



# CIVITATES

## For a new migration narrative in Italy

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# Our starting point

## Attitudes towards national identity, immigration and refugees in Italy (Autumn 2017)

- Significant rate of functional illiteracy (28%)
- Italy attracts foreign low-skilled human capital
- "Technical" economic recovery, not perceived in everyday life
- Social climate of uncertainty, lack of trust in institutions
- Attack to NGOs
- Immigration measures tightened



# Attitudes towards national identity, immigration and refugees in Italy: the results

- Deep distrust of the elite
- Safety concerns
- Strong aversion to the migratory phenomenon
- Catholic legacy towards migrants and refugees

# The segmentation in Italy



# Reframing The Narrative

## Our goal

To develop a new positive narrative on migration, interconnected with the current political, cultural and social context in Italy by **changing narratives and narrators**.

How?

1. Developing and deploying new narratives around participation, diversity, common values and share mission to rebuild the country.
2. Connecting people and civil society organisations - both locally and nationally - through meetings, training, events, campaigns and joint initiatives.

# Civitates

## The change we foresee (multilevel and multi-sectoral)

- To involve part of the "uncertain middle" to build positive narratives based on feasible solutions and positive messages.
- To involve civil society organisations willing to collaborate in strategic communication initiatives.
- To increase the involvement of those influencers who are better positioned to reach the "uncertain middle" and the mainstream media (TV, radio and newspapers).
- To support new initiatives, leaders and platforms for citizen participation that will emerge at local and national level to support and amplify other narratives and unheard or under-represented voices.
- To collaborate with local and national policy-makers to make them more aware of the need to include a new narrative in the decision-making process.



## The key importance of the local

*"Also in Raissa, city of sadness, there runs an invisible thread that binds one living being to another for a moment, then unravels, then is stretched again between moving points as it draws new and rapid patterns so that at every second the unhappy city contains a happy city unaware of its own existence."*

Italo Calvino, «Invisible Cities»

# Civitates

## The key importance of the local: the European Elections and the analysis of the results in border cities (2019)

*"We like this model (the Riace model), everyone likes it, all over Italy and all over Europe, except for the people of Riace. And we didn't realize it."*

Mattia Feltri, La Stampa

European Elections (2019): in those places where communities have been most exposed to migration, the anti-migrant narrative triumphed.

→ Also true for those places indicated as "reception models" (e.g. Riace, Lampedusa).



# Civitates

## The key importance of the local: the dialogue with the communities

*"The migration problem is on the ground, not at sea."*

Goffredo Buccini, Corriere della Sera

In those cities identified as "reception models" there has been a lack of dialogue with citizens and communities.

→ Our challenge: to bring Civitates to these places where dialogue has been interrupted, stimulating it.

→ The goal: to involve communities in the elaboration of a new positive narrative that has solid bases, rooted in reality.

# The project

## From the local...

→ Choice of cities and mapping work

→ Workshops and trainings that include:

*a) Open conversations about what happened in the place in terms of migration*

*b) Identification of good and bad practices*

*c) Tools to redefine the communicative model starting from concrete proposals that can arise from dialogue between institutions and those working in the reception sector. This, to identify solutions and welfare models that are beneficial for all*



# The project

## ...to the national

1. Sharing good (and bad!) practices
  - OFFLINE: national conversations
  - ONLINE: creation of a network (participants in local meetings and workshops)
2. Elaboration of new messages for local and national campaigns, adapting the tools of "strategic communication" to the Italian context

## The team: CILD

Founded in 2014, the Italian Coalition for Civil Liberties and Rights (CILD) is a network of civil society organizations working to defend and promote the rights and freedoms of all, combining advocacy, public campaigns and legal action.

Our main areas of work are asylum and international protection, migration, right of access and transparency, equality and anti-discrimination, justice and civil liberties in the digital age.

**39**  
members

## The Team: OBC Transeuropa

OBC Transeuropa is a think tank focused on South-East Europe, Turkey and the Caucasus which was launched in the year 2000.

Born to provide a forum for knowledge-sharing and dialogue among civil society organizations working for the EU integration of SEE, OBC Transeuropa is committed to strengthening the European project by supporting transnational relations and exploring issues which are crucial for the EU democracy.

To achieve its mission, OBC Transeuropa developed a multi-sectoral participatory strategy that combines online journalism, research, training, knowledge dissemination and policy advice. OBC Transeuropa is crossmedia, multi-lingual and transnational so as to stimulate bottom-up exchanges at the European level.



## The team: RIPARTE IL FUTURO

Together with a community of more than a million supporters, who participate in online and offline activities, Riparte il Futuro has been committed since 2013 to petitioning decision-makers for the legislative change needed to prevent and combat corruption.



In addition, RIF is also responsible for raising public awareness on a daily basis and for training and educating citizens on how to combat corruption.



# The team: YOU



*“It is pointless trying to decide whether Zenobia is to be classified among happy cities or among the unhappy. It makes no sense to divide cities into these two species, but rather into another two: those that through the years and the changes continue to give their form to desires, and those in which desires either erase the city or are erased by it.”*

Italo Calvino, «Invisible Cities»



# Thank you for your attention.

Let's keep in touch! Send us an email:

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