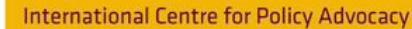


The logo for 'reframe the debate' features the text in a blue, sans-serif font. To the right of the text are two curved, overlapping shapes: a pink one on top and a purple one on the bottom, forming a partial circle.The logo for the International Centre for Policy Advocacy (ICPA) consists of the full name in a small, black, sans-serif font.The logo for the International Centre for Policy Advocacy (ICPA) features the acronym 'ICPA' in a large, white, stylized, sans-serif font on a yellow background.

“CHANGING THE WEATHER” IN THE PUBLIC DEBATE ON MIGRATION

***A WORKSHOP FOR THE AUTUMN ACADEMY: “NARRATIVE CHANGE ON
MIGRATION & INTEGRATION AT THE MUNICIPAL LEVEL”***

Eóin Young, *Programme Director*

International Centre for Policy Advocacy, Berlin

www.icpolicyadvocacy.org

Reframing Migration Narratives Workshop

14:00 - 15:30 Sep 19, 2019



International Centre for Policy Advocacy

Mission:

dedicated to bringing more voices, expertise and evidence into policy decision-making and promoting an enabling environment where policy decisions are grounded in the public interest.



Reframe the Debate! Project (2017-2019)

New Migration Narratives for Constructive Dialogue



Pedagogical Tools

Toolkit & workshops

Narrative Change Lab

Supporting reframing campaigns

Outreach

to German & international networks

Funded by



Federal Ministry for
Family Affairs, Senior Citizens,
Women and Youth

as part of the federal programme

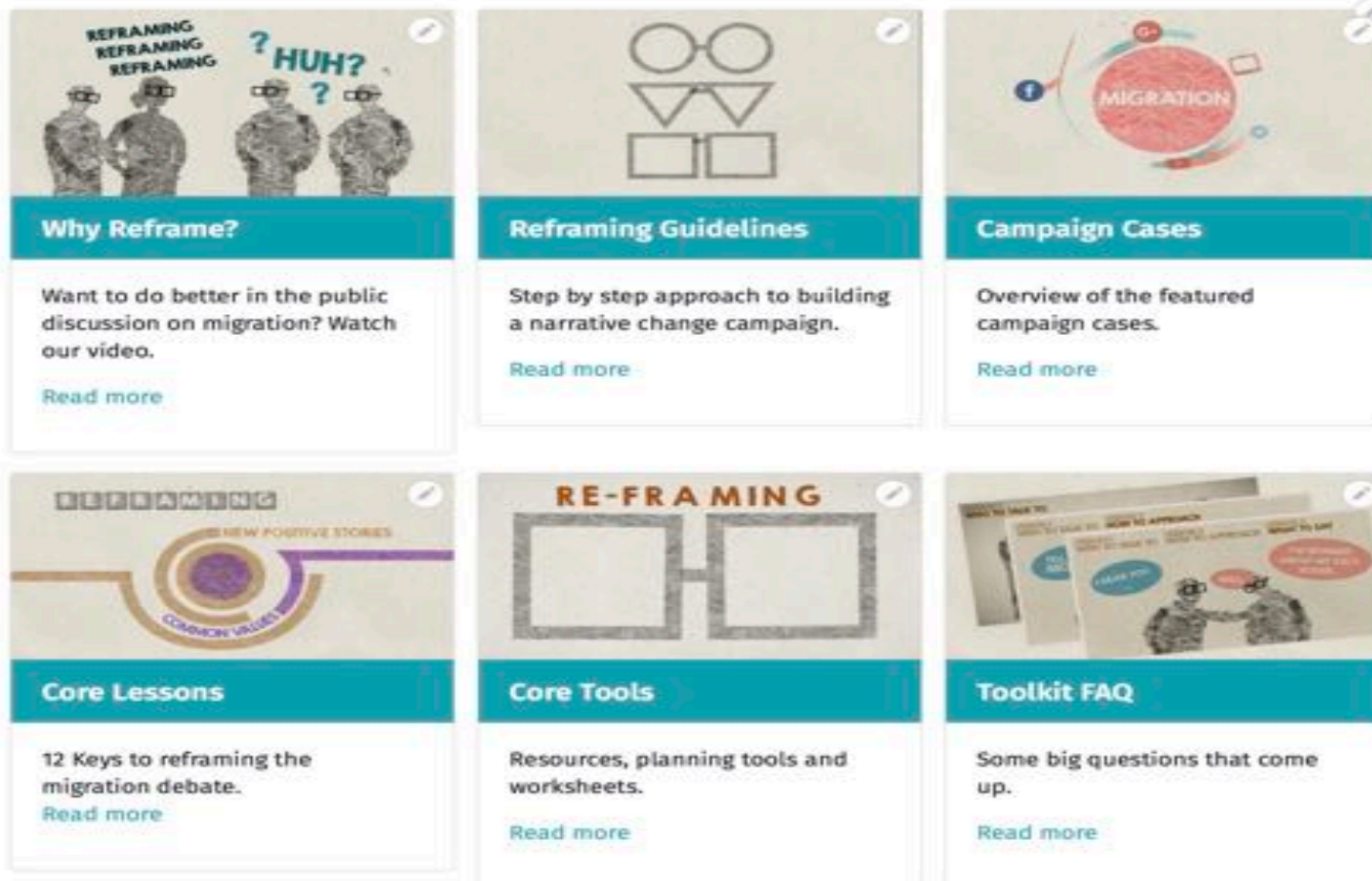
Demokratie *leben!*


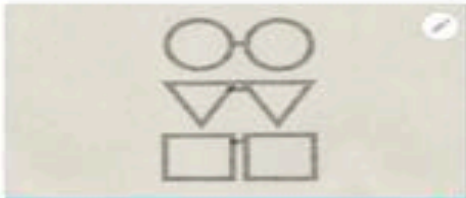






ICPA Campaigning Toolkit – in Eng, Ger & Ita

Reframing Migration Narratives Toolkit

A set of resources for progressive campaigners wishing to shift the public debate away from populist thinking and put diversity and inclusion back on the agenda.



