Lighthouse Ukraine - Playbook

Contact

Please reach out to alliance4ukraine@projecttogether.org if you have any questions.

For more information, please visit
https://alliance4ukraine.org/lighthouse/

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0. Introduction

Lighthouse Ukraine is a day of encounter that provides refugees with assistance from NGOs, administration and business (One-Stop Shop) - combined with a stage program (e.g. cultural offerings) as well as opportunities to meet. This structuring of Lighthouse Ukraine into the three modules One-Stop Shop, Stage Program and room for encounters allows cities to organize the format quickly and effectively.

1. Vision

1.a Goals

Lighthouse Ukraine has the following goals:

1. Bringing together local and Ukrainian civil society organisations committed to the refugees from Ukraine - a day of humanity, encounter, cohesion, and freedom. Together we are strong!
2. Presentation of information and counselling services for refugees in one place (one-stop shop)
3. Raising awareness of sustainable engagement among the local population
4. Blueprint for citizen meetings and contribution to local third sector coordination

1.b Target group

Lighthouse Ukraine is aimed at two target groups in particular - refugees and private individuals.

Refugees: Even though Lighthouse Ukraine is primarily aimed at refugees from Ukraine (Ukrainians as well as refugees from other nations in Ukraine) and thus primarily has a Ukrainian connection, the event also explicitly includes all other refugees from third countries. A balanced mix of guests as well as participating offers should be represented - for refugees from Ukraine as well as from other countries.

Individuals: All residents of our cities and communities are invited to Lighthouse Ukraine - as guests and/or to offer assistance, including the Ukrainian communities, the many volunteers, social sector organisations, public administration employees, businesses and all interested parties.

1.c Awareness for to the use of language

The war against Ukraine is not only fought with weapons, but also with words. Therefore, we want to consciously choose our use of language as best we can. A dictionary with suggested language can be found in the appendix under 5C.

Here is just one example: already for centuries Ukraine was not considered as an independent subject and at the time of the invasion this was also the case. It is particularly important to us to organize the Lighthouse in partnership of Ukrainian and local organisers. That is why we have deliberately chosen "Lighthouse Ukraine" as the title for the day of

encounter (and not, for example, "Lighthouse for Ukraine" or
"Lighthouse of Ukraine"). Neither is "Lighthouse Ukraine" just an event to show solidarity, nor is it focused on Ukrainian or Russian folklore. Rather, it is a day of encounter in partnership.

2. Lighthouse modules

Lighthouse Ukraine is divided into three modules: One-stop shop, stage program and room for encounter. Ideally, the offerings should take place in the same place/space; however, separate areas with booths for the one-stop shop and stage as well as seating for the other parts are also possible.

The One-Stop Shop includes:

- Reception (ticket control, information-stand with volunteers and interpreters for orientation)
- Separate booths for all participating organisations (NGOs, administration, business)
- Organisation according to topics (e.g., health, living, work) with seating for guests
- General plan of the hall at the entrance, in the centre and in the corners of the room
- Signs for the individual topics
- Food and beverage service, ideally at multiple points to avoid lines
- Children's corner with games and safe floor, childcare

The stage program includes:

- Stage area with approx. 50 to 100 chairs for spectators
- Loudspeakers in the stage area and/or headphones to take along
- Light installation (depending on the venue).

The room for encounter is created through:

- Formats that promote exchange
- Joint activities/ workshops

2.a One-Stop Shop

2.a.i Public administration

Based on public services that are in regular demand, the agencies and institutions listed below are particularly relevant and should be involved in the planning of the Lighthouse to the best of their ability:

Services	Involved organisations	Relevant processes
Residence	Foreigners' Registration Office	Residence permit and application
Registration	Resident's registration office	Registration in the municipality
Health	Health Department	Integration int health care, urgent medical care
Education	Youth welfare office, School board, Language centres	Registration of children, registration in day care centre/school
Work/ Employment	Employment office, job centre	Job offers, information about further education
Integration	Immigration office, job centre, course provider	Information and registration for integration and language courses
Accommodation	Initial reception facilities, consulting	Initial accommodation, medium-term accommodation

