



# Research Report

Good practices among successful initiatives promoting new narratives about migration at the local, national and European level



This research report was developed by ACRA as part of the "ORRAJT - On the road: new routes, alternative journeys, and fair tracks. Challenging perspectives on migration, walking different narratives" project, co-funded by the European Union.

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# 1. INTRODUCTION



This report aims to describe, valorize, disseminate and publish the good practices on the narrative change that ACRA collected from different places in Europe. This activity is part of the project *"ORRAJT - On the road: new routes, alternative journeys, and fair tracks. Challenging perspectives on migration, walking different narratives"*. It is an initiative of mutual exchange of knowledge, skills and methodologies among the partners involved, intending to promote a new perspective on migration and integration.

The partners of this project are:

- **Global Mindset Development** (GMD), promoting integration and intercultural and interreligious dialogue and counter-narratives;
- **ACRA**, with more than 10 years of experience in global citizenship education, fostering dialogue and inclusive tourism.
- **Viaggi Solidali**, promoting responsible travel and human connection.

The main objectives of the project ORRAJT are:

1. To transfer [Migrantour](#) methodology to the island of Malta that highlights migrants' stories through on-the-ground experience, in order to offer an alternative narrative on migration and integration;
2. To collect at least 10 good practices for reframing the narrative on migration, highlighting the most sustainable and innovative practices, helping to counter negative narratives and promote a positive representation of migration.

The results presented in this report are based on the project activities that included data collection through the launch of a call for practices, one - to - one interviews and a meeting for exchange among good practices mapped, and they are not only for partner staff such as trainers and researchers but also on migrants, refugees, and organizations working on the ground, to reduce the gap between traditional narratives and promote diversity.

In this way, ORRAJT contributes to the idea of a more inclusive Europe, where migration can be seen as a resource and not as a problem.

## 2. BACKGROUND

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Across Europe, migration, asylum, and inclusion remain both salient and polarising topics in the public domain and debate.

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 changing 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.

It is therefore essential to **reformulate this narrative** in a way that promotes a more inclusive, human, and data-driven perspective. This report aims to **identify and collect good practices that can contribute to a positive shift in the migration narrative, intending to raise public awareness and constructively influence political and social debates.**

## 3. METHODOLOGY

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### 3.1 Call for European good practices inspired by the narrative change Approach

As a first step, ACRA and the partner of the project have launched, in collaboration with Never Alone<sup>1</sup>, a call for practices 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. Capitalizing effective strategies and tactics in terms of reframing migration issues helps 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. The following were considered as initiatives: immersive practices, experiential learning experiences, communication campaigns, and innovative policies that refer to the Narrative Change Approach.

<sup>1</sup>. <https://minoristranieri-neveralone.it/cambiamento-della-narrazione-sulla-migrazione/>



In total, 11 good practices were identified and analyzed on the basis of the applications to the call by filling in a form and qualitative in-depth study of the practices through one-to-one semi-structured interviews with representatives of the associations and organisations that implemented them, in order to deepen and gather a complete framework of the whole practices. In particular, the following questions were asked:

