

## **GFMD Thematic Workshop “Narratives on Migration: Toward evidence-based Communication”**

*4-5 July 2019*

*Mohammed VI International Conference Center, Skhirat, Morocco*

### **Highlights of Proceedings**

#### **Introduction**

The Ecuadorian Chairmanship of 2019 comes at a timely moment for global migration governance: the magnitude of international migration and forced displacement has led the international community to address these issues at the highest political level by endorsing the two Global Compacts - one for Refugees (GCR) and the other for Safe, Orderly and Regular Migration (GCM) -- in December 2018.

As the GCM states in its guiding principles, "we also must provide all our citizens with access to objective, evidence-based, clear information about the benefits and challenges of migration, with a view to dispelling misleading narratives that generate negative perceptions of migrants." This highlights the need for the international community to work towards distilling evidence-based and objective information on migration and migrants.

In view thereof, the GFMD 2019 Chair Ecuador, in partnership with the Government of the Kingdom of Morocco, convened the GFMD Thematic Workshop entitled “Narratives on Migration: Toward an evidence-based Communication” on 4-5 July, in Rabat, Morocco. The aim of this workshop was to initiate an open discussion, allowing a variety of stakeholders (governments, civil society, private sector, academia, media, etc.) to analyze in depth the mechanisms that shape public perceptions of migration issues. Additionally, the workshop focused on the issue of data, and its collection and analysis, in order to present the public with objective, clear and evidence-based public discourses, reflective of the reality on the ground.

The workshop convened around 150 local and international participants representing UN Member States, civil society, the private sector and international organizations.

#### **Opening Session, 4 July**

**Mr. Ahmed Skim**, Director of Migration Affairs, Ministry Delegate in Charge of Moroccans living abroad and Migration Affairs opened the workshop by stressing the imbalance between the perceptions about migration by the general public and politicians, and the factual realities of current migration flows. This, he argued, has led to increased hostility towards migrants, exacerbated by often superficial and simplistic media coverage of migration and the spread of unfounded rumors, fears and uncertainties via the social media. In order to counter these negative trends, all stakeholders have a responsibility to create a climate of tolerance and a space for dialogue that allows for objective and transparent discussions. Mr. Skim underlined that the workshop aimed to promote a realistic narrative on migration, to showcase effective migration policies, and to utilize the strengths of multi-stakeholder partnerships between the media and migration actors.

In his [video message](#) **Ambassador Santiago Chávez Pareja**, GFMD 2019 Chair, thanked the Kingdom of Morocco for co-organizing the workshop and stressed that the topic of migration narratives and communication is a key thematic priority of the Ecuadorian GFMD Chairmanship. The negative environment surrounding the GCM Adoption Conference in Marrakesh demonstrated the force of negative and inaccurate narratives in shaping public perception. This workshop thus provided a timely opportunity to exchange experiences between governments and other stakeholders, to identify recommendations that foster positive perceptions of migration, and to reinforce the commitment of key actors to change the negative perceptions about migration. He also invited the participants to continue the discussion during the 12<sup>th</sup> Summit Meeting in Quito.

Representing the GFMD 2017-2018 Co-Chairmanship, **Ambassador Götz Schmidt-Bremme** of Germany called for a change of approach to migration narratives. The use of the existing narratives, he said, could risk further erosion of support for the GCM. Highlighting the benefits and impact of regular migration versus the challenges and risks of irregular migration, he cited Germany's innovative approach on opening regular pathways for qualified migrant workers. He accented the need to take courage and distinguish between regular and irregular migration, in order to avoid the spread of negative narratives and risk the undermining of the refugee protection.

Representing the GFMD 2019 Ecuadorian Chair, **Mr. Nelson Franklin Torres Zapata** highlighted the dual challenges faced in the Latin American region, and in Ecuador in particular, in dealing with large numbers of displaced people and confronting fake news, misinformation and hate speech. In his words, it is necessary for governments to develop their capacity to communicate truthful facts about migration, both through traditional channels and parallel networks, and to coordinate policies to facilitate the reception of migrants and guarantee their basic needs and services. Finally, it is vital to strengthen existing international protection instruments, particularly the GCM.

