

Milano



Narrative change on migration and integration at the municipal level

Oxford Autumn Academy
20th September 2019

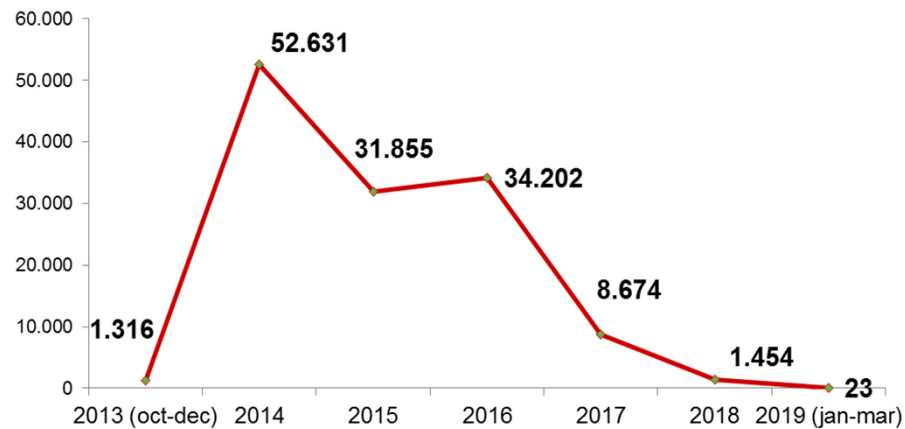
Municipality of Milan

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Social Policies Department



Reception and public opinion



- Since October 2013, Milan has welcomed more than **130,000 asylum-seekers**
- Reception facilities' **impact on neighbourhoods**
- Local administration's tasks: governance of complex dynamics and creation of **conducive conditions** in **public opinion**



Communication levels



Factual communication

- Direct management of reception centres
- Involvement in the integration process at local level

Political communication

Clear message of Milan as welcoming city

Some examples...





20 MAY 2017

“Together Without Walls”

promotion of solidarity
values and positive
narratives in the public
debate around migration.

It included a march joined
by 100,000 people, who
sent a message of support
for refugees and migrants’
reception and inclusion.



Pictures: Corriere della Sera

20 MAY-23 JUNE
2018

A month of public meetings, conferences, cultural events on integration's positive effects on the society, the economy, the cultural debate.

The final event was the "**Ricetta Milano**" lunch in Sempione Park, attended by 8,000 people.



Picture: Corriere della Sera

2 MARCH 2019

More than 200.000 people participated in “**People first**” march – the 3rd yearly event dedicated to inclusiveness and the fight against discrimination, and the most impressive in terms of participation.



Pictures: Today, Il Fatto Quotidiano

FAMILY REUNIFICATION

- **One-stop shop:** facilitating the integration of newly reunited families, and improving the Administration's ability to reach out to families and disseminate information
- **Welcome Guide:** helping all newcomers navigate Milan's service system



الإستقرار



المدارس و دعم الأسرة



التوظيف



المواصلات



الصحة و الدعم الطبي



اللغة الإيطالية



إرشادات و قواعد السكن



الأنشطة الثقافية و الترفيهية



我已到达米兰。 下一步该如何做？

1



在到达的8天内与
Prefettura预约

2



将文件通过邮件
发送至Prefettura

3



参加与Prefettura
的会议，填写表格

4



将文件递交邮局

5



参加警察局的会议



Picture: Consorzio Farsi Prossimo



Pictures: Merits S.r.l

'BELLA MILANO'

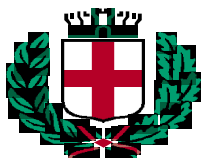
- Fostering the culture of integration
- Communicating a different perception of asylum-seekers to the community
- Experiencing life outside centres
- Establishing positive relationships with the neighbourhood

Lessons learnt

Such experiences as 'Bella Milano' exemplify the importance of:

- taking **responsibility** of the phenomena happening in the city
- activation of **volunteering**, which produces ownership and consensus
- the adaptation of welfare systems to **change**
- **communication** to promote a **change in narratives**

Milano



Thank you