



INTERWENCJA PASAZERSKA

PASSENGER INTERVENTION

IGNACY | TEDDY | SASHA

A plague of extreme nationalism is sweeping across Poland, culturing xenophobia and encouraging violence toward vulnerable populations. This danger is particularly evident in public transit systems, which have become a main stage for both verbal and physical abuse of minorities and migrants. By partnering with Interwencja Pasażerska, our project will equip bystanders with the tools necessary to safely report and intervene with acts of xenophobia in Warsaw public transit.

PRO JECT REPO RT

WARSAW | 3 JULY 2018

>> THE TEAM

Our team members, Trey Wallace, Ignacy Hryniewicz, and Sasha Kovalenko, represent three countries, come from three different academic backgrounds, and offer wildly different skillsets. Despite these differences, we share one commonality: each of us is passionate about immigration policy and community integration. Our project will leverage each of our team members' skillsets to help create a more welcoming environment for people of all backgrounds throughout Warsaw's public transportation network.



HOW WILL WE WORK?

Over the course of three weeks, our team will develop, test, and refine a suite of solutions to the problems faced by migrants and minorities in Warsaw.



TEDDY WALLACE

Teddy is a senior at Mississippi State University studying industrial and systems engineering and a humanitarian photographer.



IGNACY HRYNIEWICZ

Ignacy is a Polish native and community activist in Warsaw. He is passionate about culture animation and bringing human rights and refugee issues into the spotlight.



SASHA KOVALENKO

Sasha achieved a law degree at Kyiv-Mohyla Academy. She has served as an advocate for refugee rights in governmental organizations worldwide.

>> ABOUT THE PROBLEM

Ready or not, Warsaw is facing diversification. Unfortunately, increased extreme nationalism is spreading xenophobia throughout public spaces. Dozens of headlines about the physical abuse of migrants in Warsaw public transportation have made international news. Worse yet, countless acts of verbal and nonphysical hatred occur on a regular basis in trams, busses, and metros across the city. Stories about foreign students, visitors, and other migrants being abused frequent headlines. Racially motivated attacks have increased by tenfold since 2000.¹

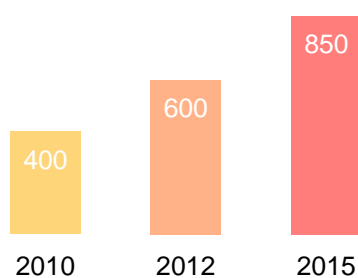
WHO IT AFFECTS

Despite Poland's relative homogeneity, migrants have historically been present in Warsaw. Only recently, due to the increase in anti-immigrant rhetoric targeting African and Middle-Eastern refugees in Western states, have more and more Warsaw inhabitants become hostile to Eastern-European migrants. Most notably, Ukrainians. Also, in particular, fear of refugees or Muslims and anti-Semitic or anti-Ukrainian resentments are reported.² Particularly vulnerable are populations for which there is a significant language barrier that prevents them from reporting incidents and who do not feel protected by local law enforcement.

OUR TARGET USERS

How can a violent altercation occur in a public space, in broad daylight? Sadly, many bystanders feel that standing up for the victims of hate speech or racial violence in the moment of an altercation puts themselves in danger. While most Polish citizens are perfectly comfortable sharing a tram with a foreigner, very few feel willing and capable to intervene in a hostile situation. Additionally, many are unsure of the proper response—should one call the police? These are the individuals we hope to target with our products and programs. By developing curriculum and making accessible help services for bystanders, we can encourage active intervention to combat scenarios of hatred.

VIOLENCE ON THE RISE



According to an analysis performed by "Never Again," Poland's leading anti-racism foundation, racially-motivated violent crimes have skyrocketed in the last few years. In 2010 there were approximately 400 cases. In 2015, that number has more than

doubled to 850 cases. Many of these criminals are never prosecuted.³

>> ABOUT THE SOLUTION

What if there were a simple solution to these problems that could fit in every passenger's pocket? What if there were a tool that fought violence by facilitating educational opportunities and gave victims an efficient way to get help?

Our solution does just that: a Facebook application that teaches bystander intervention methods and provides resources to all passengers at all hours. Our application, a chatbot named TramHero, has two primary functions: to inform and to help. To inform bystanders, TramHero provides techniques of intervention, allows user to report instances to the appropriate authorities, and provides step by step behavioral guides in real time. After experiencing a workshop designed to teach passengers effective intervention methods with Interwencja Pasażerska, we saw the need for a way to reach wider audiences with greater flexibility. To increase accessibility, we designed all navigation options in three languages: Polish, English, and Ukrainian. This is available on Facebook at the following link:

<https://www.facebook.com/interwencja>

Another goal for TramHero is to invite passengers to connect with other initiatives by Interwencja Pasażerska. To accomplish this, we included workshop-related functionalities into the chatbot, allowing users to find workshops to attend and forwarding them relevant information.

