

About the Inspired by Muhammad campaign

The Inspired by Muhammad campaign is designed to improve the public understanding of Islam and Muslims. It showcases Britons demonstrating how Muhammad inspires them to contribute to society, with a focus on women's rights, social justice and the environment. The campaign coincides with a national polls conducted by YouGov which shows that the 69% of people believe that Islam encourages the oppression of women, that just 6% of people associate Islam with justice and that just 6% believe that Islam promotes active measures to protect the environment. Overall, nearly half of all people in the UK believe that Islam does not have a positive impact on British society.

Info-ads profiling individuals who counter those perceptions are being displayed in central London locations at bus stops and tube stations. A fleet of the capital's distinctive cabs will also carry adverts that challenge popular misconceptions. Tube stations featured in the campaign include, amongst others, Bank, Oxford Circus, Leicester Square and Holborn. Bus stops around the capital will also feature adverts; they are at various location including Fulham, Camden, Shoreditch, Islington and Westminster. A full list of tube stations and bus stop locations is available from press@eifoundation.net.

A new website, www.inspiredbymuhammad.com, provides online support for the campaign by hosting straightforward information about Islam, Muhammad and British Muslims. The website is designed to meet the need the YouGov poll highlighted for accessible information: 60% percent of people say they don't know very much about Islam; 31% say information about Islam is not very accessible; 33% would like to know more about Islam and just 3% say they get their information from Muslim organisations. More information about the campaign is available at the website and at press@eifoundation.net

About the Exploring Islam Foundation

The Exploring Islam Foundation (EIF) specialises in authoring, publishing and marketing high quality resources which creatively explore the numerous aspects of Islam. EIF was established fulfil the following aims:

- Challenge misconceptions surrounding Islam and Muslims
- Raise awareness about the belief, practice, history, and cultures of Islam
- Collaborate with organisations on humanitarian issues
- Highlight the contribution of Muslims to society

Our vision is of establishing a Foundation that challenges the damaging stereotypes about Islam through the medium of creative resources. These information packages will provide a comprehensive insight to the faith. We envisage working across the spectrum of media outlets, from traditional print media to innovative e-media. EIF's initial focus is on promoting understanding in the spiritual, cultural and historical aspects of Islam, and EIF has pioneered a number of groundbreaking publications and multimedia products achieve that vision.

In 2009 EIF launched 'The Art of Integration' book by internationally renowned photographer Peter Sanders, at an event hosted by at the Royal Commonwealth Society, attended by Jack Straw MP and chaired by Mishal Husain. Art of Integration is a collection of images from a cross section of the British Muslim community. These beautiful, insightful and moving photographs capture the essence of the British Muslim identity and opens up a largely unseen world. .

EIF is privately funded by donations and is staffed by young professionals from a range of careers. EIF's patron is Lord Adam Patel and he is supported by a team of ambassadors and advisors.

More information about EIF is available at www.eifoundation.net and press@eifoundation.net

YouGov polling on attitudes towards Islam in the UK

The Exploring Islam Foundation commissioned YouGov to conduct a poll into the attitudes towards Islam in the UK. The key results from this poll are set out below:



Knowledge of Islam

- 60% say they don't know very much about Islam
- 17% say they know nothing at all
- 33% would like to know more about Islam

Sources of information on Islam

- 57% obtain most of their information about Islam from the TV news
- 41% obtain their information about Islam from newspapers
- Just 3% get most of their information on Islam from Muslim organisations
- 31% feel that information about Islam is not very accessible
- 5% say that information is not accessible at all

Perception of Islam

- 58% associate Islam with extremism
- 50% associate Islam with terrorism
- Just 13% associate Islam with peace
- 6% associate Islam with justice
- Only 16% think that Islam promotes fairness and equality
- Only 6% believe that Islam promotes active measures to protect the environment
- 41% disagree or strongly disagree that Muslims have a positive impact on British society
- 69% believe that Islam encourages the repression of women

Sample

Total sample size was 2152 adults. Fieldwork was undertaken between 19th - 21st May 2010. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Methodology

This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

Online Question and Answers

What is the campaign about?

The Inspired by Muhammad campaign is being launched as a way to demonstrate the true values of Islam to the general public, providing factual and informative insights into Islam's teachings on key issues including social justice, women's rights and the environment. The focus will be on individuals, such as a homeless charity worker and a barrister, who stand up for these values in the same way that Muhammad did.

Why have a campaign?

A recent YouGov poll showed that very few people associate Islam with things like social justice or the environment, whereas the majority of people associate Islam with terrorism or extremism. But it also showed that the more people knew about Islam the less this was the case. So we wanted to do a public facing campaign that could increase awareness about Islam and focus on some of the positive aspects of the religion.

