

20 Key persuasive messages which can change public opinion and roadmap for the future use of these messages



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Table of content

Introduction	1
Key Messages.....	3
1. Recognise the contribution of migrants	3
1.1. Migrants are Us.....	3
1.2. Migrants already support European values	3
1.3. Migrants deliver jobs and skills	4
1.4. Welfare state and social rights are enriched by the presence of migrant workers	4
2. Hear migrants' voices	5
2.1. Seek out migrant stories.....	5
2.2. Create safe institutional spaces to listen to migrants.....	5
2.3. Mainstream migrants	5
3. Ensure migrants the right to participate on equal terms.....	6
3.1. Sustainable urban living as a common ground for locals and migrants.....	6
3.2. Value migrant skills, work and other contributions to society.....	6
3.3. Enable migrant economic participation.....	6
3.4. Avoid top down programs and put migrants in charge of migration policies	6
4. Make Europe welcoming to migrants	7
4.1. Migrants welcome!.....	7
4.2. Protect migrants from racist abuse	7
4.3. Develop and offer skills and learning opportunities for migrants	7
4.4. Remove red tape for migrants	7
4.5. Increase housing stock for migrants.....	8
4.6. Support inclusive sport.....	8
5. We need a new debate about migration policy.....	9
5.1. Migration policies need to change Government policies	9
5.2. Migrants should decide migration policy.....	9
5.3. Reform EU border policy.....	9
5.4. Challenging inaccurate data.....	10
Roadmap	11
Annex	12

Introduction

MAX project aim is to improve public opinion, image, narrative, attitude, prejudices, local interests, towards migrants. Storytelling, creation of positive messages for the media and dialogic encounters between locals and newcomers are the key figures of the project. The project draws on a wide variety of local first-hand experiences of migrants and their host communities, from contrasting regions of the EU, northern industrial-commercial-service-agriculture, southern rural and central-eastern European.

The selection of the best practices to identify the 20 key messages took place on the basis of the objectives identified and described by the project:

- to contribute to a change of mentality in the European society towards migrants
- to identify possible path to maximize the communication about the concrete value added deriving from third country nationals to the EU
- to implement a key tool to share best practices among European countries where, frequently, third country nationals are perceived "diverse" or "different".

The collection of these key messages is the result of the first year of MAX project meetings, presentations and wider discussions among the Partners organizations in the member states involved in the project. This began with country reports that highlighted the key issues concerning the economic social and cultural factors influencing migrant integration across Europe. These country reports were synthesised into four thematic reports, with the fourth addressing public opinion. In addition, partners proposed examples of good practice that demonstrated how migrants had contributed across a wide range of areas of life and collated personal stories that highlighted the human experience behind these stories.

We have synthesised these messages around five main themes to help focus the arguments. Each of these five themes are based on building block components, each of which is illustrated by specific examples from the partner organisations and thematic reports integrated with IDEA experts' practices. The five themes are therefore common to all the countries and are illustrated by the building blocks. The indexed case studies give the stories immediate context and a human dimension. All the case studies have been collected by MAX partners in the 12 countries involved in the project. They have been extensively shown in the report n. D 2.4 "50 success stories of migrants (individual or group) who have achieved significant things and are making outstanding contributions" submitted on the EC portal on the 31st of January 2020.

The methodology used for the collection of the stories was designed to capture examples of good practices across the many migrant experiences in Europe. We found several outstanding illustrations of areas in which migrants were supporting European values, creating jobs, supporting social inclusion and generally contributing to the very fabric of European integration. In short, it was not very difficult to find illustrations of positive migrant impact across the partner countries once we took the time to look for them.

We hope this first work could inspire others to seek out similar stories by taking up the challenges of the main themes, exploring illustrative examples of migrant contributions and linking these to the lived experiences of migrants in Europe.

Key Messages

The key messages differentiated by five groupings are listed below. These main messages and sub-messages are stated in bold, further explained, and elaborated for the reader's convenience in the subsequent text.

1. Recognise the contribution of migrants

The very idea of Europe is based on the free movement of peoples across country borders. Article 2 of the Lisbon Treaty states: **“The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities.** These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail.” Europe's strength in diversity depends on migration as a reinvigorating, challenging and improving force in its own society.

1.1. Migrants are Us

Migrants are an important group of European citizens who contribute by paying tax, working and enriching European society. Europe needs to recognize their place in its political debates, institutions and policy processes. The current political segregation of migrants that divides “us” as citizens and “them” as foreigners draws on distinctions that are inaccurate, parochial and inconsistent with the values and needs of European integration.

