

Workshop 1 of the Narrative Change Lab:

**Campaigning to engage the middle  
in the migration debate**

Workshop for German Campaigners, Advocates & Spokespeople

December 7-9, 2017

Glaskiste, ExRotaprint,  
Gottschedstr. 4, 13357 Berlin

*Facilitators:* Lisa Quinn, Eóin Young & Ashot Khurshudyan

*International Centre for Policy Advocacy*

[www.icpolicyadvocacy.org](http://www.icpolicyadvocacy.org)

**BACKGROUND – NEW MIGRATION NARRATIVES PROJECT**

As in many European countries, a growing populist rhetoric is currently becoming more mainstream in the public migration debate in Germany and is setting the boundaries of “acceptable” policy choices to measures driven by protection, security and exclusion. Having convened campaigners, researchers, activists and civil servants in Germany for more than a year and connected them to international campaigning practitioners to discuss better ways to engage the public, our response to this challenge is the New Migration Narratives (2017-19) project which aims:

to empower progressive campaigners to more effectively engage and rebalance the public debate around migration in Germany, putting diversity and inclusion more firmly back on the agenda.

The project comprises three main elements:

1. **Pedagogical tools** – Developing a Reframing Migration Narratives toolkit in German and English; the capacity development approach and workshops for the Narrative Change Lab.
2. **Outreach** – Reaching out to other German networks (especially social movements) to promote the narrative change approach.
3. **Narrative Change Lab** – At its core, the project is a capacity development initiative and the Lab will support the step-by-step development of up to five reframing campaigns targeting the movable middle in Germany and also, build the capacity of 15-17 organisations to employ these approaches.

*This workshop is the opening of the Narrative Change Lab. Drawing on current research, polling and international campaigning practice and employing an interactive, learning-*

focused methodology throughout, the workshop will seek to empower campaigners to effectively engage the public narrative on migration in Germany.

### AIMS & LEARNING OUTCOMES

In this opening workshop of the Narrative Change Lab, our **aim** is for participants:

to build the skills, confidence and insight to begin planning a narrative change campaign to engage the middle in the migration debate in Germany.

Moreover, by equipping participants with a better understanding of the opportunities and resources available through the Narrative Change Lab, we also hope they will be inspired to start a campaign reaching to the middle with the support of the programme in 2018.

#### Learning outcomes

More specifically, through the workshop participant will:

*Learn how to:*

- Start planning a narrative change campaign targeting the middle in the migration debate
- Understand and analyse how others are employing frames in their campaigning efforts
- Build engaging messages and other key elements of a reframing campaign
- Analyse suitable opportunities and target segments of the middle in Germany
- Prepare themselves to engage in challenging debates with skeptical audiences

*Understand:*

- How frames work and used in policy and political campaigning
- The power of framing in shaping the public agenda
- How to put together a narrative change campaign targeting the middle
- The key elements of a reframing campaign that targets more positive responses
- What to avoid in a campaign from a reframing perspective
- The various roles they could play to lead or support campaigns developed through the Narrative Change Lab
- The steps and stages of the Narrative Change Lab in 2018

*Have access to:*

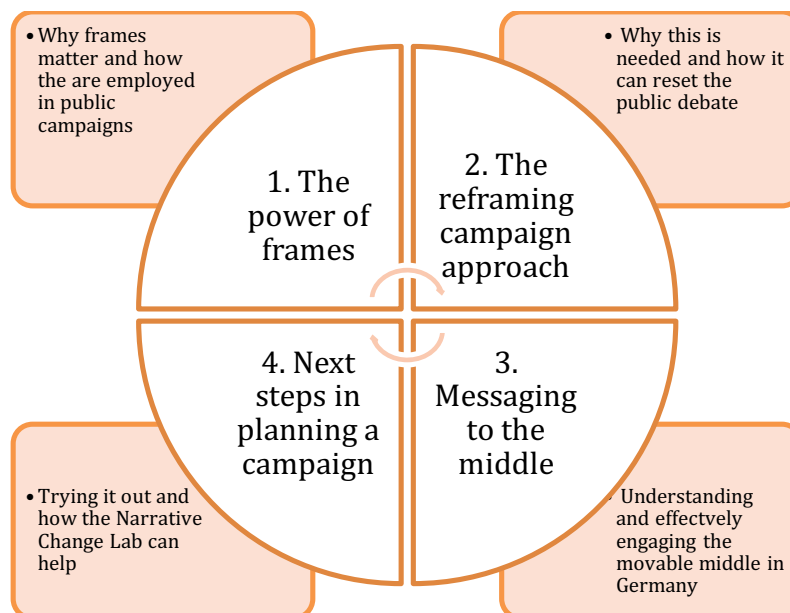
- A core planning tool to structure the stages of planning a reframing campaign targeting the middle
- Reframing migration narratives toolkit to share with their colleagues and partners
- A network of practitioners from across the sectors to support/inform their campaigning efforts in the future
- A network of international practice and practitioners also engaged in similar efforts