2.a.ii NGOs and volunteers

For NGOs and volunteers, the following groups should be included as exhibitors and in the planning of the Lighthouse:

- Local people in charge
  - Mayor
    - Communicate what the city is doing to support Ukrainian refugees; provide information on what still needs to be done and/or is planned
  - Head of emergency shelters/hubs
    - Information on services available at local shelters/hubs
- Education
  - Formal education
    - Local universities: information about universities and programs; advice on the admission process (e.g. steps, documents, deadlines)
    - Local schools: advice on the admission process (e.g. steps, documents, deadlines)
    - Childcare facilities: advice on the admission procedure for the local kindergarten (e.g. steps, documents, deadlines)
  - Other non-work related courses (art, dance, etc.)
    - Information on non-vocational courses and other educational institutions for Ukrainian refugees (e.g. arts, sports)

- Employment agency
  - Vacancies
    - Job boards: information about job boards and functions; advice on job search (Employment Agency)
  - Further qualification
    - General career counselling (resume, interviewing, etc.)
    - Specific courses (e.g. IT courses) (Speak & Code Academy: Lingoda, Le Wagon, Kiron)
- Accommodation
  - Provision of housing for refugees via potential local/ national matching platforms
  - Furnishings market to help refugees furnish their homes
- Buddy system and accompaniment
  - Apps/platforms that bring refugees together with locals, help them integrate into local society, and help them make friends abroad
  - Communities
    - Communities for refugees: information about communities for refugees in the region to enable them to meet other Ukrainians
    - Ukrainian cultural organisations: information about existing cultural institutions in the region (e.g. film club, book club) to enable refugees to meet other Ukrainians
    - Religious organisations: information about local Orthodox and Catholic churches and other religious institutions
- Volunteer coordination
  - Information on how to join volunteer organisations that help with arrival, transportation, registration, etc.
- Orientation and information
  - General information to answer the most frequently asked questions
- Legal issues and combating discrimination
  - Provision of general legal advice
  - Information about local groups/website of volunteer lawyers
  - Information on organisations that provide protection for vulnerable groups and assistance in combating discrimination
- Provision of basic supplies for refugees (food, clothing, baby equipment)
  - Information about agencies that accept donations or provide basic supplies for refugees
- Humanitarian aid for Ukraine
  - Information about humanitarian aid collection points for Ukraine
- Medical care and emergency services
  - Information about medical care providers who help Ukrainian refugees for free/at reduced cost
  - Provision of vouchers for free health services
  - Vaccination centres (for Corona vaccinations, but also for vaccinations relevant to child care, e.g., against measles and rubella)
- Psychosocial health care (for children and adults)
  - Information on professionals/platforms offering psychosocial support to refugees
- Support for pets
  - Information about local veterinarians
  - Advice on the registration of pets

2.a.iii Business community

On the part of the business community, particular consideration should be given to:

- Banks
  - Account opening information
- Telecommunications
  - Provision of free SIM cards
- Supermarkets/ food banks with special discounts
  - Discount vouchers
  - Information about supermarkets/bars that offer special discounts.

2.b Stage program

On a central stage a cultural program can take place with speeches, music, discussion rounds, etc. However, formats such as art exhibitions, cooking shows, interactive workshops and much more are also conceivable.

The formats listed below have been proven successful in the stage program. The choice and sequence of formats can be adapted to local conditions and availability.

It is important to have experienced presenters leading through the program. For this purpose, as well as for stage dismantling and rebuilding, about five minutes should be planned between each thematic block. Live music or other contributions by artists can be integrated well between thematic blocks.