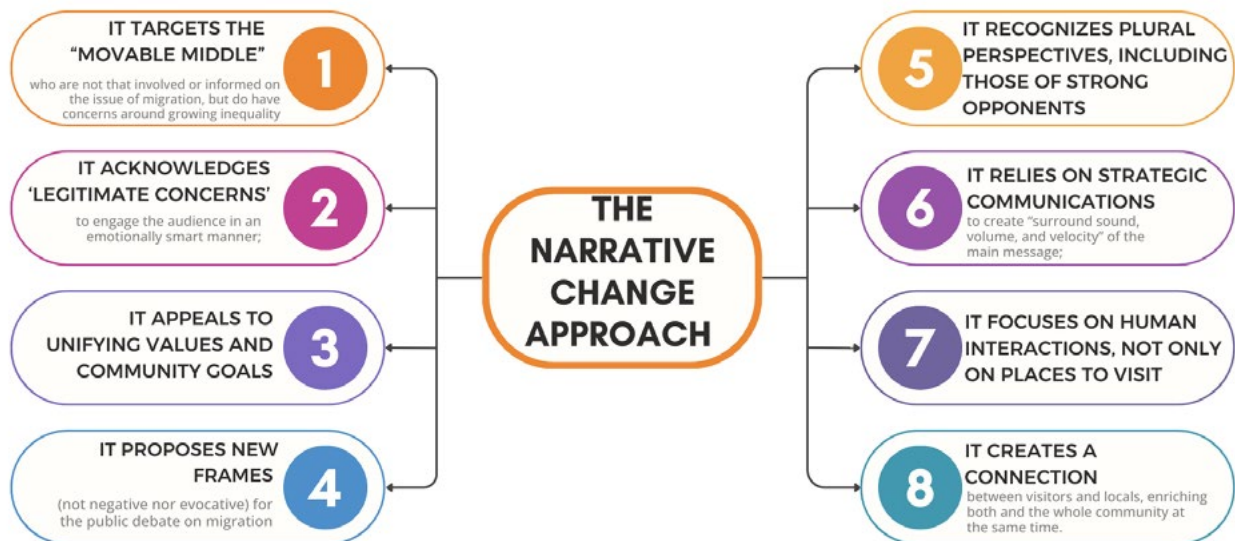
- *When and how has been designed the initiative?*
- *What are the main initiative objectives?*
- *Is there a balance between resonance and dissonance? Messages, visual content, spokespersons and all other elements should be familiar, reassuring and convey confidence and common sense but they should also add a challenge or "breaking point" to encourage the audience to think "differently";*
- *What do you intend for a new migration narrative?*
- *What is the key message of your initiative?*
- *Who are the main actors and stakeholders involved?*
- *What is the impact of the initiative?*
- *How does the initiative empower the base and engage the middle?*
- *What are the positive messages and solutions proposed to structure the debate?*
- *What is the role of people with a migration background in your practice?*

### 3.2 Evaluation criteria and categories

After identification and analysis, all mapped good practices were evaluated according to the criteria of the **Narrative Change Approach** to assign them a score summarising the degree of narrative reframing. The evaluation process referred to a "reframing" approach that emphasizes the role of **frames** to shape individual and collective "common sense" mainly around the migration debate.



The key pillars of the Narrative Change Approach to which we have referred are as follows:



- 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;
- it acknowledges *"legitimate concerns"* to engage the audience in an emotionally smartmanner;
- it appeals to *shared values* and community goals;
- it refers to *propositive/new frames* (not problematic issues) for the public debate on migration;
- it recognises *plural perspectives*, including those of strong opponents;
- it relies on *strategic communications* and *dissemination*;
- it focuses on personal and *real stories*;
- it creates a connection between visitors and locals, enriching both and the whole community at the same time.



Below is the template used for awarding points (maximum 16 points) for the evaluation of the practices:

**Name of the practices:**

**Description:**

**Promoting organization/network/coalition:**

**Reference:**

**Score:**

**Narrative change: yes/no**

Criteria	Score	Notes
<b>It targets the “movable middle”</b>  (0 speaks mainly to the antagonists or/and organization’s supporters; 1-2 very close to the base of the organization; 3 addresses to an audience never intercepted)	2	
<b>It appeals to shared values and community goals</b>  (0 element not very present; 1-2 values inside the comfort zone of the organization; 3 shared values outside the comfort zone of the organization)	2	
<b>It refers to propositive/affermative frames (not problematic issues)</b>  (0 no, 1-2 contains both; 3 propositional messages are central)	3	
<b>It focuses on personal and real stories (approach free from stereotypes)</b>  (0 no, 1 yes)	1	
<b>Has it been disseminated in contexts/events chosen because they unite people with different views?</b>  (0 no; 1-2 events close to the comfort zone; 3 events outside the comfort zone)	1	
<b>It proposes balance between dissonance/assonance</b>  (0 no; 1-2 yes but uses divisive mental schemes; 3 yes)	2	

### 3.3 Creation of a community of practices

Another main objective of the “ORRAJT” project is to create an online **Community of Practices** building on the results of good practices collection aimed at gathering representatives of the 11 initiatives in order to discuss main findings, share common strategies and build alliances among CSOs organizations, migration activists, community leaders, decision-makers and local authorities active in the field. The community of practices aims to support CSOs in shifting the public debate on migration.