**Mr. Leonard Doyle**, Director of the Media and Communication Division of IOM, articulated that the 'elephant in the room' in many discussions on migration is the presence of deepening inequality in the world, which is helping to fuel xenophobia, disorder and potentially significant global changes. He then outlined important strategies in building evidence-based migration narratives and communication. For effective fact-based communication, it is vital to look not only at the facts themselves but also at the context and discussion surrounding the evidence. It is also important to restore the relationship of trust between the media and the public, which has been severed by social media allowing for the spread of fake news. Useful strategies include the use of un-manipulated and peer-to-peer messaging, as used in the successful IOM campaign "Migrants as Messengers" in West Africa. In addition, effective campaigns must be open, develop contextualized messages, and work in a local context with all relevant stakeholders. The recommendations of the NGO Welcome America, which successfully used these approaches to create a welcoming city for migrants in Nashville, USA, are: to use positive and believable messages; to localize messages to the community; to find trusted messengers; to always include migrants and refugees; and to explain how all community members will benefit and be honest about any losses.

## Thematic Sessions (4 – 5 July)

As indicated in the [Agenda](#), the two-day workshop was structured around four moderated sessions, each featuring subject experts from governments, international organizations, think-tanks, researchers, media, civil society, private sector or local authorities. The session moderator first presented background information to set the scene, steered the discussion to focus on the [guiding questions](#), and ensured active participation from the audience during the open discussion.

Below are take-away messages from the discussions in each session, followed by an overview of the challenges, opportunities and good practices that were identified during each session.

### Session I: How does the world perceive migration?

- **Migration issues are complex** and it is important not to over-simplify messages in either a positive or negative way. The context in which the narrative around migration is discussed has become extremely polarized, and reporting on a complex migration phenomenon is also a challenge as a result of partial media treatment, where frequently the whole story is not portrayed. Rather than having a positive or counter-negative narrative, it is in fact necessary to have a balanced narrative based on facts and data.
- **Terminology and precision are very important.** Firstly, confusion exists between the definitions of migrants and refugees. How to address this is contentious: on one hand, the lack of distinction between these categories could lead to the weakening of international protections for refugees, but on the other hand, insisting on the difference between migrants and refugees may create more division and/or neglect the common needs of both groups. Secondly, it is important to define what kinds of migrants we are talking about (migrant workers, family reunification, students, etc.). Lastly, it is important to not reactively use inaccurate terminology (e.g. the term ‘migration crisis’ is not accurate; rather, there exists a crisis of solidarity in managing migration problems).
- It is important that **journalists are properly trained and journalistic standards are regulated.** Narratives on migration presented by the media cannot be controlled; however laws which establish ethical and deontological codes for journalism should be created and properly enforced to make sure reporting is accurate and ethical. Programs to educate journalists on technical matters (e.g. terminology) can also be useful.
- It is important to **understand the views of the public on migration** when designing communication. For instance, public surveys show wide variations on whether migration is viewed as a strength or a burden, with variances in opinion across different countries, political viewpoints, ages, urban environments, and so on.
- **Data alone does not change perceptions or counter misrepresentations.** As such, there is a need to not only produce data, but to communicate the data well. This might involve utilizing **values- and emotions-based messages**, telling individuals’ stories, and utilizing marketing techniques.
- Communications surrounding migration **should not be reactive or subjected to the discourse imposed by negative narratives.** Rather, suggestions for effective communication include that messaging should take place at a local level, and should portray migration as a natural part of human history.
- **Misinformation can be countered in different ways at different levels.** At a **personal level**, analyzing and verifying information shared in both traditional and social media is highly advised. At a **societal level**, awareness-raising activities and early portrayal of a realistic image of migration to the youth through education is useful. At a **governmental**

level, efforts should be made to move away from a crisis narrative and to use evidence-based information to demonstrate that governments are able to manage migration.

