

***Strengthening Local-Level  
Communications on Migration and  
Migrant Integration in Challenging  
Times***

***November 30, 2020***

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# Our Local Approach

- **Hard to change national perceptions.** Easier to start with the local. Plus easier to measure change and then scale from the bottom up.
- **We utilize communications to drive local and eventually national policy change.** And to institutionalize a “positive narrative infrastructure” at the local level...

# Welcoming International: Supporting Local-Level Inclusion

WHAT IS OUR GOAL IN  
TOWNS & CITIES? :



WHO ARE THE  
LEADING ACTORS  
IN TOWNS & CITIES? :



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# Working with National/ Regional Partners to Support This Change

**Help National Members (Gov.'s, Foundations,  
NGO's) to Build:**

- National Networks



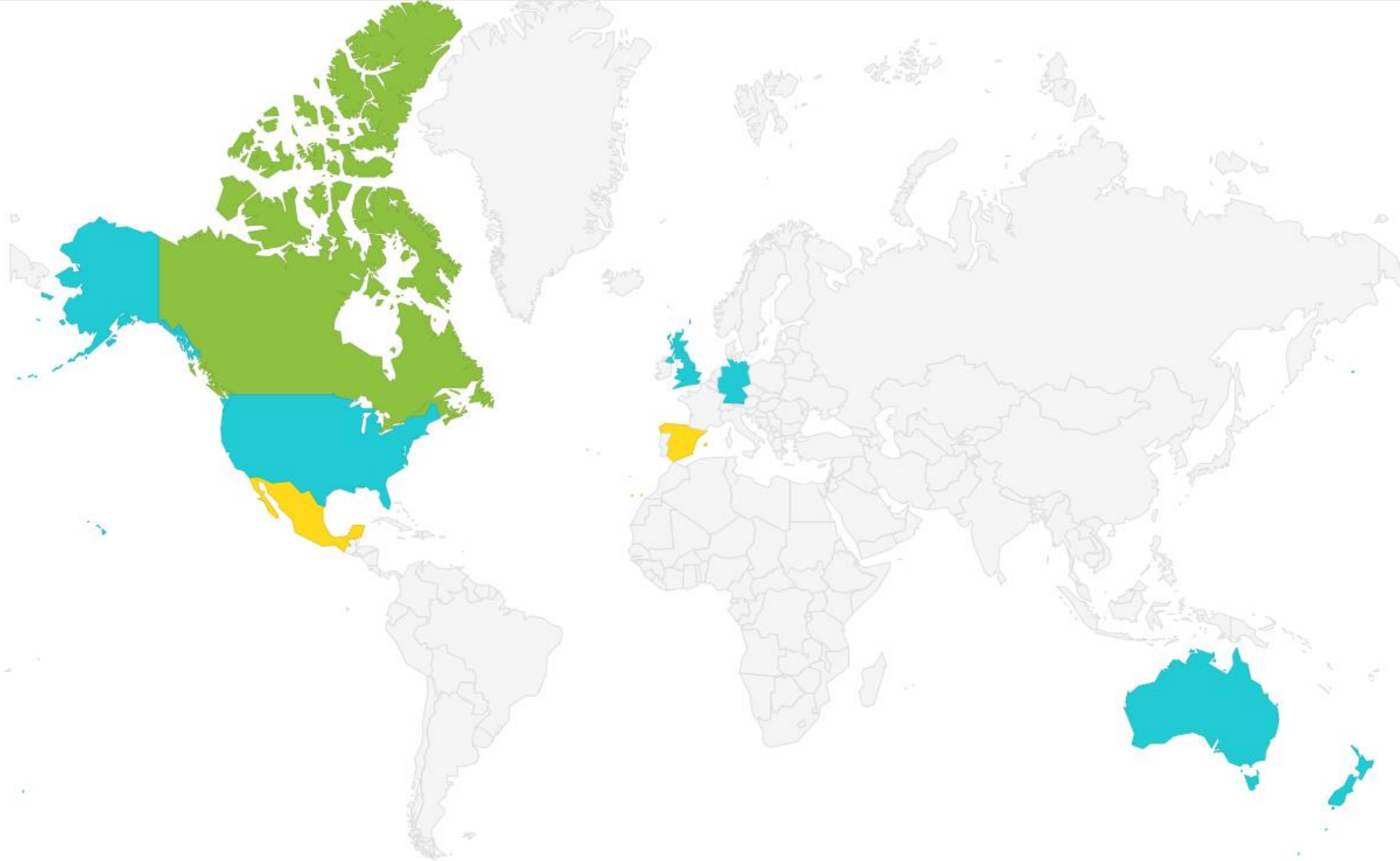
- New Narratives



- Multi-Sector Plans and  
Welcoming Standards



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**Welcoming ecosystem**