What does the campaign entail?

The campaign will be using medium of advertising to communicate its messages, placing images across London on bus stops, the underground and the capitals iconic Taxi's from the 7th June.

The images focus on 3 key issues, the environment, women's rights and social justice and these are portrayed by a housing charity worker, and eco-muslim and barrister. This all comes together on the www.inspiredbymuhammad.com website.

Why focus on Muhammad?

Muhammad was a social activist of his time. He shook the underpinnings of the unjust society he lived in by bringing about social reforms: he forbade exploitation of the vulnerable, protected the poor by establishing regular charity; and crippled an arrogant class and race based system by upholding equality.

Muhammad said "The best people are those who are most useful to others" and today Muslims still aspire to that maxim through participating in social and community projects.

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Our vision is of establishing a Foundation that challenges the damaging stereotypes about Islam through the medium of creative resources. These information packages will provide a comprehensive insight to the faith. We envisage working across the spectrum of media outlets, from traditional print media to innovative e-media. We expect to build strong coalitions with like minded organisations and campaigns that are addressing global challenges in which we have a common aim. We cannot possibly ignore issues like child poverty, climate change, third world development, Aids and war; to do so would be to disregard our duty towards one another, as Muslims, as humans.

Profiles

Kristiane Backer

Kristiane, the former MTV presenter, is a convert to Islam. She grew up conscious of green issues in her native Germany and adopts an environmentally-friendly lifestyle in her adopted city, London. Since leaving MTV, Kristiane has focused on her career as a TV presenter and journalist covering a range of interfaith issues. As EIF's Global Ambassador, Kristiane promotes EIF's work around the world.

Sultana Tafadar

Sultana is a barrister at a leading human rights chamber, predominantly practicing in criminal defence, as well as civil actions against the police and international law. She has a background in human rights international law and anti terror work and has been involved in human rights work for a number of years, having worked for various NGOs before being called to the Bar in 2005.

Rupon Miah

Rupon is a frontline worker in a leading homeless charity for young people in London. He formerly managed the housing at a strategic level before going back to working on the frontline. He is currently studying a Masters in Philosophy.

Inspired by

Muhammad.com



**I believe in
protecting the
environment.
So did Muhammad**

Kristiane Backer
An eco-Muslim and
former MTV presenter

find out more at

Inspired by
Muhammad.com

A portrait of Rupon Miah, a bald man with a goatee, wearing a black t-shirt, looking directly at the camera. The background is a blurred outdoor setting, possibly a city street.

