

## Background Paper<sup>1</sup>

### Roundtable 5:

### *Improving the perception of migration in public opinion through narratives, culture, emotion and rational discourse*

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<sup>1</sup> This background paper outlines discussion areas for the Global Forum on Migration and Development (GFMD) Round Table Five (RT5) – Improving the perception of migration in public opinion through narratives, culture, emotion and rational discourse. It has been written in consultation with members of RT5 by the International Centre for Migration Policy Development (ICMPD, as penholder), under the leadership of the co-chairs Canada and the Philippines. Please note that the content of this paper does not necessarily reflect the views and official positions of the penholder, the GFMD Chair or the governments or international organizations involved in the GFMD process.

Migration narratives have been a focus of the Global Forum on Migration and Development (GFMD) in recent years, particularly under the Chairmanships of Turkey, Ecuador, United Arab Emirates and France.

In February 2020, the [Ad Hoc Working Group on Public Narratives on Migration](#) – co-chaired by Canada, Ecuador and the GFMD Mayors Mechanism – was created as a regular, multi-stakeholder dialogue platform to facilitate informal exchange and partnership-building related to public narratives on migration. The Working Group launched in 2021 the [“It Takes A Community Campaign” \(ITAC\)](#), an international, multi-stakeholder, social media communications campaign which showcases the positive impact that migration can have on communities, thus contributing to international efforts to promote social cohesion, combat xenophobia and discrimination of migrants, and promote managed migration. This initiative is currently being implemented by the International Organization for Migration (IOM), and complements the [“Guide to Promoting a Balanced Narrative on Migration”](#), released at the 2019 GFMD Summit .

France has identified the topic of migration narratives as one of the priorities of its GFMD Chairmanship, under the overarching theme “The Impact of Climate Change on Human Mobility”. Under this Chairmanship, Canada and the Philippines are co-chairing Roundtable 5, entitled “Improving the perception migration in public opinion through narratives, culture, emotion and rational discourse”, which introduces for the first time the element of culture in the GFMD Summit discussions.

This background paper summarises the main conclusions, best practices and partnerships that emerged from the discussions on migration narratives during the preparatory meetings, as well as the GFMD Ad Hoc Working Group on Public Narratives on Migration, the GFMD Communications Guide to Promoting a Balanced Narrative on Migration, and the [OHCHR Seven Key Elements on Building Human Rights-based Narratives, and inputs from States and other stakeholders](#).

In addition, the paper offers an overview of the current trends in public attitudes toward migration, and explores the communication strategies employed by various actors at the global, national, and local levels to promote balanced public narratives on migration and foster an environment conducive to evidence-based migration policymaking. It also looks at the role of diasporas and culture in promoting a balanced discourse on migration, examining how narratives surrounding mobility in the context of climate change affects perceptions and discourse around migration.

## A. Introduction

In the last decades, global migration has increased in size and complexity,<sup>2</sup> and has become one of the most prominent political issues nationally and internationally. As its perceived importance and politicisation have heightened, there has been an emerging trend of polarization on conversations pertaining to migration and migrant. While there is mounting evidence of the potential benefits that well-governed migration could bring to home and host societies and to individual migrants and

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<sup>2</sup> IOM, *World Migration Report*, 2022, <https://publications.iom.int/books/world-migration-report-2022>

their families,<sup>3</sup> negative perceptions, attitudes, and policies towards migration have intensified and evidence-based arguments on the issue have been frequently set aside in favour of emotionally-charged political stances hinged upon stereotypes and preconceptions. This has led to the emergence of different narratives that have shaped the public discourse on migration, have influenced people's attitudes towards it and have impacted the success of evidence-based migration policymaking.

Women – who according to recent data increasingly form a substantial part of the migrant population<sup>4</sup> – have become targets of racist, misogynist and xenophobic narratives<sup>5</sup>. This has led to a form of double victimisation: in addition to cultural and socio-economic constraints existing in their countries of origin, migrant women are distrusted and delegitimised in their migratory experience.

The way and the extent to which various phenomena related to migration are communicated play an important role in shaping people's perception of these phenomena in countries of origin, transit and destination. A multitude of communicating entities, including policy-makers, international organisations, non-governmental organisations, civil society organisations, diaspora and migrant organisations, the private sector, and the media, play an important role in shaping public perceptions on migrants and migration.

Improving the perception of migration in public opinion is critical to the implementation of the Global Compact for Safe, Orderly, and Regular Migration (GCM), particularly to help States deliver on:

- Objective 17, to “Eliminate all forms of discrimination and promote evidence-based public discourse to shape perceptions of migration”;
- Objective 16, to “Empower migrants and societies to realize full inclusion and social cohesion”; and,
- Objective 5 “Enhance availability and flexibility of pathways for regular migration”<sup>6</sup>; as well as,
- Advancing Commitment 54 of the GCM-related Progress Declaration of the International Migration Review Forum, which aims to tackling xenophobia and negative stereotyping and misleading narratives that generate negative perceptions on migrants.<sup>7</sup>

Moreover, in line with the 2030 Agenda for Sustainable Development's commitment to “leave no one behind”, accurate communication about migration can lay the groundwork for the meaningful inclusion and integration of migrants within their host communities by building trust, belonging and social cohesion. A balanced and evidence-based discourse on migration can help achieving Sustainable Development Goal 16 by promoting peaceful and inclusive societies for all; and by responding to the New York Declaration for Refugees and Migrants' call for a global campaign to counter xenophobia<sup>8</sup>. Further, regional and subregional frameworks reaffirm these commitments,

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<sup>3</sup> Jaumotte, F., Koloskova, K. & C. Saxena, S., “Impact of Migration on Income Levels in Advanced Economies”, *Spillover notes*, International Monetary Fund, 23 December 2016. Available at: <https://www.imf.org/en/Publications/Spillover-Notes/Issues/2016/12/31/Impact-of-Migration-on-Income-Levels-in-Advanced-Economies-44343>. OECD, *Is migration good for the economy?*, Migration Policy Debates, May 2014. Available at: <https://www.oecd.org/migration/OECD%20Migration%20Policy%20Debates%20Numero%202.pdf>. 2017 International Labour Conference, *Conclusions Concerning Fair And Effective Labour Migration Governance*. Available at: [https://www.ilo.org/wcmsp5/groups/public/---africa/documents/publication/wcms\\_671940.pdf](https://www.ilo.org/wcmsp5/groups/public/---africa/documents/publication/wcms_671940.pdf)

<sup>4</sup> IOM Migration Data Portal, last update on 24 March 2023, <https://www.migrationdataportal.org/themes/gender-and-migration>

<sup>5</sup> Hamilton-Jiang, S., Women, *Racially marginalized migrant women: human rights abuses at the intersection of race, gender and migration*, UN Women Policy Brief. Available at: <https://www.unwomen.org/sites/default/files/2022-11/Racially-marginalized-migrant-women-en.pdf>

<sup>6</sup> UNGA, Global Compact for Safe, Orderly, and Regular Migration's (GCM), para 10, 33. Available at: <https://documents-dds-ny.un.org/doc/UNDOC/GEN/N18/451/99/PDF/N1845199.pdf?OpenElement>.

<sup>7</sup> <https://migrationnetwork.un.org/hub/discussion-space/international-migration-review-forum-2022/content/imrf-progress-declaration>

<sup>8</sup> UNGA, New York Declaration for Refugees and Migrants, A/RES/71/1 Resolution adopted on 19 September 2016, par. 14, 39. Available at: [https://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A\\_RES\\_71\\_1.pdf](https://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A_RES_71_1.pdf)

such as the Agenda 2063 of the African Union which calls for self-confidence in Africa's identity, heritage, culture and shared values and as a strong, united and influential partner on the global stage making its contribution to peace, human progress, peaceful co-existence and welfare.<sup>9</sup>

## B. Latest trends in narratives and public attitudes on migration

Analysing public attitudes on migration is complex due to the constantly evolving nature of public opinion and the limited availability of comparable data. Countries and individual citizens vary widely in their views and most empirical studies on attitudes towards migrants and migration are being conducted predominantly in Western societies, with limited views from the Global South. However, in the last five years, some global, sometimes contradictory, trends and developments can be observed, as also reported in the *Global Outlook on Public Attitudes to Immigration*:<sup>10</sup>

1. Citizens' immigration policy preferences are far more moderate than radical in either direction and—in countries with a recent history of immigration—relatively stable over time. That said, important differences across countries and within regions exist.
2. People tend to recognise the positive effects of immigration related to the host country. Narratives on migration, such as that it “fills useful jobs” and “strengthens cultural diversity”, are generally shared by the population although with considerable differences across countries. However, there continues to be a sense that locals should be prioritized for employment, even as immigrants are recognized as positive economic contributors.<sup>11</sup>
3. People believe both positive and negative narratives about immigration simultaneously (e.g. immigrants are believed both to “take jobs” and “create jobs”).<sup>12</sup>
4. The political salience of immigration – compared to other political issues – to one's country is shown to be very high, highly volatile and episodic across several countries.<sup>13</sup> The prominence of migration in national debates is likely the result of a combination of factors, such as the size of migration flows, fast economic, technological and demographic shifts, specific notions of and insecurities about national identity, and declining trust in governments, institutions and the media.<sup>14</sup>
5. Many of the factors that shape political attitudes are deeply rooted in value orientations, making them somewhat resistant to change and, in some cases, upheld by cognitive biases that can undermine or invert the intended effects of interventions.<sup>15</sup>

<sup>9</sup> Agenda 2063 -Te Africa We want - [https://au.int/sites/default/files/documents/36204-doc-agenda2063\\_popular\\_version\\_en.pdf](https://au.int/sites/default/files/documents/36204-doc-agenda2063_popular_version_en.pdf)

<sup>10</sup> Dennison, J., *A global outlook on public attitudes to immigration: from description to explanation to intervention*, Global Forum on Migration and Development, 19 August 2023.

