EU DEAR projects: Migration

Report on the Online Hub for EU DEAR projects, 10th September 2020

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DEAR
DEVELOPMENT EDUCATION AND AWARENESS RAISING

Purpose and participants

- Purpose:
  - To exchange and suggest good practices and tools relevant to DEAR activities on Migration;
  - To revisit issues and suggestions raised at the [Migration Webinar](#) on NGOs, LAs and other actors' work with the Media in helping EU citizens understand complex issues around Migration and counteracting negative narratives

- Participants:

  - 24 Project Managers or representatives of 11 DEAR projects: '[Media, Minorities and Migration](#)'; '[Start the Change](#)'; '[MIND](#)'; '[Snapshots from the border](#)'; '[InterCap](#)'; '[SDGs and Migration](#)'; '[CULPEER](#)'; '[Recognize & Change](#)'; '[Frame, Voice, Report](#)'; '[I Am European](#)'; '[Climate of Change](#)'.
  - 5 DG DEVCO B1 DEAR managers & staff members / 4 DST members

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DEAR
DEVELOPMENT EDUCATION
AND AWARENESS RAISING

9th Sept Webinar by Myria Georgiou
Key points (1)

'The problem':

- *Mainstream media (r.t. social media) continue to set most of the agenda for public and political discourse*, but often misrepresent or give partial views on the issue:
  - Not necessarily deliberately (although that too happens), but often as a result of a fast moving news agenda that does not allow for careful fact-checking and putting information in context.

- *The result is that reporting about migration is usually negative*, with
  - Stereotyping ('they all come here', 'they take our jobs', 'they are dangerous', etc, etc.), and
  - Migrant voices being silent

- *Leading to a portrayal of migrants as 'not like us':*
  - Which in turn undermines human rights and social justice principles - and practices.
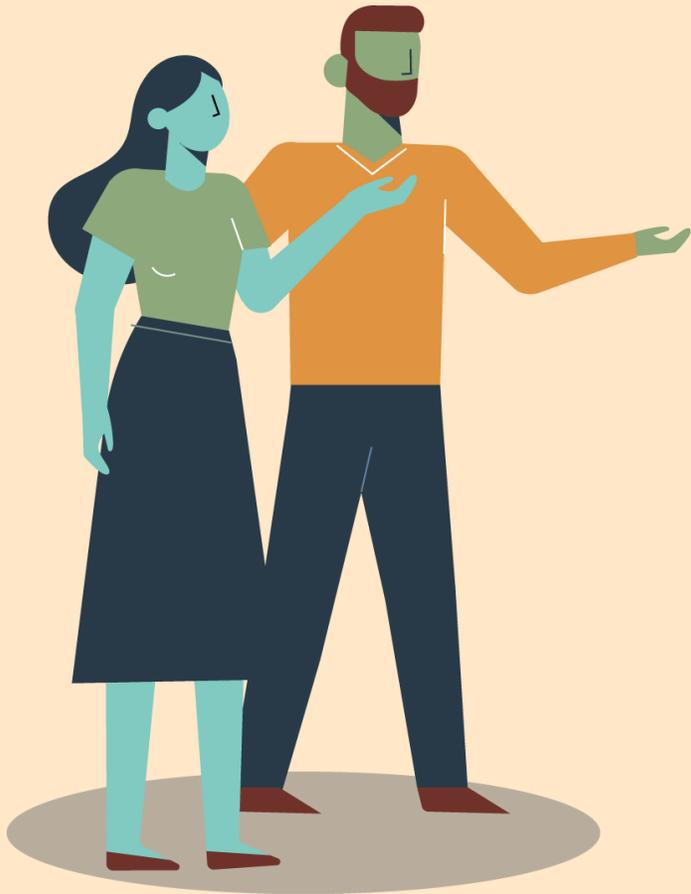
9th Sept Webinar by Myria Georgiou
Key points (2)

Counteracting mis- and dis-information through:

- *Media literacy*: the resources, approaches and techniques that allow for sharing of knowledge and experiences involving
    - Different publics in co-creating a different, more complete narrative
    - Exchanges with media institutions and outlets
    - Lobbying of policy makers

- *Awareness raising*: involving
    - Real people (incl. migrants and 'the public') and how they perceive the existing mis- and disinformation

- *Vision* - a shared notion/vision for an inclusive society that addresses the challenges and opportunities of COVID-19 and existing inequalities): making use of and involving:
    - Virtual communities that have flourished as a result of the pandemic,
    - Migrants own virtual networks,
    - The voices of those affected by migration (migrants and the public alike)

And placing the migration issue in a broader, development, context.

Hub participant main summary from the Webinar:

- Absence of migrant voices in discussions about migration
  > DEAR gives an opportunity to have those voices heard, counteracting the 'non-existence' of migrants as people with families, hopes, dreams and problems

- Sympathetic reporting on migrants can be harmful!
  > It can present the migrants as 'needing our help' and not as actors for development in their own right

- Issues are complex and not easily captured in summary reporting

- Migrants can act in DEAR projects
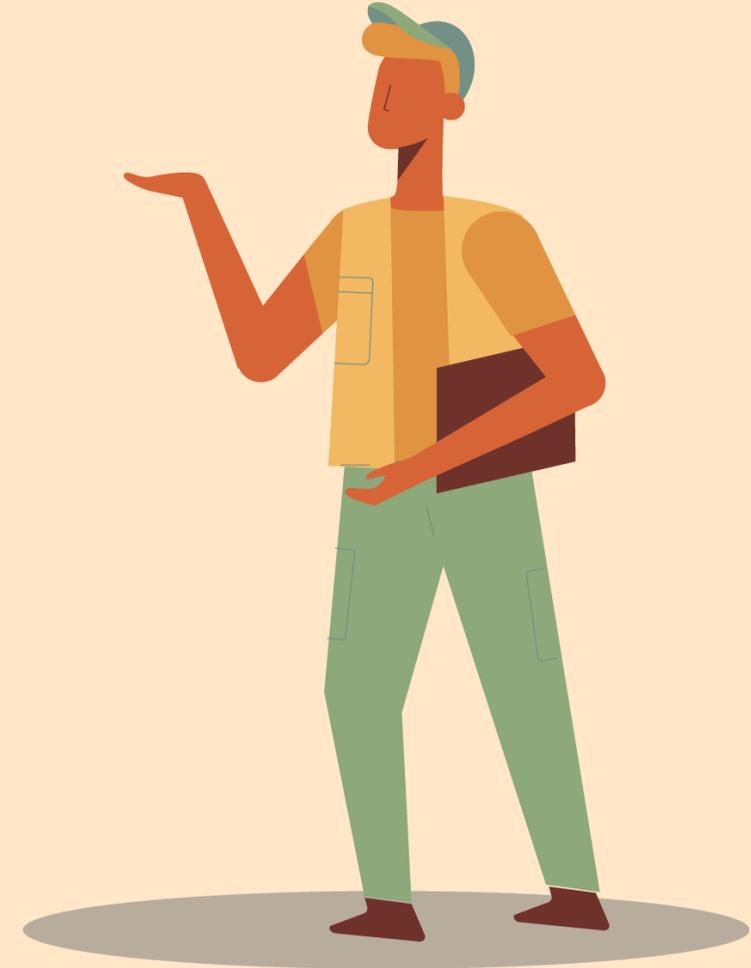
Why is the Migration theme relevant to DEAR?
Why can DEAR be relevant to Migration issues?