The Community of Practices was held online in September 2024 and it was an opportunity for the representative of the organization/association involved to introduce their practice.

The aim of this meeting was:

- Get familiar with the foundations of the “Narrative Change Approach”;
- Reflect on how the participants engage with it;
- Recognize how other organisations/associations/participants engage with it.
- Connect with representatives of different organisations.

In this meeting, the participants could explain their proposals and how was created. The goal was to make an interchange of ideas and experiences, to broaden the look at the narrative of migration.

A dialogue was opened on what is “narratives change” and the definition of the “movable middle” that is the target of the narrative changes approach. All the organisations involved had the opportunity to sharing their common values and exchange good practices about the Narrative Change Approach.

The outcomes of this meeting and, in general, of the ORRAJT project will be shared on Narrative Change<sup>2</sup> platform: a tool coordinated by CISV and dedicated to create a network for mutual exchange and learning; a space to share it with entities, associations and organizations that today face some decisive challenges in rebalancing the migration debate and bringing the issues of social cohesion and inclusion back to the center.


2. <https://network-10917411.mn.co/spaces/11039023/page>



## 4. GOOD PRACTICES COLLECTED

### 4.1

#### Feeling Italian. Citizens in a Multicultural Society


<b>Country:</b>	Italy
<b>Organisation:</b>	SIETAR Italia
<b>Description:</b>  	<p>A documentary based on the stories of four people who have migrated to Italy. Through their stories, the video addresses important issues such as intercultural understanding and the skills needed to foster the personal and professional development of migrants and hosts.</p> <p>The video is divided into several chapters, each with a different thematic focus. It is aimed at migrant people who have just arrived in Italy but also at social workers, teachers, trainers and students who want to deepen their knowledge of migration and multiculturalism issues. The video is suitable for supporting teaching activities within training courses on intercultural awareness, self-development, the development of global citizenship skills, diversity and inclusion in the workplace, and intercultural training courses for trainers.</p>
<b>When and how the initiative has been designed:</b>	<b>Between the end of 2021 and the beginning of 2022</b>
<b>Main actors and stakeholders involved:</b>	People with migration backgrounds, Mygrants, Sunugal Association, London Stock Exchange Foundation, SIETAR Italia, Italian as Second Language Teachers, University students, NGOs and associations that work for migrants' social and labour integration.
<b>Impact of the initiative:</b>	The video has been used with many training groups composed of migrants, teachers, intercultural trainers, job agencies, and NGOs. The initiative empowers other people with migration backgrounds because they can recognize themselves and have positive examples to be inspired by. It also engages the middle because it engages the viewers from an emotional viewpoint.

#### References:

<https://sietareu.org/sietar-italia>

## 4.2

## Univerbal

<b>Country:</b>	<b>Belgium</b>
<b>Organisation:</b>	<b>Le Monde des Possibles</b>
<b>Description:</b>  <p>A training course in social interpreting for migrants and led by migrant women. Univerbal aims to give tools to discover the interpreting profession, to introduce the intercultural dimension, to provide participants with concrete social, medical civic and legal information and give them a deontological framework and main values of the profession. After completing the retraining, participants have the opportunity to join Univerbal social interpreting service. Univerbal is a platform to raise awareness of the importance of social interpreting services, and the role of migrant women in promoting inclusion and integration. The innovative character of Univerbal lies in its unique approach to addressing the challenges faced by migrant communities. This service, led by migrant women, has as its strengths empowerment, cultural sensitivity, community-led and peer support. Overall, Univerbal led by migrant women is an innovative approach to addressing the needs of migrant communities and promoting their inclusion and empowerment. Univerbal is changing the narrative, engage the middle because so many companies, associations and individuals use these services.</p>	
<b>When and how the initiative has been designed:</b>	<b>The project was developed in 2016</b>


