



**CIAK
MIGRACTION**
A different take on migration

RECOMMENDATIONS FOR POLICY MAKERS AND PUBLIC AUTHORITIES

On how to approach the public discourse on migrants' inclusion

BUILDING CLOSENESS & EMPHASIZE UNITY

Communication strategies and language choices should aim to get close to receivers and improve relationships and interaction between people. Make citizens feel involved with each other, underline common needs and expectations, avoid separation and isolation of citizens.

TALK ABOUT PEOPLE NOT CATEGORIES/LABELS

Call people by their names. Migrants are people and as human beings they have human rights. Their lives, needs, problems and feelings need to be understood going beyond restrictive labels.

FOSTER EMPATHY

Promote and share with the whole population important facts and events about the life of migrants at the local level, i.e. communicate and give visibility to citizenship ceremonies, community festivals, etc. and encourage common celebrations. Use universal events of people's life to share positive feelings and to celebrate an enriched community.

ENCOURAGE THE PARTICIPATION OF DIASPORA COMMUNITIES

Create spaces for migrants and minority groups and communities to gather and reflect upon migration policies and narratives, share and promote good practices of inclusion. Encourage participation to decision-making processes by establishing spaces of dialogue with administrators where they can advance proposals and advocate for issues that matter most to them.

MIGRATION IS NOT A TABOO SUBJECT

Do not be afraid of the migration topic, be proud of migrants' integration, of their contribution to the society and testify how this can be made possible. Communicate clearly your decisions as public authority concerning inclusion and integration. Take time to explain them and support them with facts and stories, thus raising awareness among citizens about the values of equality, solidarity, interculturality and non-discrimination.

INVOLVE ACTORS DEALING WITH MIGRATION

Try to involve as many different actors dealing with migrations as possible, especially NGOs and civil society organisations who are involved in migrants' inclusion and integration, and carry out intercultural activities. Indeed, these actors are often experts in their topics and thus might be involved to contribute to the communication you aim to reach.

ADOPT AN APPROPRIATE TERMINOLOGY

Adopt appropriate terminology which reflects national and international law when referring to migrants' status; respect definitions provided by the Glossary annexed to the Charter of Rome and avoid generalized labelling.



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NO DEHUMANISING LANGUAGE

When referring to migrants and migrations, avoid using metaphors of natural phenomena that compare people's movements to physical or unexpected events, such as "floods", "hordes of people", "waves" etc. Migration movements are not natural disasters: they have specific causes, but these causes should be subject to investigation and analysis by media in order to increase public awareness.

NO PITIFUL LANGUAGE

When describing painful and severe living conditions always respect human dignity; avoid spectacle of suffering, victimisation, depiction of misery, voyeurism of pain of others. Adopt a human rights based approach focusing on rights violations.

RELY ON EVIDENCE

Data, figures, percentages, surveys and statistics allow for a more accurate, objective and evidence-based communication and might help to avoid simplified and unreal narratives. References to real-life situations and personal stories can also contribute to building a more compelling message widening the receiver's understanding of the issue.

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