<sup>11</sup> World Values Survey Wave 7 (2017-2022). Available at: <https://www.worldvaluessurvey.org/WVSDocumentationWV7.jsp>

<sup>12</sup> Comparing the results of the 2018 Pew Global Attitudes Survey, the Ipsos July 2017 Immigration and Refugees Poll and the World Values Survey

<sup>13</sup> IOM, World Migration Report 2022. Available at : <https://publications.iom.int/system/files/pdf/WMR-2022.pdf>. Dennison, J. and Dražanová, L., *Public attitudes on migration: rethinking how people perceive migration. An analysis of existing opinion polls in the Euro-Mediterranean region*, ICMPD, 2018. Available at :

[https://www.icmpd.org/file/download/48432/file/Public%2520attitudes%2520on%2520migration\\_%2520rethinking%2520how%2520people%2520perceive%2520migration%2520EN.pdf](https://www.icmpd.org/file/download/48432/file/Public%2520attitudes%2520on%2520migration_%2520rethinking%2520how%2520people%2520perceive%2520migration%2520EN.pdf)

<sup>14</sup> Juan Torres, M., *Public Opinion Toward Immigration, Refugees, and Identity in Europe: A Closer Look at What Europeans Think and How Immigration Debates Have Become So Relevant*, *IEMed Mediterranean Yearbook 2019*. Available at: <https://www.iemed.org/wp-content/uploads/2021/01/Public-Opinion-toward-Immigration-Refugees-and-Identity-in-Europe-A-Closer-Look-at-What-Europeans-Think-and-How-Immigration-Debates-Have-Become-So-Relevant.pdf>. Ceyhun, H. E., “Determinants of Public Attitudes Towards Immigrants: Evidence from Arab Barometer”, *Refugee Survey Quarterly*, Volume 39, Issue 1, March 2020, Pages 100–121.

<sup>15</sup> Dennison, J., “A basic human value approach to migration policy communication”, *Data and Policy*, vol. 2, 2020, E18; Jørgensen F. and Osmundsen, M., “Correcting citizens' misperceptions about non-Western immigrants: corrective information, interpretations, and policy opinions”, *Journal of Experimental Political Science*, 2020, pp. 1–10; D. J. Hopkins, Sides, J. and Citrin, J., “The muted consequences of correct information about immigration”, *Journal of Politics*, vol. 81, 2019, pp. 315–320.

6. A significant number of people believe that immigrants put pressure on social services<sup>16</sup> and are more concerned about the effects of immigration on social conflict than the effects on unemployment or culture.<sup>17</sup>
7. People tend to prefer migrants who are culturally similar to themselves<sup>18</sup> and “refugees” over “immigrants”.<sup>19</sup>

Even though public attitudes on migration having improved in some countries, driven by economic pragmatism,<sup>20</sup> anti-migration narratives appear to be dominant, globally, alongside the rise of populism, economic stagnation, and national protectionism, mainly targeting irregular or “unwanted” immigration.<sup>21</sup> Such negative narratives are then cited as the rationale for stricter border policies, an increased use of immigration detention and a stronger focus on the supposed criminal aspects of migration.<sup>22</sup> Often, this correlates with an increase of messages of exclusion, racism, and misogyny against migrants,<sup>23</sup> that are baseless and could potentially impact the enjoyment of their human rights.<sup>24</sup>

Political debates – particularly at national level – are often highly charged, polarized, and carried out through media coverage that fuels further division by spreading misinformation and racist rhetoric. Misinformation, disinformation and mal-information are used to mislead or manipulate public perceptions on migrants and refugees, while evidence-based communication struggles to dispel inaccurate and misleading views. In this context, a balanced use of individual migrant stories combined with facts on migration – to inform while simultaneously generating empathy and compassion in the audience – becomes particularly challenging.

Moreover, a complex set of interconnected, yet sometimes contradictory and distorted, migration narratives have emerged. For example, mobility is portrayed at times as a critical asset to economic and cultural development; and at times as a destabilising threat to communities and workers in countries of destination.<sup>25</sup>

Although anti-migration narratives have been dominant in some countries, some positive narratives on migration are also identifiable. For example, some narratives highlight highly skilled individuals, investors, and temporary workers by identifying them as “legal migrants” and emphasize the positive contributions they make to current and future economies, as well as the demographic needs of their countries.<sup>26</sup> In addition, some narratives that focus on irregular

<sup>16</sup>Ipsos July 2017 Immigration and Refugees Poll; World Values Survey Wave 7 (2017-2022).

<sup>17</sup> World Values Survey 7 (2017-2022). Dennison, J., Geddes, A., “Thinking globally about attitudes to immigration: concerns about social conflicts, economic competition and cultural threat”, *the Political Quarterly*, Vol. 92, No.3, July – September 2021. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1111/1467-923X.13013>

<sup>18</sup> 2016 European Election Studies, Arab Barometer’s Casablanca.

<sup>19</sup> Pew’s Spring 2018 Global Attitudes Survey. Verkuyten, M., Mepham, K., & Kros, M. (2018). *Public attitudes towards support for migrants: The importance of perceived voluntary and involuntary migration*, *Ethnic and Racial Studies*, 41(5), 901–918.

<sup>20</sup> ODI Project “Public and political narratives and attitudes towards refugees and other migrants: implications for action”, <https://odi.org/en/about/our-work/public-and-political-narratives-on-refugees-and-other-migrants-implications-for-action/>

<sup>21</sup> Sahin-Mencutek, Z., *Migration Narratives from Origin and Destination Country Perspectives Migration Narratives from Origin and Destination Country Perspectives*, Ryerson University, Working Paper No. 2020/18. Available at :

[https://www.researchgate.net/publication/346946558\\_Migration\\_Narratives\\_from\\_Origin\\_and\\_Destination\\_Country\\_Perspectives\\_Migration\\_Narratives\\_from\\_Origin\\_and\\_Destination\\_Country\\_Perspectives](https://www.researchgate.net/publication/346946558_Migration_Narratives_from_Origin_and_Destination_Country_Perspectives_Migration_Narratives_from_Origin_and_Destination_Country_Perspectives)

<sup>22</sup> Cattaneo, C. & Grieco, D., *Turning opposition into support to immigration: The role of narratives*, Centre for Research and Analysis of Migration, Discussion Paper Series. CDP 21/20, 2020.

<sup>23</sup> Sahin-Mencutek, Z., *Migration Narratives from Origin and Destination Country Perspectives*, Ryerson Centre for Immigration and Settlement (RCIS) and the CERC in Migration and Integration, Working Paper No. 2020/19, December 2020.

<sup>24</sup> OHCHR’s Seven key elements on building human rights-based narratives on migrants and migration. Available at: <https://www.ohchr.org/sites/default/files/Documents/Issues/Migration/SevenKeyElements.pdf>

<sup>25</sup> G. Ruiz Soto, A., Banulescu-Bogdan, N., Clark-Ginsberg, A., Lopez, A. and Vélez Salas, A., *Migration Narratives in Northern Central America: How Competing Stories Shape Policy and Public Opinion in Guatemala, Honduras, and El Salvador*, Migration Policy Institute, June 2023. Available at: <https://www.migrationpolicy.org/research/migration-narratives-central-america?eType=EmailBlastContent&eid=7323e52f-aae6-497b-b545-0514887415b0>

<sup>26</sup> Sahin-Mencutek, Z., *Migration Narratives from Origin and Destination Country Perspectives*, Working Paper No. 2020/19, December 2020.

migrants and refugees are framed as through a humanitarian lens, emphasizing the destination country's values such as solidarity, being neighbourly, human rights, the rights of refugees and the moral obligation to open borders or shelters to those fleeing persecution.

At the individual level, migration is depicted in multiple ways based on the pathways and access to migration options: as a struggle, as a loss – mostly depicted in diaspora and exile literature – as a double-edged sword, as “being neither here nor there”, as an adventure and way of regaining dignity, emancipation, and access to human rights for minorities or persecuted population.

### C. Narratives and public perceptions on human mobility and climate change

The impact of climate change on human mobility is emerging as an area of public debate that deserves attention and requires to be informed by data and analysis. Public, media and political narratives around migration and displacement in receiving countries often convey a partial and sometimes biased portrayal of the phenomenon of climate-induced human mobility. Climate migrants are frequently framed as 1) adaptive agents; 2) security threats, or 3) victims. Many affected communities are resisting these narratives, preferring to tell their own stories as agents of change who choose when, where and how to migrate.<sup>27</sup> Yet, victimisation predominates, ultimately dehumanising, disempowering and ‘othering’ affected communities in the audience’s mind.<sup>28</sup>

This situation complicates the development of strategies to promote informed education and communication about climate migration in the media. On the one hand, sensationalist, alarming imagery and political instrumentalisation feed prejudices and hide the many economic, human and social contributions of migrants to societies. On the other hand, the dissemination of erroneous information on migratory routes endangers people on the move and accentuates the risks of violations of migrants’ rights.

Using alarmist language to describe the migration of people due to climate change can be counterproductive and potentially harmful. Striking a balance between addressing the urgency of climate change, understanding the intricate effects of climate change on people's decisions to adapt or move, and addressing the needs of those seeking migration or facing forced displacement is crucial. Instead of fixating on the sheer numbers of people crossing borders, it is more beneficial to focus on comprehending the complex dynamics of climate-induced human mobility. Emphasizing accurate, evidence-based information can facilitate constructive discussions and inform policy solutions.

