

Current migration policies are usually supported and accompanied by a securitarian narrative that generates a climate of fear in which alternatives can hardly prosper. In this context, it is fundamental to build a new migratory narrative, making migration visible as a generator of prosperity in host societies.

SUBSTITUTE DISCOURSE

In a climate of aggressiveness and polarisation, it is essential to use new and positive words to think and talk about migration in a different way.

LOCAL APPROACH

Empathy grows in nearby spaces.

SUBCONSCIOUS PERCEPTION

It should be borne in mind that opinions are influenced not only by conscious and reflected thoughts, but also by unconscious impulses acquired from the social environment.

"COCA COLA" EFFECT

In order to succeed in spreading a new narrative, it must be seasoned to make it irresistible.

Avoid reactive messages

Avoid the "We" vs. "They"

Build upon emotions

NEW MIGRATION NARRATIVE

TARGET AUDIENCE



INDECISIVE AUDIENCE

OTHER AUDIENCES



OPPONENTS OR HATERS



VOTERS OR LOVERS

LEGEND

 **Considerations**

 **Rules**