**I believe in
social justice.
So did Muhammad**

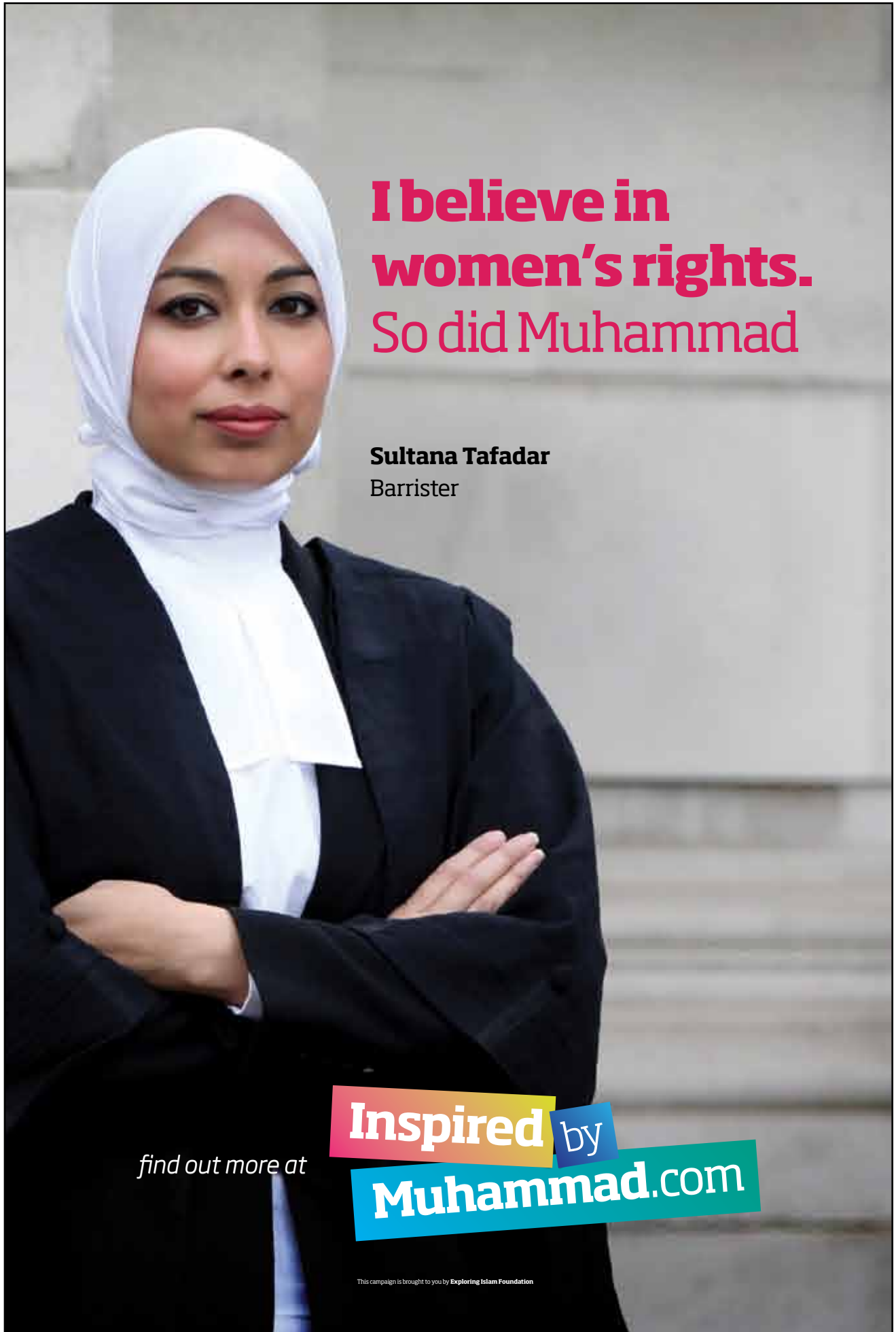
Rupon Miah

Frontline worker for a homeless charity

find out more at

Inspired by
Muhammad.com

Info-ads appearing across London's tube stations and bus stops



**I believe in
women's rights.
So did Muhammad**

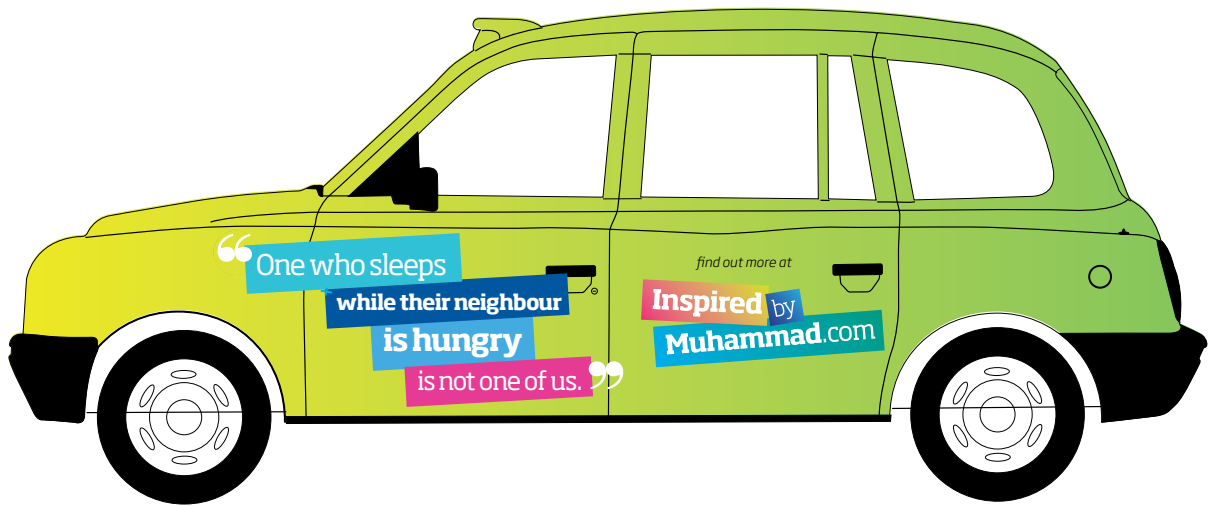
Sultana Tafadar
Barrister

find out more at

Inspired by
Muhammad.com

This campaign is brought to you by Exploring Islam Foundation

Full livery and superside taxis



Licensed Taxi Receipt

Date

Fare

Signature

find out more at [Inspired by Muhammad.com](http://InspiredbyMuhammad.com)

This campaign is brought to you by Exploring Islam Foundation

“
**Practise humility
until no one oppresses
or belittles another**
”

Muhammad
Human rights activist

find out more at [Inspired by Muhammad.com](http://InspiredbyMuhammad.com)

TAX000000

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Or visit www.inspiredbymuhammad.com