<p><b>Main actors and stakeholders involved:</b></p>	<ul style="list-style-type: none"> <li>• <b>Local Level:</b> Local migrant women communities were engaged through outreach and engagement programs. Community leaders, local organizations and relevant Walloon government agencies were invited to participate in consultation processes to provide their input on the design and implementation of Univerbal.</li> <li>• <b>Regional Level:</b> Regional Walloon stakeholders, including regional government agencies and organizations, were engaged through a series of workshops and meetings. These stakeholders provided valuable input on the design and implementation of Univerbal, as well as the necessary support to ensure its successful roll-out in Wallonia.</li> <li>• <b>European Level:</b> European stakeholders, international organizations (European Trade Union Confederation) were engaged through consultations and meetings to provide their input on the promotion of the Univerbal service. Univerbal joined the network ENPSIT (European Network for Public Service Interpreting and Translation) <a href="http://www.enpsit.org">http://www.enpsit.org</a></li> </ul>
<p><b>Impact of the initiative:</b></p>	<p>Citizens who are non-native speakers or have limited language proficiency can use Univerbal to access a wider range of services and opportunities, they can feel more included in their communities and more connected to their surroundings, improving overall well-being, they can break down language and cultural barriers, improving relationships and promoting integration.</p> <p>Furthermore, with the active involvement of civil society organizations, communities can become more engaged in the initiative and more invested in its success.</p>

**References:**

[www.univerbal.be](http://www.univerbal.be)  
<https://www.youtube.com/watch?v=4KiQYfBQV3w>

## 4.3

## Migrants Got Talent


<b>Country:</b>	<b>Bulgaria</b>
<b>Organisation:</b>	<b>Multi Kulti Collective</b>
<b>Description:</b> 	<p>A national media campaign that aims to overcome negative stereotypes about migrants and refugee people. The campaign spotlights the unique talents, strengths, and contributions they bring to the country, while empowering them to come out into the public space with their unique voice. The campaign aims to "normalize" their presence in society - in the fields of arts, cooking, business, sports, beauty, travel, lifestyle, etc. - and with the help of over 30 media partners and 360 publications throughout the country to reach the widest possible audience with the message: Migrants Got Talent.</p>
<b>When and how the initiative has been designed:</b>	<b>The project was designed in a Design Thinking Workshop and was realized in the period October 2019 - April 2024</b>
<b>Main actors and stakeholders involved:</b>	Hundreds of migrants who speak on their behalf, showcasing their talents, achievements, ideas, contributions. More than 30 media partners (TV, radio, newspapers, magazines, online media) who interviewed and covered their work regularly.
<b>Impact of the initiative:</b>	Hundreds of materials have been broadcasted/published on the media (all big TV, radio stations, biggest daily newspapers, online media, magazines...) came up with the same message: migrants have talents and they contribute to our society. Many migrants got on the media for the first time and were flattered that there was such interest in their work. In addition, many hosted events where they could share their talent - concerts, art workshops, cooking classes, lectures, exhibitions, etc. As a result, many migrants became more known and increased their integration levels - social, economical, cultural.