 <h3>Why Reframe?</h3> <p>Want to do better in the public discussion on migration? Watch our video.</p> <p>Read more</p>	 <h3>Reframing Guidelines</h3> <p>Step by step approach to building a narrative change campaign.</p> <p>Read more</p>	 <h3>Campaign Cases</h3> <p>Overview of the featured campaign cases.</p> <p>Read more</p>
 <h3>Core Lessons</h3> <p>12 Keys to reframing the migration debate.</p> <p>Read more</p>	 <h3>Core Tools</h3> <p>Resources, planning tools and worksheets.</p> <p>Read more</p>	 <h3>Toolkit FAQ</h3> <p>Some big questions that come up.</p> <p>Read more</p>

Overview & approach

“Changing the weather” in the public debate on migration

1. Why do this type of campaigning?
2. Who to target and why?
3. How to effectively engage middle audiences?
4. Campaigning example

“Changing the weather” in the public debate on migration

1: Why do this type of campaigning?

Challenges you face and lessons

- What challenges do you face in engaging the public on migration issues?
- Lessons from campaigning successes & failures?

Challenges – pushing back the mainstreaming

- Polarisation in the debate
- Real danger = mainstreaming of populist narratives – already happening in Germany (and Europe)!
- Populists setting the agenda and progressives in reactive mode – stuck in countering negative narratives
- Facts and rights only approaches not working in highly emotional debate.
- Unrealistic expectations of NGOs of what it takes to shift the debate, e.g. magic words!

Lessons - More a lecture than a conversation



British Future (2014),
*How to talk about
Immigration*

Key elements of a frame



- Problem & Causes
- Good guys & Bad guys
- Solution

The power of frames – “its not what you say, but what you trigger”



