

Migration: communicating human rights

Blanca Tapia, FRA

EU Fundamental Rights Agency (FRA)

www.fra.europa.eu

- FRA's mandate:
communicating evidence-based advice by disseminating the results of its research and awareness raising.



A letter to the future

Ok is the first Icelandic glacier to lose its status as a glacier. In the next 200 years all our glaciers are expected to follow the same path. This monument is to acknowledge that we know what is happening and what needs to be done. Only you know if we did it. August 2019.

415ppm CO2

Communication know-hows:

1. Framing
2. Limited time: attention span
3. Dynamic and direct: SMART in all different platforms

What is framing?

<https://embed.theguardian.com/embed/video/world/video/2015/jul/30/swarm-migrants-mediterranean-david-cameron-calais-video>

PM Cameron's use of the word "swarm" in 2015

Stream of people looks endless:
– dehumanising
– relates to metaphor “swarm”.

Image and slogan reflect
common message that
“Britain is full”.

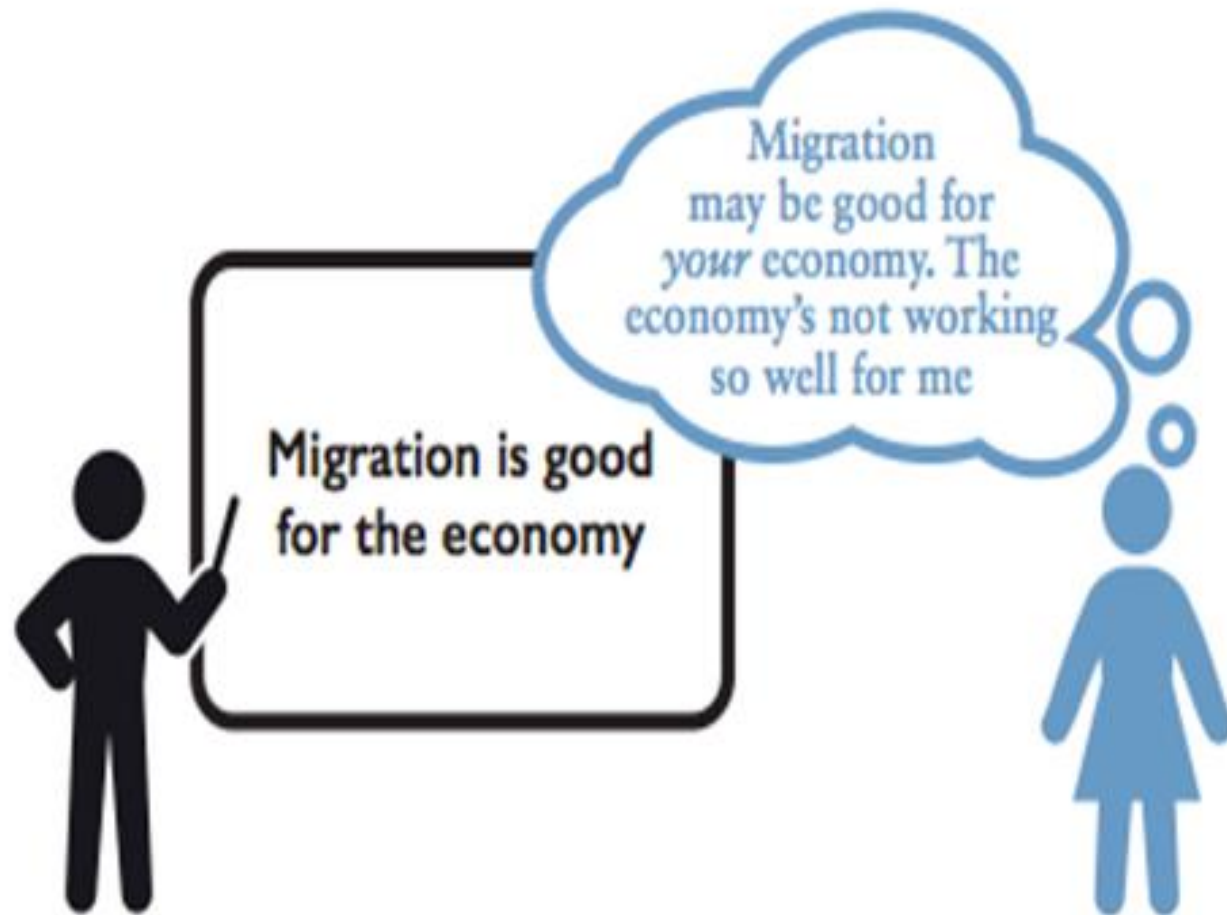


Suggests a bleak future.