Duration (in min.)	Format	Description	Involved
5	Opening	Short welcome from the organisers	Presenter
2	Minute of silence	Minute of silence	Presenter, all
10 each	Live music	Live music	Musicians
30 to 60	Greeting	Organisers (NGOs and Ukrainian hosts)	Presenter, NGOs, Politics
5 each	Video messages	Video message from politics or business (e.g., via video feed); reports from Ukraine	(Ukrainian) Representatives from politics, economy, business
Each 10 to 15	Speeches/ Short messages	Possible topics: arriving and life in the respective country, etc.; possible perspective from: refugees, volunteers	Political scientists, cultural workers, journalists
45 each	Panel	Possible constellations: host family and	Politics, NGOs,

		guests, politics, society, journalism; possible topics: future coexistence, "Is dignity inviolable?"	representatives of civil society, refugees
30 each	Live interviews	Interviews with actors on topics such as "Faces of Engagement", "How Artists Confront War"	Refugees, artists
30	Live to other cities	Linking with other Lighthouse events via live broadcast/interviews	Presenter all cities, technical team
10	Adoption	Farewell to the organisers, thank you to the speakers and artists (flowers may be handed out)	Organisers, speakers, artists
60	Interviews	Individual interviews during the Lighthouse of organisers, NGOs and artists with the (local) media	Organisers, NGOs, artists, (local) media

💡 **Important:** The program and schedule must be worked out in close cooperation with the technical team! Questions about (simultaneous) interpreting, intermediate moderations, but also the entire dramaturgy of the stage program have a great influence on the entire (on- and offline) setup!

2.c Room of encounter

A central component of Lighthouse Ukraine are opportunities for encounters - an exchange between local citizens and refugees. There are almost no limits for the organisers in terms of design for the rooms of encounter. Examples could be:

● Conversations in a relaxed atmosphere (coffee and cake)
● Discussion rounds
● Workshops
● Common activities

3. Work packages for the organisation team

3.a Venue

Details of the tasks related to the venue can be found in the Excel-Document "Checklist Lighthouse Ukraine" under the category "Venue".

3.a.i Choice of venue

When choosing the venue, it should ideally be ensured that the organisers have experience with events of this size - this facilitates the coordination of other points such as insurance and security. Likewise, the organisers should see themselves as part of the on the ground organising team and be convinced of the vision of Lighthouse Ukraine.

Also, a maximum number of participants should be determined with the organisers and a plan should be in place for what to do if more participants arrive. For example, areas could be designated for queuing and entertainment.

In addition, the following requirements should be considered:

- Required indoor space or adequate roofing/heating
- Stage with seating for the official program
- Booths of NGOs, administration and business for information and service offers (including food and childcare stand)
- Good accessibility by public transport
- Sanitary facilities (including mobile facilities if necessary).

As a reference: A Lighthouse Ukraine in Berlin took place with a total of about 10,000 participants spread over eight hours in an area of about 3,500 m2 in the Markthalle Neun in Berlin-Kreuzberg – see here.

Suitable locations for the Lighthouse include:

- Market Halls
- Exhibition halls
- City Halls
- Pop-up tents
- Sports stadiums
- Parishes.

3.a.ii Safety

The security concept should be defined in close consultation with those responsible for the venue. It is very helpful if the organiser has experience in the necessary processes and can take over the planning/responsibility, and if the venue already provides an appropriate infrastructure for security during the event.

The following points must be observed in the safety concept:

- Fire protection
- On-Site Security
- Availability of paramedics (e.g. from the Red Cross)
- Official registration of the event with the police (because of possible disturbances), could also be done by the organisers
- If necessary, use of janitorial services
- If necessary, use of a night watch (especially when setting up the equipment the day before).

3.a.iii Insurance

The insurance of the event should also be done in close consultation or at best, be organized directly through the venue. For example, it can be checked whether sufficient insurance already exists through the venue's public liability insurance.

Further information on event insurance can be found here (German only).

3.a.iv COVID 19 measures

With respect to required COVID-19 measures, local requirements should always be identified and carefully followed as a minimum. For Germany, see: https://www.bundesregierung.de/breg-de/themen/coronavirus/corona-bundeslaender-1745198

In addition, organisers always have the possibility to demand stricter measures (e.g. mask or test obligation). General regulations IN GERMANY are:

- Currently, there is no 3G requirement for events (as of April 20).
- The rules for the mask obligation are made by the respective federal state, however, as of the current status (April 20)
- At the Lighthouse Meeting Day in Berlin on April 10, the wearing of a mask was recommended and participants were provided with masks free of charge (it may be possible to ask drugstores for a donation in kind). However, there was no mandatory mask use/control.
- If applicable, a Corona test option can be provided or local offers/testing stations can be pointed out.

