



Press release - 392/05/2020

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#IchDuWirNRW: Role models call for social cohesion during the coronavirus pandemic

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Musicians Eko Fresh and TV host Nazan Eckes support integration campaign and show how to accept more responsibility for one another

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The Ministry for Children, Family, Refugees and Integration has issued the following statement:

The integration and respect campaign #IchDuWirNRW has been calling for more social cohesion, regardless of personal background, since 2018. Mutual understanding and consideration are more important than ever due to the pandemic. That is exactly why 6,400 posters nationwide, showing five integration role models from North Rhine-Westphalia, ask that we accept more responsibility for each other and adhere to the current coronavirus regulations, such as distance requirements or thorough hand washing. These models include television host Nazan Eckes and rapper Eko Fresh.

"The coronavirus pandemic is a great challenge for us all. However, I am convinced that we can continue as a stronger society if we stick together, treat each other with respect, and follow the rules that aim to protect us from the virus. We hope to show courage through our campaign. North Rhine-Westphalia is a strong state. If we continue to be considerate of others and support one another, we will overcome the coronavirus pandemic," explained Minister of Integration Joachim Stamp during the poster reveal in Düsseldorf.

"Participation also means accepting responsibility for each other," says State Secretary for Integration Serap Güler. "Our role models from #IchDuWirNRW represent the millions of people in our country who enrich our society with their background of immigration. From the police officer to the government employee to the football coach, they all make clear that acting in solidarity is not a matter of background."

"Especially now, it comes down to protecting each other. Anyone not following the rules puts other people in danger. We absolutely want to prevent that. The #IchDuWirNRW campaign emphasises this point, and speaks to people in a very emotional way. The coronavirus affects everyone, be they young or old. Every one of us is responsible for ensuring that our fellow people remain healthy during the pandemic," says Eko Fresh.

The #IchDuWirNRW campaign began in 2018, and has since shown more than 40 role models with various cultural backgrounds, explaining how well integration can function in North Rhine-Westphalia and the opportunities that people with and without an immigration background in NRW have in spite of any challenges. It will continue until the end of the legislative period.

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