The idea that migration can be a viable climate resilience strategy, as opposed to a last-resort survival tactic, is being increasingly explored in the publications and multilateral discussions.<sup>29</sup> By accessing insights into real-life experiences, migration narratives could project enhancing climate resilience by enabling people to escape climate-vulnerable areas and, simultaneously, contribute to the destination societies and resilience of those who remain behind. The flow of remittances from migrants to their families in vulnerable locations becomes a financial safety net, reinforcing

<sup>27</sup> Dreher T, Voyer M (2015) Climate refugees or migrants? Contesting media frames on climate justice in the Pacific. *Environ Commun* 9:58–76. <https://doi.org/10.1080/17524032.2014.932818>. Herrmann V (2017) America’s first climate change refugees: victimization, distancing, and disempowerment in journalistic storytelling. *Energy Res Soc Sci* 31:205–214. <https://doi.org/10.1016/j.erss.2017.05.033>

<sup>28</sup> Herrmann V (2017) America’s first climate change refugees: victimization, distancing, and disempowerment in journalistic storytelling. *Energy Res Soc Sci* 31:205–214. <https://doi.org/10.1016/j.erss.2017.05.033>

Mundhal E (2017) Native American environmental activists say Paris Agreement doesn’t go far enough. *InsideSources*, 19 November. Available at: <https://www.insidesources.com/native-american-environmental-activists-say-paris-agreement-doesnt-go-far-enough/> (accessed 4 January 2019).

Kolimar E (2018) Pacific Climate Warriors campaign for action on climate change at Cronulla Sharks. *St George and Sutherland Shire Leader*, 5 October. Available at: <https://www.theleader.com.au/story/5685255/photos-warriors-unite-in-song-and-dance-for-action-on-climate-change/> (accessed 4 January 2019)

HaveYourSei campaign ([haveyoursei.org](http://haveyoursei.org))

<sup>29</sup> [Creating climate resilience through migration \(climatemigration.org.uk\)](http://climatemigration.org.uk)

resilience as climate impacts intensify. Individuals considering to move from their home due to the effects of climate change may also possess transferable labour skills that could allow them to contribute to the emerging green sectors in the destination communities.

However, a balanced approach to the narrative of opportunities that come with climate-induced migration should include addressing the risks and dangers faced by migrants, and highlight that safe and orderly migration should be integral to climate resilience efforts. Creating decent job opportunities in potential destination communities and removing barriers to migration due to climate impacts are identified as key components in enhancing migration's role as a resilience strategy. Through thoughtful narratives and community awareness, migration has the potential not only to benefit individuals and families but also to contribute significantly to broader resilience in the face of climate change impacts.

Such use of different “frame narratives” has a strong impact on people’s attitudes and associated behaviours. Therefore, it is important to consider the role of discourses in the implementation of climate and mobility related policies – as a tool to be better understood by the targeted populations and therefore to be more efficiently implemented.

#### Box 9 – Migrant 4 Climate (M4C) Award

The [Migrant 4 Climate \(M4C\) Award](#), which the first edition is co-organized by the GFMD French Chair, the Ghanaian Chair of the Climate Vulnerable Forum and the International organization for Migration aims to counterbalance the negative narrative on migration by giving visibility to initiatives led by or - inclusive of and targeting - migrants and diaspora and that features a strong engagement in climate action and environmental sustainability.

## D. Practices, key actors and partnerships in promoting balanced narratives on migration

Fostering balanced narratives on migration is essential to reduce the negative influence that polarised, misinformed and inflammatory narratives can have on migration governance. Governance responses to distorted migration narratives may, in fact, lead to ineffective migration policies that are incapable of reaping the social, cultural, and economic benefits that migration brings and may, on the contrary, amplify its costs.

Effective communication strategies include appealing to common interest rather than self-interest, emphasising common ground, and eliciting empathy.<sup>30</sup> Combining facts on migration with storytelling methods to promote positive engagement between migrants and their communities is mostly shown to be effective. In addition, highlighting stories of newcomers working to integrate into their new communities is shown to be an effective migration communication strategy.

Migration narratives, both on immigration and emigration, are constructed at different levels by multiple actors, offering a specific view on migration or migrants or both, incorporating values, interests, knowledge, and claims that explain the causes and impacts of migration. Stakeholders can be grouped under the following categories: 1) migrants, refugees, diasporas; 2) governments, politicians, policymakers, international organisations (IOs); 3) media, including broadcast, traditional or print (newspapers), social media, and citizen journalism; 4) artists and activists; 5) migration scholars; 6) humanitarian organisations, civil society, and non-government organisation (NGOs); 7) corporations and the private sector.

<sup>30</sup> Dennison, J., *Strategic Communication for Migration Policymakers – Lessons from the State of the Science*, ICMPD, 2021. Available at: [https://www.icmpd.org/file/download/56568/file/Strategic\\_Communication\\_for\\_Migration\\_Policymakers.pdf](https://www.icmpd.org/file/download/56568/file/Strategic_Communication_for_Migration_Policymakers.pdf)

**Political and institutional actors** play a key role in shaping the public discourse on migration. The relationship between policy-making and public and political discourse is reciprocal: policymakers both respond to and shape narratives and public perceptions on migration. Moreover, the way they communicate on migration and related policies influences the success of migration policies, the opportunities available to migrant populations and the process of migrant integration more generally. Globally, public attitudes towards migration tend to be in line with their government's immigration policies, although it is difficult to ascribe causality as to whether policies are determined by public attitudes or vice versa.<sup>31</sup>

Well-managed and humane migration governance can contribute to improving public perceptions and attitudes towards migration by addressing fears and negative public perceptions, and by showing that migration can be managed rather than endured. The public may find it easier to see migrants as contributing to society, if government policies and programs are seen as orderly and well-managed, if irregular migration is reduced and pathways are expanded, information on their contributions to host societies is based on facts and evidence, migrant integration is improved and racial and gender discrimination challenged, migrant community leaders are involved and asylum procedures bolstered.

Different initiatives and practices, implemented by national governments have been presented within the GFMD framework, including, among others<sup>32</sup>:

- Communication campaigns aimed at creating positive migration narratives;
- Campaigns tackling disinformation and stereotypes;
- Initiatives to highlight the benefits of well-managed migration;
- Initiatives to support migrants and refugees' access essential services, to help them integrate;
- Government policies allowing for the meaningful participation and leadership of migrants;
- Initiatives to provide accurate, timely and reliable information on migratory pathways and asylum systems;
- Guidelines for migrants on available pathways to legal residence in several destination countries;
- Easy access to online data on the most dangerous migratory routes, to dissuade taking those routes;
- Public campaigns to tackle trafficking of human beings and unfair and unethical recruiting; and,
- Information campaigns focused on prospective migrants and returnees, as trusted source of information for potential migrants.

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<sup>31</sup> Dempster, H., Leach, A., & Hargrave, K., *Public Attitudes Towards Immigration and Immigrants: What people think, why, and how to influence them*, ODI Working Paper 588, September 2020, p.22. Available at: <https://www.odi.org/publications/17333-public-attitudes-towards-immigration-and-immigrants-what-people-think-why-and-how-influence-them>

<sup>32</sup> For more details, see Annex.



Balancing public narratives on migration is not something that States can achieve alone. Such work requires the involvement of a wide spectrum of actors, such as local and regional governments, international organisations, the private sector, civil society organisations, trade unions, local community leaders (including religious leaders), media, academia, employers' organisations, and migrants themselves in order to disseminate balanced and evidence-based information about migration.

#### BOX 1 – It Takes A Community Campaign

**Cities** have a long history of promoting diversity and are increasingly aware of the role they play in migration governance as actors of change. Due to their size, economic strength, and proximity to citizens, they are in a unique position to influence migration narratives, and foster a pragmatic, evidence-based debate on migration. They are also well placed to create local ecosystems of narrative change, working with local civil society,

The '[It Takes A Community](#)' (ITAC) campaign is an international, multi-stakeholder, social media communications campaign that showcases the positive social, cultural, and economic impacts that migration can have on communities, and connects existing national and regional actors for exchanges of good practices. ITAC provides national and local governments, businesses, civil society, youth groups, and other partners with engaging content and customisable digital resources available on the campaign website for sharing stories, videos, photos, and quotes about the benefits of migration. The ITAC website also hosts an interactive map that showcases different migration narratives initiatives from around the world.

businesses and community leaders, a critical element that organisations such as [Welcoming America](#) seeks to strengthen. However, the role of cities in fostering welcoming communities highly depends on their resources, capacities and the national/local system in which they operate. Accordingly, city-to-city exchange as well as increased coordination and communication between national and local governments is critical. Some initiatives implemented locally have focused on educating the youth on inclusiveness, in cooperation with schools and educational institutions. Other cities designed communication campaigns to sway the “movable middle” (those who do not hold strong feelings against or for migration), work with migrant youth to make youth work more inclusive (Mechelen), jointly advocate towards national governments by advocacy campaigns

#### Box 2 – Lampedusa Charter for Dignified Human Mobility

The Charter was adopted during the 7th World Congress of the United Cities and Local Governments (UCLG) in Daejeon, Republic of Korea in October 2022. The [Charter](#) addresses dignified human mobility and territorial solidarity, rethinking citizenship beyond administrative status and centering actions around dignity and solidarity. It also lays the foundation for a renewed governance framework that builds on territorial realities and establishes the “Right to the City” as a fundamental principle.