### References:

<https://multikulti.bg/index.php/en/projects/migrants-got-talent-eng>

## 4.4

## Decolonial walking tour in Palestro neighbourhood

Country:	Italy
Organisation:	Decolonize your eyes/Quadrato Meticcio/ANPI
Description: 	<p>A decolonial walking tour to discover the Palestro neighborhood in the city of Padua (Italy), a neighborhood that has numerous streets named after personalities and battles related to the colonial liberal and fascist periods. The initiative is aimed at citizens and was created in cooperation with the municipality and university, and creates opportunities to give migrants a voice and visibility outside the stereotype of the parasitic, primitive, criminal, assisted migrant. This project aims to build intergenerationality, valorise plurality and experiences, discover public space and bring knowledge to it and learn together from a distinct point of view and not neutral.</p> <p>There are several collective actions, such as decolonial walking tours with school students, cultural events as book presentations, music events, viewing of documentaries, hanging signs explaining the meaning of the name in different languages, and doing interviews with residents.</p> <p>From this experience and the similar experience of several cities that are part of the same network, a documentary was born called "Decolonize the city", as well as maps and publications.</p>
When and how the initiative has been designed:	<p><b>The collective was born in June 2020</b> with a call to action by Association Quadrato Meticcio to which numerous realities of the city responded, who carried out walk through three neighborhood streets (via Tembien, via Amba Aradam, via Lago Ascianghi), posting multilingual informational signs and discussing colonial history and the many legacies left behind, in matter and culture. .</p>
Main actors and stakeholders involved:	University professors/ activists
Impact of the initiative:	<p>The initiative is aimed at citizens and was created in cooperation with the municipality and university. The walk is an informal way of learning, it is dynamic you move around the space, photos and readings are presented, there are testimonies and participants are invited to be active through questions and the possibility of open microphone interventions.</p>


### References:

<https://www.facebook.com/DecolonizeYourEyes>



## 4.5

## The Expatriates of Malta


<b>Country:</b>	<b>Malta</b>
<b>Organisation:</b>	<b>The Expatriates of Malta</b>
<b>Description:</b> 	<p>The project aims to collect the stories of people migrating to Malta in order to create a bridge between the local and expat communities of Malta. Stories, life experiences, lessons and wisdom are shared by expats who decided to make Malta their second home. The project is focused both on sharing practical stories of when and why expats moved to Malta but also reflecting on their personal growth experience and overall life view before and after moving from their home country.</p>
<b>When and how the initiative has been designed:</b>	<b>Between the end of 2021 - the beginning of 2022 in Italy</b>
<b>Main actors and stakeholders involved:</b>	<p>People with migration backgrounds, Mygrants, Sunugal Association, London Stock Exchange Foundation, SIETAR Italia, Italian as second Language Teachers, University students, NGOs and associations that work for migrants' social and labour integration.</p>
<b>Impact of the initiative:</b>	<p>The video has been used with many training groups composed by migrants, teachers, intercultural trainers, job agencies, NGOs. The initiative empowers other people with migration background because they can recognize themselves and they have positive examples to be inspired by, and engage the middle because engage the viewers from an emotional viewpoint.</p>

### References:

<https://www.facebook.com/profile.php?id=61552586192723>

## 4.6

### Erostraniero


<b>Country:</b>	Italy
<b>Organisation:</b>	IL MANTELLO Cooperativa Sociale, UDI - Union of Women in Italy, MASCI - Italian Adult Catholic Scout Movement and AC-Catholic Action
<b>Description:</b> 	<p>The initiative aims at teaching the Italian language to adults, and alongside this activity, there have always been collateral initiatives concerning social coexistence and integration between citizens as:</p> <ul style="list-style-type: none"> <li>• creating a welcoming environment within which to organize opportunities for people to meet, get to know each other, get together and exchange cultures;</li> <li>• creating socialization opportunities for children during the babysitting service;</li> <li>• offering an opportunity for socialization related to teaching the basics of sewing;</li> <li>• improving the migrants' participation in events organized by the local community;</li> <li>• promoting the dissemination of multicultural information and raise awareness of integration.</li> </ul>
<b>When and how the initiative has been designed:</b>	Since 2010 - ongoing
<b>Main actors and stakeholders involved:</b>	Volunteers, students, asylum seekers, immigrant families, Local Public Administration
<b>Impact of the initiative:</b>	239 beneficiaries and 60 volunteers involved in the initiatives; 18 Italian courses activated, 3 sewing courses, 1 course to learn how to ride a bicycle.