...Because DEAR can make a difference by showing positive attitudes to migrants and the possibilities that migration offers for host (and sending) communities

...Migration affects our (European) world and identities, and migration related DEAR activities offer opportunities to counteract oversimplified information

...DEAR activities can counteract negative narratives and misinformation: for example, migrants and asylum seekers are far fewer than perceived across the EU: asylum seekers/refugees representing less than 1 per 1000 EU residents

"...And if 1000 of us cannot help 1 migrant/refugee person, this is a shame" Anne-Marie Vermunt

Challenges experienced by projects in dealing with Migration issues

A few of the challenges

- **Loss of message or focus** Gap between approaches proposed by partners or subgrantees and the reality of how they dealt with Migration: eg. in a project with municipalities, diversity and not migration took over the discourse;
- **COVID-19 cancelations of events of actions** For projects in the final phase of implementation it was difficult to conclude activities. New projects had to build upon an uncertain scenario for the next couple of years;
- **COVID-19 pushed all activities online:** Missing the informal aspect of a face to face meeting - eg. It was not possible to step into the hallway with decision-makers; and not all countries/stakeholders have good wifi/digital faculties
- **Very different contexts and adaptations** In many different countries there are many different migration laws and attitudes/perceptions regarding migration

Solutions tried out by projects addressing issues of Migration

Solutions for such challenges?
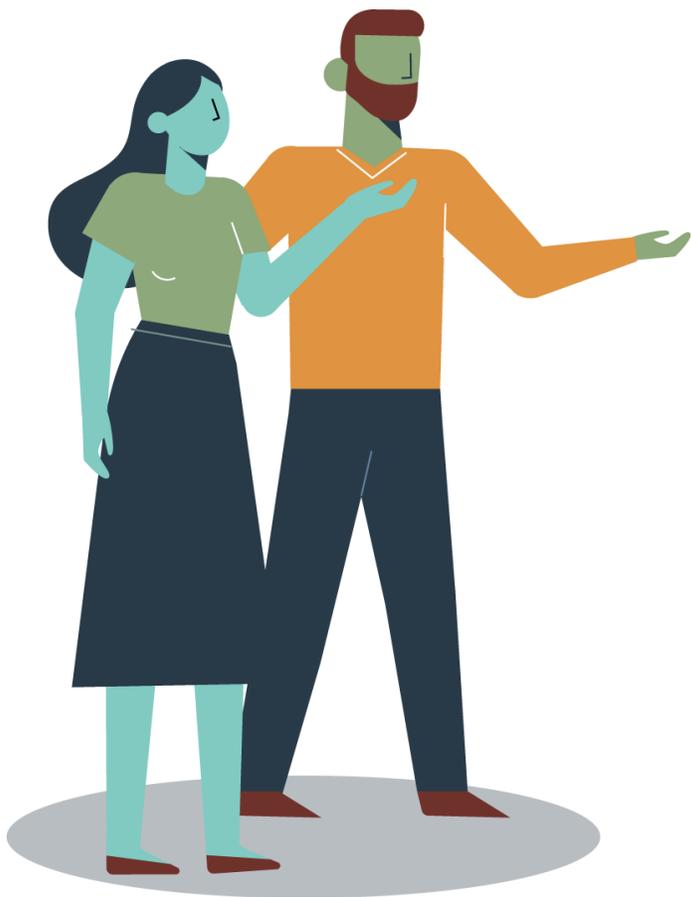
- **Loss of message or focus**: monitor and mentor partners/subgrantees; relaunch calls for sub-grantees if needed; communication capacity building.
- **COVID-19 cancelations of events/actions**: more people attended; creative events seated decision-makers and journalists with refugees for the first time;
- **COVID-19 pushes everyone to go online**: lower carbon footprint and do more lectures, speeches and workshops; (but extensions of contracts and flexibility helped projects - as well as good internet connection in EU...
- **Very different contexts and adaptations**: adapt the approaches to the realities, change channels and focus messages

And what else worked well? (1)

Building and keeping a community:
- Get involved in local meetings, actions with different stakeholders (LA, schools, CSOs)
- Regular communication: once you have your community, stay in touch!