(Lampedusa, ANVITA), creating a set of principles and indicators to create welcoming cities (Welcoming America and Certified Welcoming Cities). An important initiative that highlights the added value of involving cities in public communication efforts is the training provided by the [Border Towns and Island Network](#) to local politicians around Europe (for example Lampedusa, Italy) on how to

communicate on migration-related topics to their voters.

Certain **Civil society** organisations are also engaged in dynamic actions to eliminate discrimination and promote evidence-based public discourse and to counter hateful, racist and xenophobic

speeches towards migrants.<sup>33</sup> While government-led public communication efforts remain crucial, civil society-led initiatives could complement such efforts by creating spaces of dialogue, mutual understanding and respect among refugees, migrants, and host communities. As such, involving civil society organisations can contribute to achieving social inclusion and foster balanced narratives on migration. For example, integration workshops targeting refugees who were victims of abuse have utilised arts (e.g. film, music, dance) to foster inter-cultural exchanges and collaboration.<sup>34</sup>

**Media** organisations and journalists' unions are important actors in fostering balanced narratives and disseminating accurate information on migration. In the past few years, media (particularly in countries of destination) have predominantly covered migration either as a humanitarian issue involving deaths at sea, pushbacks, persecutions, trafficking, without providing a broader context; or as a security issue for host communities, linked to crimes, socio-cultural clashes and competition for jobs and limited resources, to serve specific political agendas. Notably, the limited coverage of migrants' perspectives and positive contribution to host and origin economies and societies have likely prevented many people from developing nuanced views on migration.

In recent years, different initiatives have been put in place to diversify media coverage and to support the professionalisation of journalists on migration-related issues, including training opportunities provided by national governments and international organisations – such as ICMPD, IOM, United Nations High Commissioner for Refugees (UNHCR), International Labour Organization (ILO).<sup>35</sup> Additionally, new media houses run by African creatives in film and entertainment showing in Nollywood, South Africa's Mzansi, East African

#### Box 3 – Battery Dance

The “[NGO Committee on Migration](#)” is currently collaborating with the ‘[Dancing to Connect](#)’ program of the New York-based organisation named “[Battery Dance](#)”. Battery Dance runs programs to integrate newly arrived refugees, migrants – including unaccompanied children – with host communities through an innovative dance project in public schools. The program focuses on bridging divides, uniting communities, empowering youth, combatting racism and xenophobia, and ending all discrimination.

#### Box 4 – Other Talk

The “Other Talk” is a three-year program – implemented by Flemish Belgian NGOs [11.11.11](#) and [Vluchtelingenwerk Vlaanderen](#) – that aims at bringing nuance to the polarised migration debate in Flanders and prevent further polarisation. “Other Talk” is engaged in discussions in three areas: education, civil society and media. In the framework of the ‘Other Talk’ programme, the University of Leuven conducted a study – only available in Dutch – on frames and counter-frames that are used or could be used when covering migration issues. The study gives a clear insight into the frames that appeal to the general public, and the frames that are unappealing.

<sup>33</sup> Crawley, H. and McMahon, S., *Beyond fear and hate: mobilising people power to create a new narrative on migration and diversity*, Coventry: Centre for Trust, Peace and Social Relations, 2016. Available at: <https://pureportal.coventry.ac.uk/en/publications/beyond-fear-and-hate-mobilising-people-power-to-create-a-new-narr>

<sup>34</sup> India Stoughton, I., *Syrian refugee children process trauma through art NGOs in Lebanon have been using art therapy to help children to deal with the horrific events they witnessed in Syria*, Aljazeera, 4 March 2017, <https://www.aljazeera.com/features/2017/3/4/syrian-refugee-children-process-trauma-through-art>

<sup>35</sup> For more details, see Annex.

movie industry are paving way, although they are facing limited resources and some gate-keeping.<sup>36</sup> Understanding the power of narratives, [AfricaNoFilter](#) is a donor collaborative that supports the development of nuanced and contemporary stories that shift stereotypical and harmful narratives within and about Africa, by investing in Research, Grantmaking, Community Building and Advocacy.

Public attitudes to migration are also increasingly shaped **online**. Social media serve to amplify the polarisation of the migration discourse, by reinforcing ideological positions through its ‘echo-chamber’ effect. At the same time, due to its capillary dissemination, social media can offer an invaluable opportunity to promote balanced narratives on migration. The campaign ‘Everybody Knows Something That You Don’t Know’, launched by the [Migration Youth and Children Platform](#) on [TikTok](#), allows for the engagement of young people to discuss complex ideas and phenomena (such as migration), and may contribute to promoting nuanced narratives.

**Youth** are a cross-cutting force among other stakeholder groups, but also represent a sub-group with unique priorities, tools, and methods in shaping migration narratives. Unlike some traditional stakeholders, young people are not bound by established institutional frameworks, allowing them to be more agile and adaptable in responding to emerging trends and challenges related to migration. Youth projects reflect the problems and concerns of the generation that is building the present and future of communication. Youth tools and methods harness the immediacy, scalability, and visual impact of social media, enabling them to engage their peers and a wider audience effectively. They often prioritise storytelling, using personal narratives, art, and multimedia to convey the human side of migration, thereby humanising the often-dehumanised migrants in mainstream narratives. Three key aspects that highlight the significance of youth projects in shaping migration narratives are: use of social media, contact format adapted to social media (short, simple, concise, clear - and mostly *visual*), use of gamified elements, such as interactive quizzes, challenges, or storytelling contests. This approach encourages participation and foster deeper understanding of migration issues, thus recognising that young people are not passive consumers of information but active participants in the discourse.

Finally, the **private sector** is increasingly engaged on migration issues by promoting skills and talent mobility across locations and business sectors. Initiatives in this domain include:

- publicly promoting the benefits of highly-skilled migration, and of “key” workers during public emergency (such as the COVID-19 pandemic);
- promoting the recruitment of refugees and migrants;
- lobbying for migration policy reforms, including on the diversification and increase of regular migration pathways;

#### Box 5 – An inclusive approach: Radio and Youth in Cameroun

Promouvoir et Défendre la personne Migrante (PRODMI) is a project implemented by [AJVC](#) and FCJ ([Fondation Conseil Jeune](#)) working with community radios. It seeks to improve the protection and defense of the rights of migrants in the town of Kye Ossi, in Cameroun, by educating the local host population, civil society leaders, migrant heads of households and the media about the fundamental rights of migrants and sensitizing local government authorities, the police, and diplomatic representatives to the various forms of violations of the fundamental rights of migrants, their living conditions. The project was a game changer in improving the living conditions of migrants stationed in border areas, by improving accommodation and access to healthcare and supporting vulnerable migrants in gaining effective access to their rights.

<sup>36</sup> <https://www.forbesafrica.com/frontrunner/2022/10/27/more-and-mo-african-storytelling-a-media-moguls-tv-tales/>

- promoting and publicizing private sector efforts with respect to ethical and fair recruitment;
- highlighting the importance of migrants, including seasonal workers, to essential business activities, such as agriculture and services industries

Public-private partnerships which showcase practical, real-life positive examples of migrants' contribution to host societies can also be an effective way to balance public narratives. In this sense, the private sector provides a powerful narrative angle that may contribute to highlighting migrants' productivity and countering the negative perceptions of migrants as a burden to host communities.

It is important to mention that only few communication actions on migration have been rigorously evaluated, and therefore little evidence of their efficacy and impact has emerged. This may be due to funding only being provided for a short-term project. Qualitative analyses that consider attitudinal and behavioural changes in the community as a result of migration communication actions are urgently needed to performing impact assessment. This analysis would then result in reliable evidence and conclusions regarding the effect of a specific intervention.<sup>37</sup>

#### Box 6 – Talent Beyond Boundaries

'[Talent Beyond Boundaries](#)' is an example of a partnership between private sector, civil society and governments which creates a skills catalogue of displaced talent of over 70,000 migrants and refugees, provided job matching opportunities, and enabled the sharing of success stories through the 'It Takes A Community' campaign. These stories from migrants in the workplace (through regular pathways) are particularly compelling as narratives of inclusion and contribution to the community and economic development. These can be powerful counters to negative narratives.

## E. The role of diasporas in shaping migration narratives and culture

The mixing of cultures, contexts and resources that occur through migration is enriching for both migrants and host societies. However, migrants are frequently seen as mere recipients of cultural policies rather than as active contributors to shaping different visions of society and cultural life. In fact, migrants' cultural values are often undermined by an uncritical perception of their original cultures as too traditional, too illiberal or too inferior to the prevailing culture of the host society.<sup>38</sup> Often, being accepted within the societies in countries of residence becomes a pre-occupation for social cohesion which while necessary can also make cultural identities secondary, rather than co-existing. This shapes narratives on identities of migrants and diasporas as well as how migration is viewed by the host societies. Moreover, many migrant artists feel invisible in the arts world of the host society and report lack of initiatives designed to support them.<sup>39</sup>

Diasporas are often viewed only as economic intermediaries. However, they also strongly contribute to the human, social and cultural enrichment of their countries of origin, transit and destination by building bridges and fostering mutual understanding among different cultures.<sup>40</sup> Their influence extends beyond their immediate communities, making a global impact in various domains.