“activating the
cognitive unconscious”
Lakoff

Triggering as ‘cultural
acupuncture’
Narratives Initiative

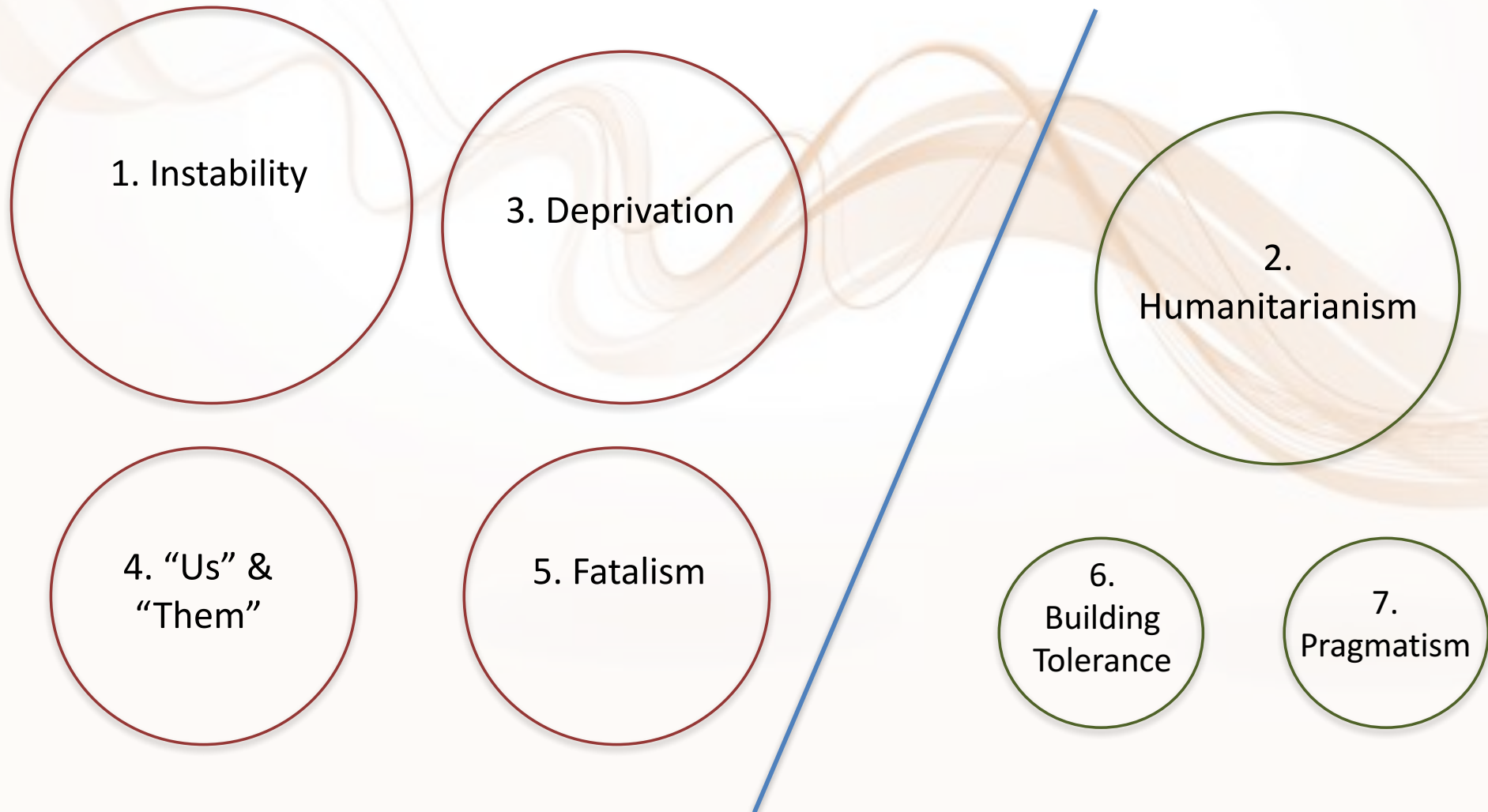


David Cameron – On the Calais camp

Asked about the Calais crisis, he spoke of "a **swarm** of people coming across the Mediterranean, seeking a better life, wanting to come to Britain". (*BBC 2015*)



Social media frame map – 2015/16 Germany



Well established & applied

Fields

Political
Communication

Behavioural
Economics

Social Psychology

Cognitive Linguistics

Negotiation &
Conflict
Transformation

Policy analysis

Projects

Migration Exchange (UK) - British Future

European Programme on Integration &
Migration (EPIM)

Social Change Initiative (Europe)

America's Voice (USA)

The FrameWorks Institute (USA)

The Narrative Initiative (US)

