

## Context

2014 (EU enlargement) and 2016 (Brexit vote) reinvigorated concerns about immigration in Europe and rise of right-wing parties and anti-immigration discourses

Main arguments:

- leading jobs (Daily Mail UK, 13th January 2013)
- integration and threat to the national culture (The Mail Online, 13th January 2013)
- cultural differences (The Mail Online, 13th January 2013)
- increase in foreign criminality (Daily Mail, 13th January 2013)

Evidence shows that this is not true:

- Crime in the modern city (May 2014) about Dublin and Istanbul: there is no higher rate of violence among immigrant youth
- Fiscal effects of immigration on UK (2012): positive contribution for immigrants since 2000s

## Media, Branding & Communication

Which campaigns make diversity more valued in public discourses?



Catherine Wurth  
Citizens For Europe

## Workshop

### Step 1

Brainstorm and Discussion  
6 tables with 6-7 persons  
Round I: Find one campaign idea related to your work that makes diversity more valued in public discourses!  
Round II: Discuss the ideas in your group  
Round III: Come up with one integrative campaign idea and one presenter

### Step 2

Presentation of the idea of the group

### Step 3

New groups: go to the campaign that fits the best to your work  
Collective consulting  
Prepare presentation (be cReaTivE)

### Step 4

Pitch of the idea (2 min)

THANK YOU VERY MUCH!

# Media, Branding & Communication

Which campaigns make diversity more valued in public discourses?



Catherine Wurth  
Citizens For Europe

## Context

2004 (EU enlargement) and 2009 (financial crisis): intensification of concerns about immigration in Europe and rise of right-wing parties and anti-immigration discourses

### Main arguments:

- shocking jobs (Daily Mail UK, 11th January 2011)
- anti-Islamism and a threat for the national culture: "Five Muslims cancel the Danish Christmas spirit" (Frederiksborg Amts Avis, Nov. 2012)
- increase in foreign criminality (Italy about "illegal" migrants)

### Evidence shows that this is not true!

- Crime in the modern city (May 2014) about Duisburg and Münster: there is no higher rate of violence among immigrant youth
- Fiscal effects of immigration on UK (2013): positive contribution for immigrants since 2000s



## Workshop

### Step

10 min

#### Brainstorm and Discussion

6 tables with 6-7 persons

Round I: Find one campaign idea related to your work that makes diversity more valued in public discourses!

Round II: Discuss the ideas in your group

Round III: Come up with one integrative campaign idea and one presenter

### Step 2

15 min  
2 min per table

#### Presentation of the idea of the group

### Step 3

20 min

New groups: go to the campaign that fits the best to your work

Collective consulting

Prepare presentation (be cReaTivE)

### Step 4

15 min  
2 min per table

#### Pitch of the idea (2 min)

## Media, Branding & Communication

Which campaigns make diversity more valued in public discourses?



Catherine Wurth  
Citizens For Europe

THANK YOU VERY MUCH!

Prezi

# Context

2004 (EU enlargement) and 2008 (financial crisis): intensification of concern about immigration in Europe and rise of right-wing parties and anti-immigration discourses

Main arguments:

- stealing jobs (Daily Mail UK, 11th January 2011)
- anti-muslim and a threat for the national culture: 'Five Muslims cancel the Danish Christmas spirit' (Frederiksborg Amts Avis, Nov. 2012)
- increase in foreign criminality (Italy about "illegal" migrants)

Evidence shows that this is not true!

- Crime in the modern city (May 2014) about Duisburg and Münster: there is no higher rate of violence among immigrant youth
- Fiscal effects of immigration on UK (2013): positive contribution for immigrants since 2000s.

**Campaigning for policy change and changing behaviour.  
Why campaign? Because it works!**

IT'S NOT ABOUT IDEAS.  
IT'S ABOUT

 MAKING IDEAS HAPPEN.

# Public campaigns and public actions



German VIPs campaigning for a diverse Germany.  
Raus mit der Sprache. Rein ins Leben.



Fake president election  
campaign with diverse leaders  
- Austria

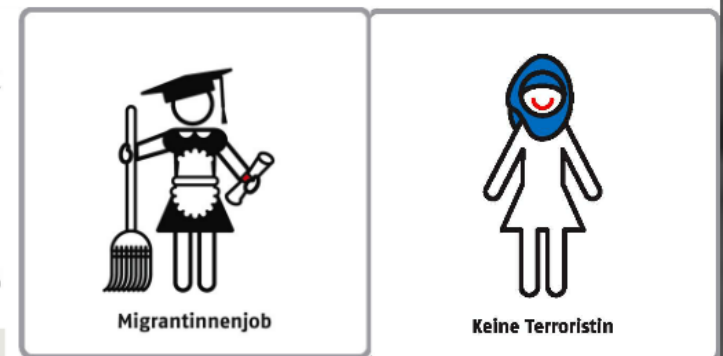


"Make Love" Diversity Campaign  
GAP



No Migrant Job  
No Terrorist

[www.migrantas.de](http://www.migrantas.de)



Prezi  
Show Racism the red card



Human Rights Campaign – Marriage Equality  
Viral Social Media campaign (March 2013) - 9 mio



# Workshop

## Step

20 min

### Brainstorm and Discussion

6 tables with 6-7 persons

Round I: *Find one campaign idea related to your work that makes diversity more valued in public discourses!*

Round II: Discuss the ideas in your group

Round III: Come up with one integrative campaign idea and one presenter

## Step 2

15 min  
2 min per table

Presentation of the idea of the group

## Step 3

20 min

New groups: go to the campaign that fits the best to your work

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Prepare presentation (be cReaTive)

## Step 4

15 min

Pitch of the idea (2 min)

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