

2nd GFMD 2014-2015 THEMATIC MEETING on
“The role of communications in promoting widespread recognition of the benefits of migration, improving public perceptions of migrants, combating discrimination, and promoting integration”

29 April 2015, Salle II, ILO Building, Geneva

AGENDA

9h00 – 09h30 Welcome Coffee

9h30 – 10h15 Opening Session

- Opening Statements by GFMD 2014-2015 Chair and Co-conveners
 - *Amb. Mehmet Samsar, Director General for Consular Affairs, Ministry of Foreign Affairs, Turkey*
 - *Mrs. Martha Ortiz de Rosas, Ambassador at large for Migration at the Ministry of Foreign Affairs, Vice ministry of Multilateral Affairs and Human Rights, Mexico*
 - *Ms. Athanassia Ioannou, Head of Social Integration Unit, Directorate General of Citizenship and Migration Policy, Ministry of Interior, Greece*
- Video Presentation
- Keynote by *Mr. Stefan Kapferer, OECD Deputy Secretary General*

10h15 – 11h30 Session I: Promoting evidence-based communication about the benefits of migration

- Introduction by co-convenor Greece, *Ms. Athanassia Ioannou*
- Politics versus evidence-base
 - *Mr. Gregory Maniatis, Senior Adviser, Special Representative of the UN Secretary General for International Migration*
- What surveys / polls tell us: how to frame the debate more objectively?
 - *Ms. Anna Olsen, ILO Regional Office for Asia and the Pacific*
 - *Ms. Astrid Ziebarth, German Marshall Fund (Trans-Atlantic Trends 2014)*

Open discussion and sharing of national experiences

Questions for discussion:

1. *What are the usual misperceptions and misconceptions about migrants and migration in migrant-receiving countries in the north and in the south?*
2. *What are the facts and evidence from research about the multiple benefits of migrants and migration on countries of destination and origin (e.g. economic and fiscal, social and cultural, etc.)?*
3. *Why is it that research findings and evidence often fail to have an impact on policymakers and public perceptions about migration?*
4. *What are the costs and dangers of failing to address the gap between misperceptions/ misconceptions and the reality about migrants and migration?*
5. *What initiatives/measures can be undertaken to prevent political parties resorting to racism/xenophobia/scapegoating of migrants?*

11h30 – 13h00 **Session II: Improving public perceptions of migrants and migration through effective communication channels, tools and messages**

- Introduction by Moderator, *Prof. Dr. Ahmet İçduygu, Dean, College of Social Sciences, Koç University, İstanbul*
- Public discourse and anti-discrimination frameworks vis-a-vis the media (Government initiatives (national integration programs, local authorities/cities, consular offices, welcome centers, diversity barometer, multi-media campaign, etc)
 - *Mrs Kathya Rodríguez, Director General of Migration, Costa Rica*
 - *Ms. Céline Kohlprath, Porte-Parole (Spokesperson), Département fédéral de justice et police DFJP, Secrétariat d'Etat aux migrations SEM, Information et communication*
- Migrants and social partners
 - *Ms. Michele Levoy, PICUM*
- Countering negative messages
 - *Mr. Leonard Doyle, IOM Media and Communication Division*
 - *Mr. Thibault Chareton, Media & Migration Project Specialist, United Nations | Alliance of Civilizations*

Open discussion and sharing of national experiences

Questions for discussion:

1. *What efforts have governments taken to promote a balanced public discourse about migrants and migration? What anti-discrimination frameworks have they established in order to improve public perceptions of migrants and migration. How have they been effective?*
2. *How can policy-makers and politicians work better with the media in promoting a more evidence-based communication about migrants and migration, and addressing misperceptions and misconceptions?*
3. *What effective strategies and practices have governments identified to a) react to polemical debates and excessive negative public attention on migrants; and b) lower the emotional level of domestic immigration debates and focus the attention on long-term issues (e.g. social cohesion, labour shortages)?*
4. *Cite programs, policies or communication tools, both government and non-government, that have been useful in improving public perceptions of migrants and migration. How have they been effective?*
5. *From your perspective, what is the impact of popular culture, the social media and ethnic media in addressing misperceptions and misconceptions of migrants and migration?*

13h00 – 15h00 Lunch break

15h00 – 16h30 **Session III: Communicating effectively about migrants and migration**

- Introduction by co-convenor Mexico, *Ambassador Martha Ortiz de Rosas*
- Assessing the impact and effectiveness of communication programs, tools and messages in combating discrimination and promoting migrant integration
 - *Ms. Susana Antunes, Assistant to the High Commissioner for Migration, Portugal*
 - *Mrs. Bilkiss Rajahbalee-Cader, Deputy Permanent Secretary, Prime Minister's Office, Mauritius*
- Underlining the role of partnerships – within government, with social partners, with other governments, international organizations and other stakeholders
 - *Ambassador Eva Akerman Borje, GFMD 2013-2014 Chair, Sweden*
 - *Mr. Charles Autheman, Programme Manager, Panos Europe*

Open discussion and sharing of national experiences

Questions for discussion:

1. *What are the most credible channels of communication for and about migrants and migration?*
2. *How should governments shore up or reinforce public confidence in migration policies and programs?*
3. *What role could migrants and varied social partners (including schools, employers, businesses, academics, trade unions, civil society, etc.) play in addressing misperceptions and misconceptions of migrants and migration?*
4. *Which indicators are key for measuring the impact of communication on public attitudes towards migrants and migration? What challenges do governments and researchers face in collecting data and evidence in relation to those indicators?*
5. *What partnerships can be formed – at the local, bilateral, regional and international levels – to try to improve overall global public perceptions about migrants and migration?*

16h30 – 17h30 Concluding Session

- Highlights of the thematic meeting by *Ms. Kathleen Newland, Director, Migration Policy Institute*
- Chair of the GFMD, *Ms. Esen Altuğ, Deputy Director General for Migration, Asylum, Visa, Turkey*
- Co-convenor and moderator, *Ambassador Martha Ortiz de Rosas*
- Co-convenor Greece, *Ms. Athanassia Ioannou*