 Founding members

 National members

 Local members

# Communications Example #1: Transforming Nashville, USA



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# Nashville, 2006

**THE Nation.**  
150  
INSTIGATING PROGRESS DAILY

Politics World Economy Culture Take Action

IMMIGRATION POLICY FEATURE AUGUST 28, 2006 ISSUE

## White Heat

*Welcome to Nashville, Tennessee, the unlikely symbol of the biggest American immigrant resettlement since the Industrial Revolution. It's also the white-hot nexus of the new American nativism.*

*By Bob Moser*

AUGUST 10, 2006






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## Council Passes 'English-First' Bill

CHRISTINEBUTTORFF  • SEPTEMBER 20, 2006

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A bill before the Metro council that proposed all city communication be in 'English-only,' has become an 'English-first' bill. Bill sponsor Eric Crafton

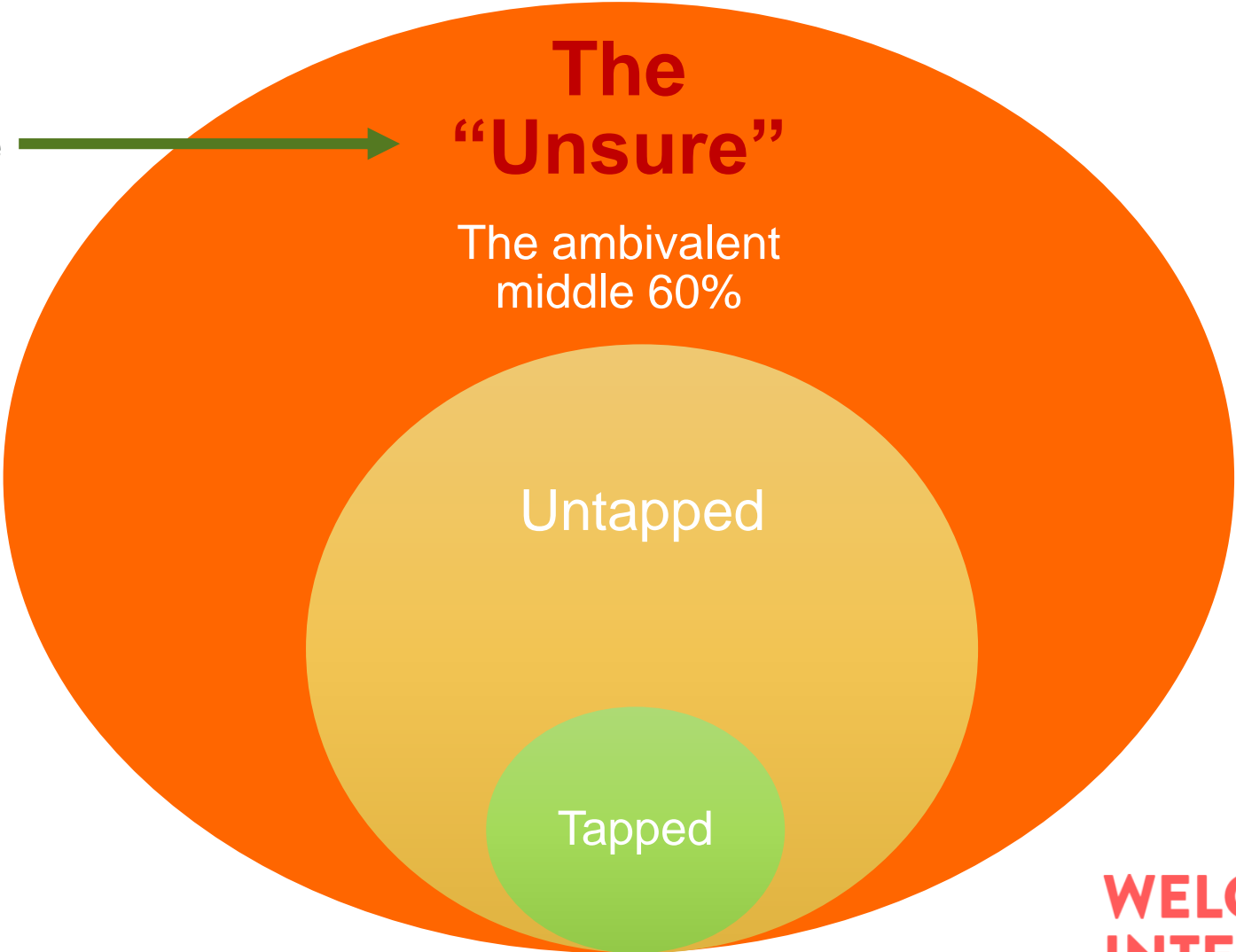
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# First: We Identified our Key Audiences