1.2. Migrants already support European values

There is abundant evidence that migrants already conform to and support European values. This includes examples of heroic acts acknowledged by Presidents to daily kindnesses and contributions by migrants to their host communities. The idea that migrants are more likely to break the rules is wholly untrue and does not justify the use of criminal law instruments to manage migration.

1.3. Migrants deliver jobs and skills

A wide range of studies show that the European economy benefits significantly from migrant entrepreneurs and workers. Migrant entrepreneurs set up businesses that create new services, jobs and tax revenue across the EU. Migrant workers provide skilled and unskilled labour across the economies of the member states, often performing jobs that domestic workers cannot or will not undertake.

1.4. Welfare state and social rights are enriched by the presence of migrant workers

Migrant workers enrich the welfare and social rights of member states in two ways. First as they are often forced to work in unregulated labour markets, migrants have campaigned for worker rights. In Italy, for example, migrants fought with local workers against the “caporalato”. Second multiple studies confirm that migrant households make greater net fiscal contributions to welfare states than native households. Migrants have therefore been important campaigners both in fighting bad employers and criminal gangs and in pushing for social justice for all across Europe.

2. Hear migrants' voices

2.1. Seek out migrant stories

Stories of migration, movement and transition are common to all lives. In telling stories of how migrants have lived, journeyed, and been received we also speak to universal experiences of change, hope, place and life. Migrants need to feel entitled to speak, especially during times of crisis and change like these. We therefore need more stories in the media, at cultural events and in non-migrant based policies and agendas (e.g. childcare, housing etc) to normalise the legitimacy of migrant voices.

2.2. Create safe institutional spaces to listen to migrants

Once recognised as important voices in public life, migrant voices need to be empowered and channelled through formal and informal institutions. This means creating officers in executive, legislative and judicial bodies dedicated to the representation of migrant voices. There are examples of migrant assemblies, formal consultative bodies and officers in local, national and supranational political institutions who show how this can be done.

2.3. Mainstream migrants

European culture is often defined against "others", so it requires positive action across the media to bring migrant experiences into European culture. As Europe faces the challenges of climate crisis, demographic change, economic decline and far right nationalist politics, the interests and needs of migrants are closely aligned with those of the resident populations. These shared interests need to be highlighted, celebrated and acted on.

3. Ensure migrants the right to participate on equal terms

3.1. Sustainable urban living as a common ground for locals and migrants

Climate change is already a major force driving people to leave their homes and seek lives in Europe. We must learn from their experiences to design sustainable cities and lives in Europe by involving migrants in sustainable development plans.

3.2. Value migrant skills, work and other contributions to society

When European values are presented as contradictory to those of migrants, we must share examples of how values have been shared, differences overcome, and partnerships have evolved. At one level there is a need to accurately represent the economic value of migrants to society in terms of tax contribution, productivity gains, innovation etc. We also need to incorporate the cultural contribution of migrants in evaluating new art, music, food, and sports. In addition to the fiscal and legal social contribution of migrants (see 1.4) their reinvigoration of rural communities and caring of older populations have important social value too.

3.3. Enable migrant economic participation

A common misunderstanding is that migrants take more from welfare states than they contribute. Many studies demonstrate that this is not the case. However, one way of addressing the anxieties of welfare chauvinism would be to attach additional budgets (i.e. for school places and welfare) to migrant families and refugees when they locate in an area.

3.4. Avoid top down programs and put migrants in charge of migration policies

Most migration policies begin from the perspective of the receiving country, so will often be vulnerable to short term electoral agendas. In order to maximise migrant contributions, migrant support policies need to be designed by and for migrants. This means designing, executing and evaluating policies in relation to migrant agendas as well as national policy agendas

4. Make Europe welcoming to migrants

4.1. Migrants welcome!

Europe's ageing population means it needs more migrants to come. Yet, many are faced with barriers hostility and even abuse. There needs to be a change in attitude to migrants as they enter Europe. Underline the value of migrants in terms of rejuvenating the population and the positive impact of new added values on European *liquid* society. This change in attitude to migrants should be at Europe's borders with the creation of safe pathways.

4.2. Protect migrants from racist abuse

Migrants and refugees are often shocked by the racism and physical emotional and verbal abuse they encounter in the EU. As guests, and often vulnerable ones, to Europe migrants need to be protected from verbal, physical and emotional abuse they receive too often. These abuses are hate crimes and are present at all levels of European society. The EU needs to take its moral obligation to protect migrants from racial abuse in high profile initiatives, which assert the dignity of migrants.

4.3. Develop and offer skills and learning opportunities for migrants

Migrants bring new and additional skills to those needed in Europe's labour markets, which often go unnoticed, undervaluing the potential contribution that can be made. In addition to enabling social integration through language support, more needs to be done to recognise the range of capabilities migrants can bring and translating these skills into the European job market.

