



European
University
Institute



ROBERT
SCHUMAN
CENTRE FOR
ADVANCED
STUDIES

OPEN SOCIETY
EUROPEAN POLICY INSTITUTE

A PART OF



A BRIDGES WORKSHOP ON FRAMING AND CONVICTION NARRATIVES FOR POLICY-MAKERS

HOW TO TALK ABOUT MIGRATION IN EUROPE: UNDERSTANDING PUBLIC ATTITUDES AND CHANGING FRAMES

Organisers: **Counterpoint** and **Open Society European Policy Institute**

Conference Room, Villa La Fonte
Via delle Fontanelle 18 – San Domenico di Fiesole

14 December 2015

■ PROGRAMME

10.30 – 10.45 ① Introduction: scope and purpose of the workshop

10.45 – 11.30 ② Setting the scene: the components of the crisis, the values underlying public opinion and narratives in Italy

Led by **Anna Triandafyllidou** | Robert Schuman Centre for Advanced Studies/EUI

In this first session we will map the many reasons that make policy-making in this area so difficult: we will systematically explore the values that underpin various parts of Italian and European public opinion. The session is designed to give a better understanding of the nuances of public opinion, as well as the terrain from which any new narrative needs to start. Which narratives work in the current debate and why? Which values lie close to the heart of the public(s)?

11.30 - 11.45 **COFFEE BREAK**

11.45– 12.30 ③ Upholding the social norm

Led by **Elizabeth Ivarsflaten** | University of Bergen

Following on from the previous session, Elizabeth Ivarsflaten will share her research on how members of the public construct their values and what can affect them (both positively and negatively). She will highlight that for members of the public, there is a natural tendency to want to behave in a way that is socially acceptable (to uphold the 'social norm'). This is why social norms of tolerance and openness prevail in most of our societies—they are the accepted ones. By finding both the right messenger and the right message, decision makers can make the most of that social norm to legitimate difficult decisions. Elizabeth Ivarsflaten will show the practical ways in which this plays out in communications.

12.30 – 13.00 ④ Framing theory, frames and their influence on cognition

Led by **Counterpoint**

In this session we will explore how values condition the manner in which messages are received. We will explore how language triggers patterns of thought that structure the way in which we all make decisions and how we make up our minds on complex issues. Here we will introduce framing as a tool to change public opinion by appealing to the most strongly held values.

13.00 – 14.00 **LUNCH**

The afternoon will consist of two practical working sessions. These will show which concepts to use to change public opinion. We will outline the basic ways in which policy-makers can draw on the more positive concepts and dynamics shaping public opinion, then give them an opportunity to craft and test out a conviction narrative on migration.

14.00 – 15.00 ⑤ Working session 1:

Led by **Counterpoint**

In this working session, we will explore which frames to use to tap into positive values on migration in the public: we will explore existing positive frames on migration, develop new ones, and discard accidentally negative ones.

15.00 - 15.15 **COFFEE BREAK**

15.15 – 16.45 ⑥ Working session 2:

Led by **David Tuckett** | University College London

The aim of this session is to connect the learning from previous sessions and begin to elaborate the key parts of an overall story, or set of stories, that decision makers can use to guide their communications and that can systematically build on the most positive values that exist in public opinion on migration. David Tuckett will introduce conviction narrative theory. We will then work with the frames explored earlier and sketch out the contours of effective narratives.

16.45 – 17.00 ⑦ Conclusions

■ PARTICIPANTS

Massimo Livi Bacci	Professor of Demography, School of Political Science, University of Florence
Johanna Barasz	Assistant Delegate, Advisor on Education and Transmission at the Inter-Ministerial Delegation for the Fight Against Racism and Antisemitism, France
Matteo Biffoni	Mayor of Prato and President of the National Association of Italian Municipalities Tuscany (ANCI Toscana)
Alessandra Camporota	Head of Cabinet of the Head of the Civil Liberties department, Ministry of the Interior
Daniele Foderà	Assistant to Lia Quartapella, Member of the Chamber of Deputies
Elisabeth Ivarsflaten	Associate Professor, Department of Comparative Politics, University of Bergen
Mario Marazziti	Member of the Chamber of Deputies, Vice-Chair of the Parliamentary Committee of Inquiry on Migrant Centres
Gennaro Migliore	Member of the Chamber of Deputies, Chair of the Parliamentary Committee of Inquiry on Migrant Centres
Simona Moscarelli	Legal Expert, International Organisation for Migration (IOM), Rome
Andrea Pogliano	Research Associate, University of Piemonte
Belinda Pyke	Director for Migration and Mobility, Directorate-General for Migration and Home Affairs, European Commission
David Tuckett	Professor of Psychoanalysis and Director of the Centre for the Study of Decision-Making Uncertainty, University College London Faculty of Brain Sciences
Mattias Wahlstedt	Deputy Director-General, Division for Migration and Asylum Policy, Ministry of Justice, Sweden
Sandra Zampa	Member of the Chamber of Deputies, Vice-Chair of the Commission on the rights of the Child