Challenges	Opportunities	Practices
<ul style="list-style-type: none"> <li>• <b><i>Complexity</i></b> (migration is a complex topic and so it is hard to create easy to understand but nuanced narratives).</li> <li>• <b><i>Framing</i></b> (migration represented in terms of problems- not opportunities; stereotypes amplified; positive stories not often told).</li> <li>• <b><i>(Mis)representation</i></b> (misrepresentation of migration is worldwide, not only in Europe).</li> <li>• <b><i>Journalists &amp; media</i></b> (tendency to focus on sensationalism; lack of knowledge/training amongst journalists; gap between what is written and reality).</li> <li>• <b><i>Terminology</i></b> (confusion between refugees and migrants; use of sensationalist, misleading or inaccurate terms describing migration)</li> <li>• <b><i>Data</i></b> (personal capacity to analyze and verify data is often lacking).</li> </ul>	<ul style="list-style-type: none"> <li>• <b><i>Positive public perception</i></b> (in many countries, the public see immigrants as a strength).</li> <li>• <b><i>Rebranding migration</i></b> (fading the line between “we” and “others”; telling individual stories; using marketing tools based on research).</li> <li>• <b><i>Migration’s presentation</i></b> (migration is part of cultural wealth; use of personal experiences changes perceptions; portraying migrants as a source of wealth and talents).</li> <li>• <b><i>Media</i></b> (portraying migrants as heroes, not as commodity in media; media coverage to focus on settled migrants contributing to COD’s development, rather than solely on the security aspect; detecting fake news and checking several search engines).</li> <li>• <b><i>Definitions</i></b> (harmonizing the definition of refugees and migrants at the international level to have a common reference system –reduces confusion around concepts; using more positive narratives, e.g. crisis of solidarity rather than migration crisis).</li> <li>• <b><i>Ethical code</i></b> (governing public/private media in each country; reinforcing existing laws and mechanisms on balanced journalism).</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">EUROMED Migration IV</a> (ICMPD EU-funded regional program, facilitating and nurturing the dialogue on migration in the Euro-Mediterranean region).</li> <li>• <a href="#">Migration Media Award</a> (rewards and recognizes journalistic excellence on migration).</li> <li>• Partnership between ICMPD and the <a href="#">Observatory of Public Attitudes to Migration</a> (OPAM).</li> <li>• Code of ethics and deontology for speakers and journalists.</li> <li>• UNHCR <a href="#">video</a> seeking to clarify the refugee definition</li> <li>• UNHCR provides training with journalists on the refugee definition.</li> <li>• Video series highlighting individual stories of migrants in Morocco (UNHCR).</li> <li>• <a href="#">Refugees Got Talent</a>, (UNHCR project in partnership with the Moroccan Ministry Delegate for Migration Affairs, promoting refugees’ skills and talent and spreading a positive image of refugees).</li> <li>• UNHCR Morocco working with Instagrammers to develop UNCHR social media content.</li> <li>• Egyptian law on regulating media content that prohibits hate-speech and racism.</li> </ul>

### Session II: Migration and data: how to rethink migration and renew the narratives?

- **Migration has become an increasingly polarized and politicized phenomenon**, even if the existing data explains that migration can provide added value to society. Public opinion has an impact on attitude of media (to appeal to their consumers) and politicians (to appeal to the electorate). Migration has also become **a much more salient topic** in the past 20 years (meaning it is more important to people). This can increase polarization and emotional responses.