4.4. Remove red tape for migrants

Administrative burdens are used by many member states to limit migrant's access to the support they deserve. These procedures are in effect barriers to the equal treatment of migrants and need to be removed or simplified.

4.5. Increase housing stock for migrants

Housing is a right that needs to be guaranteed for migrants. Huge increases in urban housing costs across Europe due to low borrowing costs, property speculation and Airbnb has increased tensions between migrant and native populations over housing. Yet for migrants it is impossible to access a whole range of other rights without an address. More innovative approaches that focus on shared communal resources, like Startblok, expanding supply of public housing, or enforcing access to private rented accommodation are vital.

4.6. Support inclusive sport

Sport is a great way of realising social integration and community as well as promoting health and wellbeing. Sports also creates idols and people look up to athletes as well as allowing in the long run immigrants to represent their new country in many ways.

5. We need a new debate about migration policy

5.1. Migration policies need to change Government policies

Migration policies assume that placing limitations on migration is the only way to manage the impact of migration on societies. This needs to be challenged directly by a reframing of migration around collective benefits of migration, better shared futures and a sense of common purpose that is global rather than parochial.

5.2. Migrants should decide migration policy

Across the board, Europe's migration policies are not working. At the supranational level there is a failure of coordination. At the national level many of the country reports showed reactive and parochial migration policies. At the local level we found evidence that migrants were being blocked from accessing funds dedicated to migrant groups. While the language of migrant rights has been broadly engaged, the practices of policy delivery never have met these aspirations. We suggest that migrants should play an important role in the formation, governance and evaluation of migration policies and resources

5.3. Reform EU border policy

Border management policies violently undermine Article 2 of the Lisbon Treaty. The EU's border policies, notably the Greek/Turkey border, are in complete contradiction to the stated values of the EU. They need to be judged against these universal standards and the CEC and member states held to account against them. This requires a significant allocation of resources and a wider political debate that engages with the very future of Europe.

5.4. Challenging inaccurate data

Data on migration is rarely contextualised or engaged with critically. There needs to be more explanation of data patterns and the causes and consequences of it. At one level a manual of good journalistic practices especially in relation to immigration with even a Code of Ethics are needed to be used in order to highlight frequent mistakes and fake news stories. At another level there needs to be great engagement with the organising principles of the EU as a political entity to confirm the status of migrants as minorities.

Roadmap

These messages will constitute a first base for the implementation of further and more solid policy recommendations, together with the reports already submitted on the impact of migration into EU economy, society, culture and public opinion. They will be used during the project as key statements in the dissemination and communication materials designed for the events related to MAX project. Likewise, they will be disseminated in this or similar shape through our social media channels in order to “test them” directly on public opinion. Even though we know it won't be possible to have an immediate feedback on their impact on national and international public opinion, we could monitor the views and the sharing they will have and in so doing trying to track down the spreading of the messages.

Annex

1 Recognize the contribution of migrants

1.1 Migrants are Us

EL SO D1 11	TILOS: Program for Social Coexistence
DE EC D2	DOMID: The Central Museum of Migration
PL CU D3 11	The whole world in our classroom – refugee education for 5 years olds
CR CU/SO D1/D3 04	Activities to combat social exclusion for immigrants

1.2 Show that migrants already support European values

IT SO D5 07	Italian Citizenship recognized to two 13 years old boys for their courageous behaviour of high ethical and civic value
IT SO D5 04	Honours awarded to Roxama Romain who denounced the mafia
IT SO D1 04	The opening of humanitarian corridors Programs and policies
CR CU D3 11	“Next door family” share food
PL CU D3 11	Smile Warsaw Association hot meal to the poor and homeless led by Sikhs.
PL CU D3 11	Systematically integrate migrants into localities; i.e. Gdansk

1.3 Recognise the jobs and skills delivered by migrants

FR SO D1	DIME - To promote the Migrants to Europe social and Professional inclusion
IT EC D02 07	CNA World Migrant Entrepreneurship Award
IT EC D02 01	Women in small Business – Money Gram award 2017
PL CU D3 11	Cycle repair workshop

1.4 Migrants have added to social rights, not taken them away

IT SO D5 07	Caporalato –migrants fight illegal practices in the agricultural sector
IT SO D5 06	For fighting migrant farm worker exploitation
IT SO D5 04	Casamonica: Fighting exclusion and local criminality

2 Hear migrant voices

2.1 Seek out migrant stories

IT CU D3 06	Galileo Galilei Project intercultural exchanges on local immigration issues
NLCU D3 11	“We Are Here Group” give critical voice and shelter to undocumented people
SE CU D3 11	"Migration voices" publishes stories of migrants their hopes, homes, experiences and cultures
EL SO D1	Migrant Birds newspaper tells stories of young migrants in Greece
SE CU/SO D1/D3 04	LIV1 by Fryshuset shows migrants as successes through personal stories

