"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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New Migration Narratives Project (narrativechange.org)


**Pedagogical Tools**
Toolkit & workshops

**Narrative Change Lab**
Supporting reframing campaigns

**Outreach**
to German & international networks

Funded by

[Logo: Federal Ministry for Family Affairs, Senior Citizens, Women and Youth]

as part of the federal programme

[Logo: Demokratie leben!]

[Logo: SCI Social Change Initiative]
Goals for narrative change

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

- Where you are willing to message to
- Positive Value space
- Event or debate

Resonant 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