

Campaigning to the movable middle in the migration debate – Strategies, practice & risks

Workshop Syllabus/Overview

ICPA Strategic Communications Incubator

Glaskiste, Exrotaprint, Gottschedstrasse 4, 13357 Berlin (November 7-8, 2019)

In this time of growing right wing populism in the migration debate in Europe, campaigners are struggling to understand how to respond. Partners talk about reframing the public narrative and reaching out to the movable middle, but what do these terms/concepts mean in reality? And what does it take in practice to do this kind of narrative change campaigning? Would this be a suitable approach for my organisation or coalition? This workshop aims to answer these questions and provides space for participants to consider the suitability of this campaigning approach to their work.

Focus and objectives of the workshop

This hands-on workshop targets progressive campaigners from all across Europe (8 countries in total!) drawn from a broad range of networks (Open Society Foundations, Social Change Initiative, Robert Bosch Stiftung, Never Alone Initiative and ICPA's German network,) to share the lessons that ICPA has learned in supporting the build out of narrative change campaigns in Germany, as part of ICPA's Narrative Change Lab¹. We will share insights and advice on developing effective campaigns drawing on: a strong research base, lessons from international campaigning experience, our reframing migration narratives toolkit, and directly from a specific NGO campaign case targeting the middle in Berlin and Stuttgart.

As such, the aim of this workshop is:

to build participants' understanding of what it takes to effectively engage "movable middle" audiences in the migration debate and open the floor to broad consideration of how elements of this approach could possibly be applied/adopted by participating organisations

More specifically, the objectives for the workshop are as follows:

- To elaborate the communication challenges facing campaigners in this era of populism
- To understand the power of frames in public advocacy
- To build insight into the 'Moveable Middle' and consider the tactics and risks of engaging this segment of the population
- To find a value space that allows campaigners to positively, effectively and authentically message to middle audiences
- To learn key elements of an effective campaigning approach that seeks to reframe the public debate from campaigning experience and a real campaign case from Germany
- To reflect on the elements of the approach that participants could adapt or adopt in their own work
- To consider what it would really take to shift the public debate at scale
- To understand better how the ICPA Strategic Communications Incubator is further seeking to support campaigners/advocates in Europe

¹ www.narrativechange.org

Elements of the workshop

The workshop will comprise seven 90 minute sessions over two days, which will break down as follows:

	Day 1, Thursday – Workshop Day	Day 2, Friday – Case/Application day
09:00 – 09:30	Welcoming, sign in, coffee!	Welcome/Coffee
Session 1 09.30 – 11.00	<p><i>Opening and challenges</i></p> <ul style="list-style-type: none"> • Syllabus and expectations • Challenges in public advocacy on migration • The power of frames 	<p><i>Campaign Case Analysis</i></p> <ul style="list-style-type: none"> • The campaign development process and message testing • Analysis of real-world campaign example, developed in the Narrative Change Lab
11:00 – 11:30	Coffee	Coffee
Session 2 11.30 – 13.00	<ul style="list-style-type: none"> • The power of frames (continued) <p><i>Who are the Movable Middle?</i></p> <ul style="list-style-type: none"> • Mapping and personifying segments of the middle • Understanding the target debate with a frames map 	<p><i>Application and reflection</i></p> <ul style="list-style-type: none"> • Discussion of the opportunities and challenges the approach presents to participants
13.00 - 14.00	Lunch break	Lunch break
Session 3 14.00 – 15.30	<ul style="list-style-type: none"> • Tactics for engaging the middle segment <p><i>Messaging to the middle</i></p> <ul style="list-style-type: none"> • Locating a positive value space • Finding resonant and engaging messages 	<p><i>Strategic Communications and next steps</i></p> <ul style="list-style-type: none"> • Going to scale through Strategic Communications • Strategic Communications Incubator – possible ways to support participants • Workshop Evaluation
15:30 – 16:00	Coffee	Close
Session 4 16.00 – 17.30	<p><i>Campaigning approaches</i></p> <ul style="list-style-type: none"> • Key elements of a narrative change campaign approach • Introduction to campaign case 	

Key resource

The key resource for the workshop is:

- Reframing Migration Narratives Toolkit (ICPA/2018)².