Unless we “break free”
and leave the EU.

The EU is an oppressor,
the UK its victim.

Framing equality toolkit
publicinterest.org.uk



DU DONE?

Australia 10 years ago
University with a
owns a Convenience store
the workers. kinder is
and a valued member

on Economy;

Education:

la (Hons) Business

Job in Australia:

business Owner

(km): 1295.172

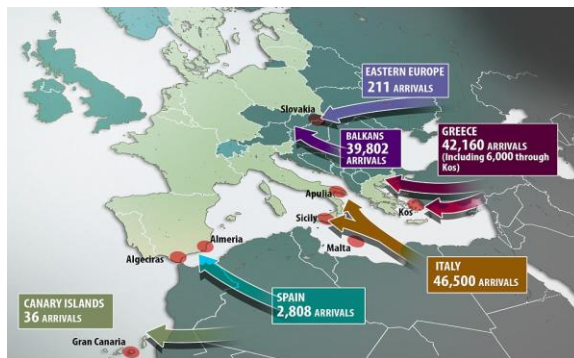
GAIN?

Site by Anasak web/blog

1

Why frames matter? – Strong Negative Frame

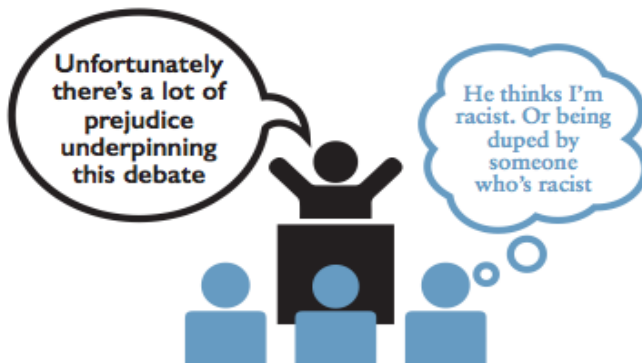
- Invasion, security, even identity threats
- Natural disaster metaphors – waves, tsunamis, swarms, avalanches
- Crisis/chaos pictures



Many people are
misinformed and don't
know what the
facts show



This person thinks
that I'm stupid.
I understand what he's
saying – I just don't
agree with it



Unfortunately
there's a lot of
prejudice
underpinning
this debate

He thinks I'm
racist. Or being
duped by
someone
who's racist



Change Comms

What we hear, read, see, and say: campaign communications, online and offline media, images and words, slogans, posters, everyday speech, any way information is conveyed.



Change Framing

How communications shape the meaning of information and the way we think about it: by what is included, excluded, and what associations are created.



Change Thinking

The emotional and psychological, verbal and non-verbal, ways that we respond to the world around us: the stories, patterns, beliefs and assumptions, emotions, and values.



Change Culture

The composition and structure of our societies: politics and policies, what behaviour is accepted and unaccepted, social and community cohesion, media and arts, social movements, other outcomes.

* Thanks to the FrameWorks Institute for inspiring the structure of this graphic.
More at: frameworksinstitute.org

Why frames matter? – A more positive frame

- Welkommeskultur/Refugees Welcome
- humanitarianism, compassion, duty, inclusion, workforce for the future



Communicating rights: basic principles

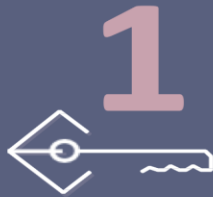
Leading communication practitioners at the seminar agreed with the action points from the expert meeting in spring 2017. These broadly concerned:

- segmenting and truly understanding public audiences;
- framing, tailoring and testing messages;
- enhancing techniques of simplification, visualisation and dramatization;
- finding trusted messengers;
- making new alliances and using more participatory methodologies;
- embracing new technologies when communicating;
- strengthening communication for and with news media;
- better evaluating the affect of communications.