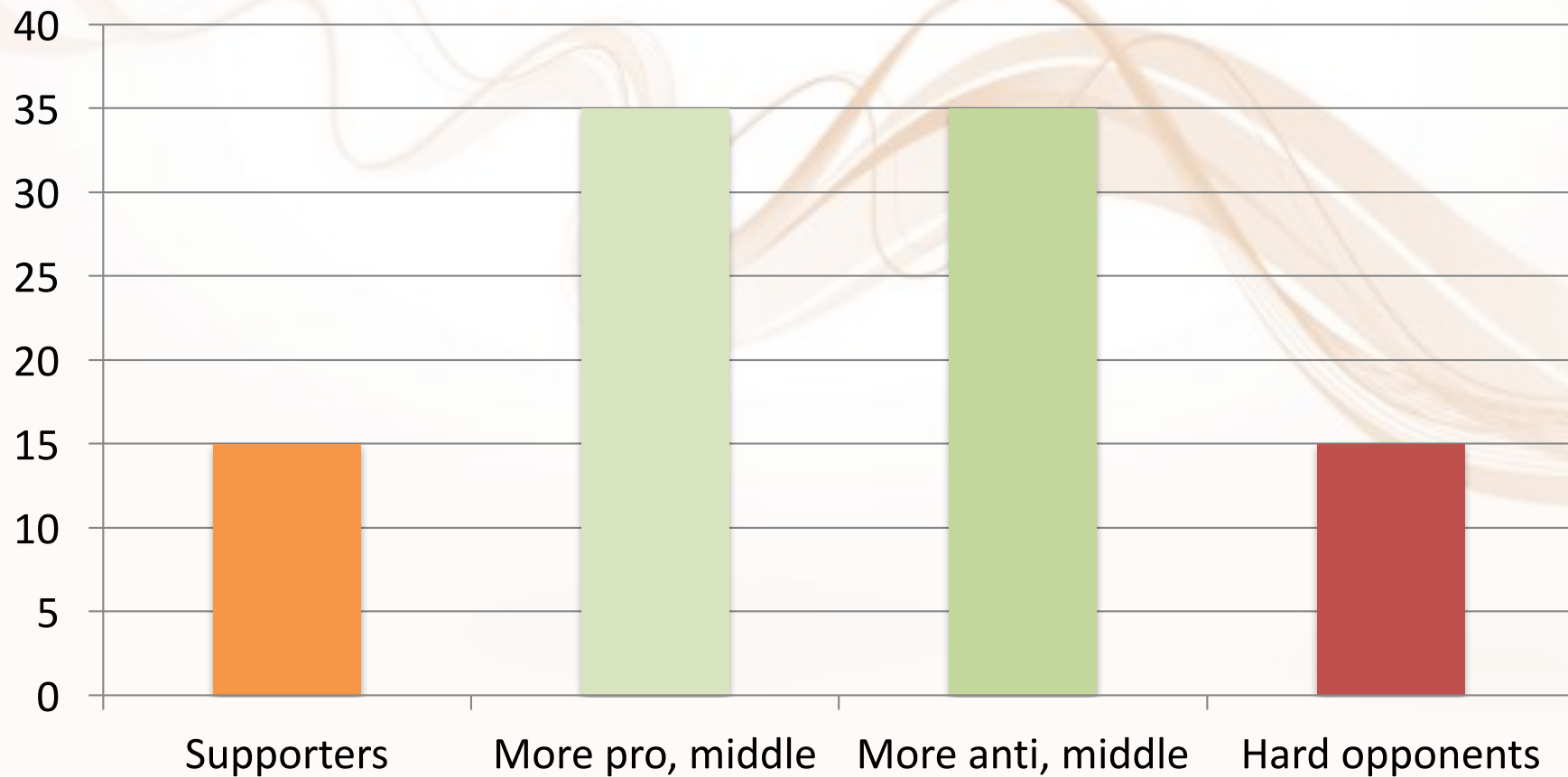
Welcoming America (USA)

“Changing the weather” in the public debate on migration

2: Who to target and why?

Targeting the middle

Population Segments on Migration Issue



What are the middle like?

