

**Autumn Academy 2019**  
**Narrative change on migration and integration at the municipal level**  
**Lady Margaret Hall, Norham Gardens, Oxford, 18-20 September, 2019**

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The Autumn Academy 2019 is a symposium for senior policy makers, NGO leaders, academic experts and foundations involved in the development, implementation and study of immigration and asylum policies in Europe and North America. Held annually in Oxford (UK), the Autumn Academy provides a precious opportunity, in a private roundtable setting, to share knowledge, expertise and ideas; consider the implications of research evidence and analysis; critique policy and practice options; learn from differing approaches and consider their potential applicability in differing contexts.

In 2019, the Academy will explore the issue of narrative change on migration and integration. Shifting the narrative in terms of better understanding and shaping public opinion on migration emerged as a key theme of the 2018 Autumn Academy (report available [here](#)) and was the number one requested topic from participants for a future academy to cover, with a sense that both the public sector and NGOs lack the tools necessary to link their service delivery to narrative.

This Autumn Academy aims to deliver a space for policy makers, practitioners and researchers to explore this topic with the aim of shifting the agenda forward. Whilst in some countries and sectors, narrative change has become somewhat established as a tool for understanding and facilitating change, it remains an underdeveloped area with policy interventions, particularly at the local level, tending to focus on service delivery, with limited use of segmentation research and other research dedicated to understanding public opinion and the tools to shape effective messages and narratives.

Participants will explore how change can be built at the city level and will bring together participants primarily from the UK, Germany, France, Greece, Italy and the US, with a particular focus on working directly with city officials and politicians themselves. The Academy will draw on research expertise from political science, social policy and migration studies to look at the ways in which understanding and segmenting public opinion can lead to the development of communications strategies and practical interventions which can support cities in their aims. Our hope is that, through discussion and reflection, the symposium will identify general principles on which successful future relationships can be built.

Participants, of whom there will be no more than thirty, will contribute to the agenda as speakers, respondents, and session chairs. We shall be accommodated in an Oxford College, Lady Margaret Hall, and dine together each evening. A guided walking tour of Oxford is arranged to introduce participants to the history of the city.

The symposium is organised by the [Global Exchange on Migration and Diversity](#), the knowledge-exchange arm of the [Centre on Migration, Policy and Society](#) (COMPAS) at the [University of Oxford](#). Funding is provided by [The Social Change Initiative](#), supported by [Atlantic Philanthropies](#), as a programme within its own Migration Learning Exchange initiative.

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## Wednesday 18th September

**Venue: Talbot Hall**, Lady Margaret Hall

From 12:30 Registration and light sandwich lunch  
**The Bear Pit**, Lady Margaret Hall

14:00 Opening session

### **Welcome and opening remarks on the symposium; tour de table**

- **Jacqueline Broadhead**, *Director, Global Exchange on Migration and Diversity, Centre on Migration, Policy and Society, University of Oxford*
- **Anmarie Benedict Pagliano**, *Migration Narrative Executive, Social Change Initiative*

14:30 – 15:30 **Trends and drivers in building narrative change at the local level in Europe and North America**

*Drawing on the background paper to explore recent developments, that have been identified in the research and policy literature and to set these in context for the discussions at the Academy*

- **Jacqueline Broadhead**, *Director, Global Exchange on Migration and Diversity, Centre on Migration, Policy and Society, University of Oxford*
- **Denis Kierans**, *Researcher, Global Exchange on Migration and Diversity and the Migration Observatory, Centre on Migration, Policy and Society, University of Oxford*

Chair: **Anmarie Benedict Pagliano**, *Migration Narrative Executive, Social Change Initiative*

*Discussion*

15:30 – 16:00 Refreshment break and group photo  
**The Bear Pit**, Lady Margaret Hall

16:00 – 17:30 **Keynote address**

- **David Lubell**, *Founder, Welcoming America / Founding Director, Welcoming International Initiative*

Chair: **Jacqueline Broadhead**, *Director, Global Exchange on Migration and Diversity, Centre on Migration, Policy and Society, University of Oxford*

*Discussion*

18:45 – 19:15 Drinks reception  
**The Bear Pit**, Lady Margaret Hall

19:20 Meet at LMH Porter's Lodge, walk to **The Anchor**

19:45 Dinner at **The Anchor**  
**2 Hayfield Road, Oxford, OX2 6TT**

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## Thursday 19th September

7:30 – 9:30 Breakfast  
**Deneke Dining Hall**, Lady Margaret Hall

**Venue: Talbot Hall**, Lady Margaret Hall

9:30 – 11:00 **Understanding Public attitudes towards migration and inclusion at the local level**