- According to a number of studies, **there has in fact been increasing positivity in attitudes to migration in Europe** over the last twenty years. This is posited to be a result of the incoming younger generation being more open to migration; the increasing prevalence of heterogeneous societies; and the increased prominence of immigration as a political issue.
- **The quality of migration data remains relatively very low.** There is a need for more data and an evidence-based approach to migration policy-making and communication campaigns. While communication campaigns have increased overall, many of them lack proper data that is needed to effectively influence a target group, and to measure the change and impact of the campaign. All campaigns should be combined with evaluation. Communication strategies also need to be consistent, with data needing to be harmonized by consistent sets or standards.
- **Appealing to relevant values is vital for successful communication campaigns.** Values, not just data, must be understood as facts. Negative communication campaigns are often very successful because they appeal to the value of safety and the emotion of fear. Positive communication campaigns need to carefully consider which values they are targeting. Communications seeking to change public attitudes should be careful to target the values of those likely to have negative views on migration (conservative world-view, focused on values of security, conformity and tradition), rather than the values of people who already support migration (liberal/universal world-view, holding values of diversity, etc.). There is an urgent need to develop more evidence around utilizing values as part of communication strategies.
- Journalists play a key role in shaping narratives around migration, and **it is vital to work together with journalists.** Journalists must recognize the complexity of migration and reduce polarization. Both journalists and researchers must be careful to be specific in their use of terminology regarding migration.

Challenges	Opportunities	Practices
<ul style="list-style-type: none"> <li>• <b>Duality of concepts</b> (lack of consensus on definitions, e.g. migrants and refugees)</li> <li>• <b>Effectively harmonizing and using existing data</b> (overflow of statistics is confusing for some audiences; need for standard setting to create useable data; creating a consistent narrative/communications strategy; harmonization of information between institutions).</li> <li>• <b>Lack of quality data</b> (few studies on what campaigns are effective and why; how campaigns affect the process of policy making)</li> <li>• <b>The cost of comprehensive evaluation of campaigns</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Evaluation as a core component of any communication campaign</b> (collect data and information on all campaigns, make evaluations public).</li> <li>• <b>Online and offline campaigns</b> (There is investment to change migration narratives through these tools).</li> <li>• <b>Reinforcement of capacities and traineeships</b> (trainee schools; professional tax; business paying for the training provided.)</li> <li>• <b>Joint work with journalists</b> (code of ethics and platforms to assist governments to reduce polarization; joint efforts with researchers)</li> <li>• <b>Promotion and protection of human rights</b></li> </ul>	<p><b>Communication campaigns</b></p> <ul style="list-style-type: none"> <li>• <a href="#">IOM campaign "migrants as messengers"</a></li> </ul> <p><b>Policies and projects:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Mobility partnership by Morocco and nine EU Member States in June 2013</a></li> <li>• Project between the Federation Marocaine du Batiment et des Travaux Public (FNBTP) and the GIZ to enhance the employability of Moroccans and Africans (providing training in public construction; validating work experience of migrants; with the American Fund, construction of a school in the region of Fes).</li> <li>• FNTB project to create a certification agency whose diplomas (engineering) are valid in a number of countries.</li> </ul>

<p>(more study is needed on the subject, however this requires investment)</p> <ul style="list-style-type: none"> <li>• <b>Western bias</b> (migration often seen as Western issue/through a Western lens. E.g ‘migrants’ vs. ‘expats’. However, Southern approach is a key determinant).</li> </ul>	<p>(Right of freedom of movement; right to access information)</p>	<ul style="list-style-type: none"> <li>• FNTB exhibition on public construction in November.</li> <li>• FNTB observatory on branches that work in producing data.</li> <li>• Children on the Move, co-project of Thailand and UNICEF (protection of children on the move from risks of abuse and exploitation).</li> </ul> <p><b>Networks</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Moroccan Network of Journalists of Migration</a></li> <li>• Integrated Data Ecosystem Assessment and Strengthening (IDEAS) (joint project between Thai NSO, UNICEF and UN partners to strategically improve migration data).</li> </ul>
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### Session III: Building balanced narratives on migration and the contribution of migrants to sustainable development

