

Freedom = being your true self

FREEDOM

We are all the same, humans, made of flesh and blood: male, female, gay, straight, white, people of colour,...

At the same time, everyone has his own moods, thoughts, looks, ways – making him/her unique.

Diversity is not a bad thing – it's inevitable, it's desirable. Let's respect it, believe in it.

After all, the nature itself is founded on an unimaginable diversity.

No single one of us is as strong as we all united. Being the same and unique at the same time is liberating.

But only when we all can be our true selves, we will be free.

Stay the same or be different?!



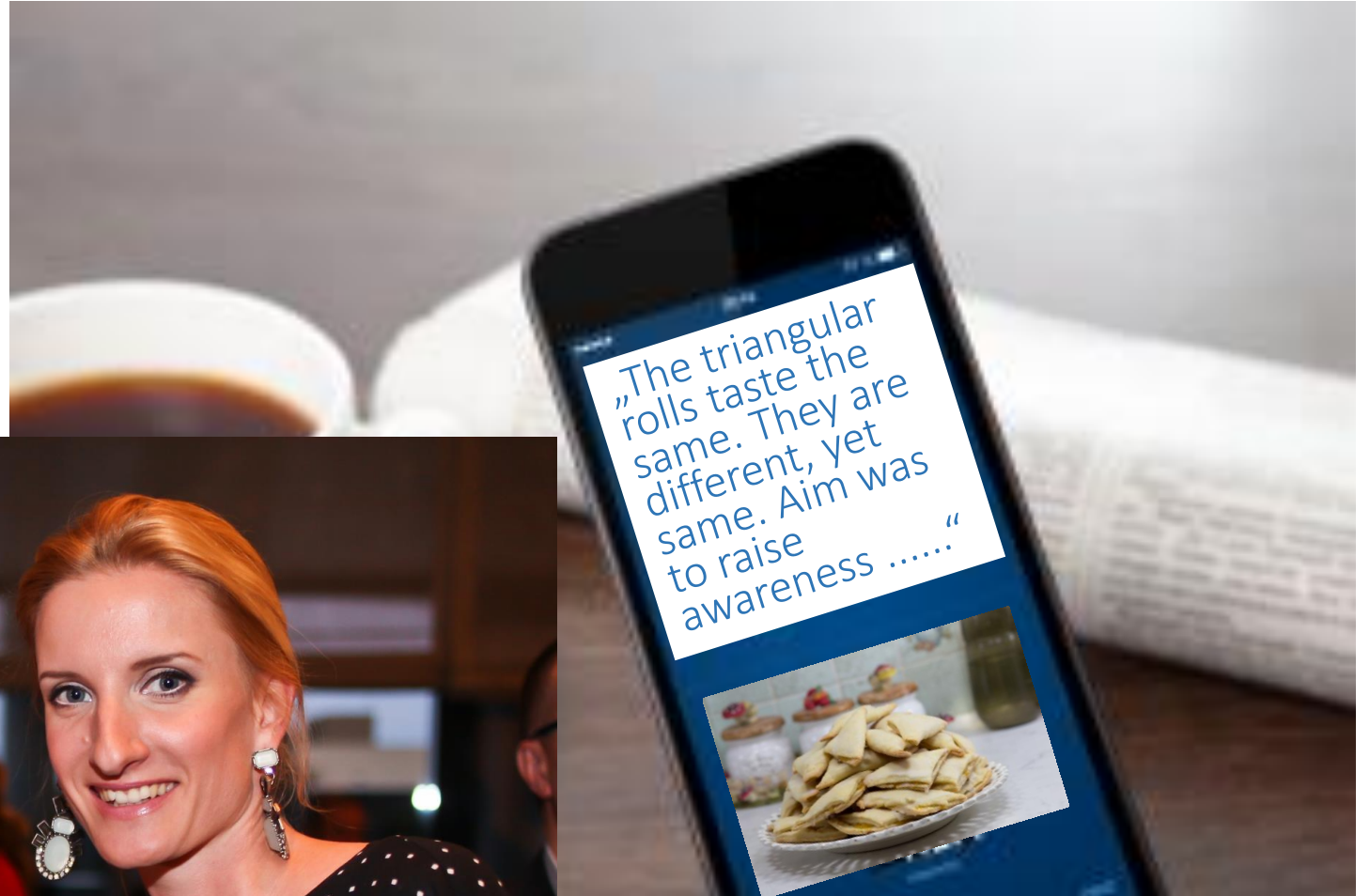
NEW HIT:
People prefer milk tinted blue, it „looks more fresh“



Bakers' pact: Bratislava rolls from now on triangular!



It's not about same or different. It's about how we see it.

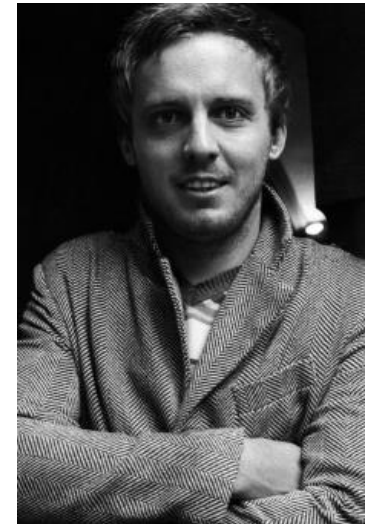


„I'm not going to give up on what makes me ME," says Adela: „Forced uniformity is pointless, I support everyone's right to be themselves.“



Don't get discouraged by social pressure. It's great to be unique.
Everybody is different, yet we all are people – the same.
No matter our looks, skills, persuasions or sexual orientation.
Being the same, yet unique in your own individuality is liberating.

Developing the topic in media by introducing stories of more known personalities – famous twins; non-conform people, who are not afraid to follow their own ways and are perceived as inspiring;...
(360° impact = mainstream, gossip print and online media, radio, TV, web,..)



Microsite Samsebou.sk (Beyourself.sk)

FB profile & PPC kampaň

Interactive FB test -
„Find out your uniqueness“:
Result proving we are all
unique in our special
way, yet equal

Blogs



Partnership with media personalities

Media partnerships (print, online)

PRIDE week of accompanying events –
personal contact with people
*Guidance and coaching (private and
career matters, psychologist,) and also
fun events, parties, workshops to
embrace the individuality, uniqueness*

PRIDE

Webinars, surveys,...

Cooperation with communities, activists, initiatives

- LGBTI community helps – interaction with other communities and stakeholders of chosen citizen initiatives to boost tolerance, mutual understanding
 - *Let's show the media and the public, that the Pride and LGBTI movement is not about showing off, being flamboyant, provocative – they are socially responsible people willing to help, cooperate, they are „ones of us“*
 - *They are not here to arouse hatred, on the contrary – as everyone else, they are skillful people able and willing to make this world a better place for everyone*
- = defying the stereotypes by face-to-face contact and tangible activities

ID Space Team

Komunitné centrum Sásová

SPOTs - KOŠICE



Join our team!

In the presentation demo pictures by Shutterstock, pravda.sk, topky.sk, aktuality.sk, webnoviny.sk, webjournal.sk and sme.sk were used for illustrative purposes