The Interwencja Pasażerska campaign invited passengers to take a ride at estimated hours during three days in a row, where volunteers would explain methods of Bystander Intervention or simply - possible ways of behavior when they witness violence in public transport. It was not only useful to see the ways of turning attention to the issues of violence against foreigners in public transport, but also to interact with the outside world. The gains of the campaign include attention and openness to talk from random passengers.

Provided that the majority of public transportation users have smartphones with internet access, TramHero will actively reduce the level of violence and inspire and equip passengers to stand up for others. To promote widespread adoption of TramHero, we launched an extensive advertising campaign. First, we produced a series of photographs that depict tense scenarios of discrimination in the Warsaw Metro. By portraying the focus of the campaign in a shocking and slightly comical way, we hope to simultaneously make passengers more vigilant while attracting users for TramHero. Additionally, we used models who are human-rights activists in Warsaw, which will draw even more attention to the campaign. We used these photographs in posters and leaflets, which we distributed to Interwencja Pasażerska, who will spread them across the city in their workshops. To direct viewers directly to TramHero, we included a QR code, which, when scanned, immediately opens a chat dialogue

IMPACT INDICATORS

TramHero allows for the capture of usage data that will track its success. By accessing TramHero's inbox, we will be able to see how often the chatbot is used, what activities it is performing most often, and from where it is accessed. Additionally, we implemented a trackable QR code on our posters and handouts, that, when scanned, will be recorded. This allows us a loose metric to report poster and handout effectiveness for directing users to the chatbot itself.

IMPLEMENTATION PLAN

To create TramHero, we decided to use ChatFuel, an online program that provides powerful yet simple construction methods for implementing chatbot capabilities into a facebook page. After finalizing the functionality of TramHero, we planned to test it with attendees of the HIA final presentation evening.

FEEDBACK FROM THE TRAINING TEAM

The response from Milosz Linder, leader of Interwencja Pasażerska, and HIA staff has been overwhelmingly positive. We received valuable input regarding our distribution strategy, which originally hinged on sharing stickers and posters inside metros, trams, and busses. HIA staff warned us against the illegality of posting inside public spaces without approval. Consequently, we began the approval process with Warsaw public transportation while seeking other venues for distribution in restaurants, bars, and other public spaces. Additionally, HIA staff recommended increased cooperation with other ally organizations. We have contacted a variety of partner organizations to promote usage of TramHero and provide a greater suite of resources to both victims and bystanders.

RESULTS

TramHero is now fully functional in all three languages. We already have over 50 test users, with the majority of its features explored. Our advertisement campaign, while still in its early stages, is beginning to prove effective, with our QR code scanner feedback showing several uses in the first day of publicity. Although there is still much to be done to promote the widespread usage of TramHero, we have successfully laid the foundation for a highly impactful, measurable, and effective solution to the problems at hand.

LESSONS LEARNED

Our primary challenges were acquiring approval from all stakeholders, which slowed progress at times. The technological nature of our solution helped us learn to appreciate the power of new media in mobilizing a wider audience toward a social cause. Additionally, we learned the necessity for organized cooperation—recognizing each team-members skills in advance and employing them appropriately.

>> SOURCES

¹ Paul Flückiger, *Poland's Government Stays Silent as Xenophobia Worsens*. Source: <https://www.dw.com/en/polands-government-stays-silent-as-xenophobia-worsens/a-39941042>

² Michał Bilewicz, *Contempt Speech, Hate Speech*, p. 4. Source: http://www.ngofund.org.pl/wp-content/uploads/2017/02/Contempt_Speech_Hate_Speech_Full_Report.pdf

³ Paul Hokenos, *Poland and the Uncontrollable Fury of Europe's Far Right*, 2017. Retrieved from: <https://www.theatlantic.com/international/archive/2017/11/europe-far-right-populist-nazi-poland/524559/>

>> PICTURES

REACT
DON'T BE A BYSTANDER
BE A TRAMHERO

INTERWENCJA
PASAZERSKA

TALK TO OUR CHATBOT
WITH FACEBOOK MESSENGER
@TRAMHERO

>> Posters and handouts advertising TramHero



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