- There is a need to **reach out to target audiences beyond the ‘core’ of those already supportive of migration**. It is vital to identify who is the target audience of any communication campaign, and how best to reach this audience. A particular audience to be targeted is the ‘conflicting middle’ 40-60% of the population which is unsure about the issue of migration. Targeting youth might be particularly useful, as young people can become critical transformation agents.
- To effectively reach target audiences, communicators must consider **what effective messaging is, and which channels of communication to use**.
  - Suggestions for *effective messaging* included:
    - Telling the stories of individuals (establishing empathy);
    - Giving voice to migrants;
    - Engaging emotionally;
    - Telling stories which are recognizable to the target audience;
    - ‘Show, don’t tell’ approach (showcase stories without telling the audience what they should think).
  - Suggestions for *innovative channels* to reach diverse audiences included:
    - Social media (especially for reaching migrants themselves);
    - Documentaries (allowing a platform to tell individual stories);
    - Entertainment and artistic media, including games, animations, entertainment television programs, plays and so on;
    - Activities and programs which encourage interpersonal connections (promotion of interactions between migrants and local populations in schools, sports centers, community, etc.).
- It is important to portray **a diversity of stories**, rather than there being one type of ‘right’ or ‘good’ story. In particular, positive migration stories are needed to correct the imbalance in negative stories and escape a crisis narrative. ‘Negative’ stories cannot be censored, and

shocking stories can also be useful at times in order to mobilize for change, or to inform potential migrants about related risks.

- **Regular communication** is key to getting credible information out and having it widely distributed, which helps to balance the current negative imbalance in information regarding migration. This communication requires both **quantitative and qualitative data** due to narratives’ subjective nature.
- **Social media plays a significant role** in both migration governance and communication, although it poses both opportunities and challenges. Particularly, it provides the opportunity for governments to be reachable and have direct conversations with their nationals, as well as to provide vital services for migrants. On the other hand, it can lead to the spread of fake news.
- Many of world’s migrants are labor migrants, who contribute to their country of origin (COO), country of destination (COD), and the global economy as a whole. As such, **effective evidence-based messaging about migrant workers is crucial**. As an example, ILO developed campaigns that particularly target host families in order to improve their domestic workers’ living and working conditions.
- **Journalists need to be well informed**. They must refrain from providing one-sided stories, and use appropriate terminology when discussing migration (e.g ‘illegal migrant’ vs ‘irregular migrant’). **Editors and media owners** also need to be aware of the issues, as they also have significant influence on the news agenda.
- **Migration policies and migration narratives are inter-linked**. For example, policies that encourage increased integration (e.g., migrant children in schools, provision of language learning facilities, etc.) improve public perceptions and the image of migrants.
- Changing the narrative on migration cannot be done by governments alone; rather it **requires effective partnerships** across different sectors and levels of society. Governments, international organizations, news media, entertainment media, private sector entities, civil society, universities, etc. have their respective channels that can be utilized to reach different target audiences to effect change.

Challenges	Opportunities	Practices
<ul style="list-style-type: none"> <li>• <b>Fake news and misinformation</b> (social media’s misuse).</li> <li>• <b>Migrants are vulnerable to abuse</b> (including human trafficking and forced labor; children are especially vulnerable; domestic female workers face triple discrimination as a migrants, women, and people doing undervalued work).</li> <li>• <b>Negative migration terminology</b> (migrants’ negative</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Social media as a tool for migration governance</b> (e.g. Facebook as a tool to communicate with migrant workers, and for migrants to communicate with their governments).</li> <li>• <b>Engagement on social media as a communication tool</b> (e.g., communicate with younger generation to curb misinformation; accessibility of governments via social media increases public trust).</li> <li>• <b>Sharing positive and individualized migrant stories</b> (sharing diverse individual stories; including migrant voices; highlighting shared</li> </ul>	<p><b>Communication platforms:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">BaLinkBayan</a>, Philippines online portal for diaspora engagement</li> <li>• Global Pinoy, service centers for overseas worker and families in the Philippines (more information <a href="#">here</a>)</li> <li>• App centralizing calls for help from migrant workers utilized by the Philippines’ Department of Foreign Affairs (fostering faster communication between nationals and COO).</li> <li>• Plan to design a communication intervention helping to shift social perceptions around employment of migrants (ILO)</li> <li>• Al Jazeera two minute news videos, a format which might be</li> </ul>

