the workforce has been documented in various countries and with various populations of migrant women, including an extensive research study concerning the vulnerability of female Polish migrant workers to sexual harassment in the Netherlands.² Our social campaign focuses on migrant women in Poland—a group doubly marginalized in the Polish labor force due to gender and cultural differences. Although sexual harassment in the workforce affects both genders and all women in Poland, we have chosen to focus on migrant women because they are particularly vulnerable to sexual harassment and the least likely to report due to a multitude of reasons.

CONTEXT & KEY ISSUES: Migrant women in Poland compose our social campaign’s base group. Overall migrants make up less than one percent of Poland’s population. Of this small percentage, most migrants come from Ukraine. For instance, Ukrainians make up 80% of all registered foreign workers in Poland, and many female Ukrainian migrants work low-skilled, domestic jobs.³ Other migrants (as well as refugees) come from countries of the Caucasus, North Africa, and South Asia (particularly Vietnam). Because Ukrainians make up a majority of the female migrants and because there have been cases of sexual harassment of Ukrainian migrant women that have reached national attention,⁴ our campaign focuses primarily on Ukrainian migrant women in Poland. Below are some of the issues (divided into three categories) that migrant women face in the labor market. Many of these conditions, particularly the

¹<http://www.fairwork.nu/assets/structured-files/Actueel/The%20vulnerability%20of%20female%20Polish%20migrant%20workers%20to%20sexual%20harassment.pdf>

²Ibid.

³http://www.ilo.org/wcmsp5/groups/public/---europe/---ro-geneva/---sro-budapest/documents/publication/wcms_503749.pdf

⁴ <http://www.rt.com/news/polish-radio-hosts-ukrainian-755/>

lack of stable and fair labor contracts, language barriers, and damaging stereotypes inhibit migrant women from reporting instances of sexual harassment in the workforce. Additionally, fear of retribution from employers and a lack of general knowledge surrounding sexual harassment in the workforce in Poland (such as recognizing different types of sexual harassment, both verbal and physical) contribute to this lack of reporting and understanding. Finally, there is a lack of knowledge of resources (directed toward migrant women) related to reporting sexual harassment, recognizing sexual harassment, and responding to sexual harassment in the workforce.

1. Systemic Issues: These issues refer to the laws and labor conditions that inhibit migrant and refugee women's access to a fair labor market. For instance, the lack of oversight that would otherwise hold companies accountable for employing these women with fair contracts is practically nonexistent in Poland. Often, women enter into employment situations without contracts, which can lead to exploitation and abuse.
2. Individual Issues: These issues refer to day-to-day problems that migrant and refugee women may face when attempting to enter the labor market in Poland. They include: language barriers, yearlong integration programs that do not provide the time necessary for finding a job, gaps in knowledge about resources for finding employment, and lack of childcare for single mothers.
3. Perception Issues: These issues refer to the larger problem of stereotyping and creating unfair perceptions of migrant and refugee women. In Polish media, xenophobic comments from politicians have only risen, and online hate speech against migrants and refugees has also increased. Although many of these comments are driven by Islamophobia and addressed to migrants and refugees from Syria, these perceptions directly affect how immigrant and refugee women find work. Quite often, these women are perceived as unskilled and deserving of their circumstances. Additionally, the sexualization and fetishization of Ukrainian women (as sexually promiscuous or sexual objects) in Polish society have contributed to this issue of perception.

Our campaign focuses on a mixture of these issues but particularly on the lack of knowledge related to recognizing sexual harassment in the workplace and the lack of localized resources for migrant women who have experienced sexual harassment.

MISSION: Not alone aims to equip bystanders with the tools to recognize and appropriately respond to sexual harassment affecting migrant women in the workplace.

METHODOLOGY: Our campaign seeks to shift the onus of recognizing and finding resources about sexual harassment in the workplace from the victims to the bystanders. Many migrant women do not report instances of sexual harassment due to lack of recognizing and understanding sexual harassment and fear of losing their jobs and of retribution from employers or coworkers. Thus, we aim for Polish people (based in Warsaw) to be active allies of migrant women, providing the necessary support. Although we do aim for our campaign to also reach migrant women (particularly through our in-person component), this population may be beyond our reach for various reasons (our status as outsiders to Warsaw and our lack of online reach to this particular demographic). We want to make it clear that our infographics will not

tell allies to speak for migrant women (i.e. report sexual harassment without their consent). Rather, we will emphasize the need to provide support and direct these women to the resources that have been collected and published on our online platform.