*Segmentation research on public attitudes can help cities to better understand public opinion and help to shape narrative responses including through looking at what information is available at local level and how can local policy makers interpret national level data.*

- **Annamarie Benedict Pagliano** *Social Change Initiative on the More in Common segmentation research*
- **Alexander Wolffhardt** *Migration Policy Group / ReSOMA project*
- **Rosie Carter** *Hope not Hate on the National Conversation on Migration*

Chair: **Rob McNeil**, *Deputy Director, and Head of Media and Communications, the Migration Observatory, Centre on Migration, Policy and Society, University of Oxford*

11:00 – 11:30 Refreshment break  
**The Bear Pit**, Lady Margaret Hall

11:30 – 13:00 **Narrative framing and building place-based narratives of inclusion at the local level**

*Narrative framing explores how the learning from segmentation research can be adapted into policy messaging*

- **Aliyyah Ahad** *Associate Policy Analyst, Migration Policy Institute*
- **Sunder Katwala** *Director, British Future*
- **Leila Hadj-Abdou** *Research Fellow, Migration Policy Centre, Robert Schuman Centre for Advanced Studies, European University Institute*

Chair: **Jacqueline Broadhead**, *Director, Global Exchange on Migration and Diversity, Centre on Migration, Policy and Society, University of Oxford*

### *Discussion*

13:00 – 14:00 Buffet Lunch  
**Mary O'Brien Room**

14:00 – 15:30 **Reframing Migration Narratives – Workshop**

*“Changing the weather” in the public debate on migration: ICPA will present their experience and lessons of supporting activists in the development of pilot reframing campaigns reaching to the middle in Germany.*

- **Eóin Young**, *Co-founder and Programme Director, International Centre for Policy Advocacy*

Chair: **Anmarie Benedict Pagliano**, *Migration Narrative Executive, Social Change Initiative*

15:30 – 15:45 Refreshment break  
**The Bear Pit**

15:45 – 17:00 **Bringing in new partners – the potential of employers to have a stronger voice on local inclusion**

*How can other partners contribute to building a local narrative of inclusion – in particular what is the role of business and employers and how can local government facilitate the involvement of local employers?*

- **Kate Brick**, *Director of State and Local Initiatives, New American Economy*
- **Fuad Mahamed**, *Chief Executive Officer, Ashley Community Housing – Rethinking Refugee*

Chair: **Sarah Spencer**, *Director of Strategy and Senior Fellow, Centre on Migration, Policy and Society, University of Oxford*

17:30 – 19:00 Guided walking tour of old Oxford: meet at the **Martyr's Memorial**, Magdalen Street (see map; meet at Porter's Lodge at 17:15 to be taken to the Martyr's Memorial)

19:00 Dinner at **Vincent's Club**  
**1A King Edward St, Oxford, OX1 4HS**

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## Friday 20th September

7:30 – 9:15 Breakfast  
**Deneke Dining Hall**

**Venue: Talbot Hall**, Lady Margaret Hall

9:00 – 11:25 **Learning from municipalities – panel discussion**

- **Warda Belabas**, *Researcher, Erasmus University Rotterdam on contrasting approaches in Rotterdam and Amsterdam*
- **Siân Sanders**, *Operational Manager for Cohesion and Community Engagement, Cardiff Council*
- **Nicola Delvino**, *Senior Researcher, Global Exchange on Migration and Diversity, Centre on Migration, Policy and Society, University of Oxford*

*Discussion*

- **Claus Preißler**, *Representative for Integration and Migration, Department of Democracy and Strategy, City of Mannheim*
- **Cosimo Palazzo**, *Director of Social Emergencies, Rights and Inclusion, City of Milan*
- **Dionysia Lambiri**, *Former ACCMR Coordinator, City of Athens*

Chair: **Sarah Spencer**, *Director of Strategy and Senior Fellow, Centre on Migration, Policy and Society, University of Oxford*

*Discussion*

11:25 – 11:45 Refreshment break  
**The Bear Pit**

11:45 – 12:45 **‘The golden thread’ Linking narrative change to service delivery** - led by **Jacqueline Broadhead**, *Director, Global Exchange on Migration and Diversity, Centre on Migration, Policy and Society, University of Oxford*

Respondent: **Michele Levoy**, *Director, Platform for International Cooperation on Undocumented Migrants (PICUM)*

*Drawing together key themes from the symposium and focusing on potential ways forward – a short presentation followed by discussion to develop proposals, and a closing tour de table*

12:45 – 13:30 Buffet Lunch  
**Mary O’Brien Room**

13:45 **Departure from Oxford:** Transport provided to Heathrow Airport, including one stop at Oxford Rail Station.