

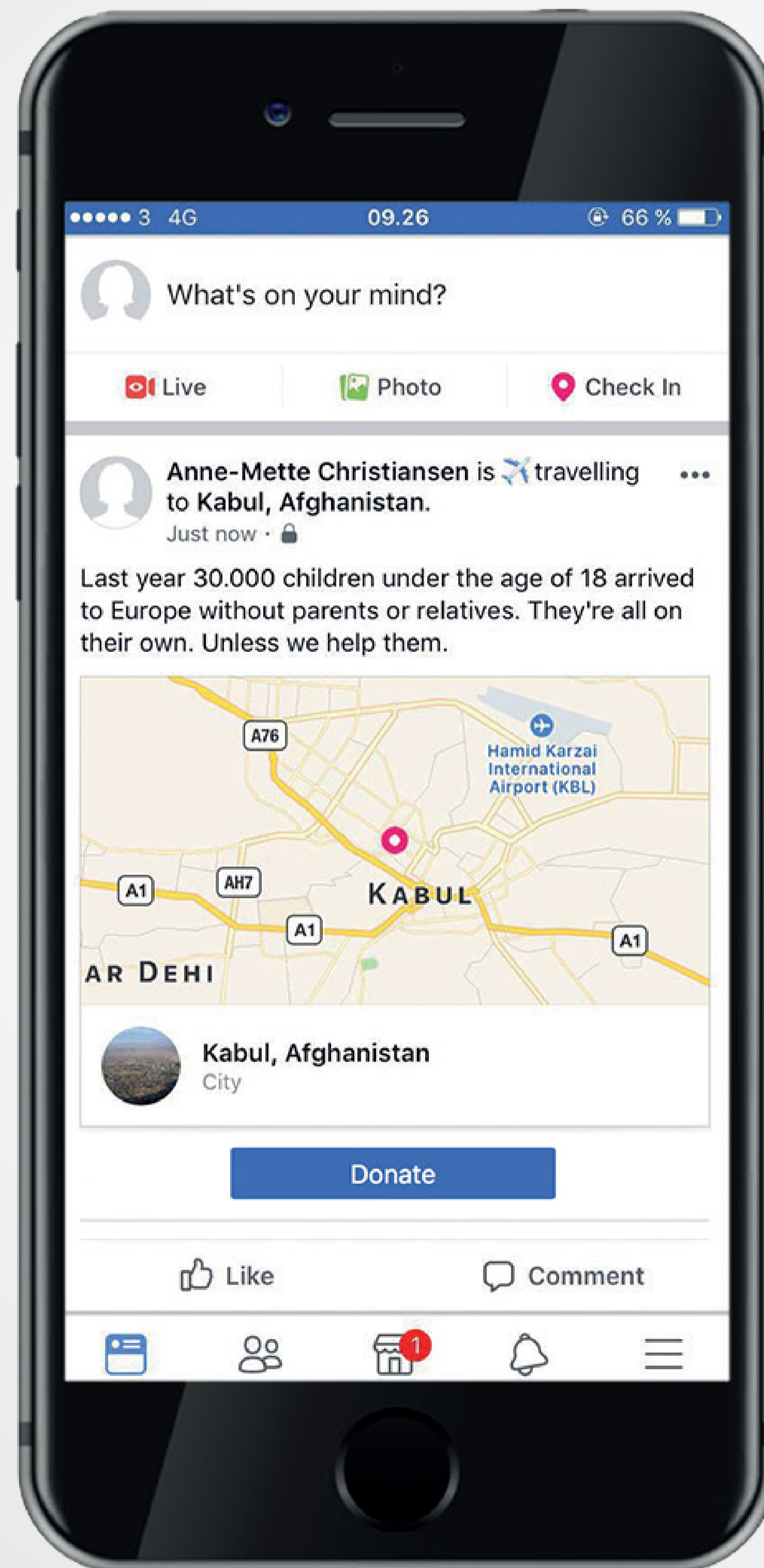
DISPLACED TEENS

Every year, more than 30.000 children are displaced from their parents when they flee their own countries to find peace in Europe.

This is the harsh reality for a lot of parents.

Some, are lucky enough not to know that reality, but we want to give them a glimpse of how it feels. The fear, uncertainty and worry that follows when a loved one is displaced and completely on their own, on the other side of the world.

Displaced Teens is a facebook hack that will make it appear as if teens all around UK, is suddenly located in some of the world's focal points like Sudan, Afghanistan or Syria, far away from their homes.



This is how it works:

We kick off the campaign through some of UK's biggest youtubers, so we can speak directly to the teens and inspire them to make a difference. The influencers send the teens to the landing page: [Displacedteens.org](https://displacedteens.org). Here they'll be able to sign up with their social media account and create a facebook post to show their parents how it would feel like if they were displaced.

We use the Facebook check-in technology to generate a post, almost identical to the one you can make when you check in on a holiday. The generator will make it appear as if you just checked-in, in Khartoum, Kabul or maybe Damascus. By using Facebook's new "donate now" feature, we can bring the donation option, even closer to our messaging.

Displaced Teens aim to make the problem, unaccompanied underage refugees, more relatable.

The hack will create a big engagement from both teens and parents in order to spark a public debate and create earned media.