

## ORRAJT - On the road: new routes, alternative journeys and fair tracks. Challenging perspectives on migration, walking different narratives

### CALL FOR EUROPEAN GOOD PRACTICES INSPIRED TO THE NARRATIVE CHANGE APPROACH 2024

## Background

Across Europe, migration, asylum, and inclusion remain both salient and polarising topics in the public domain. And how people migrating to Europe and those perceived as such are spoken and written about, continues to significantly influence overall political discourse, individual perception, voting behaviour, and public policy decisions. Regretfully, they continue for the large part to be portrayed either in a limited way or downright negatively, with little nuance and with the use of narratives that do not contribute to change the perspective of a community, place or group. The narratives impact us at an unconscious level, shaping the way we think about and see others.

## Narrative Change Approach

Narrative Change refers to a “reframing” approach that emphasizes the role of **frames** to shape individual and collective “common sense” mainly around the migration debate.

Key pillars of the narrative change approach:

- a) it targets the “movable middle”: that part of the population who are **not that involved or informed on the issue of migration, but do have concerns around growing inequality and are susceptible to populist thinking and rhetoric;**
- b) it acknowledges ‘legitimate concerns’ to engage **the audience** in an emotionally smart manner;
- c) it appeals to unifying values and community goals;
- d) it proposes new frames (not negative nor evokative) for the public debate on migration;
- e) it recognises plural perspectives, including those of strong opponents;
- f) It relies on strategic communications to create “surround sound, volume, and velocity” of the main message;
- g) it focuses on human interactions, not only on places to visit;
- h) it creates a connection between visitors and locals, enriching both and the whole community at the same time.

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### Aim of the call for practices

In the framework of EU-funded Erasmus+ project ORRAJT “On the Road: New Routes, Alternative Journeys and fair Tracks. Challenging perspectives on migration, walking different narratives” and in collaboration with [Never Alone](#) program, this call aims to identify and select at least 10 good or promising practices among successful initiatives promoting new narratives about migration at the local, national, and European level. The results will be presented and discussed online in a set of webinars hosted by [Narrative Change Platform](#).

Capitalizing effective strategies and tactics in terms of reframing migration issues will help to better engage the society as a whole. In this way, we can push back the mainstream populist narratives and put diversity and inclusion back on the agenda.

We define as initiatives: immersive practices, experiential learning experiences, communication campaigns, and innovative policies that refer to the Narrative Change approach.

### Application

In order to participate, please fill out the [application form](#).

Applications must be received before **30th April 2024**.

If selected, you will be contacted for an interview.

To have more information about the project, send an e-mail to:

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