10 keys

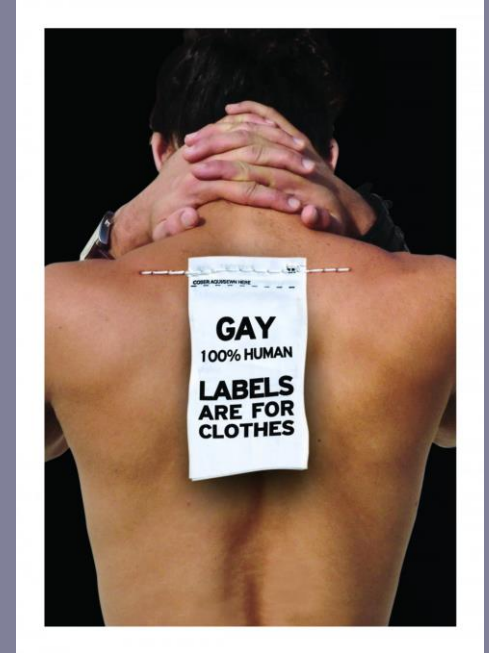
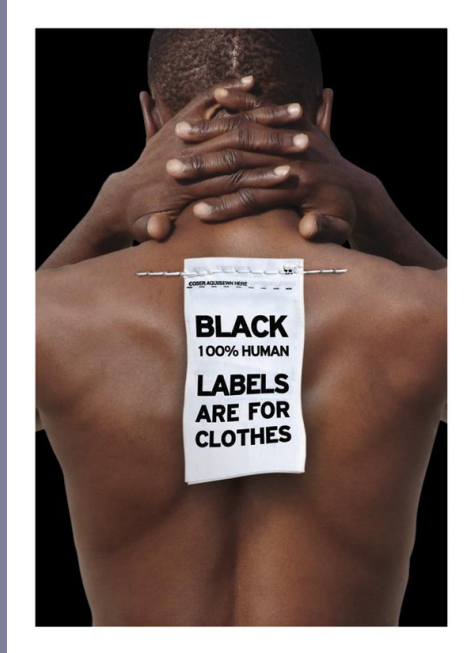
// Tell a **human story** //





