

Overview & Agenda:

Lessons Learned – Closing Event of the Narrative Change Lab

16:00 - 21:00, November 18th, 2019

(including reception)

Glaskiste, ExRotaprint, Gottschedstr. 4, 13357 Berlin

New Migration Narratives Project (www.narrativechange.org),

International Centre for Policy Advocacy

INTRODUCTION & FOCUS

As our pilot project, ‘Reframe the Debate! New Migration Narratives for Constructive Dialogue’¹ (2017-2019) draws to a close, we use this opportunity to pause for reflection and gather the lessons learned from the project to take forward. Together with our partners, we have achieved a lot in this project: a network of German and international stakeholders committed to shifting the public debate, two test campaigns developed in the Narrative Change Lab, the Reframing Migration Narratives Toolkit², and a team of German Narrative Change Associates certified to deliver workshops.

However, as 2019 draws to a close, the salience of the issue of migration and the set of ‘othering’, fear-based narratives continue unabated in the public debate. The recent election results show that these narratives are serving the broader populist agenda to a worrying extent. Although our pilot project has brought new insights and campaigning approaches, it’s clear that progressives will need to step up their game and consider how longer-term and bigger scale engagement through a strategic communications approach can be used to effectively lead on rebalancing the debate and resetting narratives.

With this challenging context in mind, the aim of the event is to:

look at where we got to in the pilot project and what we all need to do next to continue striving to set a progressive, diversity agenda.

Considering the next steps, we will close by sharing our plans for scaling up this work over the next five years in the Strategic Communications Incubator, and learn more from Frank Sharry about the long-term strategic communications practice of America’s Voice.

We are also delighted that our partners from Kazakhstan who have been involved in the Civic Space Narratives Lab, run in parallel with the migration narratives work in Germany, will join us for an exchange.

The event will be in English and German with simultaneous translation provided throughout.

¹ support by the Bundesprogramme [Demokratie leben!](#) and [Social Change Initiative](#).

² www.narrativechange.org

AGENDA

<p>16:00 -16:30</p> <p>1. Welcome & event overview</p>	<p>Welcoming addresses & ICPA reflections</p> <ul style="list-style-type: none"> • Tanja Florath, <i>Referentin im Referat 128 „Integration“, Ministry for Family Affairs, Senior Citizens, Women and Youth</i> • Frank Sharry, <i>Executive Director, America’s Voice</i> • Lisa Quinn, <i>Director, International Centre for Policy Advocacy (ICPA)</i>
<p>16:30-17:15</p> <p>2. Lessons from the Narrative Change Lab</p>	<p>Talk show panel on experiences with the Narrative Change Lab</p> <p><i>Moderator: Eoin Young, Programme Director, ICPA</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Alice Lanzke, <i>Neue Deutsche Medienmacher</i> • Nasiha Ahyoud, <i>neue deutsche organisationen</i> • Astrid Ziebarth, <i>German Marshall Fund of the United States</i>
<p>17:15-18:15</p> <p>3. Featured campaign – JUMA</p>	<p>Test campaign targeting the movable middle in Germany</p> <ol style="list-style-type: none"> 1. Introduction to JUMA’s ‘gemeinsam menschlich’ campaign: <ul style="list-style-type: none"> • Dennis Kirschbaum, <i>JUMA Berlin</i> 2. Screening of campaign content and discussion of content production process: <p><i>Moderator: Heiko Kalmbach, film producer & Coordinator of ICPA’s Creative Development Hub</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Nadia Wernli, <i>JUMA Stuttgart</i> • Karim El Helaifi, <i>neue deutsche organisationen</i> <p>3. Q&A</p>
<p>18:15-19:00</p> <p>4. Open Space – Campaigns & Research</p>	<p>‘Open Space’ with stations to visit on the following:</p> <ol style="list-style-type: none"> 1. “Gemeinsam menschlich” Campaign – <i>JUMA team presenting</i> 2. “Speak by deeds” Campaign – <i>MediaNet campaigners presenting</i> 3. “Fault Lines: Germany’s Invisible Divides” (2019) – new opinion polling & segmentation study – <i>More in Common presenting</i>
<p>19:00-19:45</p> <p>5. Long view through strategic communications</p>	<p>Scaling up the work: Strategic Communications focus</p> <ol style="list-style-type: none"> 1. Eoin Young and Sarah Lyall, <i>ICPA</i> – Introducing the Strategic Communications Incubator 2. Lisa Quinn, <i>ICPA</i> – Introducing the RESET project (2020-2024) 3. Frank Sharry, <i>America’s Voice</i> – how a strategic communications approach can work over the longer term to rebalance the migration debate 4. Q&A
<p>19:45-20:30</p>	<p>Reception – with catering provided by the Kantine, ExRotaprint</p>

PROJECT PARTNERS

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