SURVEY OF THE FIELD: There are a few Warsaw-based NGOs that focus on the rights and lives of migrants and women in Poland. For instance, the Polish Migration Forum helps female migrants find jobs, Fundacja Rozwoju Oprócz Granic specializes in legal support for migrants, and Fundacja Ocalenie provides psychological services for migrants. However, these resources (especially those that target migrant women in Poland and provide aid in cases of sexual harassment) have not been collected in one place; thus, our campaign seeks to compile a guide for resources aimed at migrant women who are vulnerable to sexual harassment. In terms of social campaigns, not many campaigns focused on migrant women and sexual harassment have been run in Poland. One recent campaign, entitled See Invisible, highlighted the struggles and stories of migrant women in Poland (this campaign included helpful research infographics and personal stories of migrant women working in Poland).⁵ Our social campaign will provide a link to this campaign so our visitors can get a sense of the personal narratives of migrant women, but our own mission is much more narrow than See Invisible’s—focusing on migrant women vulnerable to sexual harassment, and our campaign focuses on the Polish bystander as our target group.

TARGET GROUP: Our campaign targets Polish people (particularly appealing to Polish women who may also experience sexual harassment) who are employed in places of work with migrant women. These people might be politically apathetic but consider themselves good people who generally care for the welfare of others. They are not necessarily people who would spend time volunteering, but they care about the environment at their place of work. We hope to first appeal to the emotions and logic of our target group by making them think about the circumstances migrant women face when encountering sexual harassment in the workplace. Then we provide them with possible ways for providing resources and support for women who have experienced sexual harassment.

IMPLEMENTATION PLAN: We will create two products: a Facebook Page and an in-person action. The Facebook Page will feature infographics and an animated video in three series for the duration of this fellowship.

Series 1: This series of infographics introduces our visitor to “Not Alone” through branding techniques (creating a logo, profile picture, and cover photo that convey our values and mission) and visual material that introduces a first-time visitor to the situation migrant women face in the Polish workforce (a “mock” contract explaining the intersecting issues, including sexual harassment, that migrant women face



⁵ <http://www.zobaczniewidzialne.pl/>

in Poland).

Series 2: This series of infographics provides visitors with the tools for recognizing sexual harassment in the workplace. The first graphic will feature a general definition of sexual harassment as well as the different kinds manifested (including: offering benefits for sexual favors, unwanted sexual advances, threats or retaliation to “no,” visual conduct/suggestive gestures, verbal comments/derogatory comments, physical conduct/body position or touching). The next few graphics will present specific scenarios and ask visitors to the Facebook Page to comment on whether or not they think that these are examples of sexual harassment.

SEXUAL HARASSMENT
IN THE WORKPLACE

What constitutes sexual harassment in the workplace?

- Offering benefits for a sexual favor
- Unwanted sexual advances
- Threats or retaliation to "NO"
- Visual conduct / suggestive gestures
- Verbal comments / derogatory comments
- Physical conduct / body position or touching

"He was a supervisor. We went together as a delegation to another city. We rode on the bus together. He tried to hold my hand. He booked rooms next to each other. He made me feel uncomfortable."

Is this sexual harassment?

#WspierajKobiety-Imigrantki Nie Jesteś Sama

"It happened in the headquarters of a firm in Warsaw. The young woman, twenty-two years old, worked as an assistant. Her boss was a man who displayed awful and improper behavior. He was very vulgar in front of the woman. He told her that he wanted to have sex with her."

Is this sexual harassment?

#WspierajKobiety-Imigrantki Nie Jesteś Sama

"There are jokes about blonds in my office. A lot of managers like to tell these jokes to employees to make women feel intimidated. There is also harassment in the form of pornography in the workplace, such as calendars. My boss does this. He has fun with women getting embarrassed when they come to visit him in his office."

Is this sexual harassment?

#WspierajKobiety-Imigrantki Nie Jesteś Sama

Series 3: This series of infographics provides visitors with a list of resources for support that migrant women might need. These resources range from legal and psychological help to trainings specifically targeted towards migrant women about sexual harassment in the Polish workplace.

YOU ARE NOT ALONE.

If you are a migrant woman who has experienced sexual harassment in the workplace, here are some resources to reach out to for support:

MAIN RESOURCES

FUNDACJA FEMINOTEKA

Mokotowska 29a, 00-560 Warszawa
a non-profit that works against gender discrimination and provides trainings to fight sexual harassment in the workplace

FUNDACJA ROZWOJU OPRÓCZ GRANIC

Mazowiecka 12 / 24, 00-048 Warszawa
a non-profit that specializes in legal support for migrants in Poland, including support against sexual harassment in the workplace

GENERAL LEGAL AID AND INFORMATION

FUNDACJA OCALENIE

Krucza 6/14a ,00-537 Warszawa
a non-profit that specializes in legal and psychological support for migrants in Poland

POLISH MIGRATION FORUM

Szpitalna Street 5/14, 00-031 Warszawa
an organization dedicated to protecting the rights of migrants in Poland through their projects and information provision

NASZ WYBÓR

Zamenhofa 1, 00-153 Warszawa
an organization that promotes and preserves Ukrainian culture and provides support to Ukrainian migrants.