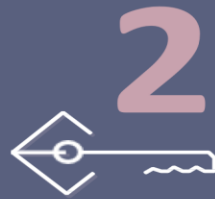
Storytelling is as old as humankind

Labels are limiting

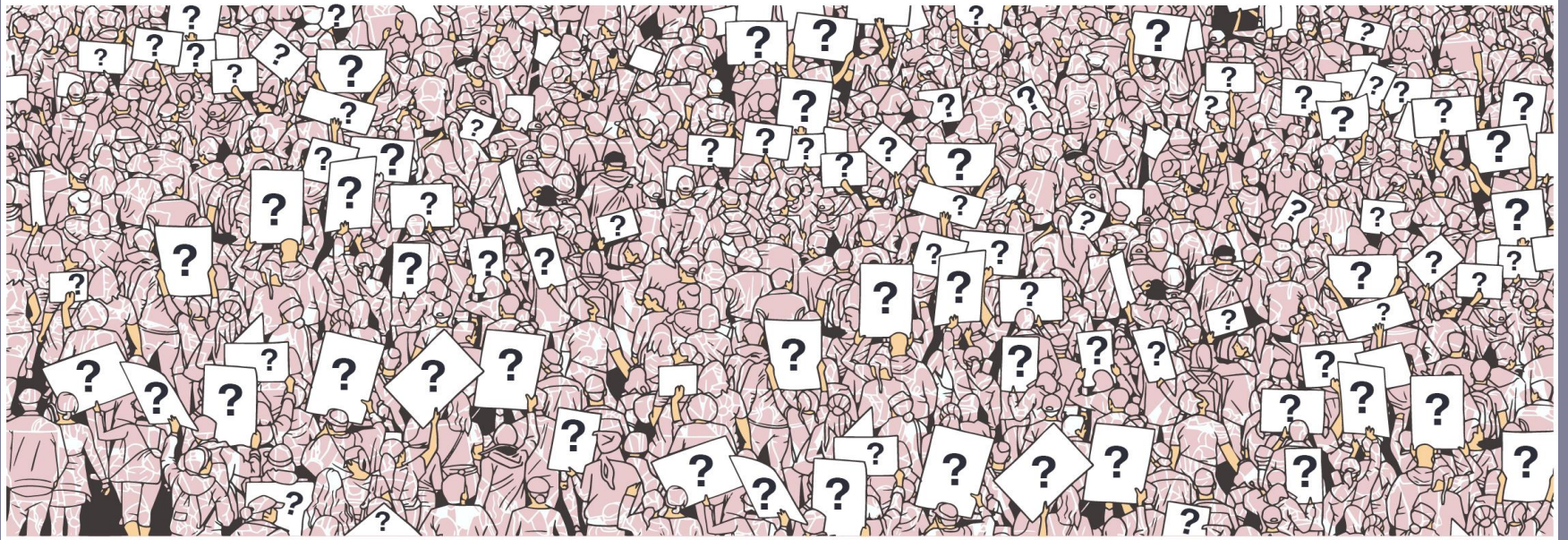


A visual campaign by Georgia Evagorou

// Identify issues of broader interest to the general public”



Who are we communicating to?



Which issues effect whom most?

// Trigger people's
core values "

3



An image:



NOW PLAYING



▶ 3:50

A young face scarred by Syria war

19 Aug

UP NEXT



▶ 3:05

Behind the image that shocked the world

01 Aug



▶ 2:07

Crowdfunded hospital brings hope in Syria

30 Jul



▶ 3:24

Eight-year-old Mustafa's survival story

08 Mar



▶ 1:52

'The healing power of the teddy'

20 Jun



▶ 1:27

Toddler 'only one left' after air strike

09 May



▶ 3:06

Syrians queuing back home

19 Feb

BBC



A young face scarred by war: The impact of an air strike one year on

Jouma and his family were fleeing their home in Syria in 2018 when an air strike hit the bus they were on. Evidence indicates that Turkey carried out the air strike.

The little boy's face was severely wounded and he was left completely blind. He was three years old at the time.

The family now live in neighbouring Lebanon and allowed the BBC's Eloise Alanna to film them in their temporary home.

Correction 19 August 2019: A previous headline for this story referred to a "Syrian air strike". The story has since been updated.

19 Aug 2019

f WhatsApp Twitter Email Share



Contains some upsetting scenes.

// **Cut** a long story short ”

4



ATTENTION !



12 SECONDS

The infographic consists of three large circles arranged horizontally. The first circle is orange and contains the text '12 SECONDS'. Below it is a white arrow pointing down to the text 'The average attention span of a HUMAN in 2000'. The second circle is yellow and contains the text '8 SECONDS'. Below it is a white arrow pointing down to the text 'The average attention span of a HUMAN in 2013'. The third circle is teal and contains the text '9 SECONDS'. Below it is a white arrow pointing down to the text 'The average attention span of GOLDFISH'. The background is a solid dark blue-grey color.

The average attention
span of a **HUMAN** in
2000

8 SECONDS

The average attention
span of a **HUMAN** in
2013

9 SECONDS

The average
attention span of
GOLDFISH

// Get visual "

5



// **Embrace** positivity”



Hope-Based Communication Strategy

1. Talk about **solutions**, not problems
2. Highlight **what you stand for**, not what you oppose
3. Create **opportunities**, drop threats
4. Emphasize **support for heroes**, not pity for victims
5. Show that **“we got this”**



OpenGlobalRights

AMNESTY
INTERNATIONAL



// **Give your message**
an authentic voice”