Defining characteristics of the middle:

Not so informed, engaged – holding ideas that often don't follow

- Mushy, Balancers

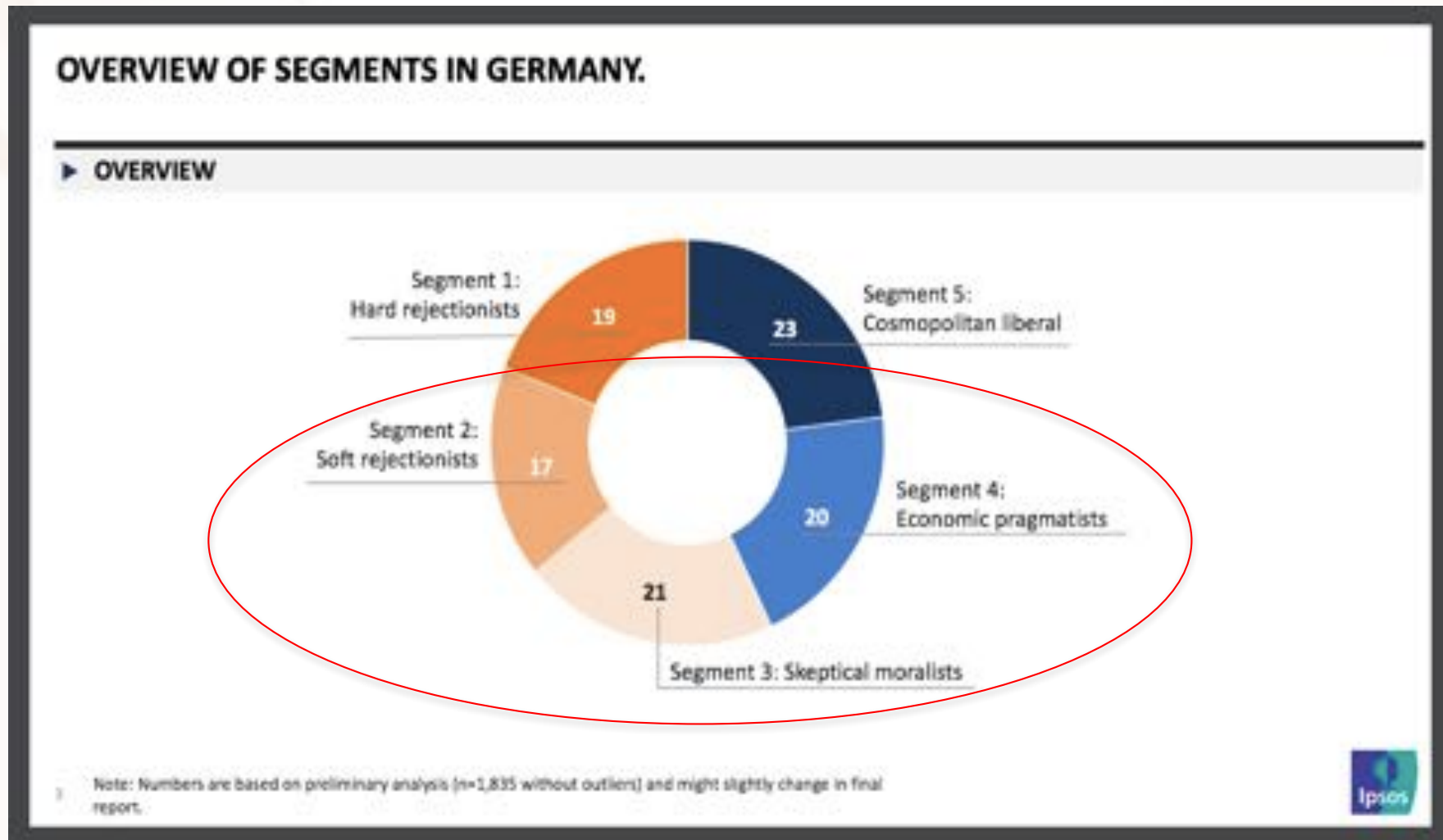
You can change their minds

- Movable, Balancers

Are emotional, influenced and tired by ongoing debates

- Conflicted/Anxious/Frustrated/Exhausted

Polling & Segmentation in the Migration Debate



More in Common/Purpose (2017) *Attitudes towards National Identity, Immigration and Refugees in Germany*

Economic Pragmatists

SHORT PROFILE: SEGMENT 4.