Primary Target Audience



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# Next: We Changed the Climate by Using A Receiving Communities Approach



Leadership

Contact

Communications

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# LEADERSHIP: Trusted Messengers Matter

“When immigrants pick your city that is a great honor.”

- **Nashville Mayor Karl Dean**



"With its high quality of life, central location and **welcoming culture**, Nashville is an exceptional place for global companies to locate and grow their businesses."

- **Eduardo Minardi, CEO Bridgestone Americas Tire Operations**



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# CONTACT: Hundreds of Conversations and Dialogues Across the City



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# Communications: SHARED VALUES

*Highlighting Shared, Local Values  
(locally tested messages)*

“I was a  
stranger,  
and you  
welcomed  
me.”

– Matthew 25:35



[www.welcomingtn.org](http://www.welcomingtn.org)

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# Communications: Local Economic Contributions (data through trusted sources)



## Survey Highlights

1



Nashville's efforts to welcome and incorporate vibrant, growing immigrant population has helped create tangible economic gains across the city and across sectors.

2



Nashville's competitive regional success relies on business opportunity to welcome immigrant workers, entrepreneurs, and knowledge.

3

80%

Over 80% of business and community leaders in Nashville feel that immigrants have helped businesses to reach a more global audience.

# Nashville, 2009



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## Nashville sets the U.S. bar for welcoming immigrants

The Tennessee city, world famous for its music scene, has become a magnet for newcomers

By Meagan Fitzpatrick, CBC News | Posted: May 10, 2015 5:00 AM ET | Last Updated: May 10, 2015 5:00 AM ET