7



It is about the message, **not the logo**



Make room for cooperation and dialogue

Institutions



Unusual suspects



Civil Society Organisations

International
Organisations

Governments

National Human
Rights Organisations



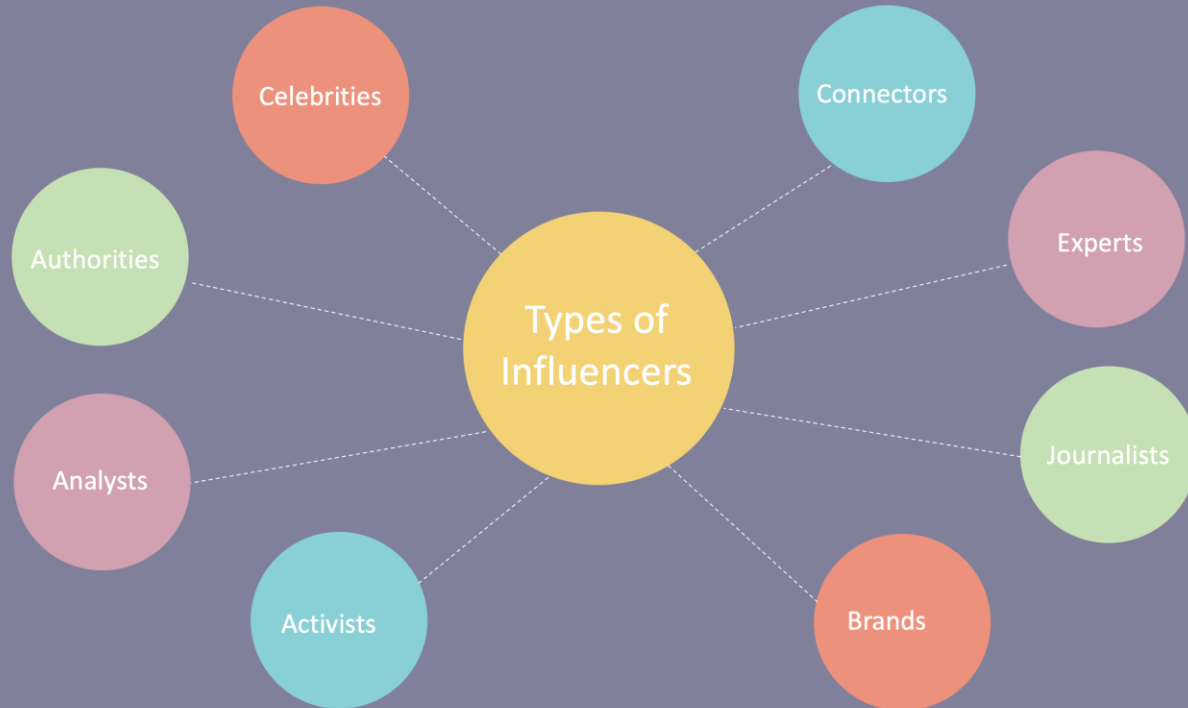
Business Sector

Art Sector

Tech Sector

Sport Sector

Cultivate different types of Influencers

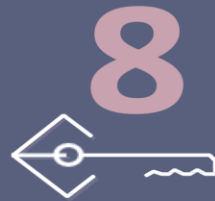


<https://jo.vizion.lv/video/SrqpfxfBpCsyN%2Bk%3D.html>



"Es beginnt in Dir" LIVE beim Menschenrechtsforum der Europäischen Union 2018 in Wien | MaximNoise

// **Strengthen
communication
with media**”



Le Monde, Paris



3 October 2017: EU Commission issued 20 Press Releases: 500 PR just the International Desk

press contacts - Sp... European Profession Directorate Meetings Intranet Home Page Information for con Midday briefing Journalists - Europe Jobs online

Latest press releases and statements

Today Last 7 days Last 30 days

1 2 3 4 5 6 7 8 9 ... >>> <<<

Closing statement by Michel Barnier at the Plenary Session of the European Parliament on the state of play of the negotiations with the United Kingdom
03/10/2017 - 18:41 | European Commission

ESMA updates its MiFID II Q&As
Economy and the euro | 03/10/2017 - 18:31 | European Securities and Markets Authority, Other bodies and agencies

College read-out: Commission initiative to carry out public procurement more efficiently and in a sustainable manner
03/10/2017 - 18:35 | European Commission

Weekly schedule of President Donald Tusk
Institutional affairs | 03/10/2017 - 17:14 | Council of the EU and European Council

Commission welcomes agreement on new anti-dumping methodology
Economy and the euro | 03/10/2017 - 16:33 | European Commission

Commission Opinion on the Recommendation of the European Central Bank amending Article 22 of the Statute of the European System of Central Banks and the European Central Bank
Justice and citizens' rights | 03/10/2017 - 15:32 | European Commission

Commission backs greater European Central Bank regulatory powers for clearing systems to fulfil its monetary policy responsibilities
Justice and citizens' rights | 03/10/2017 - 15:31 | European Commission

Efficient and professional public procurement
03/10/2017 - 15:30 | European Commission

Increasing the impact of public investment through efficient and professional procurement
03/10/2017 - 15:30 | European Commission

CSDR List of relevant authorities - Article 12
Economy and the euro | 03/10/2017 - 13:54 | European Securities and Markets Authority, Other bodies and agencies

1 2 3 4 5 6 7 8 9 ... >>> <<<

EC Midday briefing

• Latest daily news

Help us improve

Find what you wanted?