#### References:

<https://www.erostraniero.org>  
[https://www.instagram.com/erostraniero\\_carpi](https://www.instagram.com/erostraniero_carpi)  
<https://www.facebook.com/p/Erostraniero-100041167015047>

## 4.7

## Moving the Middle

<b>Country:</b>	<b>The Netherlands</b>
<b>Organisation:</b>	<b>The Expatriates of Malta</b>
<b>Description:</b>  	<p>A project aims to foster a new narrative around migration in the Netherlands characterized by, firstly, more nuance and complexity. The project intends to shift the narrative away from simplistic and polarized views on migration towards a more nuanced understanding of the topic. By engaging with the Movable Middle and conducting research on best communication practices, the project seeks to highlight the complexities and different perspectives surrounding migration. The project is split into two phases:</p> <ul style="list-style-type: none"> <li>• the first phase focused on conducting research on who the Dutch Movable Middle is, what their views on migration are, and how best to communicate with them about migration to foster a more nuanced debate about migration;</li> <li>• The second phase of the project focused on taking the knowledge gathered in the first phase, and converting it into practical pilot activities, including: designing and launching a national campaign to target the Dutch Movable Middle with more nuanced narratives about migration and organizing local inter-cultural events to bring the Dutch Movable Middle into contact with migrants to reduce biases and enhance social cohesion on a local and national level.</li> </ul> <p>Additionally, the project aims to humanize the migrant experience and to demonstrate the value of diversity by sharing personal stories, creating spaces for dialogue and collaboration and involving migrant voices through the Migrant Ambassador Advisory Board.</p>

<b>When and how the initiative has been designed:</b>	<b>Launched in 2022</b>
<b>Main actors and stakeholders involved:</b>	The Dutch Movable Middle, migrant communities and diaspora members, local social organizations and NGOs, The Dutch government, Dutch municipalities
<b>Impact of the initiative:</b>	<p>In the first phase: IOM gathered 1045 responses on a survey from people in the Netherlands;</p> <p>In the second phase: through the advertisement campaign on Facebook 1,068,096 impressions were had, reaching 561,749 individuals, whom 406 submitted a response to the quiz on the website.</p> <p>Additionally, four different local events were held in four different cities, connecting local residents with migrants.</p>


**References:**

<https://iom-nederland.nl/en/migrant-inclusion/moving-the-middle-project>



## 4.8

**LIMES. Storie di migrazioni**

<b>Country:</b>	Italy
<b>Organisation:</b>	<b>Horizon Service Società Cooperativa Sociale, Comune di Campo di Giove, Comune di Cansano, Progetto SAI Majella Accoglie</b>
<b>Description:</b>	 <p>The initiative, composed of a social campaign, photographic exhibition and in-depth public seminar, intends to convey the need to build a world more open to the needs of the most fragile people and to the construction of a new society in which, reception projects such as the project in the Italian system of reception of migrants and their inclusion (SAI), they can represent a useful tool to promote the inclusion of foreign people and break down hatred, racism and all the stereotypes linked to the migration phenomenon.</p> <p>The exhibition consists of twenty-two photographs with great impact and “power” that the author took in different migratory contexts in the world: Balkans, Venezuela, Poland, Ukraine, Italy, France, Mediterranean SAR area (NGO Emergency ship). LIMES tells the drama of families runaway their homes due to wars, hunger, poverty and climate change in search of a better life, and aims to tell and make people reflect on what happens in migratory borders of the world.</p> <p>The photos in the exhibition and the subject of in-depth analysis in the public seminar, confront the visitor with the harsh reality of migration made up of hopes, dangers and expectations along the borders. At the same time, they demonstrate how hope, commitment and sacrifice for one’s family are still the strongest motivation for migrating today. In the photos, you can see the signs of violence and torture of those who intend to achieve a better life far from their home, in other countries.</p>



<b>When and how the initiative has been designed:</b>	<b>The initiative started on International Migrants' Day 2022 with a social campaign, which became a photo exhibition in spring 2023</b>
<b>Main actors and stakeholders involved:</b>	General community, students, public institutions.
<b>Impact of the initiative:</b>	The initiative reached 1000 people in total, a permanent presence on social media and in local newspapers and produced a repeat of the exhibition in three different cities.