## MAIN RESOURCE

The workshop is built around the insights developed for the ICPA Reframing Migration Narratives Toolkit ([www.narrativechange.org](http://www.narrativechange.org)). This toolkit has been in development for over a year and will provide practical guidance based on international campaigning experience to support progressives to effectively reach out to the middle in the public debate. The full toolkit is still in its final stages of development and will be launched in 2018 in both English and German. However, a key part of the toolkit has already been released - a video explaining the need for a reframing approach<sup>1</sup>.

## WORKSHOP OUTLINE

The workshop consists of 2.5 days of training (December 7th-9th, 10 sessions x 90mins). The four main components of the workshop are:



*In more detail:*

### 1. Foundations - The power of frames

In this section, we will begin by setting out the multidisciplinary foundations of the idea of frames/reframing and how they are powerful tools used in campaigning to drive/change the public narrative. Specifically, we will:

- Define core aspects of frames and the framing effect
- Illustrate how frames are employed in policy/political campaigning
- Share experience of advocating in a frame-driven debate

<sup>1</sup> In English - [https://youtu.be/kU\\_QnYX0Su4](https://youtu.be/kU_QnYX0Su4) & in German - <https://youtu.be/lD37qQwTBxA>

## **2. Strategy - Employing a reframing campaign to engage the middle**

In section two of the workshop, we will outline the challenge in the German context and go deeper into why campaigns reaching out to the middle may be one key part of the solution. We will also consider a suitable role for organisations to play in reframing campaigns. Specifically, we will:

- Map out the challenges of engaging a progressive agenda in the current public debate on migration in Germany
- Analyse the different tactics organisations adopt to engaging different segments of the public and understand why engaging the middle is important
- Examine how a reframing campaign can be employed to effectively engage the middle and positively influence the public debate

## **3. The Nuts and Bolts – Messaging to the middle**

We will next look at the nuts and bolts of building out a reframing campaign. We will start with looking at effective engagement and messaging approaches that build on positive stories and make an appeal to overlapping values in the middle. Following that, we will look specifically at the movable middle in Germany in detail and consider some ideas of messaging to them and how to effectively engage them in a dialogue. Specifically, we will:

- Build insight into the core principles of engaging the middle using a reframing approach
- Introduce the Narrative Change Campaign Planning Tool
- Consider the core elements of a campaign that are needed in an approach to engage the middle
- Analyse the middle segments in Germany based on recent polling and develop messages and triggers in a role play situation
- Consider the right approaches to engage challenging audiences in the middle

## **4. Next steps in developing a campaign**

We will close the workshop by giving you an opportunity to develop an initial campaign idea and also discuss and inform you on how you can be supported in your campaign work as part of the ICPA Narrative Change Lab in 2018. Specifically, we will:

- Work on elaborating an initial campaign idea to engage the middle
- Understand clearly the stages and steps of the Narrative Change Lab and how you can participate in it
- Reflect on the different roles that various actors can play in developing and supporting a campaign
- Find potential partners with complementary competencies, interests and needs to be part of your campaigning efforts

### **WORKSHOP METHODOLOGY**

This workshop is practical in nature and targets the needs of workshop participants. Active participation is the cornerstone of the methodology employed with emphasis placed on the analysis of authentic case studies and products of the campaign process, as well as the application of knowledge and skills to participants' own campaign plans. Other main aspects of the methodological approach adopted in the workshop are:

- a learner-centred, interactive environment;
- pair and small group work to facilitate peer interaction;
- learning by doing (case/research analysis and role play);
- analysis of real campaign cases & practice, up to date research and polling;
- role of participants as informed and responsible adult learners and the role of the trainer as facilitator.