☐ Yes ☐ No

What were you looking for?

Any suggestions?

Send

cases | News: X

https://europa.eu/newsroom/press-releases/latest-seven-days_en?page=1

Press contacts - Sp... European Profession Directorate Meetings Intranet Home Page Information for con Midday briefing Journalists - Europe Jobs online

Choose a source European Parliament

All press releases databases

Latest press releases and statements

Today Last 7 days Last 30 days

1 2 3 4 5 6 7 8 9 ... >>> <<<

Press release: EU-wide railway signalling system still a "patchwork", say Auditors
03/10/2017 - 13:30 | European Court of Auditors

Pressemitteilung: EU-weites Eisenbahn-Signalgebungssystem ist noch ein "Flickenteppich", so die Prüfer
03/10/2017 - 13:30 | European Court of Auditors

Speech by Michel Barnier at the Plenary Session of the European Parliament on the state of play of negotiations with the United Kingdom
03/10/2017 - 12:14 | European Commission

Daily News 03 / 10 / 2017
03/10/2017 - 12:04 | European Commission

Joint Statement by High Representative/Vice President Federica Mogherini and Commissioner Christos Stylianides on the recent attacks in Syria
Economy and the euro | 03/10/2017 - 12:00 | European Commission

ESMA publishes latest updates to MiFIDII/MiFIR investor protection Q&As
Economy and the euro | 03/10/2017 - 11:07 | European Securities and Markets Authority, Other bodies and agencies

August 2017 compared with July 2017 - Industrial producer prices up by 0.3% euro area - Up by 0.4% in EU28
03/10/2017 - 11:00 | European Commission

Speech by President Juncker at the Plenary Session of the European Parliament on the state of play of negotiations with the United Kingdom
03/10/2017 - 09:39 | European Commission

General Court finds no fault in 2011 appointment procedure of EMA Executive Director
03/10/2017 - 01:00 | European Medicines Agency

2018 International Conference of Data Protection and Privacy Commissioners
03/10/2017 - 00:00 |



October 2017



Kim Wall 'stabbed 15 times' onboard Danish inventor's submarine

3 Oct 2017

move talks on

3 Oct 2017

How important is Catalonia to Spain?

2 Oct 2017

Catalan referendum: muted response from EU leaders over police crackdown

1 Oct 2017



September 2017



Uber clashes with regulators in cities around the world

29 Sep 2017 276

Merkel's poll win unlikely to make much difference to Brexit, analysts say

25 Sep 2017

Two in five European Muslims have felt discriminated against - survey

21 Sep 2017

Why has Boris Johnson revived the £350m-a-week Brexit claim?



Podcast / Six months on: what has happened so far? Brexit Means... podcast

27 Sep 2017 19

German elections 2017: Angela Merkel wins fourth term but AfD makes gains - as it happened

24 Sep 2017

The new arrivals / More than a million of Europe's asylum seekers left in limbo

20 Sep 2017

Row over sexual abuse letter brings down Iceland's government



Brexit weekly briefing / Brexit weekly briefing: May's Florence speech fails to unblock talks

26 Sep 2017

Theresa May's Florence speech: key points

22 Sep 2017

Podcast / What is Boris Johnson playing at? - Brexit Means ... podcast

20 Sep 2017 71



German election has redefined narrative of European party politics

25 Sep 2017

What to look out for in Theresa May's Florence speech on Brexit

22 Sep 2017 1,295

Brexit weekly briefing / Brexit weekly briefing: Johnson grabs headlines with 'self-serving powerplay'