HELŚIŃSKA FUNDACJA PRAW CZŁOWIEKA

Zgoda 11, 00-018 Warszawa
an organization that provides legal aid to Polish citizens and migrants

ASSOCIATION FOR LEGAL INTERVENTION

Siedmiogrodzka 5/51, 01-204 Warszawa
a non-profit that provides legal aid to various communities, including migrants and refugees

Resource Spotlight

FUNDACJA FEMINOTEKA

Will provide trainings starting August 2017 for migrant women to combat sexual harassment in the workplace. Contact nataliae@feminoteka.pl for more information

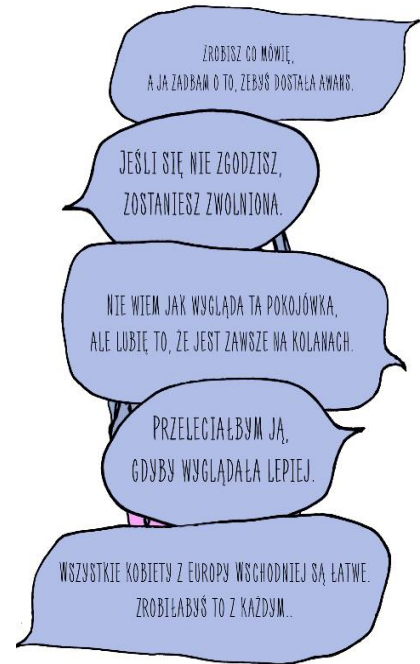
Runs an anti-assault hotline (731-731-551) for women that operates Tuesdays, Wednesdays and Thursdays 1:00 pm to 7:00 pm

Combats gender discrimination through cultural events, workshops and much more

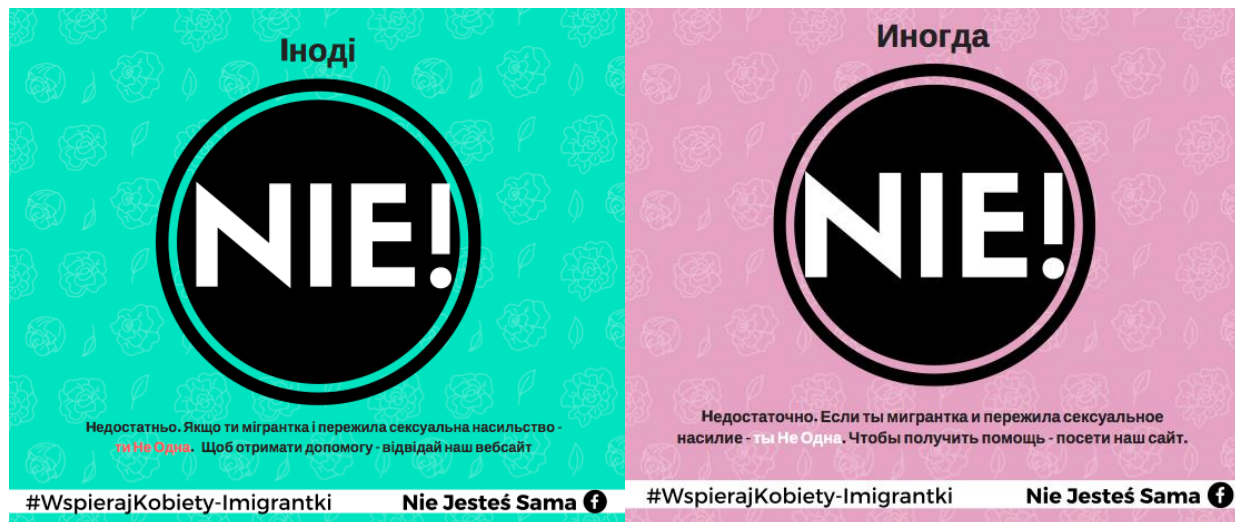
Nie Jesteś Sama #WspierajKobietyMigrantki

Videos: We will create two animations to draw a comparison between the issues Polish migrant women face abroad with the issues Ukrainian migrant women face in Poland. We aim to influence our visitors to be more empathetic to migrant women and to also consider the harmful perceptions they may hold against migrant women. These videos will also include a link to the See Invisible campaign so visitors can read the complex stories of migrant women in Poland. Screenshots from one animation are included below.

TO JEST AGNIESZKA KOWALSKA.
MA 28 LAT I OBECNIE ŻYJE W AMSTERDAMIE.
WYEMIGROWAŁA Z POLSKI DWA LATA TEMU,
W CELU ZAPEWNIENIA SOBIE LEPSZEGO ŻYCIA.



