

Workshop 3 of the Narrative Change Lab:

## Effectively engaging the middle in constructive dialogue in the migration debate

*Workshop for German campaigners, advocates & spokespeople*

November 8-9, 2018

Glaskiste, ExRotaprint, Gottschedstr. 4, 13357 Berlin

*Facilitators:*

Arun Devasia & Nick Spooner - *HOPE not hate, UK*

Eóin Young & Lisa Quinn - *International Centre for Policy Advocacy*

### BACKGROUND

One of the challenges of public campaigns targeting to the movable/anxious middle is how to constructively engage an often-sceptical audience in a dialogue about migration, and stay civil but firm through the tough questions. Done well, such an approach can have powerful outcomes, but it takes preparation, both in a tactical and emotional sense, and these challenges and opportunities are the focus of this workshop.

This 3<sup>rd</sup> workshop of the Narrative Change Lab<sup>1</sup> will be conducted in partnership with HOPE not hate (UK) and two of their experienced community organisers/trainers will facilitate many elements of the training from their Difficult Conversations module<sup>2</sup>.

### AIMS & LEARNING OUTCOMES

Following the earlier stages of the Lab and the development and testing of two campaigns reaching out to the middle, the workshop will focus on the 3<sup>rd</sup> stage of ICPA's Narrative Change Campaign Planning Process – Preparing for Responses. As such the aim of the workshop is:

to build the capacity and provide the tools and inspiration to prepare campaigners to effectively engage middle audiences in a dialogue that puts the values of diversity and inclusion back on the agenda in a convincing and emotionally smart manner.

To achieve this goal, the more specific objectives are to:

- Set up the discussion by providing feedback from campaigners and organisers based on the recent message testing event;

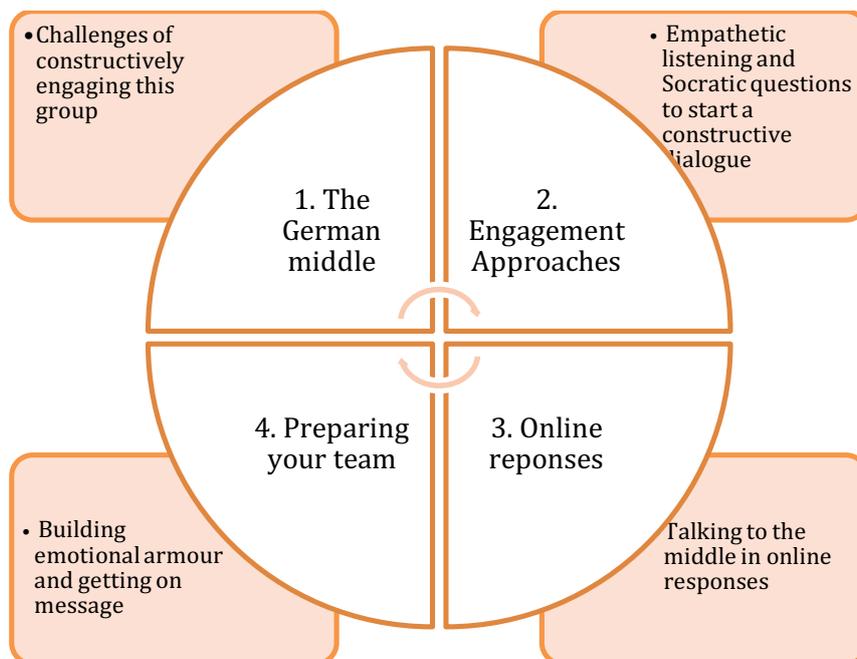
<sup>1</sup> <http://www.narrativechange.org/narrative-change-lab>

<sup>2</sup> <https://charity.hopenothate.org.uk/difficult-conversations>

- Reflect on the challenges of engaging middle segments in Germany;
- Advance the awareness of opponents' narratives and the sentiments and feelings that exist outside of our bubbles;
- Learn how to communicate values in an accessible way;
- Understand the value of a personal story;
- Have an understanding of the core concepts and engagement approaches of empathetic listening and Socratic questioning;
- Understand the limits of myth-busting;
- Build up confidence in having conversations with people with whom you don't agree;
- Consider how to deal with the tough questions from the middle segments;
- Plan the preparation of a campaign team, based on the approach outlined.

## WORKSHOP OUTLINE

The workshop consists of two days of training (November 8th-9th, over eight sessions x 90mins). The four main components of the workshop are:



*In more detail:*

### **1. The German middle – Responses and lessons from message testing (ICPA facilitating)**

Building on the learning from the Narrative Change Lab, we will share the lessons from the message testing event in June 2018, where we tested the initial concepts and materials for two campaigns with four focus groups from the middle segments in Germany<sup>3</sup>. This will be a stepping stone to understand the challenges facing campaigners. Specifically, we will:

- Get campaigners to present their reshaped campaign approaches after the testing;

<sup>3</sup> 2 groups of Humanitarian Skeptics and 2 groups of Economic Pragmatists – see <https://www.moreincommon.com/germany-report>



- Discuss what we learned about the middle from the focus groups;
- Outline where campaigners see the challenges of engaging this audience.