2.2 Create safe institutional spaces to listen to migrants

CR CU D3 11	CZECH Republic House of National minorities
IT SO D1 06	Asking migrants to help redesign the city
PL CU D3 11	Integration common room
IT EC D5 06	Cinampa Association create spaces for informal dialogue between cultures
IT SO D1 04	“Humanitarian Corridors” create a legal and safe access route for migrants into Italy
PL CU D3 11	Gdansk city wide migrant integration plans
ES SO D1 11	Meeting Space in Cartagena

SP SO D1 ES SO D3 11 Migrants Integration Program in Rural Aragon
Barcelona, Refuge City

2.3 Mainstream migrants

NL CU D3 11 Broadcast for all in the Nederland
IT EC 05 Documentaries showing migrants women in style
PL CU D3 11 Intercultural assistants in schools
PL CU D3 11 The whole world in our classroom – refugee education for 5 years olds
CR CU D3 11 Colourful Planet World Music Festival
ES SO D1 11 “Finding to find us” Reception, Protection, Promotion and Integration of migrants

3 Ensure migrants the right to participate on equal terms

3.1 Listen to migrants to understand sustainable development

EL SO D1 11 Tilos - Pilot Program for Social Coexistence
IT SO D1 06 Urban regeneration and active citizenship
IT EC D5 06 Cinampa Association - zero waste network

3.2 Value migrant skills, work and other contributions to society

EL EC D2 11 Curing the Limbo
IT SO D5 06 FAMI FRA NOI multi agency integration networking work, house, family and communication
SE CU D3 11 PEACE OF ART enables co- production of art by Malmo and war zones i.e. Lebanon

3.3 Enable migrant economic participation

IT EC D5 06 Cinampa Association create work
SE EC/CU D2/D3 11 Yalta Stairs empower immigrant women’s best use of their competences, cultural diversity and skills

3.4 Avoid top down programs and put migrants in charge of policies

EL SO D 1 11 International Cooperation for Rehabilitation and Social Integration of Refugee Women in Turkey and Europe
CR CU D3 11 The “Open Embassy” exchanges views between policy makers and refugees

4 Make Europe welcoming to migrants

4.1 Make migrants welcome

NLCU D3 11 Amsterdamse Aanpak Statushouders intense bespoke support for migrant access
NL CUD3 11 “New to the Netherlands” migrant support website in multiple languages

4.2 Protect migrants from racist abuse

PL CU D3 11 Support migrants experiencing violence in public transport
PL CU D3 11 WenDo for migrants and refugees

4.3 Develop Offer skills and learning opportunities by and for migrants

NL CU D3 11 UAF – Foundation for refugee students in NL
PL CU D3 11 Cycling repair skills
CR CU D3 11 Support teachers working with foreign pupils
CR CU D3 11 Recognizing the skills of the intercultural worker
NL CU D3 11 Amsterdamse Aanpak Statushouders professional language support
NL CU D3 11 “New to the Netherlands” migrant support website in multiple languages

4.4 Reduce or remove red tape for migrants

- PL CU D3 11 Polish Migration Forum Foundation helps migrants settle their annual tax returns.
CR CU D3 11 Welcome to the Czech Republic
ES EC D2 11 Code of Rights for Consumers Union of Aragon

4.5 Increase housing stock for migrants

- PL CU D3 11 Managing the integration of migrants in a local dimension: the example of Gdansk

4.6 Support inclusive sport

- PL CU D3 11 Annual intercultural football tournament
<https://integration.dosb.de>
www.afrisko.com
www.bak07.de

5 We need a new debate about migration policy

5.1 Government policies

- IT EC D1 06 Salvini decree blocks registration and so access to homes, healthcare and jobs
IT SO D1 06 Challenge exclusionary housing criteria
IT SO D1 06 State INPS restricts refugee access to universal income by requiring inaccessible documentation
IT EC D1 06 School meal discrimination in Lodi

5.2 Migrants should decide how they access funding dedicated to migrants

- IT EC D1 06 EU funds access blocked to trafficked refugees and asylum seekers
IT EC D1 06 UNRAA funds used exclusively for Italian citizens or at least 12 months residence

5.3 Border management policies violently undermine Article 2 of the Lisbon Treaty. EU needs border policy but it needs radical reform

- ES SO D5 11 Access to the Spanish territory and Push Backs

5.4 Challenging inaccurate data

- ES SO D1 11 Manual against immigrationism
IT SO D5 07 Associazione Carta di Roma in depth media analysis of stories on