3.a.v Catering

Catering for guests is to be coordinated closely with the venue. There are a few alternatives:

- Use of the integrated canteen of the venue
- Use of a catering partner of the venue
- Organising local "food trucks" or booths (e.g., local crepe stand).

The budget for catering can be controlled, e.g. by means of food vouchers for each participant. Costs from 5 to 10 € per person can be expected.

At the Lighthouse in Berlin, the catering was organised as follows:

- The event was held at Markthalle Neun, which also offers food booths elsewhere.
- The organiser asked the operators of the food booths to offer food on Sundays as well.
- Per participant were issued: one token for food (4,50 €) and one token for a drink (3 €).
- After the event, the tokens were submitted by the operators of the food booths to the organisers/organisers.
- In addition, the market hall canteen was allowed to be used by an NGO.

3.a.vi Registration for the Lighthouse

Online registration via Eventbrite is free of charge for free events and can help to get an overview of the number of registered participants. Eventbrite can also issue tickets that are checked at the entrance - but this is not absolutely necessary and would rather involve a lot of effort.

Depending on the technical possibilities at the venue, care should be taken to count the number of participants admitted so that the maximum number of participants is not exceeded (e.g. with a manual counter by volunteers). There should also be a plan on how to proceed if more people want to participate in the event. For example, certain areas could be designated for queues and entertainment.

3.b Program

3.b.i One-Stop Shop

Details on the tasks related to the one-stop shop (e.g. definition of fields of action, Call for NGOs to participate and selection of NGOs) can be found in the Excel document "Checklist Lighthouse Ukraine" under the category "NGO Coordination".

In advance, important information should be collected from potential participants by e-mail or survey (Tab "NGO query" in the Excel document "Checklist Lighthouse Ukraine"):

- Organisation name, logo, field of action, offer
- Website, contact person, e-mail, number of stand representatives
- Required (technical) equipment (e.g. pens, paper, flipcharts, posters; banners and other material are brought by the NGOs themselves)
- Needed support of NGOs by volunteers
- Need for interpreters (local language, English, Ukrainian)
- Other issues.

These items should subsequently be coordinated with the Technology and Personnel work packages.

In the planning of the one-stop shop it is important…

- … to cover the relevant fields of action via authorities, NGOs and partners from the business community and to create a balanced one-stop shop.
- … if necessary, organize the placement of the booths according to fields of action (e.g. all booths on the topic of work next to each other).

3.b.ii Stage program

Details of the tasks can be found in the Excel document "Checklist Lighthouse Ukraine" under the category "Stage program".

Depending on the stage program, provide the following:

● Translators/interpreters (if necessary, via software in live transmission)
● Stage construction and design
● Sequence of the stage program.

The following additional offers can be provided for the participants:

● Livestream for online participants and networking with all cities
● Setup for silent headsets and simultaneous interpreting.

A stage team consisting of volunteers should take care of the stage program (required microphones, musical instruments etc. per performance) as well as the support of the speakers/artists (reception of the guests, escort to the stage).

3.c Technology and equipment

Details of the tasks can be found in the Excel document "Checklist Lighthouse Ukraine" under the category "Technology and equipment".

Before planning the technology, every organiser should think about the following three aspects:

● Stage program: What program is planned and what technical equipment is required for it (e.g. mixing console for playing music)?
● Livestream: Is a livestream on YouTube or similar planned?
● Translation: How should speeches etc. be translated and are screens/monitors or silent headphones needed for this?

Furthermore, the following equipment should be checked/be present:

One-stop shop:

● Tables
● Chairs
● Other (see tab "Resources" in the Excel document "Checklist Lighthouse Ukraine").

Small stage program:

● Microphones and speakers
● Stage including screens/monitors
● Laptop for presentations (and livestream if necessary)
● Internet (for guests and livestream if necessary).

