

Get Involved Guide for colleges and universities



HOLOCAUST
MEMORIAL
DAY TRUST

*Learning from genocide -
for a better future*

Holocaust Memorial Day (HMD) is held on 27 January each year and thousands of events and activities take place around the country on or around this date. What will your college or university do?

Your college or university and Holocaust Memorial Day

On Holocaust Memorial Day, universities and colleges play a vital role in learning from genocide – for a better future. HMD can be an opportunity to learn from the Holocaust and genocides that followed to address issues of prejudice and discrimination in the UK today. There are many ways to mark HMD on campus, from screening a film or hosting a speaker, to running a creative activity. We have activity resources available, but you are also welcome to think up your own ideas. It can be helpful to focus on a clear outcome when planning your activity. Our 'know, feel, do' model can help with this:

Know – Think about what information you want your audience to learn and to leave with?

Feel – What emotions and reactions do you want to inspire in your audience?

Do – What action, however big or small, do you want people to take after the event?

Example activities



University of Bristol

The University of Bristol Jewish Society partnered with the LGBT Society, the Disabled Students Society and Student Action for Refugees to create a Holocaust Memorial Day activity that was inclusive. Each society spoke on the persecution and genocide of their respective groups in the Holocaust or under Nazi persecution. They won an award from the Union of Jewish Students for their innovative event.



Oldham College

Oldham College left an empty suitcase in a prominent place, symbolic of the final journey of people affected by genocide. Students were invited to place a message in the case, and balloons were released.



Craftivism

The KnitSoc at the University of Leicester knitted and crocheted squares and attached name tags in remembrance of people affected by the Holocaust and genocides that followed.

Ideas and resources

- Film can be a powerful way to bring communities together. Organise a film club or a screening using one of our film resources: [hmd.org.uk/watch](https://www.hmd.org.uk/watch)
- Hold an event by inviting different university societies to come together for a meal – use our range of recipe cards from communities targeted during genocide. They provide background information and are an engaging way to learn about cultures and remember the lives of people who were murdered during genocide: [hmd.org.uk/recipes](https://www.hmd.org.uk/recipes).
- Use your HMD event to highlight situations at risk of genocide around the world (for example in Myanmar and Xinjiang), and issues that people fleeing genocide face. Explore case studies of people who have taken action to make a change and plan your own action: [hmd.org.uk/take-action](https://www.hmd.org.uk/take-action)
- Display posters from our free HMD Poster Pack: [hmd.org.uk/posters](https://www.hmd.org.uk/posters)
- Order our 'About HMD' booklets – these handout booklets provide a simple way for individuals to find out more about the Holocaust, genocide and the importance of HMD: [hmd.org.uk/handouts](https://www.hmd.org.uk/handouts)
- Light up your building in purple to 'light the darkness' on 27 January: [hmd.org.uk/lightthedarkness](https://www.hmd.org.uk/lightthedarkness)
- Invite an academic who specialises in the Holocaust, genocide or human rights issues, to deliver a talk: [hmd.org.uk/speakers](https://www.hmd.org.uk/speakers)
- It is not always possible to invite a survivor to speak at your HMD activity, but you can still include their experiences by reading a life story: [hmd.org.uk/lifestories](https://www.hmd.org.uk/lifestories), playing a podcast: [hmd.org.uk/podcast](https://www.hmd.org.uk/podcast) or showing a film of a survivor speaking: [hmd.org.uk/films](https://www.hmd.org.uk/films). For more information on inviting survivor speakers visit: [hmd.org.uk/speakers](https://www.hmd.org.uk/speakers).
- Raise the profile of your event by inviting your local MP or your local newspaper. Download our template MP letter here: [hmd.org.uk/mpletter](https://www.hmd.org.uk/mpletter)

Tell us about your activity and become part of the bigger picture of HMD across the UK:
[hmd.org.uk/letusknow](https://www.hmd.org.uk/letusknow)



Organising an online or hybrid event

Online and hybrid events can provide an opportunity to include a wider range of speakers and to reach people who might not normally attend your event. Things to think about if you are running an online event:

- Download a virtual event platform which has all the features you will need and make sure speakers are familiar with it.
- If your event is hybrid, make sure you have all necessary equipment so online attendees can hear and see speakers clearly.
- Consider audience participation tools, such as Q&A, poll and chat functions and assign a moderator to oversee this.
- For more ideas, look through our **virtual resources** (hmd.org.uk/virtualresource) and read our detailed guide to running an **online HMD event**.



Sensitivity guidance

Events and activities exploring the Holocaust and other genocides can be complex and daunting and may cause distress unless handled sensitively. Please remember the following guidelines:

- Do ensure your content is age and audience appropriate.
- Do not use graphic images to shock audiences.
- Do not ask audiences to imagine themselves in the shoes of victims or perpetrators.
- Put relevant personal testimonies at the heart of your activities.

For more information go to hmd.org.uk/sensitive-content and hmd.org.uk/educationguidelines



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