

“CHANGING THE WEATHER” ON MIGRATION IN GERMANY

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Stand up for migrants – Confronting hate in our societies and reshaping narratives on migration

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UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

New Migration Narratives Project (narrativechange.org)

Reframe the Debate! New Migration Narratives for Constructive Dialogue (2017-2019)



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!*



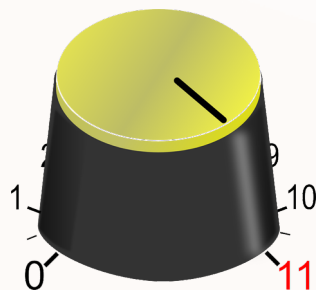
Goals for narrative change

Many people are
misinformed and don't
know what the
facts show



This person thinks
that I'm stupid.
I understand what he's
saying - I just don't
agree with it

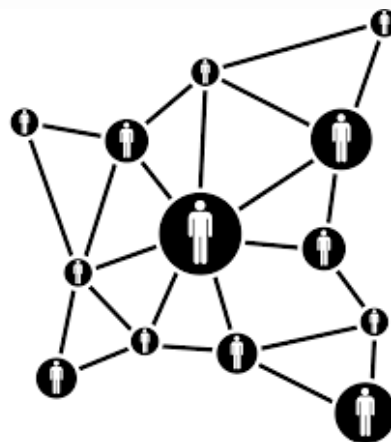
1. Open rather than close dialogue



2. Turn down the anxiety



3. Introduce positive narratives

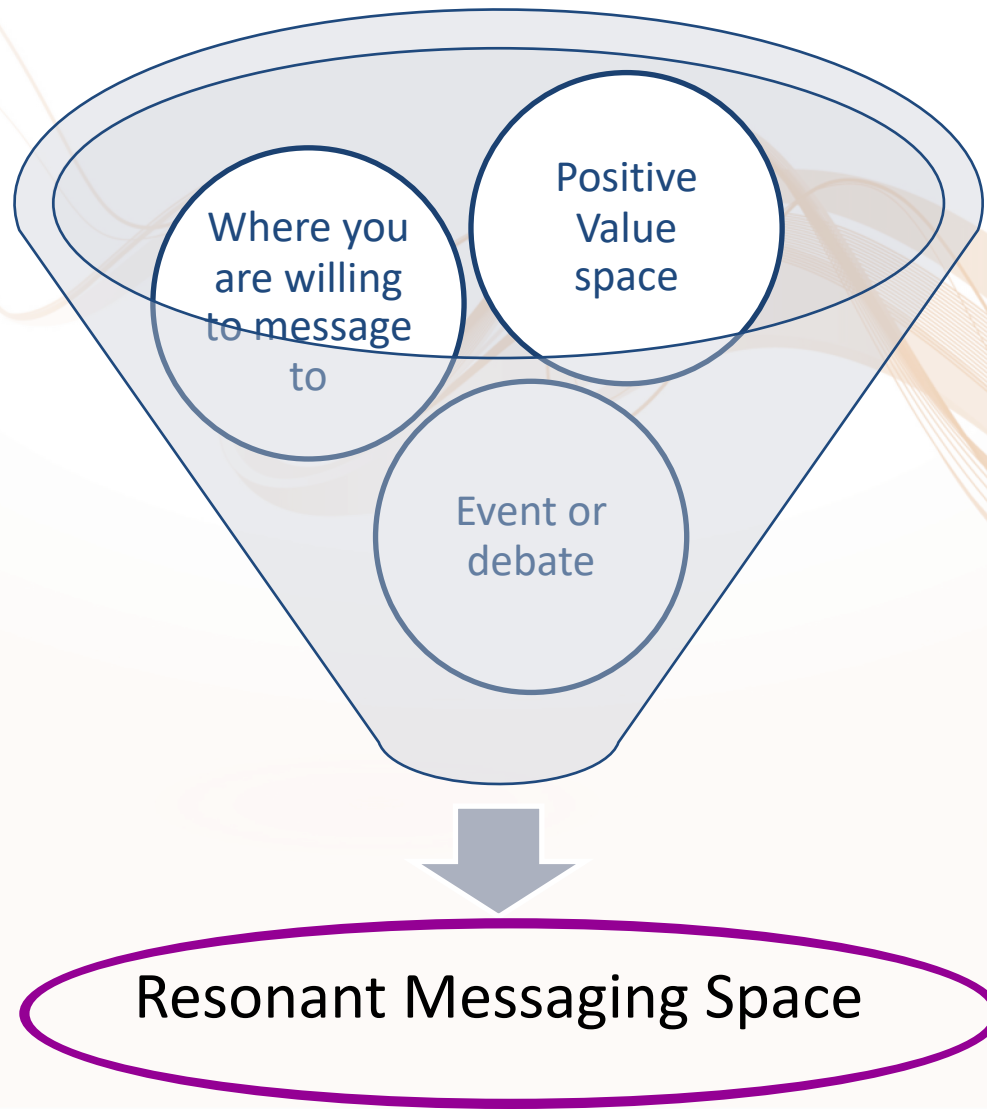


4. Connect and unite on values



5. Long term: reset social norms

How to define your messaging space



Example Campaign – Value Appeal/Overlap



Nature



Youth/Future



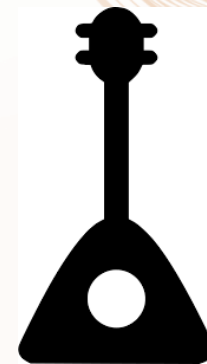
Community/
contribution



humanity



teamwork



tradition

Example 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 the different people living in Germany.
- We're not just living together – this is what makes Germany and we should celebrate these connections.
- Show, not tell – demonstrating rather than discussing diversity
- Introduce protagonists (images) and tell their stories (videos) – real people from different backgrounds who believe in Islam and have their roots in Germany

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