Stage program (extended):

● Additional monitors to be able to follow the stage action also from a distance
● Livestream for online participants

- Camera/video team (for monitors and/or livestream)
- Silent headsets for simultaneous interpretation, broadcasting station and mixer.

3.d Staff and volunteers

3.d.i personnel

Depending on the size of the event and the program, certain personnel may be absolutely or optionally required:

- Lighthouse keeper
- Organising team
- Sound engineer
- Stage manager
- Professional simultaneous interpreters
- If necessary, security and janitorial services as well as paramedics
- Optional: Photographer

3.d.ii Volunteers

Depending on the structure of the location, it should be planned at which stations volunteers need to be deployed.

Important: Multilingual (local language/English/Ukrainian/Russian) speaking volunteers should always be available at all stations!

Absolutely necessary is the following help from volunteers:

- Greeting at the entrance and exit (if necessary, together with the headphone output and return)
- Headphone hand-out and collection (as well as disinfection of the headphones after use)
- Sorting headphones by language to speed up output, as well as supervision to prevent headphones from being stolen
- Support for the stage program (e.g. for speakers, stage managers, direction and technology)
- Translation at the NGO stands (Ukrainian/local language and English if necessary)
- Issuance of food and drink tokens
- Help in the kids area (registering the children, supervision, playing with the children)
- Structure
- If necessary, dismantling of the stage and the booths

What to consider/prepare:

- Early call for volunteers (ideally in cooperation with an NGO)
- Support Ukrainian (English/local language) speaking volunteer
- Creation of a briefing document for the volunteers (Ukrainian/local language/English)
- Creation of a shift schedule (3- or 4-hour shift)
- On the day of the meeting: briefing on site
- If applicable, organise and designate one supervisor per station (one person cannot be on site for all volunteers)

- Make name tags for the volunteers that also clearly show the languages they speak
- Organisation of textile stickers and sharpies.

3.e Communication and PR (depending on target group)

3.e.i Ukrainians

[Here you can find a Google Spreadsheet](#) with a large collection of Telegram and Facebook groups through which you can draw attention to the Lighthouse (in German for Germany only).

3.e.ii Politicians

Relevant representatives from politics can be:

- Minister
- Mayor
- MP
- Integration Officer

For representatives from Ukraine in Germany, the following cities should approach [Embassies/Consulates](#):

- Berlin
- Düsseldorf
- Frankfurt a.M.
- Hamburg
- Munich
- Mainz
- Stuttgart.

3.e.iii Economy

Representatives from the local business community can come from the following areas:

- Banks (opening of bank accounts)
- Telecommunications (SIM card distribution)
- Integration and language (local commercial providers)
- Health insurance companies.

3.e.iv Local media

Local media should be informed about the event at an early stage and provided with information before, during and after the Lighthouse. This includes regional and national media:

- Newspapers
- Magazines

- Television station
- Radio stations
- Online streams
- Blogs.

3.f Finances and budget

For the following categories the main costs are incurred at the meeting day:

- Venue
- Technology (projector, camera, tripod, light, laptop, screen, mixer, sound technician, silent headsets)
- Printouts (brochures, flyers, if applicable)
- Simultaneous interpreters: "Local language"-Ukrainian/English
- Artists, presenters
- Eventbrite check-in technology
- Catering
- Internet
- Streaming Software.

As a reference, the Lighthouse in Berlin, with over 10,000 participants spread over eight hours, required about €25,000, but most other events come in at well under €5,000 total cost.

Local budgets should provide funding through their own fundraising activities or donations. In addition, there may be the possibility of start-up funding from Alliance4Ukraine after consultation.

3.g Children's corner

A children's corner for childcare during the Lighthouse can make it easier for refugees to find out about services and network at booths. Needed for this:

- A separated area
- A list for registration of the children
- Volunteers (including volunteers for the registration of the children)
- Interpreters (if volunteers do not speak Ukrainian)
- Materials (writing pads, pens, games)
- Optional: Goodies for children etc.