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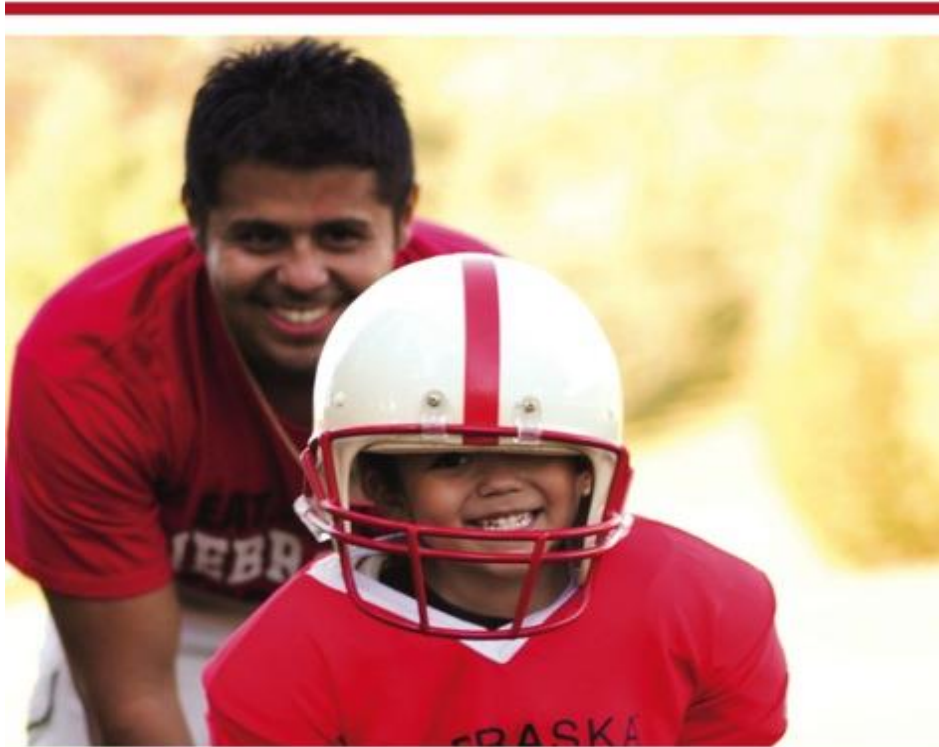
cbcMusic.ca

A TRIP FOR TWO TO  
THE 45<sup>TH</sup> ANNUAL  
JUN  
A W A R D S  
CALGARY 2016

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## Example 2: Use of Focus Groups and pre-post surveys Nebraska and Colorado, USA (shared values messaging)



**JUST ANOTHER GREAT  
NEBRASKA FAN.**

**NEW NEBRASKA FAMILIES MAKE US STRONGER.**

*Nebraska. A good life for everyone. NebraskaIsHome.org*



**RUGGED  
INDIVIDUALS  
MADE HERE.**

**IN COLORADO, WE GIVE  
IMMIGRANTS A FAIR CHANCE.**

**WelcomingColorado.org**

# Percentage of Participants in WA Events Who Reported More Positive Perceptions of Immigrants

70%



## Example 3: “Pre & post” community-wide polling Rural Michigan (shared prosperity messaging)



## Bangor/Hartford area, Michigan, USA Polling Results after 12 month Welcoming Initiative

	June, 2011	June, 2012
Immigrants Strengthen our Country	56%	64%
Immigrants Good for the Economy	52%	61%
Immigrants have Positive Effect on American Culture	40%	53%

*Changing Perceptions to What  
End?*

*Leveraging Positive Perceptions to  
Institutionalize and Scale Welcoming*

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# Scaling nationally, and Internationally by Demonstrating Benefits:



Socially  
Cohesive



Better Services  
for All Residents



Economically  
Competitive

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# Institutionalizing Welcoming: the U.S. Standard

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## LO STANDARD DI ACCOGLIENZA

*Definire il fondamento  
di una comunità votata  
all'accoglienza*

Lo Standard di accoglienza racchiude gli elementi essenziali per una comunità votata all'accoglienza. Sviluppato in collaborazione con amministrazioni locali, portavoce ed esperti in vari ambiti, integrando anche input provenienti dalla cittadinanza, lo Standard offre un piano d'azione completo per l'inclusione degli immigrati.

## IL QUADRO



LEADERSHIP PUBBLICA



ACCESSO EQUO



IMPEGNO CIVICO



COMUNITÀ COESE



ISTRUZIONE



SVILUPPO ECONOMICO



COMUNITÀ SICURE

# Institutionalizing Positive Communications (Comunita Coese)



4

## CONNECTED COMMUNITIES

Welcoming communities build connections between newcomers and longer-term residents by strengthening relationships and communicating shared values.

