



AMICALL Seminar: attitudes to migrants, communication and local leadership in Europe

Launch of the AMICALL-research report

25th September 2012

Programme

- Keynote by Prof. Michael Keith (Oxford University) and Diane Schmitt (DG Home Affairs, EC)
- Theme: local and regional authorities communicating for integration
- Theme: understanding xenophobia and shaping positive attitudes at a local level

Target group

- Funding organisations
- European institutions
- National and local governments
- Research institutions

± 40 participants

AMICALL- research report

- The key message is that “the local” matters
- Goal: highlight the dangers of indirect communication of LRA on migrants
- LRA (local and regional authorities)
- www.compas.ox.ac.uk/research/amicall

Findings: trends in LRA leadership and planning

- Designated officers and internal coordination deploy more effective strategies
- Small teams make initiative less sustainable
- NGO's and stakeholders play a key role

Findings: factors influencing success or failure

- Financial resources
- The public debate
- Personalities and individual commitment
- Regulatory frameworks

Recommendations (1)

LRA's should consider their role, responsibility and unique position to provide local leadership in communication work to create the conditions for integration and foster positive attitudes + stakeholders should recognise and support this

Recommendations (2)

- Joined-up working with administrations is required to achieve this, as well as co-operation with other LRA's, other layers of governance and NGO's
- LRA's should mobilise all the stakeholders, building networks and coalitions across sectors

Recommendations (3)

- LRA's should move to strategic approaches, based on clear goals and methods
- Strategic approaches should be evidence-based and include consistent messaging, balanced information, a range of communication channels and partnerships with media

Recommendations (4)

- LRA's should promote strong, inclusive identities. Strategies should build cross-partisan support
- Effective development of communications activity in the integration field needs evaluation and impact assessment as well as platforms for sharing learning and practices