3.h Documentation of the Lighthouse

For the documentation of the event, the responsibilities should be clearly coordinated (creation, consolidation, editing and publication of the documents). The following formats can be used:

- Photos
- Videos (possibly interviews with voices from the Lighthouse)
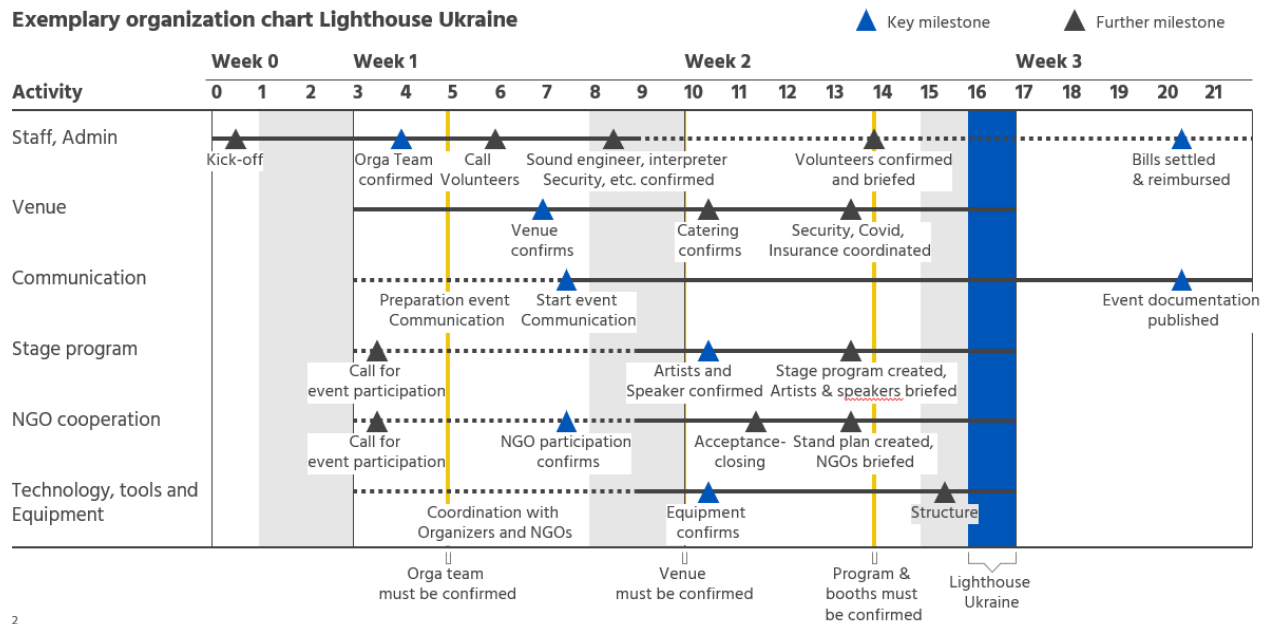- Livestream recording

- Reports.

The documentation of the Lighthouse can be published via:

- Social media channels (of the organisers and participating NGOs)
- Websites (of the organisers and participating NGOs)
- Other media, e.g. local newspapers, radio stations.

4. Project plan

The project plan for Lighthouse Ukraine can be accessed here:

Exemplary organization chart Lighthouse Ukraine — ▲ Key milestone   ▲ Further milestone

5. Alliance4Ukraine support
5.a Central support team

Support from the central Alliance4Ukraine team for local organising teams depends on the local partner setup and may include the following topics depending on the agreement:

Area		Details	A4U Level of involvement High	A4U Level of involvement Low
Kick-off	Composition organisation team	Targeted outreach to organizing team	✓	✗
	PR & Communication	Create and share new PR materials	✓	✗
	Consulting & Support	Help with problem solving when facing unexpected hurdles	✓	✓
Project progress	Project responsibility	End-to-end PMO for large event	✗	✗
	Follow-ups & progress tracking	Follow-up calls and networking	✓	◌
Knowledge exchange	Knowledge sharing	Preparation of material from other lighthouses, theme calls	✓	✓
	Branding, assets & playbook	Self-service download for assets	✓	✓
Funding	Central partnerships	Centrally negotiated deals with partners (e.g. donations, NGOs)	✓	✓
	Funding	Funding arrangements and payments	✓	◌

● Full support   ◌ Limited support   ✗ No support

The A4U level of involvement for local organising teams depends on the local partner and team set-up, including existing contacts and funding

5.b Google Drive Repository

You can request access to the google drive repository through contacting
alliance4ukraine@projecttogether.org

The Assets folder contains some helpful materials related to the work packages.