Lab and Incubator

The Narrative Change Lab is a pilot capacity development initiative developed as a key component of our ongoing project “Reframe the Debate: New Migration Narratives for Constructive Dialogue” (2017-2019), as part of the Demokratie Leben programme³ supported by the Ministry of Family Affairs, Senior Citizens, Women and Youth⁴ and Social Change Initiative⁵.

Building on the lessons of the pilot, the Strategic Communications Incubator (2019-2024) aims to provide the space, support and community to deliver quality projects and campaigns that resonate with the middle in the migration debate and therefore, contribute to putting diversity and inclusion back on public and policy agendas, in Germany and Europe more widely. The Incubator will go beyond individual campaigns to model the processes and practices of strategic communications, further enabling our partners to begin driving the debate in the medium term. We are currently in the pilot phase of the work and are partnering with the Social Change Initiative⁶ and Open Society Initiative for Europe⁷.

The training team

Main trainer

Eóin Young (young@icpolicyadvocacy.org) is co-founder and Programme Director in the International Centre for Policy Advocacy (ICPA). He has worked mainly 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 more than 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). As Programme Director of ICPA, Eóin leads the policy capacity development team and is technical lead on a newer programme to support advocates in reframing public narratives in seemingly intractable, highly emotional issues, such as migration and shrinking civic space. Eóin is also co-author of the recently launched ICPA Reframing Migration Narratives Toolkit⁸. 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.

Co-trainers

² <http://www.narrativechange.org>

³ <https://www.demokratie-leben.de>

⁴ <https://www.bundesregierung.de/breg-en/federal-government/ministries/ministry-of-family-affairs>

⁵ <https://www.thesocialchangeinitiative.org>

⁶ <https://www.thesocialchangeinitiative.org>

⁷ <https://www.opensocietyfoundations.org/about/programs/open-society-initiative-europe>

⁸ <http://www.narrativechange.org>

Lisa Quinn (lisa@icpolicyadvocacy.org) is co-founder and Director of the International Centre for Policy Advocacy (ICPA), a Berlin-based NGO. Prior to establishing ICPA in 2012, she worked for a decade under Local Government and Public Service Reform Initiative (LGI) of OSF (Budapest) to support the research, communication and advocacy capacity development of policy practitioners in transition countries. Lisa leads the strategic and organisational development of ICPA and its staff and training team, and also designs and manages capacity development programmes and authors practical policy resources and toolkits, e.g. "Making research evidence matter: a guide to policy advocacy in transition countries" (2012). Lisa currently leads ICPA's work in Germany, including the project "Reframe the Debate! New Migration Narratives for Constructive Dialogue" (2017-2019), implemented in partnership with the German federal "Demokratie Leben!" programme and Social Change Initiative. Lisa draws on an applied and multidisciplinary background, with degrees in Management Studies and Sociolinguistics.

Sarah Lyall (Sarah@icpolicyadvocacy.org) is Programme Manager for the Strategic Communications Incubator and ICPA's narrative change work. She is an experienced researcher and policy analyst with a focus on social policy and citizen participation, and holds a BA Hons in History and a MSc in Social Policy Research. Sarah began her career at Refugee Support Network, mentoring young people along their journey to higher education. At the New Economics Foundation, a London-based think tank, she designed and managed quantitative and qualitative research into experiences of poverty and inequality in the UK, household debt and social care. Working for the Greater London Authority, Sarah supported the Mayor of London to develop his strategy for improving social integration citywide.

Nasiha Ahyoud is Press and PR Manager at neue deutsche organisationen (ndo). She is a qualified literary scholar and has worked as a journalist and press officer in politics and for various governmental and non-governmental organizations. Among other things, she was responsible for the coordinated work of JUMA e.V. at RAA Berlin (Regional Employment, Integration and Democracy Office). There she led the development of the Gemeinsam Menschlich ('Human Together') reframing campaign for JUMA in 2018/19, as part of the Narrative Change Lab.

International Centre for Policy Advocacy (www.icpolicyadvocacy.org)

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. 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. We started as a training team which was incubated as part of the Local Government Initiative, Open Society Institute in Budapest. In more than 15 years, we have worked extensively with more than 60 partners (often through policy fellowship programmes – 17 to date) to support over 5000 policy practitioners in Europe (EU and Eastern Europe), Central Asia and West Africa.

Partners

These workshops are supported by:



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