

Overview & Agenda:

## **“Reframing Migration Narratives Toolkit” Launch Event**

15:00 - 19:30, December 3rd, 2018

*(followed by reception until 21:00)*

Glaskiste, ExRotaprint, Gottschedstr. 4, 13357 Berlin

*New Migration Narratives Project ([www.narrativechange.org](http://www.narrativechange.org)),*

*International Centre for Policy Advocacy*

### **INTRODUCTION & FOCUS**

The public debate around migration and integration issues in Germany has become even more heightened in recent months, with a growing number of mainstream politicians not saying the things they need to and even adopting rhetoric and frames that were previously the preserve of the far right. It is specifically this danger of mainstreaming of fear-based, ‘othering’ and instability frames that ICPA’s project, ‘Reframe the debate! New Migration Narratives for Constructive Dialogue’ seeks to address<sup>1</sup>. Instead of just responding to an anti-migrant agenda, the project supports the development of public campaigns (in the Narrative Change Lab<sup>2</sup>) that build on positive, resonant narratives that engage movable middle audiences and seek to rebalance the debate and open space for discussion of policy choices that focus on diversity and inclusion.

To achieve a wider reach with these campaigning insights, free online resources are an important component of the project and the Reframing Migration Narratives Toolkit is the main outcome of this side of our work. The toolkit provides step-by-step practical campaigning advice, case studies and tools to assist and inspire a broader community interested in developing or supporting campaigns that harness the untapped potential that exists through engaging the middle.

The event aims to:

- launch and explain the toolkit;
- Place the toolkit in the broader context of the lessons learned from the Narrative Change Lab so far;
- Share insights/lessons from campaigns developed and analysed in the project;
- Set an agenda on the need for a strategic communications approach in Germany to realistically tackle the challenge.

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

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<sup>1</sup> support by [Demokratie leben](#) and [Social Change Initiative](#).

<sup>2</sup> <http://www.narrativechange.org/narrative-change-lab>

## AGENDA

<p>15:00 -15:45</p> <p><b>1. Welcoming &amp; project/toolkit overview</b></p>	<p><b>15:00-15:15 Welcoming addresses</b></p> <ul style="list-style-type: none"> <li>• Annmarie Benedict, <i>Migration Narrative Executive, Social Change Initiative</i></li> <li>• Frau Tanja Florath, <i>Referentin im Referat 128 „Integration“, Ministry for Family Affairs, Senior Citizens, Women and Youth</i></li> </ul> <p><b>15:15-15:45 Overview of New Migration Narratives Project &amp; Toolkit</b></p> <ul style="list-style-type: none"> <li>• Lisa Quinn, <i>Director, International Centre for Policy Advocacy</i> - Project results so far from 'New Migration Narratives' project &amp; plans for 2019</li> <li>• Eóin Young, <i>Programme Director, ICPA</i> - Introduction to the "Reframing Migration Narratives Toolkit"</li> </ul>
<p>15:45-16:30</p> <p><b>2. Engaging the middle in Germany</b></p>	<p><b>Talk show panel on experiences planning to engage the middle with Narrative Change Lab participants</b></p> <p><i>Moderator:</i> Astrid Ziebarth, German Marshall Fund</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> <li>• Alice Lanzke, <i>Neue deutsche Medienmacher</i></li> <li>• Sami Rauscher, <i>DeutschPlus e.V.</i></li> <li>• Nashia Ahyoud, <i>JUMA/ RAA Berlin</i></li> <li>• Anil Altintas, <i>Freelancer</i></li> </ul>
<p>16:30-17:30</p> <p><b>3. Open Space – Campaigns and Toolkit</b></p>	<p><b>Open Space with stations to visit on the following:</b></p> <ol style="list-style-type: none"> <li>1. "Original Nürnberger" Campaign – <i>Campaigners presenting</i></li> <li>2. "Gemeinsam Menschlich" Campaign – <i>Campaigners presenting</i></li> <li>3. Gerüchteküche project – <i>Artists &amp; Organisers presenting</i></li> <li>4. Reframing Migration Narratives Toolkit – <i>ICPA/Developers presenting</i></li> <li>5. Why reframe? video table – <i>Video Producer presenting</i></li> </ol>
<p>17:30-18:15</p> <p><b>4. Strategic communications in practice</b></p>	<p><b>Two approaches to engaging &amp; driving the public narrative</b></p> <ul style="list-style-type: none"> <li>• Sunder Katwala, <i>Director, British Future</i> - How the National Conversation on Immigration fits into British Future strategic communications goals and practice</li> <li>• Annette Dorothea Weber, <i>Artistic Director, Community Art Centre, Mannheim</i> The focus, intent and outcomes of The Rumors Kitchen/Gerüchteküche as a dialogue platform and follow-up actions.</li> </ul>
<p>18:15-20:00</p>	<p><b>5. Live demonstration of the Gerüchteküche</b></p>
<p>19:30-21:00</p>	<p>Reception</p>

## PROJECT PARTNERS

Funded by



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