5.b.i Orga/Admin
● Checklist Lighthouse Ukraine (Excel)
● Lighthouse Ukraine May 8 Schedule (PowerPoint)

5.b.ii Venue
● Signs on site (PowerPoint and PDF)

5.b.iii Stage program
● Briefing speakers at Lighthouse Ukraine (Word)

5.b.iv NGO coordination
● NGO reach-out (Excel)
● NGO action fields and tracking (Excel)

5.b.v communication
● Booklet
  ○ Fonts
  ○ Final Booklet Lighthouse Berlin April 10 (PDF)
  ○ Final Booklet Lighthouse Berlin April 10 (Word)
  ○ Picture dictionary Lighthouse Berlin April 10 (PDF)
● Logos
  ○ Lighthouse Ukraine (Print, Web)
  ○ Alliance of Ukrainian Organisations (JPG)
  ○ Alliance4Ukraine (JPG)
● Media
  ○ Media contact via e-mail (Word)
● Posters
  ○ Input 650x2000 (PDF)
  ○ A1 (PDF)
● Social media
  ○ Editorial plan (Excel)
  ○ Instagram Story Feed (JPG)
  ○ Instagram Post Feed (JPG)
  ○ Speaker Posts
  ○ Fonts
● Instagram and Facebook:_ *Whenever possible, tag:* @
  LighthouseUkraine, GermanDream, DuzenTekkal, AllianceUkrainianOrganisations,
  ProjectTogether, einhorn/Waldemar Zeiler, Markthalle Neun Susann Hoffmann, Isa
  Sonnenfeld, Oleksandra Bienert

5.b.vi Staff/volunteers
- Volunteers Schedule (Excel)
- Basic Info Volunteers (Word)
- Briefing Volunteers (Word)
- Briefing Volunteers Construction | Lighthouse Ukraine (Word)

5.b.vii Technology and equipment
- Materials list (Excel)

5.b.viii Tools
- Eventbrite
  - Fonts
  - Banner (JPG)
  - Invitation (Word)

5.c Language use

How do we talk about Lighthouse Ukraine?

We say "Lighthouse Ukraine"

Don't: ~~Lighthouse FOR Ukraine, Lighthouse OF Ukraine~~

Rule: Perceive Ukraine and its people as a subject

Meeting day

Don't: ~~Event~~

- **How do we talk about affected people and actors?**
- People fleeing from Ukraine
- People affected by war and violence, victims of war and violence
- Immigrant
- Migrant
- People of the Russian community worldwide who are affected by discrimination and hatred
- Russian Government, Russian Military

Don't: ~~The Russians, Russia, separatists in Ukraine~~

How do we talk about the political situation?

Attack on Ukraine, invasion of Ukraine

Russian war of aggression in Ukraine, Russian war against Ukraine

Invasion

Humanitarian crisis, humanitarian emergency

Don't: ~~Ukraine crisis, Ukraine conflict, escalation on both sides~~

See also: https://www.deutschlandfunkkultur.de/wording-im-konflikt-100.html (German only)

How do we talk about refugees?

Flight movements, migration

Refugees

People seeking protection

People arriving in Germany (country)

Migrant

Don'ts: Expressions that portray refugees as threats/violence and dehumanize them:

~~Refugee wave, refugee flood, refugee flows, refugee onslaught~~

Don't: Formulations that only address people with a specific nationality and/or exclude people who have been discriminated against more than once:

~~Ukrainians, Ukrainian people~~