<p>framing; e.g. ‘illegal migrant’).</p> <ul style="list-style-type: none"> <li>• <b>‘Crisis’ narrative</b> (journalism is reactive; journalists focus on the latest crisis, not on what happens after arrival of refugees or migrants; journalists are more likely to focus on stories about what does not work to appeal to their audience).</li> </ul>	<p>values and migrants’ varied contributions).</p> <ul style="list-style-type: none"> <li>• <b>Positive migration terminology</b> (to shape narratives; e.g. using ‘irregular’ as opposed to ‘illegal’ migrant).</li> <li>• <b>Partnerships</b> (between different actors across levels of society can help effectively reach more audiences).</li> <li>• <b>Children and youth</b> (youth as a target audience are critical transformation agents; children’s stories are a ‘gentle’ entry point to convince even those in the conflicting middle).</li> <li>• <b>Art, games, animations</b> (platform for positive narratives; encourages engagement; reaches a wider audience).</li> <li>• <b>Training</b> (training journalists to include a variety of narratives; pre-departure training for migrant workers to help migrants in COD).</li> </ul>	<p>useful for conveying information in a quick, accessible way.</p> <ul style="list-style-type: none"> <li>• Erasmus exchange program (example of interpersonal exchanges to change narratives in Europe).</li> </ul> <p><b>Migrant narratives</b></p> <ul style="list-style-type: none"> <li>• Upcoming ILO study on attitudes towards migrant workers in Singapore, Thailand, Malaysia, Japan.</li> <li>• <a href="#">ILO Documentary</a> (“Thank you Soma” documentary on a migrant complemented with an educational package)</li> <li>• <a href="#">The Refugee Brief</a> (UNHCR daily news digest; includes a “Get Inspired” section)</li> <li>• <a href="#">The World Refugee Day</a> (short videos on refugees and members of host community)</li> <li>• <a href="#">The Voice Kids Colombia</a> (UNICEF Colombia: Venezuelan migrant’s story portrayed to change public opinion)</li> <li>• IOM and UNAOC collaboration (Plural+) video <a href="#">‘Belonging’</a></li> </ul>
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#### Session IV: Multi-stakeholder-partnerships to demystify prejudices about migration

- There is a need to **involve a wide spectrum of actors** in order to disseminate good information about migration. Partnering with organizations that have a large reach and influence could be a good option to conduct studies and research that will accomplish specific initiatives. The role of associations and foundations in countering negative discourses and narratives was also highlighted. Particular suggestions for innovative partnerships included:
  - Partnerships with psychologists, to understand how people receive and respond to information and communications campaigns.
  - Partnerships between cities, as action on the local level is vital.
  - Partnerships with faith-based organizations, both to gather information on the views of local populations and to disseminate correct information.
- It is important to address and understand both the needs and wants of migrants and local populations. **Appealing to common values, beliefs, and identities** is key to achieving effective communication on migration.
- Trust-based and credible partnerships are needed to reach out to **people who are neither convinced of nor contesting migration** (i.e. those undecided on the issue). To reach this audience it is necessary to acknowledge the challenges that migrants face and not just



highlight their successes. On the other hand, there have been successes in developing hope-based communications.

- **Youth have a special role to play** as future actors of development and decision-makers. Efforts to understand, respect and benefit from the youth culture and values can aid migrants' integration.
- **Civil society** – including migrants themselves -- must be included in the discussions at all levels.
- It is important to **think globally and act locally**. Particularly there is a need to make cities more inclusive. However, the role and the experience of cities in integrating migrants depends on their resources, skills, and competence. The report titled [Communication on Migration: An issue of Local Governance](#), was addressed as a tool for fostering an intercultural dialogue in cities. The document mentions some key communication concepts, and practical solutions and communication strategies regarding migration from different cities.

