

MAHE Dubai

Year Of Tolerance



MAHE Dubai x YOT

Tolerance is Peace, Humanity,
Coexistence and Respect.

Tolerance in Education

This pillar seeks to consolidate the values of tolerance in education through educational and cultural programs that promote tolerance between school and university students and activating student clubs in universities to celebrate diversity.



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Objectives

Make
students
aware

Inculcate as
part of
University
culture

Influence
others to
follow the
same

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Our Communication

#IAmDubai #IAmMAHE



What Can We Do For YoT

- ❑ Campus Installations
- ❑ Online Activation
- ❑ Phygital Activation
- ❑ Offline Awareness
- ❑ Online Awareness

To ensure end-to-end messaging, we can explore multiple channels and show our support towards being tolerant.



Campus Installations



I AM MAHE







Tree Planting Drive

The Ghaf tree has been announced as the symbol of tolerance in UAE. We organize a series of tree-plantation drives, each focused on a different side of campus.

The venue is pre-decided (for instance, behind xyz building, main garden, etc) and it is hosted once a month.



Mechanism



Announcement of drive
on social, calling for
registrations

Announcement of the
venue + posters across
campus

Social reminder post

Album post of drive +
reminder to students
to care for their
respective plants





#IAmDubai Phygital Activation

We create a special Landing Page for the campaign, essentially calling students to share their stories on the subject and end the video with ‘I am Dubai’.

Once we receive entries, we will create one video and post it online.

As an added incentive, we will announce that the best video snippet entry will be called back for a more detailed interview and the chance to be featured on our platform!



Master Creative



Master Creative

Creative Copy

I am Dubai.

I am MAHE.



Offline Awareness



Poster Series

4 Ways To Be Tolerant

COEXIST

Accept differences and uniqueness

PEACE

Greet everyone with peace

HUMANITY

Be kind to one another and never judge too soon

RESPECT

Be respectful of everyone around you, regardless of age or gender



Badges

I Am Dubai
I Am UAE
I Am MAHE







Social Media Post

Creative Copy (press & hold)

MAHE Dubai

Celebrates

Year of Tolerance

#IAmDubai



Social Media Posts

Creative Copy (Carousel/GIF)

F1: Wondering how you be a more tolerant student?

F2: Coexist with coursemates, classmates and faculty

F3: Be human when interacting with friends and foes alike

F4: Always find a peaceful solution to every problem

F5: And respect each other, no matter how young or old

F6: Be one, every day.

#IAmDubai



Testimonial Series

Creative Copy

“MAHE Dubai has given me friends like family.
I am comfortable in my skin and the
community here feels like home.”





The Concept

The idea is to showcase MAHE Dubai as a tolerant, culturally diverse campus. The students, the amenities, the faculty – each one of these elements contribute to the bigger cause of making the campus a place where everyone can co-exist, respect one another, and foster peace. Here's how we can make this happen.



We begin the video with behind-the-scenes footage of the students get ready to speak – showcasing diversity right in the first 5-10 seconds.





We then hit with an impactful fact. For example:
More than 60% of students in the UAE come from other nationalities.





We then continue to student introductions with each student telling us where they're from.

VO

I'm Anna. I'm from the United States.

I'm from Nepal.

I'm from Dubai.

My name is Richa and I come from India.





We can break into more hard-hitting numbers that showcase diversity.

We can have students speaking in their mother language with Supers for translation.





In the end, we showcase a bunch of students and faculty saying, 'I love UAE, I love MAHE' in different languages.

Video will end with MAHE Dubai logo and a collage of all the students.





Video Details

Format

Shoot-based; on campus

Reference

<https://vimeo.com/159455446>



The End