Counterpoint

Catherine Fieschi	Director
Ulrike Grassinger	Project Lead Bridges Project
Edoardo Zavarella	Researcher

Open Society European Policy Institute, Brussels

Emma Basker	Head of Research
Annalisa Buscaini	Programme Assistant
Neil Campbell	Acting Director

European University Institute (EUI), Florence

Heather Grabbe	Jean Monnet/Global Governance Programme Fellow
Aitana Guia	Max Weber Fellow, Robert Schuman Centre for Advances Studies
Anna Triandafyllidou	Robert Schuman Chair, Global Governance Programme Research Area Director Cultural Pluralism

■ SPEAKERS' BIOGRAPHIES

David Tuckett

David Tuckett is Professor of Psychoanalysis and Director of the Centre for the Study of Decision-Making Uncertainty at UCL in the Faculty of Brain Sciences, as well as a Fellow of the Institute of Psychoanalysis in London.

He works part-time in clinical practice but since winning a 2006 Leverhulme Research fellowship for a “psychoanalytic study of investment markets” has been collaborating with a range of colleagues to introduce psychoanalytical understanding to behaviour in the financial markets and the economy more generally. His book *Minding the Markets: An Emotional Finance View of Financial Instability* was published in New York and London by Palgrave Macmillan in June 2011 and a further monograph written with Professor Richard Taffler entitled *Fund Management: An Emotional Finance Perspective* was published by the Research Foundation of CFA Institute. Prior to this he received the 2007 Sigourney Award for distinguished contributions to the field of psychoanalysis. He has published books and articles in sociology, psychoanalysis, economics, and finance and is a former President of the European Psychoanalytic Federation, Editor in Chief of the *International Journal of Psychoanalysis* and Principal of the Health Education Studies Unit at the University of Cambridge.

Elisabeth Ivarsflaten

Elisabeth Ivarsflaten is Associate Professor in the Department of Comparative Politics at the University of Bergen. She is the principal investigator of the Digital Social Science Core Facility (DIGSSCORE) and main coordinator of the Norwegian Citizen Panel at the University of Bergen.

Elisabeth specializes in the study of public opinion and political parties. Much of her research, teaching and writing explores radical extreme right parties and social movements. She has also been engaged for many years in the development and application of innovative survey research. More recently she has been branching out to the field of law and politics. Her research has appeared in the *American Journal of Political Science*, *Comparative Political Studies*, the *European Journal of Political Research*, and other peer-reviewed journals.

Elisabeth received a B.A. from Columbia University, and an M.Phil and D.Phil from the University of Oxford. Before joining the University of Bergen, she served on the University of Oxford faculty as a Postdoctoral Prize Research Fellow. From 2009 to 2013 she also served as the Deputy Head of Department in the Department of Comparative Politics at the University of Bergen.

Anna Triandafyllidou

Anna Triandafyllidou is Director of the GGP Research Strand on Cultural Pluralism at the Robert Schuman Centre for Advanced Studies (RSCAS) at the European University Institute. Before joining the GGP, she was part time professor at the RSCAS (2010-2012).

She serves as national expert in the OECD Network of International Migration Experts (formerly SOPEMI), the International Organization for Migration (IOM) network on labour market and migration experts (LINET), and acts as an evaluator of research projects for the European Research Council (Advanced Investigator Grants), the Research Framework Programmes of the European Commission (FP5, FP6, and FP7), the European Science Foundation, the Norface ERA-NET network, and several national research agencies (of Austria, Belgium, Greece, Italy, the Netherlands).

Her main areas of research and teaching are the governance of cultural diversity, migration, and nationalism from a European and international perspective. Over the past 10 years, she received funding and co-ordinated a number of international research projects in these research areas. Her publications include more than 100 articles in refereed journals and chapters in collective volumes, five authored books and more than ten edited and co-edited volumes.

Counterpoint

Catherine Fieschi

Catherine Fieschi is Director of Counterpoint, an advisory group that focuses on the cultural and social dynamics that underpin different forms of risk and perceptions of risk.

Trained as an academic, Catherine taught political science before finally moving into the world of policy and leading the London based think-tank Demos (2005 - 2008). She holds a PhD in Comparative Politics from McGill University, in Canada. Catherine is also founder of the mentoring scheme 50ft Women, a Fellow of the Department of Government at LSE and a trustee of European Alternatives and of The Creative Society.