Build also a strong partnership:
- Organising communication & exchange to motivate all sides, showing people care about the project Fine tuning objectives and actions - clarifying terminology and shared goals
- Regular meetings; Follow-up with partners/tasks; Discuss also in informal spaces; Annual meetings with partners/staff/young people involved in project;
- Platform for regular communication between partners doing similar activities
- Materials that represent the project as a whole - focus on the thematic
- Promote capacity building for/between partners (trainings, materials, good practices)

Experimenting!
- Do not be afraid to try new things, actions, approaches: eg. bring on the field-trip for journalists also students of journalism (they will stay with the topic forever), journalists with minority&migration background (very important addition to the whole project!) but also not obvious choices (journalist of fashion magazines or youtubers).
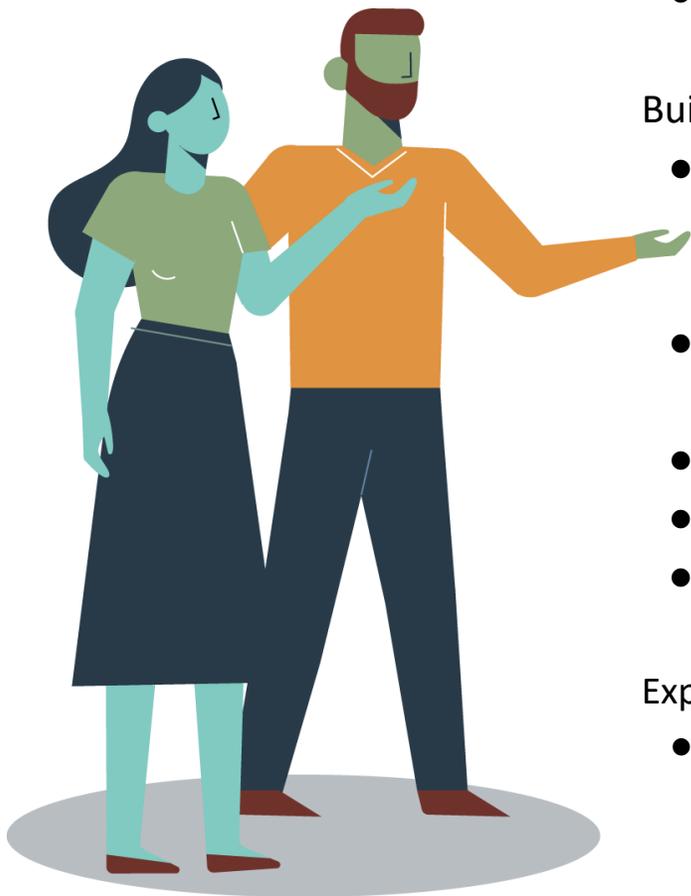
And what else worked well? (2)

Campaign with broad focus
- Find a frame/topic that migration can easily be connected to but that does not "shout" only migration - do not lose focus but be creative
- Express migration seen as normal, it is part of your life

Foster collaboration between journalism and small CSOs
- Small CSOs may not have communication staff but they have so much to say!
- Organisations very active locally, they are able to reach and engage target group and general public.

Keep resources available
- Resources developed through the project should be kept available for target groups online in a clear and accessible way, even well after the project ends - be generous and sustainable