**References:**

<https://horizonservice.org/index.php/6888>



## 4.9

## DiMMi di Storie Migranti / DiMMi-International Ithaca Diary Contest

Country:	Italy, France, Greece, Jordan, Morocco, Tunisia
Organisation:	Archivio Diaristico Nazionale, Ithaca Horizon 2020, Informal group of authors published throughout the editions of the DiMMi Contest
Description: 	<p>Diari Multimediali Migranti (Multimedia Migrant Diaries) is a yearly life story contest that collects and disseminates self-narration stories by people with migratory experience or background who either live or have lived in Italy.</p> <p>The project stresses the importance of first-person narration and shows how each person lives their own migration story. This allows individual experiences to draw a collective and transnational picture made up of a plurality of voices. However, common elements appear in all of them that make migration a universal phenomenon.</p> <p>The main aim of DiMMi is to develop a new narrative of migration seen through the migrants' own eyes and their multiple points of view. This allows to collect and preserve a plural cultural heritage in danger of being lost in the country and contrasts anti-migration stereotypes and hate speech through the direct narration of people with personal or family experiences of migration.</p>
When and how the initiative has been designed:	Originally promoted by the Region of Tuscany in 2012 to raise public awareness and involvement in issues such as peace and intercultural dialogue, in collaboration with the Archive of Migrant Memories, DiMMi has seen eight editions of a national Diary Contest and allowed the collection of some 500 written and oral testimonies which are currently part of a special collection of migrants' diaries housed in the National Diary Archive of Pieve Santo Stefano.



<b>Main actors and stakeholders involved:</b>	<p>Authors from the DiMMi community who participated to the various editions of the contest, Archivio Diaristico Nazionale, Archivio delle Memorie Migranti and a 30-strong network with Italian NGOs and organizations such as Un Ponte Per, Comitato 3 Ottobre just to quote a few, EU-Ithaca project with formal institutions in partner countries (la Sorbonne, ARCS Tunisia, IFPO, NKUA, Al Akhawayn University, Università di Modena, Università degli Studi di Milano Statale).</p>
<b>Impact of the initiative:</b>	<p>The project is an extremely powerful way to help migrant people regain agency and voice in the public debate on migration. The project has been growing a lot in the past few years and is now considered a model of good practice on the national scene with invitations to participate in important events such as Black History Month or the Festival della Letteratura (Mantua). Through the nationwide circulation of migrant narratives and awareness-raising actions, DiMMi journey is characterized by grassroots practices which empower people with migrant descent to use their own voice and engage in meaningful conversations with their fellow citizens, thus reaching out to middle areas of local population where distorted or downright false narratives about migration prevail.</p>

#### References:

<https://www.dimmidistoriemigranti.it>  
<https://www.facebook.com/DIMMIdiStorieMigranti>  
<https://www.facebook.com/alberincammino>  
<http://archiviodiari.org>  
[www.archiviomemoriemigranti.net](http://www.archiviomemoriemigranti.net)  
<https://ithacahorizon.eu>

## 4.10

## Certificate for graduates of non-EU/EEA nursing programmes


Country:	Malta
Organisation:	Department of Nursing, University of Malta
Description: 	<p>The Certificate programme seeks to align the undergraduate training of nurses qualified in non-EU/EEA countries with the requirements for nurse training stipulated by EU regulations, specifically the EU directive for nurse education.</p> <p>The intention is to change the narrative of nurse migration away from comparing and contrasting in view of identifying gaps and need to upgrade IENs training and education towards, and also acknowledging, recognising and valuing IENs training and education and the need to -simply- align their training and education to requirements and expectations in the EU.</p> <p>In turn, registration with the Council in Malta enables eligibility to register as a nurse with the respective regulatory body of the profession, that is the Council for Nurses and Midwives of Malta, within the Government of Malta.</p>
When and how the initiative has been designed:	<b>This programme initiative was designed in 2016</b> and offered on a regular basis, at least once a year at the UM, in view of addressing a gap at the time in the opportunity for all IENs to register and work as qualified nurses in the health and social care systems of Malta.
Main actors and stakeholders involved:	10,000 individuals through social media popularization and the visibility campaign.
Impact of the initiative:	<p>IENTs now have a safe, efficient and effective respectful pathway towards professional registration and employment as a qualified nurse in Malta.</p> <p>The initiative empowers IENs to practise their potential in delivery optimal nursing care and supports employers and health and social care systems to secure an optimal workforce.</p>