Catherine is the author of *In the Shadow of Democracy* (MUP) and of numerous pamphlets and articles on extremism, populism, citizenship and identity politics. She is a regular commentator on issues relating to institutional crises, populism and cultural risk.

Ulrike Grassinger

Ulrike Grassinger leads the Bridges Project at Counterpoint.

She shares Counterpoint's interest in exploring the hidden social and cultural wiring of societies and its relation to the way in which these frame policy and political problems. Her interests focus in particular on the application of psychological research to policy.

Before joining Counterpoint, Ulrike worked as a management consultant where she advised senior-level management and led change projects. Ulrike holds a BSc in Psychology from the University of Heidelberg and an MSc in Social and Cultural Psychology from the London School of Economics. Her PhD work for the University of Flensburg focuses on the uses of metaphorical language in the discourse on climate change.

Open Society European Policy Institute, Brussels (OSEPI)

Emma Basker

Emma Basker is head of research at the Open Society European Policy Institute, where she is responsible for developing the content and projects of the institute's research-based advocacy. She joined the Open Society Foundations in April 2015.

Previously, Emma was Nike's director of government affairs in Central and Eastern Europe. From 2004–10, she worked in the European Commission, first as speechwriter for the Commissioner for External Relations, then in the High Representative for EU Foreign Policy's European Correspondent's office. Prior to that she worked for the Open Society Foundations in New York and Brussels. Emma has an MA from the Fletcher School of Law and Diplomacy and from Cambridge University.

Annalisa Buscaini

Annalisa Buscaini assists in the development and coordination of projects supporting the Open Society European Policy Institute's research-based advocacy. She joined the Open Society Foundations in April 2015.

Annalisa previously worked for the European Commission, the European Programme for Integration and Migration (a collaborative funding initiative of the Network of European Foundations), and UNHCR's office in Brussels. She has an MA in European studies from the Université Libre de Bruxelles, with a specialization in EU asylum and migration policies, and a BA in political science and international relations from the University of Rome Sapienza. Annalisa is fluent in English, French and Italian, and has been studying Arabic for several years.

Neil Campbell

Neil Campbell is acting Director of the Open Society European Policy Institute. He is responsible for developing the positions and profile of the Open Society Foundations on cross-cutting EU policy issues. He undertakes analysis and advocacy on EU policies and practice of transparency and accountability. He is also responsible for advocacy work on EU Enlargement and EU policies towards South East Asia.

Neil Campbell holds a BA from Durham University and an MA in international studies and diplomacy from London University's School of Oriental and African Studies. Before joining the Open Society Foundations, he was EU advocacy manager and senior research analyst (2003–2010) at the International Crisis Group, dealing with EU policies on conflict prevention and crisis management, and managing Crisis Group's targeted advocacy in Brussels. Between 2006–2007, he was a member of the 'Young Leaders Study Group on the Future of Europe', sponsored by the American Council on Germany, and the Dräger and Zeit Foundations. Previously, he worked in the European Commission and in Japan.

European University Institute

Heather Grabbe

Heather Grabbe is Jean Monnet Fellow at the European University Institute, currently on sabbatical from the Open Society European Policy Institute in Brussels. She was previously Senior Advisor to the European Commissioner for Enlargement, responsible in his Cabinet for the Balkans and Turkey, and has been Deputy Director of the Centre for European Reform. Her academic career includes teaching at the London School of Economics, and research at Oxford and Birmingham universities and Chatham House. Her publications include *The EU's Transformative Power: Europeanisation through Conditionality in Central and Eastern Europe* (2006, Palgrave); *The Constellations of Europe: How Enlargement will Transform the EU* (2004, CER); and *Enlarging the EU Eastwards* (with Kirsty Hughes, 1998, Cassell).

Aitana Guia

Aitana Guia holds a PhD in History from York University, Toronto, Canada, where she was associated with the Canadian Centre for German and European Studies and the Centre for Refugee Studies. Her areas of expertise are nationalism, migrants, and minorities in post-war Europe. Her research project at EUI looks at contemporary nativism in Spain and Italy, its effects on the political process, and ultimately its concrete impacts on the rights of religious minorities.

Aitana Guia was assistant professor (CLA) at York University from 2013 to 2015. She also taught European studies at the University of Guelph (Canada), global studies at Wilfrid Laurier University (Waterloo, Canada), history at Glendon College (Toronto, Canada), and distance-education sociology at the Universitat Oberta de Catalunya (Barcelona, Spain).

She holds two bachelor's degrees in law and history from the University of Valencia, Spain, and a master's degree in Ethnicity and Nationalism from the London School of Economics and Political Science. Her non-academic experiences include working as Assistant Protection Officer for the United Nations High Commissioner for Refugees in Caracas, Venezuela, running half-marathons, and writing creative fiction.