<sup>37</sup> Dannison, J., *How to perform impact assessments: key steps for assessing communication interventions*, Migration Policy Centre, ICMPD, 2020, [https://www.icmpd.org/file/download/48479/file/How0to0Perform0Impact0Assessments\\_0Key0Steps0for0Assessing0Communication0Interventions5E258059D.pdf](https://www.icmpd.org/file/download/48479/file/How0to0Perform0Impact0Assessments_0Key0Steps0for0Assessing0Communication0Interventions5E258059D.pdf)

<sup>38</sup> Report of Alexandra Xanthaki, UN Special Rapporteur in the field of cultural Rights, 2023. The full report is available on the website of the mandate at [www.ohchr.org/en/calls-for-input/2022/call-inputs-report-cultural-rights-and-migration](http://www.ohchr.org/en/calls-for-input/2022/call-inputs-report-cultural-rights-and-migration)

<sup>39</sup> Ibid.

<sup>40</sup> Conclusions of the GFMD Thematic Workshop "Culture, Narratives and Human Mobility", which took place on 27 June 2023 in Paris, France, organised by the French Ministry for Europe and Foreign Affairs.

Diasporas have also been actively engaged in discussions and initiatives related to reclaiming cultural heritage, often tied to the concepts of restitution and reparations. These efforts have gained significant momentum recently and have been supported by various organizations, governments, and grassroots movements in European countries. The main arguments and motivations for diasporas' engagement in these restitution and reparations efforts are based on the fact that these actions were unjust and that the rightful owners deserve to have their cultural heritage returned. The restitution of cultural artefacts is seen as a way to reconnect with lost elements of one's own culture and history, helping to preserve and promote heritage and identity, but also, they can be used for educational purposes.

### **Textbox | GFMD workshop – Culture, narratives and human mobility - NATIONAL MUSEUM OF IMMIGRATION HISTORY (27 JUNE 2023)**

#### **“Diasporas as actors of cultural and social development”**

In today's globalised context, the facilitation of exchanges and the increase in mobility have led to the rapid intersection and intertwining of cultures worldwide. Migratory movements bring forth a diversity of cultures, yet they are too often reduced to crises and war in public discourse. Consequently, the polarisation of public discourse, often based on mutual prejudices, leads to a hermetic dialogue that is harmful for all.

The diasporas, existing in a “double space” – the one of departure and the one of arrival – are major actors of development. Often summed up as the weight of their economic transfers for development, they also play a role in social and cultural influence, for themselves, and the countries they leave, cross or join. Diaspora networks around the world thus contribute to fostering solidarity between communities and actors, improving relations between territories, and multiplying cultural and social opportunities, thus promoting paths of legal mobility and cooperation across all domains.

Diasporas can disseminate positive migration narratives by promoting the many positive externalities that stem from migration. At the same time, the tangible experience of migration acquired by diaspora communities can also generate empirical discourse on the often negative realities and the risks and perils of migration, especially when it takes place through irregular channels.

#### **"Migrations, cultures and creations"**

Some artists move to a country of their choice for cultural, economic or social reasons. Some may go into exile due to war or political

#### **Box 7 – Examples from Berlin**

Since mid-2015, a number of programmes supporting “refugee” and “exiled” artists have emerged in Berlin, such as the fellowship programme ‘[Weltoffenes Berlin](#)’ (Cosmopolitan Berlin), the ‘\*[FoundationClass](#)’ programme and the workshop ‘[Artist Training for Professionals](#)’. Theatres such as the ‘[Maxim Gorki](#)’ and the ‘[Ballhaus Naunynstraße](#)’ promote plays performed in different languages. However, from the artists' perspectives, the categorisation of ‘refugee artist’ and ‘artist in exile’ seems to be understood as a ‘depreciation’ in artistic terms and is often perceived to limit their artistic practices – for instance when they feel obliged to engage in artistic projects relating to their experience of war. Others, on the other hand “seek to integrate the scene of their host country and...accept an artistic identity connected with their background and/or with the status of exile”. Being categorised as a refugee artist can lead to a sense of exoticism. Some artists thus feel that they should work to change people's view of them and reclaim their situation. The objective of the project ‘[We Are Here](#)’ is to produce posters that illustrate some of the “perceptions, declarations, and demands of people who have fled to Berlin”, by casting light on individuals who are rarely mentioned in public debates and on the stereotypes with which the citizens of countries at war and in crisis are confronted.

circumstances. Others belong to generations born in the country where their parents settled. Regardless of the reasons, human mobility shapes the relationships between people and cultures. When artists migrate from one country to another, bringing their culture, practices, traditions and way of life, they not only contribute to the cultural heritage of the host country, but also participate, through their presence in its social transformations.

In various fields such as literature, music, cinema or the visual arts, the circulation of works is accelerating. This opens new horizons and enables innovative syncretism. It stimulates artistic creation by introducing new themes, particularly for the host country, such as the relationship to otherness, human mobility, changes in cultural models, etc. On the other hand, it also raises complex questions in terms of cultural appropriation, representation and identity. [The International iDiaspora Photo exhibition](#), organised by IOM and [IBER-RUTAS](#),<sup>41</sup> has shed light on the different ways in which diasporas cope and adapt outside their countries of origin. The selected photos were able to portray how members of diasporas navigate their multiple identities and embrace their new country while remembering where they come from.

#### Box 8 – African Diasporas as cultural brokers and social actors

The narrative on the migration of Africans within and outside the continent, as well as its diaspora, is largely shaped by references to its historical and colonial ties, trade partners, national political dynamics, development frameworks at continental, sub-regional and national level. Collaborations that shape African narratives on migration continue to grow like [AfricaNoFilter](#) and diaspora-led information platforms on African life, news, trends and trendsetters such as [Ongolo](#) as well as platforms that highlight migrant and diaspora achievers such as digital diaspora. On social media, diasporas and migrants use these tools to communicate their personal stories, struggles and wins. In form of entertainment, these tools bring diasporas and their families closer, as it can also be a very lonely space away from home. African diaspora and migrants have also continued to participate actively in the promotion of social justice, equality, and human rights in their host countries and globally by working with rights groups and establishing civil society organisations aimed at advancing their rights and addressing the challenges they face with the support of professionals of African heritage backgrounds.<sup>42</sup>

The African diaspora, especially the second and subsequent generations have made substantial contributions to the cultural landscapes of their host countries, including music Afrobeats, dance, art, cuisine,<sup>43</sup> and fashion. African diasporic cultural elements, such as jazz, reggae, hip-hop, and Afrobeat, have had a profound impact on global music additionally art, including sculptures, textiles, and literature, have gained recognition and influence worldwide. The growth of African footprints in the creative and entertainment industry is also evident through mainstream and social media. The features of docuseries and shows on Netflix covering the rise of Afrobeats are a way of sharing the African narratives on fashion, music, tales, food and spirituality depicting the daily lives and lifestyles that demystify stereotypes on Africa and its migrants, off and on the continent. The expanded use of African languages stands out as an important driver for narratives.

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<sup>41</sup> A program that aims to contribute to the promotion of cultural diversity in Iberoamerica for the protection of migrants' rights from an intercultural perspective.

<sup>42</sup> Adebayo, A., & Adepoju, A. (2016). African Migrants and the Regulation of Migration. *Development Policy Review*, 34(1), 35-52

<sup>43</sup> [Yinka Adegoke](#), How to end the Jollof wars, <https://www.semafor.com/article/07/09/2023/nigeria-ghana-senegal-and-jollof-war>, Accessed 2<sup>nd</sup> November 2023

## F. Recommendations

This section contains a list of recommendations and practices that may inform the action of migration stakeholders and public communicators on improving the perception of migration in public opinion. The (non-exhaustive) list is designed to stimulate a discussion among migration/communication stakeholders and facilitate the elaboration of concrete actions.

### 1. Encourage exchange across all levels of migration governance

To understand how migration actors can collaborate to promote evidence-based, balanced, fair and responsible public discourse on migration based on a multi-dimensional governance approach, exchanges among international, national and local actors should be encouraged.

### 2. Adopt a whole-of society approach

Attitudes towards migration affect different areas of public policy, including for example: access to social services, housing, healthcare, education, children's issues and women's rights. Front-line service providers can play an important role in supporting positive and fact-based narratives. In order to do so effectively, workers must be supported with data, knowledge, tools and dedicated initiatives, including trainings.

### 3. Design inclusive policies, develop specific legislation and programs and address structural inequalities

Designing policies and specific legislation and/or programs that are age, gender and disability inclusive as well as addressing tolerance, diversity, inclusion, anti-discrimination, including in workspaces, and hate crime may help reinforce the perceptions of migrants as members of society endowed with rights and duties, thus contributing to improving public perceptions and attitudes on migrants and migration.

### 4. Implement effective communication strategies

To positively influence public perceptions and attitudes towards migration, communication strategies should combine facts with value-based storytelling and more sophisticated efforts to engage with individual's deep-rooted values, worldviews,<sup>44</sup> and emotions. Instead of prioritising "sensationalism" to stimulate greater public interest on migration, it is advised to frame migration as a potential solution and as a form of climate change adaptation, while also engaging with people's fears and seek to deconstruct them, not to ignore them.

### 5. Modernise communication channels and engage with influencers

Social media, peer-to-peer networks and non-traditional or informal messengers (such as influencers and community leaders) are important resources to ensure that accurate information is heard and believed. Modernising communication channels and professionalising non-traditional/informal communicators – on communication skills and migration knowledge – may be useful in promoting balanced narratives and strengthening governments' capacities to develop effective migration governance. Gamification, interactive campaigns and video content can be examples of modern ways to attract the attention of the public, in particular young people. Influencers' popularity among youth and their direct communication style may help bridge the gap between communicators and target audiences. Whilst measures should be taken to avoid oversimplifying migration-related information, user friendly communication styles can trigger offline conversations and prevent the resurgence of stereotypes and hate speech.

