SMART PRACTICES IN REFRAMING MIGRATION & INCLUSION NARRATIVES

KEY INSIGHTS FOR IOM NY MIGRATION SERIES BRIEFING –
COMBATING XENOPHOBIA & PROMOTING INTEGRATION

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Session 1 – Combating Xenophobia

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International Centre for Policy Advocacy

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

• Since 2012, International Berlin-based NGO, but working in field since 2002 (Open Society Foundations)

• Expertise in policy, process and pedagogy

• Working wide & deep with researchers, NGOs, & government sectors

• Support others to develop capacity & conduct campaigns (not advocates for hire)

• Minority inclusion - Roma Initiatives and At Home in Europe (OSF)
What I'll cover

1. Lessons from liberal - what’s not really working
2. Frames as identity stories & agenda setters
3. Reframing to open the debate
4. Resistance to reframing approaches
5. ICPA Reframing Migration Narratives project
Lessons - More a lecture than a conversation

Migration may be good for your economy. The economy’s not working so well for me.

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.

Unfortunately there’s a lot of prejudice underpinning this debate.

He thinks I’m racist. Or being duped by someone who’s racist.

British Future (2014),
How to talk about Immigration
Frames as identity stories & agenda setters

- Populists link legitimate concerns to anti-immigrant rhetoric

- Stories we tell ourselves to explain the complicated world, but also socialised stories

- People are frame-driven - Strong attempts to change can even ‘backfire’

- Dominant media frames/narratives are the space to make good (“acceptable”) policy
Why frames matter? – Strong Negative Frame

• Invasion, security, even identity threats

• Natural disaster metaphors – waves, tsunamis, swarms, avalanches

• Crisis/chaos pictures
Why frames matter? – A more positive frame

- Welkommeskultur/Refugees
  Welcome

- humanitarianism, compassion, duty, inclusion, workforce for the future
Frames as identity stories & agenda setters

- Populists link legitimate concerns to anti-immigrant rhetoric
- Stories we tell ourselves to explain the complicated world, but also socialised stories
- People are frame-driven - Strong attempts to change can even ‘backfire’
- Dominant media frames/narratives are the space to make good (“acceptable”) policy
Acknowledging legitimate concerns
Ways in / Reframing

Institute of Public Policy Research (2014), A fair deal on migration for the UK

- Find overlapping concerns
- Targeting the anxious/mushy middle
- Put another story on the table to open out the debate

**Welcoming America**

Moving is normal

The dignity of Work

Citizenship & Patriotism
Resistance to reframing

- It’s a weak response and we have a moral obligation
  - But this is sequencing, not selling out

- This is fancy PR, wordsmithing
  - No, its a chance to structure the debate

- If only they understood…
  - Be smart about the emotional realities
# ICPA Toolkit

## Reframing Migration Narratives Tool Kit – End 2016

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<td>Narrative Map of the Migration &amp; Inclusion Debate in the UK &amp; Germany based on Social Media Analysis</td>
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<td>Cases of reframing campaigns from UK and Germany</td>
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<td>Short Videos on why frames matter in the debate</td>
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## Plans to scale up - 2017

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<td>Workshop for Spokespeople &amp; Campaigners</td>
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<td>Convene practitioners to add more depth &amp; cases</td>
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<td>Expand the toolkit to other countries</td>
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Well established & applied

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