### References:

<https://www.um.edu.mt/courses/overview/ucgnenurptd-2024-5-o/>  
<https://www.um.edu.mt/newspoint/news/2018/11/certificategraduatesnon-eueeanursing>

## 4.11

## Opening doors for community

<b>Country:</b>	Malta
<b>Organisation:</b>	Malta Refugee Council
<b>Description:</b> 	<p>The initiative aimed to initiate a national process of redefining public discourse and messaging by putting together a straightforward visual campaign based on positive message of engagement, solidarity, and humanity. This is not a large-scale campaign, but the start of a conversation aimed also to give visibility to the activities and efforts of the NGOs in the Malta Refugee Council.</p> <p>The visibility campaign has a two-fold purpose:</p> <ul style="list-style-type: none"> <li>• The first is to promote a positive approach to refugees and to challenge dominant narratives about asylum and migration;</li> <li>• The second aims to make the Council more visible, proactive and engaging with policymakers and the public. In this way, the value of its collective voice, which importantly includes the voices of refugee-led groups, will increase.</li> </ul>
<b>When and how the initiative has been designed:</b>	<b>The idea was developed in 2023</b> and solidified with the launch of the Empowering Malta Refugee Council project. The campaign is currently in its implementation phase, the design of which is advertised on 5 public transport bus routes in Malta for 3 months.
<b>Main actors and stakeholders involved:</b>	Members of the Malta Refugee Council - aditus foundation, JRS Malta, Integra Foundation, KOPIN, SOS Malta, Migrant Women Association Malta, Spark15, Sudanese Community Malta, MOAS, Migrants' Commission, African Media Association Malta, Blue Door Education
<b>Impact of the initiative:</b>	<p>The initiative aims to indirectly reach to an estimate of 10,000 individuals through social media popularization and the visibility campaign.</p> <p>The visual campaign will be implemented on 5 buses for 3 months, thereby reaching a large segment of the population.</p>

### References:

<https://malta-refugeecouncil.org.mt>



## 5. CONCLUSION

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The evaluation and selection of 11 good practices were instrumental in enriching the narrative methodology and advancing the Narrative Change approach. By assessing each practice against key criteria - such as engaging the “movable middle”, appealing to shared values and focusing on personal, real-life stories - it was possible to ensure that the selected initiatives contributed significantly to reshaping the migration discourse.

The meeting on 25 September 2024 was a valuable opportunity for participants to present their proposals, exchange ideas and deepen their understanding of Narrative Change. Through interactive discussions, participants explored the impact of narratives and strategies to broaden engagement beyond the usual audience. A key outcome of this process was the creation of a community of practice, which fostered collaboration between organisations engaged in changing migration narratives. Furthermore, the Narrative Change platform was used to publish and share the identified good practices.

Concerning the objectives of the ORRAJT project, the collection of these 11 good practices allowed for the improvement of the storytelling methodology used to develop content for itinerary design during the training phase of Migrantour Intercultural Companion in Malta.

## 6. REFERENCES

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<https://www.acra.it/cosa-facciamo/aree-di-intervento/italia-ed-europa/orrajt>

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Co-funded by  
the European Union



This research report was developed by ACRA as part of the *“ORRAJT - On the road: new routes, alternative journeys, and fair tracks. Challenging perspectives on migration, walking different narratives”* project, co-funded by the European Union.

This publication was funded by the European Union. Its contents are the sole responsibility of ACRA and do not necessarily reflect the views of the European Union.