▶ SEGMENT 4: ECONOMIC PRAGMATISTS

IMMIGRATION AND INTEGRATION:



- > Are **doubtful** that immigrants are willing to integrate
- > High proportion of people who believe immigration makes Germany **more open** to new ideas and cultures
- > But **do not think** that refugees should be permitted to live permanently in Germany

ECONOMIC ASPECTS:



- > Have a **positive personal outlook**, not only for themselves but also for the family
- > Immigrants are perceived to **have special skills** that are hard to find and more willing to work harder for lower pay
- > At the same time convinced that priority should be given to immigrants with **higher qualifications**
- > Think that refugees should be allowed to work for lower pay

DEMOGRAPHICS:



- > Coming from all age groups
- > Living in federal states in Eastern Germany and Saarland
- > **Medium educational level and medium to high income**
- > Comparably high amount of people who have not been born in Germany themselves or whose parents were born abroad
- > Feel close to **CDU and SPD**

PUBLIC SERVICES:



- > **Do not have** the feeling that immigrants claim benefits and use public services without contributing anything in return.
- > **Also do not believe** that immigrants are given priority when it comes to benefits and public services
- > Government is **doing enough** to help refugees

CULTURAL ASPECTS:



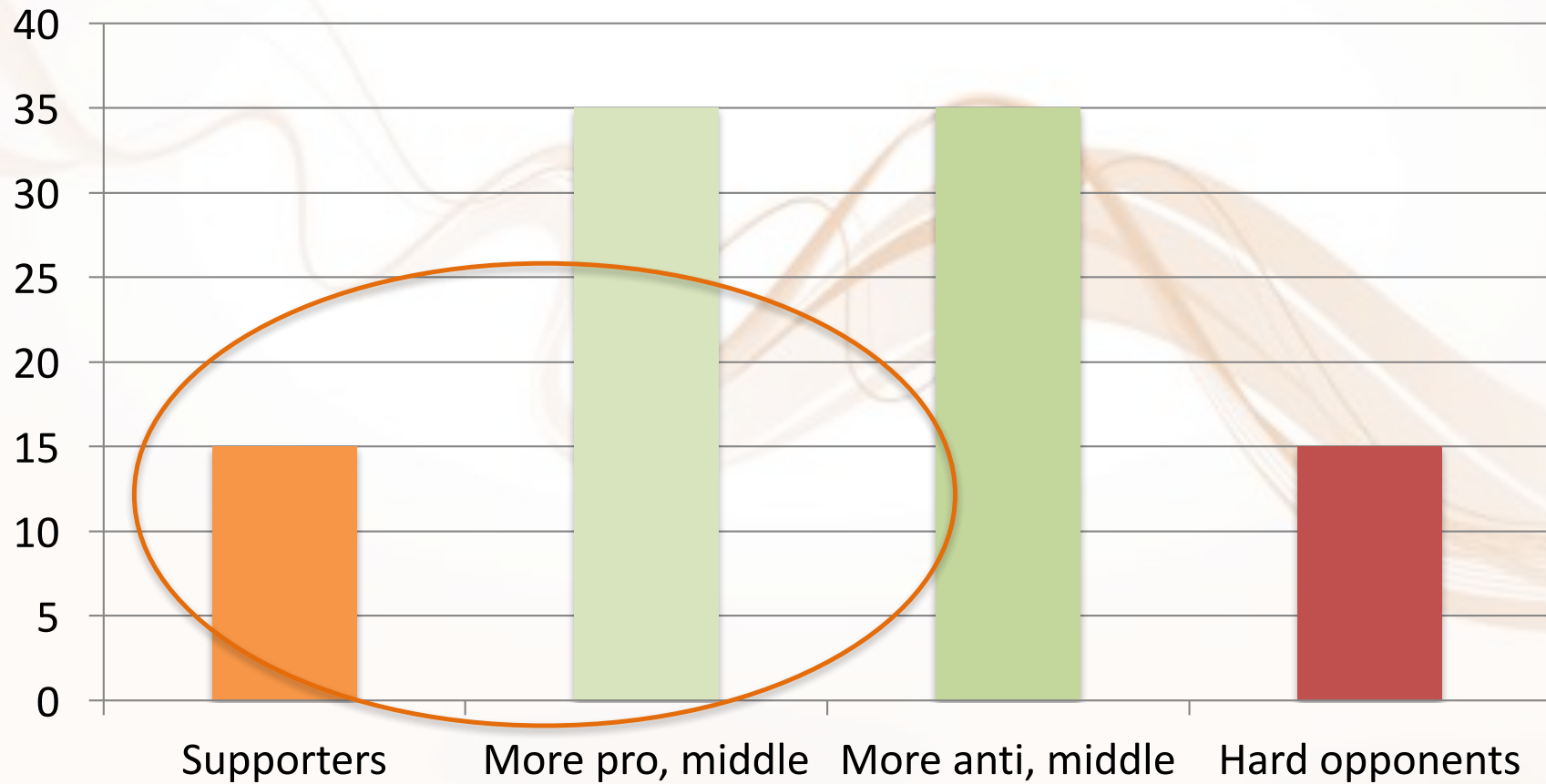
- > People feel **proud to be German**
- > Believe that Germany should protect itself more from world today
- > **Do not think** that refugees coming to Germany should maintain their **own traditions**
- > **Critical towards Islam and Muslims**