# Viral Scaling: Welcoming America growth, 2009-2020

FROM 12 LOCAL PARTNERS IN 2009  
TO MORE THAN 200 WELCOMING U.S. COMMUNITIES IN 2020

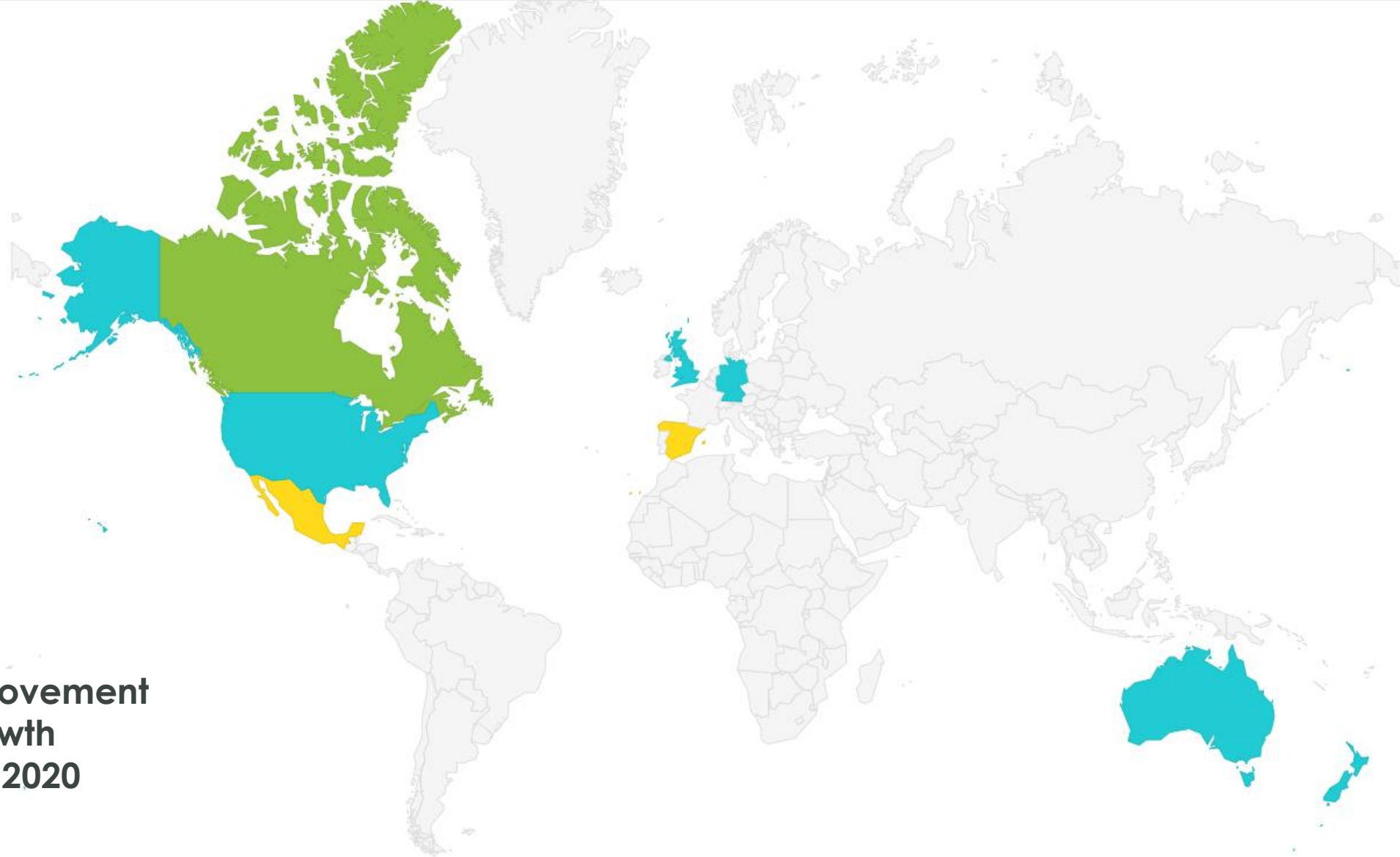
1 IN 8

Americans now lives in a community in the Welcoming America network.



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# Global Movement Growth 2017-2020



## Welcoming ecosystem

Founding members

National members

Local members



# German Example: City of Freiburg, Germany, Shared Values Messaging



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# Keep In Touch!

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