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<sup>44</sup> Dempster, H., Leach, A. & Hargrave, K., "Public attitudes towards immigration and immigrants What people think, why, and how to influence them", *ODI Working paper 588*, September 2020, p.27.

## 6. Involve migrant workers and employers

Including workers' and employers' organisations, and other migrant-led organizations, in dialogues on migration narratives is important both to highlight the positive contributions of migrants to economic growth and to develop effective systems to prevent migrant workers' exploitation.

## 7. Engage with the diasporas

In addition to their key role as economic actors, diasporas can also play a major role in the emergence of a shared narrative about migration, providing a real understanding between cultures. Their role, as a game-changer in shaping narratives of migrants, should be supported and enhanced, also in the cultural sphere, without overlooking the important issue of identity clashes and cultural heritage perspectives, as well as the importance of generational links and the engagement of multi-generational diasporas.

## 8. Promote balanced narratives in arts and culture

The representation of migrants, their art and cultures in the public sphere, including media, cinema and theatre should seek to eliminate negative stereotypes and narratives about migrants and their cultures. Media houses could employ people with a migratory background and hold interviews with migrants themselves to narrate their stories. All cultural diversity should be celebrated and promoted. The presence of cultural diversity in educational curricula and textbooks, including in history, as well as informal education systems, should be promoted. Changes in education, including in curricula and textbooks, will benefit social cohesion, especially if there is a focus on global education, intercultural matters, and on a historical perspective on migration.<sup>45</sup>

## 9. Promote evidence-based narratives on human mobility and climate change

Efforts should be made to enable the emergence of climate change narratives that move beyond the security frame, address adaptation burdens and historical injustices, and contribute to the transformation of how climate induced migration is perceived,<sup>46</sup> while paying particular attention to the specific nature of human mobility induced by climate change and focusing notably on internal displacement.

## 10. Invest in research and quality data on public attitudes to human mobility and exploring the potential of emotion-based communication

Collecting nuanced data globally on public attitudes and on migration as well climate migration, creating ties between research and policy making as well as a better dissemination of information can assist communication stakeholders, policy makers and other stakeholders in designing effective messaging and campaign strategies that could dispel misrepresentations and misconceptions about the reality of climate migration. While there is strong evidence that perceptions and narratives of climate change, weather shocks and local environments affect migration practices and decisions,<sup>47</sup> investing in research on whether the public perceives climate migration as a salient issue and, further, what factors influence attitudes toward climate migrants and climate migration can assist policy makers in designing effective

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45 This point is also explored at length in the '[Global Education Monitoring Report of 2019. Migration, displacement and education: Building bridges not walls](#)' stating that: "Appropriate education content can help citizens critically process information and promote cohesive societies".

46 McNamara KE, Farbotko C (2017) Resisting a 'doomed' fate: An analysis of the Pacific Climate Warriors. *Australian Geographer* 48(1): 17–26.

47 Selby, J., & Daoust, G. (2021, June). *Rapid Evidence Assessment on the impacts of climate change on migration patterns*. London, UK: UK's Foreign, Commonwealth and Development Office.

[https://www.weadapt.org/sites/weadapt.org/files/rapid\\_evidence\\_assessment\\_of\\_climate\\_change\\_impacts\\_on\\_migration.pdf](https://www.weadapt.org/sites/weadapt.org/files/rapid_evidence_assessment_of_climate_change_impacts_on_migration.pdf)

McLean, A., Ben Brahim, N., *Is Climate Change a Driver of Mobility? A Mapping of Perceptions in Egypt, Morocco and Tunisia*, ICMPD, 2023, [https://www.icmpd.org/file/download/59770/file/Climate%2520Change\\_EN\\_Final.pdf](https://www.icmpd.org/file/download/59770/file/Climate%2520Change_EN_Final.pdf)



messaging strategies and campaigns that propel misrepresentations and misconceptions about the realities of climate migrants and migration.

Moreover, investigating the role played by emotions in migration narratives and communication may provide important tools to public communicators who aim to influence public discourse and foster a balanced narrative on migration.

#### **11. Perform impact assessment**

Impact assessment is essential to collect reliable evidence and conclusions regarding the effect of a specific intervention. Such evaluation would help identify what works in a given intervention and recalibrating such action to do less and better in a more coordinated way. In this regard, qualitative analyses that consider attitudinal and behavioural changes in the community as a result of migration communication actions should urgently be included in impact assessments.

### **G. Guiding questions**

1. How can we build successful multi-actor and multi-level partnerships to improve the perception of migration in public opinion?
2. How can States support diaspora groups and other stakeholders in framing more inclusive narratives on migrants and migration?
3. How can we effectively communicate on climate change-related mobility?
4. How can we use emotions to re-balance migration narratives?
5. How can we improve data production and collection on public attitudes on migration?
6. How can we better perform impact assessment of communication campaigns in the field of migration?

## ANNEX – Resources and Examples of best practices in promoting balanced narratives on migration

### Government-led initiatives

**Australia:** The Australian Government strives to influence narratives from the top by promoting migration as one of the central elements of the Australian identity. Narratives are amplified by subnational multicultural affairs, ministers across States and territories, community organisations, and government agencies. The Department of Home Affairs' network of Community Liaison Officers (CLOs) has an essential role in supporting Australia's vibrant multicultural society, by building and maintaining relationships with a wide range of cultural, religious and ethnic communities. The CLO network supports the communication of official information to multicultural communities and provides a mechanism for community members to share information about their priorities and concerns. To entrench multiculturalism and promote a positive narrative on migration, Australia is undertaking a multicultural review and is tasking the Australian Human Rights Commission with developing a national anti-racism strategy. In addition, the Australian Government works to ensure that multicultural communities have access to high quality, culturally appropriate facilities, services, and places of worship; and invest in local multicultural projects to strengthen multicultural communities across Australia. Lastly, the Government has a research partnership with the Scanlon Foundation Research Institute, one of Australia's leading research institutes on social cohesion, to deliver biennial Australian Cohesion Index (ACI) to better understand and track social cohesion in Australia.

**Belgium:** The Secretary of State for Asylum and Migration is developing a website (Migration.be) that will provide accurate, timely and reliable information on migration and asylum in Belgium, in order to make migration policies more transparent and promote a balanced public narrative on migration. The Belgian Development Cooperation and the Belgian Development Agency (Enabel) are working with civil society to develop actions and tools that could promote a better understanding among the general public of the challenges surrounding migration and development. For example, the Belgian Development Cooperation financed the production of a dozen movies, documentaries and TV series on migration, accompanied by relevant educational material.

**Brazil:** The Government of Brazil organises trainings for public workers and promotes the hiring of migrants in different public services, such as health and education. Universal access to services, regardless of nationality, age and sex is also promoted, and relevant information on access to services is translated in main foreign languages. In addition, mechanisms to denounce instances of xenophobia and racism are created both in the public and the private sector. Finally, migrant festivals are supported, to acknowledge the key role that cultural diversity plays in promoting social cohesion.

**China:** China has put forward the Global Civilization Initiative, advocating the promotion of the common values of mankind, understanding the values of different civilizations in an open and inclusive manner, and removing cultural barriers. The Chinese Government compiles legal, cultural, social and national knowledge books and audio-visual materials for foreigners moving to China; and informs foreigners, among others, on migration policies, medical care, finance, education, work, and emergency relief and create an inclusive, friendly and discrimination-free social environment.

**Ecuador:** The Government of Ecuador ensures access to health and education services for migrants. Ecuador's public policy plan '[Toda Una Vida](#)' examines the rights of migrants at all stages of policy

development plan, and includes a human mobility plan to promote universal citizenship. The Government also launched different communication campaigns: for example, the Ministry of Foreign Affairs and Human implemented '[Un Solo Rumbo](#)', an awareness campaign to eradicate any form of discrimination, and the '[#AQUIESTOY](#) (I'm here)' campaign that aims at raising public awareness about human trafficking.

**Canada:** The Canadian Government promotes balanced narratives on migration through the '[Immigration Matters](#)' campaign. The campaign seeks to showcase the benefits of immigration at community level, dispel common myths about immigration, and promote positive engagement between newcomers and Canadians through emotionally compelling stories combined with facts. 'Immigration Matters' combines digital storytelling, community conversations and partnerships to create positive migration narratives. Canada is also co-chairing the 'ITAC' Campaign, together with Ecuador and the GFMD Mayors Mechanism.

**Colombia:** Colombia established a public-private alliance to regularise migrant workers, recognise their skills and competences, and promote positive attitudes to immigration. Several initiatives were implemented including, for example, a labour inclusion program for the migrant population which help private companies identify migrants' skills, provide ad hoc trainings to match labour market needs, and support migrants' entrepreneurship.

**France:** The government has commissioned a [study](#) of sixteen countries, to analyse the coverage of migration topics in the mainstream media. This project implemented by Canal France International, led to the creation of a training programme for journalists, to provide practical tools and skills for collecting evidence-based data. In the framework of the Chairmanship of the GFMD, France also published in partnership with the Musée National de l'Histoire de l'Immigration, a [special issue](#) of the periodical Hommes et migrations which examines the links between culture, discourse and migration in a series of articles.

**Morocco:** Morocco promotes a culture of peaceful coexistence through a set of measures. The project '[Living together without discrimination](#)' – implemented by the National Human Rights Council and the Moroccan Government – intends to strengthen instruments and public policies to fight and prevent racism, discrimination and xenophobia towards the migrant population. The Government also promotes the integration of migrants through state-supported creativity and cultural programs; through regional and local cultural events organised by artistic and heritage training institutes; through issuing professional artist identity cards and ensuring access to services provided by cultural institutions. In addition, sermons in mosques are used to raise awareness about migrants' rights and promote moderation, respect for orders and non-discrimination.