#### TIMETABLE FOR TRAINING DAYS

The training workshop will be run over three days from Thursday, December 7<sup>th</sup> to Saturday, December 9<sup>th</sup>. The daily workshop timetable of 4 x 90-minute sessions is as follows:

Daily workshop timetable	
09.30 – 11.00	Session 1
11.00 – 11.30	Coffee break
11.30 – 13.00	Session 2
13.00 – 14.00	Lunch
14.00 – 15.30	Session 3
15.30 – 16.00	Coffee break
16.00 – 17.30	Session 4

Day 3, Saturday (Dec 9<sup>th</sup>) will run until 14.30.

#### WORKSHOP FACILITATORS

- *Lisa Quinn, Director, International Centre for Policy Advocacy.*
- *Eóin Young, Programme Director, International Centre for Policy Advocacy.*
- *Ashot Khurshudyan, Senior Trainer, International Centre for Policy Advocacy.*

**Lisa Quinn** ([lisa@icpolicyadvocacy.org](mailto:lisa@icpolicyadvocacy.org)) is co-founder and Director of ICPA. Prior to establishing ICPA in 2012, she worked for over a decade under Local Government and Public Service Reform Initiative (LGI) of Open Society Foundations (Budapest) to support the research, communication and advocacy capacity development of policy practitioners in transition countries. In addition to designing and managing capacity development programmes and ICPA's staff and training team, she also authors practical policy resources and toolkits, e.g. "Making research evidence matter: a guide to policy advocacy in transition countries" (2012). Lisa also leads ICPA's work in Germany, especially building up the project "Reframe the Debate! New Migration Narratives for Constructive Dialogue" (2017-2019), implemented with support of the federal "Demokratie Leben!" programme and Social Change Initiative. Lisa draws on an applied and multidisciplinary background, with degrees in Management and Sociolinguistics. And she's working hard on her German!

**Eóin Young** ([young@icpolicyadvocacy.org](mailto:young@icpolicyadvocacy.org)) is co-founder and Programme Director in the International Centre for Policy Advocacy (ICPA). He has worked as a trainer and mentor in supporting the development of policy research, writing and advocacy capacity in the NGO

and governmental sectors in the EU & Eastern Europe/Central Asia for over 15 years. Before founding ICPA in 2012, he previously worked under the Local Government and Public Service Reform Initiative (LGI) of the Open Society Foundations (OSF) and is co-author of the manuals “Writing effective public policy papers” (LGI/2002), “Making research evidence matter: a guide to policy advocacy in transition countries” (OSF/2012) & “The Essential Guide to Policy Brief Writing” (ICPA/2017). More recently, Eóin/ICPA has led a team in developing a programme to support advocates in reframing public narratives in seemingly intractable, highly emotional issues, such as migration and shrinking civic space. He has a multidisciplinary background in Mechanical Engineering, a postgraduate degree in Sociolinguistics and is a big fan of MOOCs – having studied framing, data analytics, songwriting and behavioral economics.

**Ashot Khurshudyan** ([ashot@icpolicyadvocacy.org](mailto:ashot@icpolicyadvocacy.org)) is a Senior Trainer with International Centre for Policy Advocacy. Ashot is Head of Training and Education Unit at the International Center for Human Development (ICHHD) in Yerevan, Armenia. Ashot has over 10 years experience delivering diverse trainings, such as Negotiation, Effective Communication, Leadership, Ethics, Persuasion, Economic and Statistical Analysis, Public Policy, Gender and Conflicts. He also has 10 years policy experience collaborating with a wide range of local and international partners in a wide range of fields, e.g. Fiscal & Monetary policies, Public finance, Public Administration, Education and Foreign Policy, and Decentralization reforms.

## INTERNATIONAL CENTRE FOR POLICY ADVOCACY

The International Centre for Policy Advocacy (ICPA) is an independent, Berlin-based NGO dedicated to bringing more voices, expertise and evidence into policy decision-making and promoting an enabling environment where policy decisions are grounded in the public interest. The main focus of our work is to build the policy engagement capacity and confidence of researchers, advocates and activists from across sectors through training, mentoring and providing practical resources<sup>2</sup>. In more recent times, given the growing populist challenge, we have developed a reframing programme to support activists and researchers wishing to enter emotionally heightened debates around the issues of migration and closing space for civic engagement. In more than 15 years, we have worked extensively with more than 60 partners (often through policy fellowship programmes – 16 to date) to support over 5,000 policy practitioners in Europe (EU and Eastern Europe), Central Asia and West Africa.

[www.icpolicyadvocacy.org](http://www.icpolicyadvocacy.org)

## PROJECT PARTNERS

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<sup>2</sup> For example: <http://advocacyguide.icpolicyadvocacy.org>