In-Person Action: We also aim to create posters that will be posted in places where migrant women work—providing them with our information and access resources (we will repost these online and urge visitors to the Facebook Page to print them out).



IMPACT INDICATORS: The number of followers and likes generated on the Facebook Page, as well as the number of visitors and engagements, will serve as important impact indicators. We will also assess our project by the comments that visitors leave on our “quiz” posts (these posts ask visitors to recognize instances of sexual harassment in the workplace).

RESULTS: We created ten infographics and two animations that were posted on our Facebook Page over a series of five days. Overall, 147 people liked our page, our posts reached 4,785 people, and 415 people engaged with our posts in some form (clicking, liking, commenting). Through a partnership with a global feminist Instagram account (feministastic), we also received exposure through a post that generated 3,965 likes and 23 comments. Although we were happy to garner this level of attention, many of the visitors to our Facebook Page reside outside of the Poland. If we were to implement this campaign again, we would focus on leveraging publicity through Polish networks, particularly those based in Warsaw since our campaign is focused on making change within a Polish context (even if the research and infographics can be applicable and useful for other countries). Unexpectedly, we also gained support from the foundations and NGOs we were promoting on our lists of resources. Many of these foundations liked our Facebook Page. Unfortunately, despite our efforts, we did not receive much help from these foundations outside of the social media sphere. If given more time, we would have hoped to partner with these foundations and NGOs to improve our campaign and implement an on-the-ground project that would be directed toward migrant women (such as establishing more hotlines specifically for migrant women who are vulnerable to sexual harassment). Overall, our most challenging obstacles included the lack of Polish-speakers in our group and reaching a Polish audience. Additionally, our group faced a challenge in terms of methodology—to target the bystanders or those affected by sexual harassment. We assumed that reaching the bystanders would be an easier task than reaching migrant women, but analyzing the visitors to our Facebook Page indicated the need to more carefully define our target group. In many ways, addressing the issue of sexual harassment in the workforce cannot be successful without bridging the two groups. We

attempted to test this idea in our campaign by putting up posters in public spaces and areas we assumed



feministic Follow

feministic "You Are Not Alone (or Nie Jesteś Sama) aims to turn passive bystanders into active allies. They provide support for migrant women in Poland who are vulnerable to sexual harassment in the workforce due to exploitative working conditions, damaging stereotypes, and a culture of silence concerning sexual harassment. Although they are based in Warsaw, they encourage a global movement of activists who can use, share, and print their graphics to support migrant women in their own communities. By standing up for justice and spreading the word, you can show migrant women that they are #notalone. Please visit and like their Facebook Page (<https://www.facebook.com/niejestesama1>) to spread the word!"

smilez_spams Please check DM♥







3,965 likes

JUNE 18

Log in to like or comment. ...

migrant women worked or frequented. This action was symbolic, and it generated interest from passersby, but it was difficult to evaluate whether or not these posters reached migrant women. To truly create impact, we might have re-envisioned our campaign to target migrant women by establishing partnerships with existing NGOs and foundations already working with migrant women in Poland.

ENVISIONING A FUTURE: For this campaign to be sustainable in the long-term, we believe that Not Alone must merge with another social justice movement, such as the women's rights movement. As we discovered while conducting initial research, sexual harassment in the workplace is not widely discussed in Polish culture (and the ramifications of gendered sexual harassment has not been fully studied in Poland). Thus, a campaign such as Not Alone might benefit from more broadly discussing sexual harassment in the workplace as it affects all women and creating in-person workshops or trainings that bring together Polish women with migrants in Poland. These workshops or trainings would thus start a dialogue between women about sexual harassment in the workforce, encourage them to be active allies of each other, and also bridge the gap between migrant and non-migrant through a common cause and interpersonal contact. A social campaign such as this could highlight the particular struggles that migrant women face, but by contextualizing the issue more widely, the campaign could become more successful and sustainable. We hope that future activists will continue this work through an intersectional and nuanced campaign that brings awareness and action to sexual harassment in the Polish workplace.

	Helsińska Fundacja Praw Człowieka Nonprofit Organization · Community Organization	✓ Liked as Your Page ▾
	Fundacja Nasz Wybór Nonprofit Organization	✓ Liked as Your Page ▾
	Polskie Forum Migracyjne Non-Governmental Organization (NGO)	✓ Liked as Your Page ▾
	Fundacja Ocalenie Community Organization · Other · Nonprofit Organization	✓ Liked as Your Page ▾
	Fundacja Rozwoju Oprócz Granic / Foundation for Development Beyond Borders Non-Governmental Organization (NGO) · Immigration Lawyer	✓ Liked as Your Page ▾
	Fundacja Feminoteka Performance & Event Venue · Community Organization · Nonprofit Organization	✓ Liked as Your Page ▾