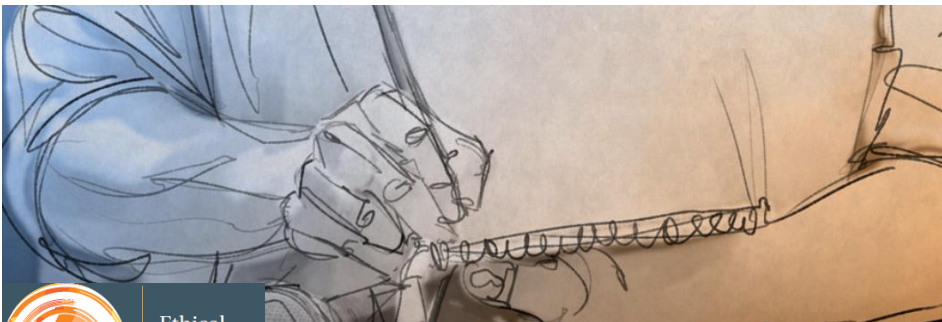
19 Sep 2017

Hear here / The longest road trip in the world, and the truth about obesity - podcasts of the week



e-Media Toolkit

Human news stories: learn, train and share



<https://e-learning.fra.europa.eu>



The Motivation for the Toolkit:

e-learning.fra.europa.eu

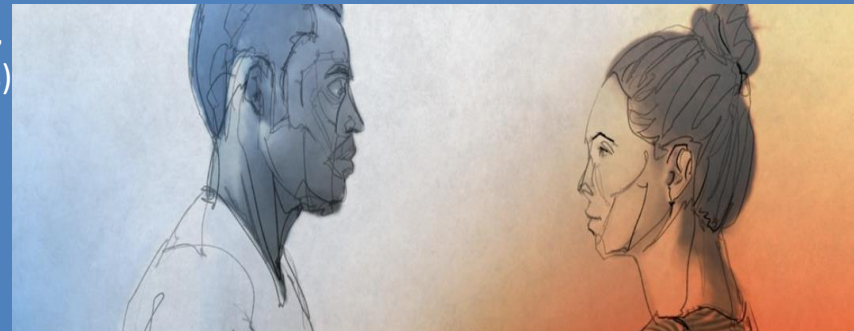
WHY?

- Request by media organizations
- Support of quality journalism:
 - EU Action Plan against Disinformation
 - Human stories: emotions vs facts and data



HOW?

- Partnerships with media organizations
- Getting examples from France TV, BBC Radio 4, RFI, Le Monde, The Guardian, FT, AFP (Reuters)



WHAT?

- E-learning platform EN(FR)
- Each newsroom dilemma is a course in the “learning section”
- Two other sections complement the online learning “Training” and “Sharing”

LEARNING

[VIEW ALL](#)

Get started - Human stories, ethical principles and human rights

Estimated time: 15 min. This course introduces you to a news template that will enable you to analyse media reports according to the principles of ethical journalism. It is produ...



Reporting on mixed movements of people

Estimated time: 20 min. This course examines the editorial challenges involved in balancing such principles as accuracy, impartiality and humanity. It is produced thanks...



Balancing impartiality: citizens' journalists

Estimated time: 35 min. This course underlines the importance of context in providing balanced, impartial coverage. It also looks at the particular difficulties involved...

What

- Example of topics:
- The editorial challenges involved in balancing principles such as accuracy, impartiality and humanity
- The particular difficulties involved in using children as reporters and sources
- The ethical dilemmas faced by reporters and editors such as deciding when to conceal a person's identity and when a journalist should use tools to help save someone's life.
- The ethical journalist's duty in dealing with disinformation

TRAINING

[VIEW ALL](#)

Topics

Here you can find brief summaries of the key topics covered in the e-Media Toolkit such as media and journalism ethics, paying for information, Global Compact f...



Trainer's Manual

This section will offer a Trainer's Manual for download, to facilitate trainers to design their own material. (Upcoming)



Join a Webinar and an on-site trainers

This section will present upcoming Webinars and on-site training. Once updated, you will find a notification in your dashboard. Check the calendar for information on the up...

What

- Face to face training: Trainer's Manual and Webinars (coming up)

//

Diversify communication strategies to address different audiences ”

9



ACE

1. **Actionable:** an effective campaign should contain a call to action.
2. **Connected:** connected ideas bring you closer to others and make you feel part of a like-minded community.
3. **Extensible:** people should be able to easily customize, remix and shape their participation.



// **Ensure sufficient
resources** for your
communication work ”

10





THANK YOU

Blanca.Tapia@fra.Europa.eu