OTHER CHARACTERISTICS:



- > Refuse obligation to accept refugees due to economic situation

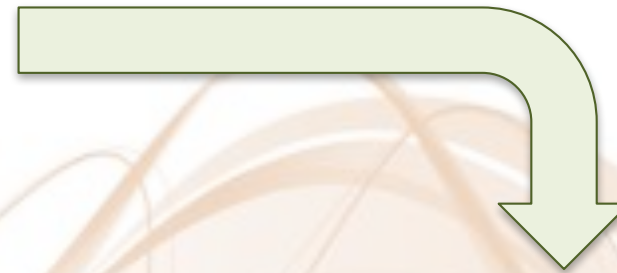
Both/And, Not Either/Or



“Changing the weather” in the public debate on migration

3: How to effectively engage middle audiences?

Keys – pathway to the toolkit



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www.narrativechange.org

12 Keys/Card 1 – Tactics

01

**Empower the base – Engage
the middle – Define and marginalise
the extremists**

12 Keys/Card 3 – Leading with values

03

Values unite, issues divide.

Case: Shrewsbury Muslim Centre UK - 2013

Campaign Case:

- Hope not Hate

HATE
HOPE
HATE



- Message to middle/Councillors – right to worship (from Christian Faith leaders) & decency

JUMA Campaign Strategy

- Differences exist, but we share values, experiences and emotions – in daily life, sports clubs, at work.
- Shared everyday moments of hope, sadness and joy connect all in Germany.
- We're not just living together – we should celebrate these connections.
- Show, not tell
- Introduce protagonists (images) and tell their stories (videos)

JUMA Campaign – Value Appeal/Overlap

Gemeinsam Menschlich! –
Together Human



Nature
#naturpflegen



Youth/Future



Community/
contribution



humanity
#menschlichkeitpflegen



teamwork/
#teamgeistpflegen



tradition/
#traditionpflegen

12 Keys/Card 6 – Staying positive

06

Lead with **positive messages**
and solutions to (re)structure
the debate.

“If you negate a frame, you evoke a frame”



- “I am NOT a criminal”
- NOT criminals/illegal/aliens
- Consider who is setting the agenda – change the weather!
- Lakoff’s advice – Be Respectful and change the frame!

12 Keys/Card 8 – Messaging

08

Messages need the right **balance
of resonance and dissonance.**

Message testing - Focus groups



- Testing the campaign concept & 1st draft visuals
- 4 groups – 2 x Humanitarian Sceptics, 2 x Economic Pragmatists
- IPSOS ran the focus groups and sourced the people
- Campaigners observed 8 hours of feedback

Narrative Change Lab follows the steps

Narrative Change Campaign Planning Process



JUMA Campaign – Value Appeal/Overlap

Gemeinsam Menschlich! –
Together Human



Nature
#naturpflegen



Youth/Future



Community/
contribution



humanity
#menschlichkeitpflegen



teamwork/
#teamgeistpflegen



tradition/
#traditionpflegen

JUMA Campaign – Sample 1



Translation

Being there when it really matters -
#humanitymatters

JUMA Campaign – Sample 2



Translation

You are only young once! (written in a local dialect) -
#homeishere

JUMA Campaign – Sample 3



Translation

Ten Paddles, One Direction - #teamwork matters

Check out the toolkit!

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