Evidence-based advocacy and campaigning
- Power of evidence based approach in advocacy and campaign, thanks to research on the ground, partnerships with academia and daring to engage in action-research
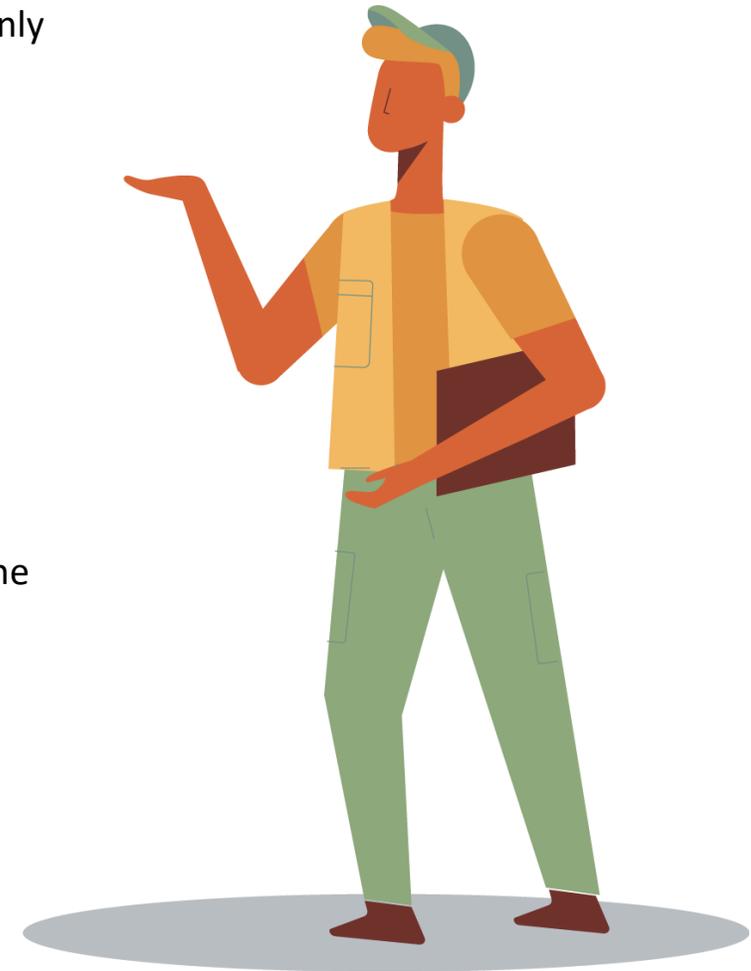
And what else worked well? (3)

The relevance of trainings
- Organise trainings for CSOs that can be immediately applied e.g. guerrilla marketing actions
- Organise trainings for journalists and engage them: with stories, information to give journalists get the big picture, to understand migration from a global point of view, not only "our" borders
- Training packages: e-learning platform accessible to all (interactive presentations, resources)

Defining clear outputs/framework
- Identify framework first, actions second
- Helps shape project direction when there are varied target groups within project
- Allows freedom of action: e.g. local activities are part of a wider European festival

Being organised
- Have a clear structure, delegating actions to activity leaders with clearly defined responsibilities. Specialist meetings to divide up responsibilities. Working groups etc.
- Online tools for the whole management
- Allow country focus w/2 extra partners supporting the consortium - coherency
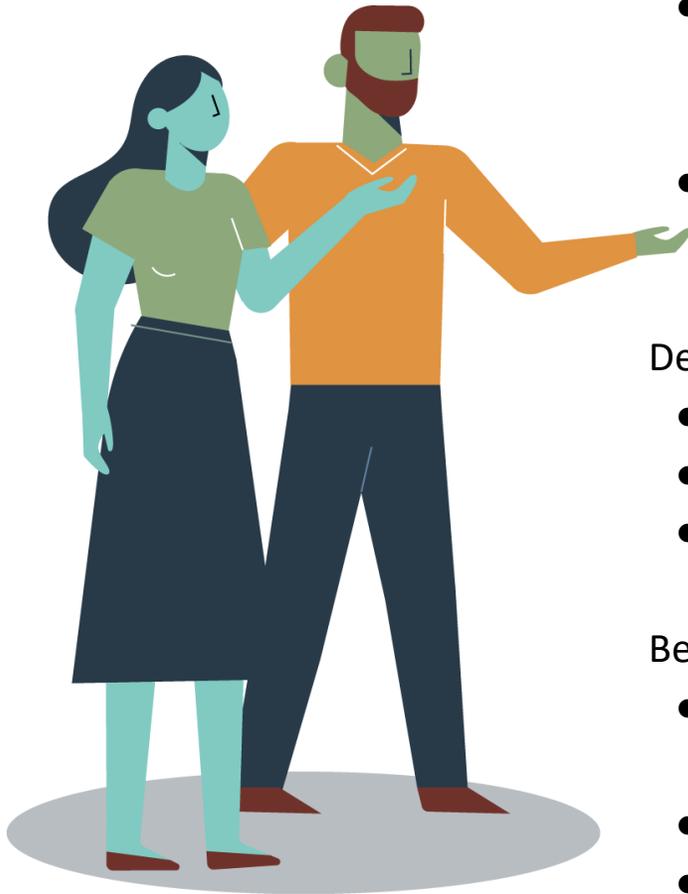
And what else worked well? (4)