Challenges	Opportunities	Practices
<ul style="list-style-type: none"> <li>• <b>Integration barriers</b> (language, adaptation to the culture of the host country, specific working skills requirements, lack of documentation)</li> <li>• <b>Discourses of rejection and exclusion</b> (migrants internalize negative narratives)</li> <li>• <b>Limited expertise and resources</b> (in local and regional authorities)</li> <li>• <b>Politically challenging to advocate at a local level if contrary to national policy</b> (risk of losing elections as a result)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Complementarity between the digital information campaigns and in-person meetings</b> (diverse groups with/without proximity to migration)</li> <li>• <b>Cultural strategies</b> (mainstream entertainment)</li> <li>• <b>Collaboration with social media influencers</b> (e.g. YouTubers; ability to influence youth)</li> <li>• <b>Training of public service officers</b> (host services)</li> <li>• <b>Partnerships with faith-based organizations</b> (offer insight into countries' populations; help to understand attitudes; help to disseminate information)</li> <li>• <b>A global digital communication hub</b> (to support polling and messaging related to authoritarian populism)</li> </ul>	<p><b>Communication campaigns</b></p> <ul style="list-style-type: none"> <li>• <a href="#">#ChildrenUprooted campaign</a> (UNICEF)</li> <li>• <a href="#">Immigration matters</a>, initiative by Government of Canada (combining digital storytelling, community conversations and partnerships to create positive migration narratives)</li> <li>• ICMC's publication of pictures taken by refugees showing their daily lives.</li> <li>• <a href="#">Antirumor Campaign</a>, Government of Spain (campaign to deconstruct rumors and stereotypes.)</li> <li>• <a href="#">BBC Crossing Divide series</a> (TV program bringing different people together to solve problems)</li> </ul> <p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>• <a href="#">NGO Committee on Migration</a></li> <li>• <a href="#">European Program for Integration and Migration (EPIM)</a>,</li> <li>• <a href="#">More in Common</a> (NGO conducting studies to determine what drives social division, projects to prevent this division)</li> <li>• <a href="#">Pop culture collaborative</a> (collaborative project to influence narratives in mainstream entertainment)</li> <li>• <a href="#">Global refugees' sponsorship initiative</a> (Open Societies)</li> </ul>

		<p>Foundation, the government of Canada, UNHCR, philanthropy and private individuals)</p> <ul style="list-style-type: none"> <li>• <a href="#">Agadir International Festival of Cinema and Migration</a> (Government of Morocco)</li> <li>• <a href="#">City-to-City Migration Project</a> (UCLG, ICMPD, UN-Habitat)</li> <li>• <a href="#">Attitudes to Migrants, Communication and Local Leadership</a> (AMICALL) (COMPAS)</li> <li>• <a href="#">The Marrakech International Film Festival</a> (Marrakech International Film Festival Foundation)</li> <li>• <a href="#">Visa for Music Association</a> (promotes artistic mobility and narratives of accepting others)</li> <li>• <a href="#">Africa Art Lines Association</a> (provides scholarships to projects promoting artistic mobility)</li> <li>• <a href="#">'Ecole de Vivre Ensemble'</a> (School of living together)</li> </ul>
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## Closing session

**Dr. Kathleen Newland** of the Migration Policy Institute (MPI) presented the main highlights and findings of the two day workshop. Her [comprehensive report](#) of the workshop was structured around (1) data highlights, (2) journalistic coverage of migrants and migration, (3) perceptions of migrants and refugees, (4) messaging, (5) political leadership and (6) need for action. In the end, she challenged participants to consider what to bring to the Quito Summit and beyond in re-thinking migration narratives and evidence-based policy making. She also highlighted the GFMD's particular added value as an informal process that has built trust between a variety of stakeholders, and has the potential to build solution-seeking alliances around migration narratives, while deepening policy debates.

In their separate closing remarks, **Mr. Ahmed Skim**, representing Morocco, and **Mr. Nelson Franklin Torres Zapata**, representing Ecuador, expressed their appreciation to all the panelists and participants for the lively and action-oriented discussions on both days. They believed that the workshop produced concrete avenues for action and took stock of innovative initiatives on promoting positive migration narratives and communicating effectively about migration. Mr. Zapata further announced that the upcoming regional workshops and the Quito Summit will offer additional spaces to deepen the discussion and build partnerships around evidence-based communication on migration.