**Philippines:** The Department of Foreign Affairs' Office of the Undersecretary for Migrant Workers' Affairs (DFA-OUMWA) established its official [Facebook page](#) named OFW help, serving as a direct line of the DFA to distressed overseas Filipinos and Filipino migrants abroad. The page provides them and their next-of-kin (NOK) 24/7 assistance by receiving their messages and referring their cases to the Philippine Embassy or Consulate near them or covering the country or jurisdiction where they are. Further, Philippine legislation and policies, including the 1987 Constitution, the Migrant Workers and Overseas Filipinos Act of 1995, and the Magna Carta of Women, mandate the inclusion, participation, and leadership of migrants, including women migrants.

**Saudi Arabia:** The Kingdom is committed to use narratives and rational discourse to convey a correct image of expatriates to public opinion by: providing accurate information about the nature of work of migrant workers and their situation; sharing migrant workers' personal experiences with a humanitarian perspective; countering common misconceptions, stereotypes, and misinformation; countering extremist ideologies; spreading principles of tolerance and coexistence.

The National Committee to Combat Human Trafficking launched various awareness campaigns, highlighting the contribution provided by migrant workers to the host community and aspirations to a better life. Cultural events, festivals and art exhibitions are held also to promote a supportive environment for migrant workers and their families; enhance constructive interaction and mutual understanding between migrants and Saudi citizens. Interreligious and intercultural dialogue is also promoted through KAICIID. Moreover, an initiative aimed at raising awareness of the importance of accepting expatriates' and creating a sense of belonging between the Saudi society and expatriates has been recently launched, supervised by the Ministry of Media, with the participation of the Ministry of Interior within Quality Life Program. Finally, the Government signed various agreements, including with ILO, to regulate and improve employment of foreign workers in the country, protect human rights of migrant workers, combat and prevent trafficking in persons, develop activities/programmes and national capacities. Various workshops were held in sending countries to introduce domestic workers to their labour right framework. In addition, the Know-Your-Rights was disseminated in different languages to migrant workers upon arriving in Saudi Arabia.

**Thailand:** On 6 September 2022, the Ministry of Foreign Affairs and International Organization for Migration (IOM) Thailand co-hosted the inaugural "Training on Migration Reporting" to combat misinformation and negative stereotypes of migrants. This is done through raising awareness of journalists and media on the contributions of migrants to the economy and society, and migrants' rights.

## International Organisations

**European Union:** DG HOME commissioned a study to Ecorys to assess the validity of communication campaigns as an effective tool for migration management. The study presents best practices from 20 existing campaigns, and seeks to highlight ways to improve the quality and effectiveness of future campaigns. The [final report](#) presents the cumulative results of the two phases of this study. First, the report presents key findings on research and design, delivery and working methods, and monitoring and evaluation methods. Second, the key findings are followed by recommendations. The recommendations are complemented with a 'toolkit' to help implementers and donors resolve the most common issues uncovered.

**ICMPD:** ICMPD's approach includes three pillars, that reflect the main target groups: *i)* the media; *ii)* the general public; and *iii)* the policy makers. Specifically, in the framework of the EUROMED Migration V project, trainings to sensitise journalists and media professionals about the benefits of promoting a balanced narrative on migration are organised. Public Communicators' Workshops are developed to highlight the central role of public communicators in informing the public debate on migration, and in shaping people's perceptions of migration. Lastly, a series of studies that aim at collecting evidence, and providing recommendations for communicators and policy makers on how to communicate on migration more effectively, accurately and strategically are developed – in partnership with the Observatory on Public Attitudes on Migration (OPAM – European University Institute). All the studies are available on the [EUROMED Migration V webpage](#).

**IOM** and **UNHCR** are coordinating In Peru the '[#TuCausaEsMiCausa](#)' campaign. The campaign spans civil society and the private sector, and is designed to increase the solidarity of the Peruvian society towards Venezuelan migrants, through social media, community workshops, and street theatre performance.

**IOM** launched the '[Global Migration Media Academy](#)', a learning hub that offers classroom and online courses in multiple languages to anyone interested in covering migration. The Academy

forms a community of experts committed to providing fact-based, balanced and diverse; and to promoting new voices in the field of migration by eliminating barriers to professional development and learning.

**ILO:** ILO's work on migration narratives includes: *i)* media training for student journalists and media professionals, at national, regional and global level, based on the [ILO media toolkit and glossaries on forced labour and fair recruitment](#), available in more than 10 languages and new ITC-ILO E-Learning course on Communicating on Labour Migration and Mobility , *ii)* Establishing and strengthening networks of journalists at national, regional and global level, among others through the development of the platform [migrantnarratives.org](#) in partnership with IFJ; *iii)* The '[Fairway](#)' project that has provided good practices and lessons learned on migrant narratives, including on migrants' returns in their country of origin during the COVID-19 pandemic; *iv)* The ILO Global Media Competition on Labour Migration to improve narratives in cooperation with human rights groups and organizations such as the Office of the High Commissioner for Human Rights, and with trade unions, employers and federations of journalists, and *v)* Media resources and guidance on gender-sensitive reporting have been developed.

**OHCHR:** developed a [toolbox](#), to create human rights-based narratives on migrants and migration. It is based on the [UN Human Rights Seven Key Elements on Building Human Rights Based Narratives on Migration and Migrants](#) and the experiences of its partners.

## Cities

**City of Mechelen (Belgium):** '[People Make the City](#)' is a storytelling project that translates residents' experiences into public content such as street art, podcasts, exhibitions, images and texts. The aim of the project is to build a more nuanced narrative of migrants and highlight the positive impact of refugees on their local neighbourhoods. These features show the diversity and the rich multi-layered identities of people living in the local community. The people concerned can co-create the way they want to be presented. More information on the project and other good practices and tools on migrant integration from the [OECD website](#).

**City of Montreal (Canada):** in 2019, Montreal launched '[Inclusive Montreal in the workplace](#)', an innovative initiative to promote the employment, professional integration, retention and career progression of immigrants. Deployed in 3 parts ('awaken', 'engage' and 'equip'), the initiative mobilised 60 CEOs of Montreal corporations; engaged the general public through a '[Closed Door Day](#)' awareness campaign; and developed a micro-experimentation pathway with cohorts of companies that led to concrete commitments for the hiring of migrant workers. Throughout the first edition between 2019 and 2021, an independent evaluation of the initiative was conducted, with the following results: the initiative succeeded in raising awareness among Montreal workers about the obstacles faced by immigrants in their professional integration, but the approach adopted must be long-term in order to achieve its behavioural transformation targets. In addition, it is essential to ensure flexibility and agility, to take into account the evolving nature of the initiative and the influence of external factors. The initiative is strong in its participatory governance and strong stakeholder engagement and might achieve significant impact results in the coming years.

**City of Nador (Morocco):** a project carried out by [ACPP](#) and [ASTICUDE](#) aims at contributing to the development of social and sustainable cities in Morocco by promoting a realistic and fair discourse on immigration. The project encourages dialogue, mutual understanding and participatory-democracy, in the city of Nador, on the basis of the principles of 'living together', 'inclusivity' and 'interculturality', in the city of Nador (Oriental region, Morocco). Understanding the educational field as a privileged space to create critical, civic and democratic awareness and to promote the culture of living together and the rights of migrant people, and recognising childhood and the educational community as an effective vector of social transformation to move towards more just

and inclusive societies, the [project](#) sought, in a first stage, to promote spaces of reflection and participation from the educational area of Nador on living together, inclusion and interculturality (R1) and, in a second stage, to develop these values in practice from spaces of reflection and democratic participation (R2).

**Association Nationale des Villes et Territoires Accueillants (ANVITA):** [‘ODDyssée, migration makes the world go round’](#) is an educational project on citizenship and international solidarity (ECSI), which aims to strengthen the skills of educational actors, associations and local elected representatives in terms of animation and awareness-raising on the link between migratory flows and sustainable development issues through training sessions and workshops. Moreover, through two financial support mechanisms (the "J'M Prize" and the "OSIM Helping Hand"), it aims to support ECSI initiatives carried out by youth actors and/or those with a migration background. Finally, the territorial, multi-scalar and multi-actor approach of this project aims at a change in terms of public actions around "living together", "social cohesion" and local and international "solidarities". The objective of the ODDyssée project is to encourage citizens' openness to the world and to the "Other" and their appropriation of global development issues by promoting the positive contributions of migration "here" and "there". ODDyssée is built on 4 main axes Raising awareness among educational actors and young people through actions articulating 'ODD (SDGs) and Migration' to enable them to carry out actions of Education for Citizenship and International Solidarity (ECSI). To accompany local elected officials around the issues of 'Migration and Development' in several pilot territories in order to promote local and international solidarity initiatives. To create links between young people, educational actors, associations, local elected officials and researchers in order to better integrate them into existing initiatives that aim to promote an informed and reasoned discourse on migration.

## Multilateral initiatives

The [GFMD Working Group on Public Narratives](#) is a cross-actor group who have a shared interest and expertise in balancing migration narratives. The group, co co-chaired by the Government of Canada, the Government of Ecuador and the GFMD Mayors Mechanism, includes Member States, local governments, civil society groups, youth, businesses, and other stakeholders. With the It Takes A Community (ITAC) campaign active since 2021 and earlier efforts on balanced narratives since 2020, this Working Group also offers a concrete and joint focal point for activities that can bring tangible lessons learned to the GFMD roundtable.