Research audience and messages
- Do Research and public testing to customise messaging Eg. a survey
- Choose and debate methodology to engage youth to train them on how to develop a critical understanding of complex issues and argue about such topic

Let migrants speak
- actively involving migrants and not merely convey their voices
- sitting refugees with decision-makers at the same online event
- make small assemblies of people with diverse backgrounds and different personal experiences towards the topic migration

Use creativity, art and different tools to engage diverse audiences
- Storytelling and direct testimonies; Performative arts; Food or Music festivals!
- Creative activities implemented at schools: creating mural paintings with different artists and students; art contest; using the origin and input of migrants into music styles, food etc.
- Free video resources Eg. Migration Matters has over 120 short videos on YouTube
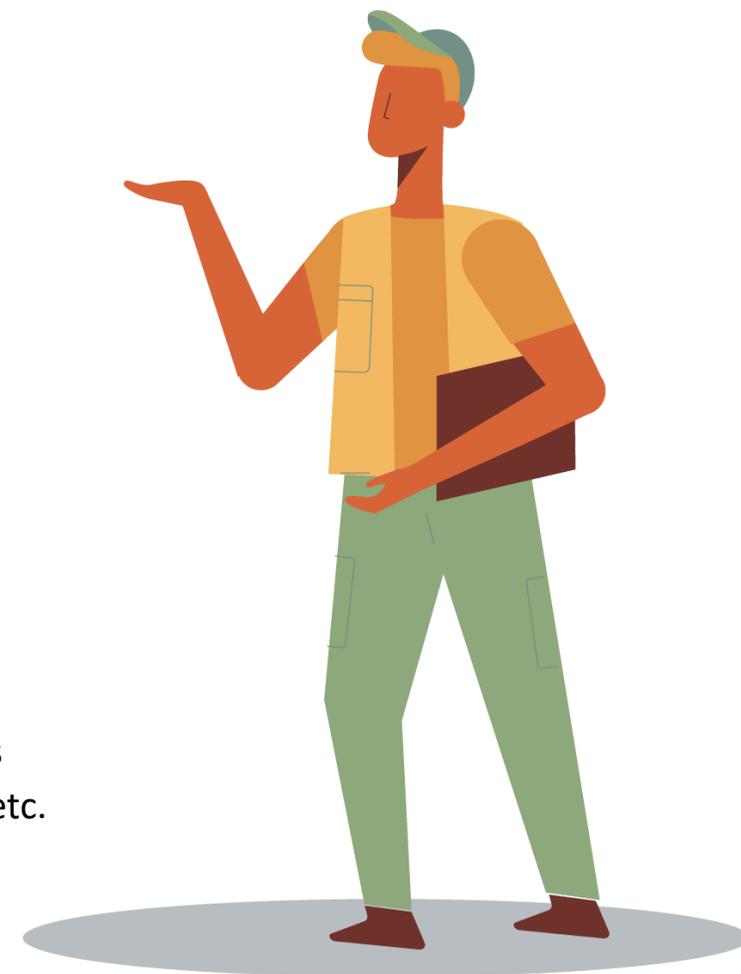
Specific recommendations for new projects