## **2. Engagement Approaches – Empathetic Listening & Socratic Questioning (HnH facilitating)**

Building on the lessons and experiences from Hope not hate's training module on Difficult Conversations, we will next examine the techniques and approaches to opening a constructive dialogue with those in the middle. Specifically, we will cover the following:

- Telling your own personal experience story;
- The techniques of empathetic listening and Socratic questioning;
- Analysis of the application of these approach from a campaign video;
- Role playing the application of these techniques in a non-confrontational setting.

## **3. Practice – Trying out the approaches**

In the third part of the workshop, we will give participants the opportunity to simulate engagement with a sceptical middle audience in a role play and practice the application of the dialogue-based techniques outlined in the last section.

Specifically, we will:

- Give you the chance to try out the dialogue-based approaches and get feedback from peers and trainers;
- Discuss how to deal with the tough questions;
- Use material based on realistic scenarios and inputs based on the focus group feedback;
- Reflect on the challenges of developing and honing these skills.

## **4. Online responses – Talking to the middle in responses**

In the 4th part of the workshop, Nick from Hope not hate will provide insight and approaches to dealing with challenging/bigoted online comments.

## **5. Preparing the team - Building your emotional armour (ICPA facilitating)**

In the last part of the workshop, we will focus on how to take the techniques discussed in the workshop and prepare a campaign team for campaign work. Specifically, we will focus on:

- Putting together talking points;
- Getting everyone on message;
- How to develop the 'emotional armour' in a team.

We will close the workshop by clarifying the next steps in the Narrative Change Lab and current plans for the rollout of the campaigns.

## **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 (discussion, reflection & role play);
- analysis of campaign cases & feedback from focus groups;
- 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 two days, Thursday, November 8<sup>th</sup> and Friday, November 9<sup>th</sup> 2018. 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

**WORKSHOP FACILITATORS**

- *Arun Devasia, Organizer, HOPE not hate, UK.*
- *Lisa Quinn, Director, International Centre for Policy Advocacy.*
- *Nick Spooner, Organizer, HOPE not hate, UK.*
- *Eóin Young, Programme Director, International Centre for Policy Advocacy.*

**Arun Devasia** – West Midlands organiser for HOPE not hate. Arun worked as a trade union organiser and is now the HOPE not hate organiser in the West Midlands, with specific focus on Dudley, an area which is characteristically ‘post-industrial’. He is working on a non-judgmental approach to doorstep conversations that seek to transform deeply ingrained perceptions of ‘the other’.

**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, 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!

**Nick Spooner** is an organiser with the UK's largest anti-racist campaigning organisation, HOPE not hate. Having cut his teeth working on community campaigns in Southampton before organising campaigns against UKIP in the run up to the 2015 general election, Nick worked in London and the South East for a short time before moving to South Yorkshire at the beginning of 2016. Sheffield now has a self-organising HOPE not hate group who regularly run events and who are currently working on an organising strategy in a specific area of the city where community engagement is low and hostility to new communities is high. Throughout this time Nick has collaborated on the creation of workshops on community organising and campaigning which he and his team have delivered to organisations, community groups and anti-racist activists around the UK. Nick now heads HOPE not hate's digital organising project which is tasked with pushing back against online hate.

**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.

## ICPA NARRATIVE CHANGE CAMPAIGNING RESOURCES

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 will be launched in December 3rd, 2018 in both English and German. However, some parts of the toolkit have already been released:

- A video explaining the need for a reframing approach<sup>4</sup>;
- A series of videos from practitioners on the need and challenges of engaging the middle<sup>5</sup>;
- A set of Flashcards detailing "12 Keys to Reframing the Migration Debate"<sup>6</sup>.

<sup>4</sup> In English - [https://youtu.be/kU\\_OnYX0Su4](https://youtu.be/kU_OnYX0Su4) & in German - <https://youtu.be/ld37qQwTBxA>

<sup>5</sup> <https://www.youtube.com/playlist?list=PLINg5t4uHUdg5CoNUBVF7I7sIRwSRLbUu>

<sup>6</sup> You will receive a set of cards in the workshop.



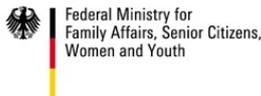
## WORKSHOP PARTNERS

**HOPE not hate** (<https://www.hopenothate.org.uk>) started as a campaign to defeat the British National Party (BNP) at the ballot box at the start of the 21<sup>st</sup> century. With a legacy that stretches back to the defeat of the Oswald Moseley's street fascists in the East London in the 1930s, HOPE not hate combines first class research, analysis, education and community organising to disrupt and expose the far-right. Whilst this work predominantly focuses on Britain, the changing nature of the threat has brought our work – with the help of allies – to Europe and North America.

The **International Centre for Policy Advocacy (ICPA)** ([www.icpolicyadvocacy.org](http://www.icpolicyadvocacy.org)) 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>7</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.

## PROJECT PARTNERS

Funded by



as part of the federal programme

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<sup>7</sup> For example: <http://advocacyguide.icpolicyadvocacy.org>