[It Takes A Community Campaign](#) is an international, multi-stakeholder, social media communications campaign implemented by IOM that showcases the positive impact of migration on communities, promotes balanced narratives on migration, fosters welcoming host communities, and connects existing national and regional actors for exchanges of good practices. ITAC provides national governments, cities, businesses, civil society, youth groups, and other partners with engaging content and customisable digital resources available on the campaign website for sharing stories, videos, photos, and quotes about the contributions of migrants and refugees to their communities. The ITAC website hosts an interactive map that showcases different migration narratives initiatives from around the world. Users can use this map to learn about different initiatives and how they can collaborate with each other.

The **UN Network on Migration** elaborated the [“Anti-Discrimination and COVID-19 Advocacy Tool”](#), a toolkit that speaks to challenging discrimination and provides some good practices which would lean towards improving the perception of migrants through narratives and rational discourse. This publication looks at discrimination on grounds related to race and gender and how these shape the

impact of COVID-19 on migrants, including their access to relief and recovery services. Race and gender are viewed both separately and through an intersectional lens, with the tool offering a snapshot of issues, challenges, and promising practices across regions.

## **Civil society**

**[‘Del otro lado’](#)** (On the other side) is a project – co-created with migrant and refugees – that focuses on creating an interactive narrative, based on true stories, to inform the audience about Venezuelan displacement and raise awareness about the problems faced by Venezuelan refugees. A 3D computer-graphic was developed to allow the audience to choose among the different experiences that Venezuelan refugees and migrants in Ecuador had experienced.

**European Network Against Racism and Equinox Initiative for Racial Justice:** An [open letter](#) to the EU on the hosting of its first EU Anti-racism summit in 2021 was signed by 81 civil society organisations, including African diaspora. The letter called for among others, “commitment to further national efforts to collect equality data disaggregated by race to track and measure improvement on political, social and economic indicators”. A key outcome of the 2022 Summit was a push towards National Action Plans against Racism in EU member states and high-level political representation from Portugal, Spain, Germany, Sweden and the European Commission, publicly championing anti-racism in the EU at the highest decision. The implementation of commitments is fundamental towards curbing discriminatory practices.

**[‘Hola America’](#)** is a part of a global initiative, started in the European Union, to identify social innovators, and understand migration from the lenses of social innovation. ‘Hola America’ is based on three pillars: *i)* understanding initiatives implemented by migrants and refugees that create innovation; *ii)* accompanying these initiatives; and *iii)* fostering a new narrative on migration. **[‘Hacking Narratives’](#)** is a campaign that promotes a transforming approach on narratives on migrants and refugees, through a microdocumentary film and a related podcast.

**[‘Global Research Forum on Diaspora and Transnationalism’ \(GRFDT\):](#)** GRFDT publishes a [Research Monograph series](#), since January 2015, that seeks to promote a balanced migration narrative and counter misinformation about migrants and refugees. A media outreach platform, ‘the Migration News’, covers issues related to Migration and Diaspora. Also, the GRFDT – in preparation of the [Digital Museum of Diaspora](#) – trained more than 120 interns in its various migration-related activities such as migration media, digital museum, and research.

**[‘NGO Committee on Migration’:](#)** two studies were recently produced: *i)* the survey reports ‘Visual Analytics toward Evidence-based Global Migration Policy Making and Governance’, that explores xenophobia, barriers to social inclusion, gaps in service, promising practices, as well as challenges identified by organisations that serve migrants and refugees; and *ii)* the Report of a Survey on ‘Migrant and Refugee Victims of Xenophobia, Racism and Intolerance in the Context of the Coronavirus Pandemic’, which gathers information on how the COVID-19 Pandemic has exacerbated the challenges experienced by NGOs working with migrants and refugees. Lastly, the ‘NGO Committee on Migration’ is currently collaborating with the [‘Dancing to Connect’ program](#) of the New York-based organisation named [‘Battery Dance’](#). Battery Dance runs programs to integrate newly arrived refugees, migrants – including unaccompanied children – with host communities through an innovative dance project in public schools. The program focuses on bridging divides, uniting communities, empowering youth, combatting racism and xenophobia, and ending all discrimination.

**[‘One World Citizen’](#)** is a multi-stakeholder programme of education on migration issues with the

global aim of fostering a sense of belonging to our common humanity. In this national programme, pedagogical engineering is used to create several tools like exhibitions, videos, training, or workshops to change narratives on migration.

**[‘Refugee Council of Australia’](#)**: the Council represents over 200 Australian organisations and, over the last three decades, has conducted advocacy work on a range of policy issues, with a strong focus on campaigning against the conditions of Australia’s offshore migrant processing system in Nauru and Manus Island.

**The Voice of African Migrants in Italy** is a platform for African migrants to share their experiences and participate in advocacy campaigns aimed at improving their living conditions and protecting their rights, but also African migrants’ and diaspora voices. It has contributed to shaping global policy debates and initiatives on migration, diversity, and human rights, including the discussions and adaptation of the Global Compact for Migration (GCM).

**[‘Voices of Venezuela’](#)**: aims at building a bridge of understanding between cultures, combatting xenophobia, and showcasing the contribution of Venezuelan migrants to their host communities. It developed a series called ‘Some Venezuelans There’, which provides explanatory videos in animated format to help migrants’ understand relevant processes such as visas/residence permits application, and access to medical care and education.

**[‘Welcoming America’](#)** brings immigrants and US born community members into direct contact, often for the first time, through local gatherings. Through [Welcoming Week](#), organizations and communities bring together neighbours of all backgrounds to build strong connections and affirm the importance of welcoming and inclusive places in achieving collective prosperity. Local and regional governments, NGOs, migrant and refugee-led organizations, local businesses and others participate by hosting events and engaging on social and traditional media. Welcoming Week was launched in 2012 by Welcoming America and its members in the United States. Through Welcoming America’s initiative [Welcoming International](#), the Welcoming Week campaign has grown to include campaigns led by the Governments of Canada and New Zealand, and national NGOs in Australia and Mexico. The main objectives include:

- Affecting the public narrative on migration to be more positive and hopeful;
- Bringing neighbours together - migrant, refugee, and non-migrant - to build connections;
- Celebrating ongoing local multi-sector inclusionary efforts;
- Affirming the importance of “welcoming communities” in achieving collective prosperity;
- Engaging new stakeholders through accessible events that lead to longer-term commitments.

## Private sector

**[Inter-American Development Bank \(IDB\)](#)**: IDB launched the [Citizens Perception Laboratory on Migration](#), which analyses social media interaction, research, and other sources of information with the help of Artificial Intelligence and Big Data to provide insights into how migration is perceived in Latin America and the Caribbean. This initiative offers information, resources and tools to accompany governments in their response to xenophobia.

**National Academy of Sciences (NAS)** [called](#), in a new report “Protecting U.S. Technological Advantage” for protecting U.S. technological advantages by attracting more foreign-born talent, increasing immigration and taking other measures. The report comes at a time of growing attention to U.S. wait times and visa shortfalls that have encouraged talented foreign-born students and professionals to seek out other countries.



**National Foundation for American Policy** published the [policy brief](#) “Immigrant Entrepreneurs and U.S. Billion-dollar companies”, by Stuart Anderson, who documents the extraordinary role played by immigrants as founders and key personnel in many of America’s most innovative companies. The report comes at a time of growing attention to U.S. wait times and visa shortfalls that have encouraged talented foreign-born students and professionals to seek out other countries.

**[Talent Beyond Boundaries’ \(TBB\)](#)**: TBB works with governments and the private sector to ensure that refugees have equitable access to skilled migration as a complementary pathway out of displacement. The [‘Talent Catalogue’](#), developed by TBB, allows employers to tap into the talent of refugees and other displaced populations. Stories about migrants in the workplace are particularly compelling as narratives of inclusion and contribution to economic development.

The year 2022 saw many immigrants and their children make memorable contributions to America. The most inspiring immigration stories of 2022 are told on [Forbes](#).

## Youth initiatives

**[Doha Fashion Fridays](#)**: Doha Fashion Fridays is a unique collaborative project, initiated in 2017 by artists Khalid Albaih and Aparna Jayakumar, in which migrant workers living in Qatar are photographed and interviewed on Fridays, their day of rest. Using fashion as a lens and Instagram as its public platform, the project’s hundreds of images and interviews tell narratives about the diverse migrant population, who have come to Qatar with dreams and aspirations.

**[Everybody Knows Something That You Don't Know](#)**: Migration Children and Youth Platform's social media campaign to promote positive migration narratives via new digital platforms and formats. The campaign is short-video-format interviews on TikTok and Instagram, adapted for Gen-Z. The items have reached +100k views engagement.

**Latin American Heritage**: Latin American heritage is an organisation created by a child of Latino immigrants in Canada and not knowing where she really belonged: if to Canada or if to Latin America. Through sharing this experience with friends in the same situation in workshops, social events, activities and fundraisings, the immigrant Latino youth were provided with a space to embrace their immigrant identity and find a place in society. The organisation unites 200 members, their biggest event was the Latin American festival in Ottawa last October, where over 500 young artists, small vendors and participants were gathered to celebrate the rich culture and heritage and to not lose the **Latino** identities.

**[Waves To Home](#)**: Waves to Home is a global storytelling movement for those who have been forced to leave their homes and their lives behind. The platform provides a safe space for refugees, migrants, and displaced people to tell their stories, find their inner strength in the process, and inspire the world with their resilience.