Our best tips …

- Do your research: * into your target groups, * messages, * 'migration'
- Arrange 'discussions' (event, action) with audiences based on research
- Involve migrant communities in the planning and implementation
- Work with the media: not only journalists but also the editors
- and the publishers
- Be efficient with social media - inevitable w/ young people
- Bring together people who can each give a local – national –
  and global perspective
- Embed your work in the local community: i.e. relate it to that community's
  priorities and interests
- Produce something that lives on beyond the project
- Develop an overall plan and objectives but give national and local opportunities
  and encouragement for adaptation
- Involve new audiences outside the 'already engaged' through creative actions

Feedback from participants on the Migration Hub

Extent to which participant expectations were met	8.8
Extent to which Hub objectives were met	8.4
Relevance of the Hub to participant's work	8.9
Appropriateness of Hub methodologies	9.3
Value of European Commission staff participation	9.0
Quality of technical support and tools provided	8.7
Quality of facilitation provided by the DST	9.0
Overall success of the Hub	8.7

Scores out of 10 maximum.

Respondents also made various written observations and suggestions which will be taken into account in the development of future Hubs.

Annex1. Padlet notes

DEAR Support Team

Migration Hub_breakout rooms padlet

SANDRA OLIVEIRA SEP 09, 2020 04:19PM

In addressing issues of Migration: what in your project has worked well (and why)?

Local stories

Share personal testimonies -> the social and community network will extend the reach organically

Materials for schools & real encounters/direct dialogue

_Providing ready made and flexible material for teachers
_ Offer short classes held by migrants themselves: encounter as main tool against stereotypes
_Common works made together by young people and migrants

People's assemblies

Create a movement to highlight marginalised voices and ensure 'no one is left behind' in policy making at all levels, from local to global.

People's Assembly

PeoplesAssembly2020 See also: Template - Charter of Demands 2020 People's Assemblies Template - Press release for 2020 People's Assemblies Watch this space for information on the 2020 People's Assemblies!

GCAP

Open (flexible) campaign

When working with many partners, in different countries and using social media: have an open campaign to provide frame but allow messages customisation so it fits to context.

Support for peer to peer communication: real teachers/students talk to teachers/students

_Harvesting existing (do not reinvent the wheel) & creating good materials for support of peers;
_Basic but quality information on migration, adaptable learning materials, support for action (student's projects) and interactive game for youngsters eg. www.getupandgoals.eu and
https://www.startthechange.eu/

Tender research to get evidence and quality material

Eg. We launched a tender to conduct a survey on the perception of the interlinkages among climate change/migration/economic model among youth in 23 EU countries, which will feed advocacy and campaigning. (Climate of Change)
_ Eg. Reviewed planned field researches in 4 Southern countries, started desk research including remote interviews with stakeholders, also to feed campaigning and advocacy. Desk research will also provide orientations for the case studies once global situation allows. (CoC)

Field trips

_Well prepared field-trips for well selected journalists
_Other activities of the program supported the trips: contacts with editors & publishers, well done online course before, building strong network between journalists

and do not force journalists, allow their view? — **SANDRA OLIVEIRA**

Allow CSOs the opportunity to experiment new comm/GCE activities

Along with more "traditional" products, we also had 360° videos, educational escape rooms, a song, cooking contests, life-size replica of a board game...
_online platform can work well, if adequate to target

Research & publications that last beyond the project's life

Building consensus: on programme design, social media campaigns and action for project targets

From such successful actions, tools or approaches, what would you recommend to other DEAR projects?

Research audience&messages

_eg. Research and public testing - getting to know your target group helps you customise messaging

_Eg. Carry out a survey or research to get to know your audience

_eg. Choose and debate methodology to engage youth to train them on how to develop a critical understanding of complex issues and argue about them (CoC)

Use creativity and art

Eg. Storytelling& direct testimonies;

Eg. Performative arts to engage different audiences

Eg. Engaging a wide variety of audiences with a variety of approaches (Climate of Change)

Eg. creative activities implemented at schools/classes: creating mural paintings with different artists and group of students

Eg. art contest for young people about the topic migration

Eg. using the origin and input of migrants into music styles

Defining clear outputs/framework

- Identify framework first, actions second
- Helps shape project direction when there are varied target groups within project
- This allows for freedom of action: e.g. local activities (designed by local partners) are part of a wider European festival (BR4)

Teaching partners how to become a good partner — ANONYMOUS

Being organised

_Have a clear structure, delegating actions to activity leaders with clearly defined responsibilities. Specialist meetings to divide up responsibilities

_ Online tools for the whole management

__Allow every country has its own focus, and 2 extra partners who support the consortium - we stay coherent this way (BR4)

Evidence-based advocacy and campaigning

_Power of evidence based approach in advocacy and campaign, thanks to research on the ground (Climate of Change)

Capacity building for partners

Kick off the project checking where each partner stands with respect to the knowledge/experience with planned activities and offer capacity building when needed

Free video resources

- Migration Matters has over 120 short (1-7 min long) videos on migration, refugees, diversity on YouTube (http://bit.ly/MigrMattersYT)
Primarily in English but many of them are translated into a variety of other European languages and also Arabic, Turkish, etc. Can be used for free for any non-commercial purposes, videos can be embedded from YouTube (for instance onto websites/blog posts) but we can also send you native files for offline workshops (contact Sophia at sophia.burton@migrationmatters.me)
Other example: videos and webdoc at https://www.migrated.eu/ and http://migratedwebplatform.eu/

Let migrants speak

_actively involving migrants
and not merely convey their voices (Climate of Change)
_sitting refugees with decision-makers at the same online event (Media, Migration and Minorities)

Small assemblies of people with diverse backgrounds and different personal experiences towards the topic migration

The relevance of trainings

- Organise trainings for CSOs that can be immediately applied in the activities they are working on - we had great feedbacks and results on this, e.g. a CSO organise a guerrilla marketing action to promote its project
- Organise trainings also for journalists and engage them: it is fundamental that journalists are able to see the big picture, to understand migration from a global point of view, not only focusing on "our" borders. CSOs can become a good reference to collect stories, information, ...
_Training package (BR4): e-learning platform accessible to all (OER); includes interactive presentations for target group teachers; resource /template for other partners

Build strong partnership -organise comm & exchange

Motivates all sides, shows people care about the project - and fine tunes objectives and actions - with:
- Understanding of the terminology and clarifying the shared goals - focus on the thematic
- Regular meetings; Follow-up with partners/tasks; Discuss also in informal spaces; Annual meetings with partners/staff/young people involved in project (BR4);
_ Provide a platform for regular exchange between partners doing similar activities, learning a lot from each other

_Materials that represent the project as a whole (BR4)
_promote exchanges between partners (trainings, materials, exchange best practices)

Keep resources available

Resources developed through the project should be kept available for target groups online in a clear and accessible way, even well after the project ends.

Experimenting

For example: bring on the field-trip for journalists also young students of journalism (they will stay with the topic forever), journalists with minority and migration background (very important addition to the whole project!), not obvious choices (journalist of fashion magazines or youtubers).

Campaigning with broad focus

_Be creative - eg. don't make a social media campaign directly focused on migration as main topic. Find a frame/topic that migration can easily be connected to but that does not "shout" only migration
_Migration seen as normal, it is part of your life

To support local network among different stakeholders (local authorities, CSOs, schools, etc)

Foster collaboration between journalism and small-medium CSOs

Small-medium CSOs usually do not have communication-dedicated staff but they have so much to say! As organisations very active locally, they are able to reach and engage target group and general public.

Build and keep a community

_Getting involved in local meetings and actions. Post cover that might be online
_Regular communication: once you have your community, stay in touch!