

STEP 6:

BUILD A BIG TENT

Galvanize the support of diverse parts of society using frames or values that are relatable and adaptable across sectors while maintaining relevance to migration.



Partnerships for Narrative Change

Narrative change is a long-term process. The more people we have advocating for positive change, from as many points within society as possible, the more likely we are able to shift the narrative.

As discussed in previous sections, our narrative change work includes finding common ground and shared values, which can transcend issues and causes. For example, someone who advocates for addressing climate change is likely to value justice and equality and may therefore care about migrants, LGBTI people, racial and religious equality and that everyone is treated fairly.

At the same time, we recognize that everyone, including migrants, has multiple identities. The intersection of gender, sexual orientation, age, race, religion, profession, our role in the community and many others influence how we want to be understood, what issues we care about and the causes that we support. These often change over time and should not be seen as limiting people to certain categories or “boxes”.

Instead, by recognizing these multiple dimensions we can see the opportunities to build a more inclusive movement. In our work, we tend to focus on a specific issue to achieve targeted impact. Yet, many people who experience discrimination and injustice face similar challenges and that in this regard, as organizations and people we are united by shared values and overarching interests.



Rather than compete with other groups advocating for human rights, we can show solidarity, unlock innovative ideas for action, and reinforce each other's work to uphold our shared values.

In this section, we will expand our thinking about potential partners in our work towards narrative change.

💡 For example, after the tragic murder of George Floyd by police officers in Minneapolis, Minnesota on 25 May 2020, the Black Lives Matter movement gathered large-scale support from individuals, organizations and businesses. These supporters were not all solely dedicated to issues of racial justice but were moved by the common concerns and underlying values shared with the Black Lives Matter movement. This swell of support from multiple vantage points within the culture has greatly strengthened the movement's call for change.

There are also important links between different social issues. Revealing these connections may help people understand the relevance of other issues for their cause. For example, addressing climate change overlaps with issues of access to resources, public health, racial justice and migration.

By uniting people around the values we share, we provide the maximum number of people with the opportunity to create long-lasting positive change in the world. If we find this common ground, we can increase our allies, and with this, multiply our impact.

Business, media, local organizations, professionals, creative artists, unions or ordinary people taking action on behalf of causes and communities all represent potential allies in shifting the narrative.



Identify National or Local Organisations

Consider organizations or individuals with overlapping interests and shared values. These can be organizations or individuals who are existing advocates of building a more human rights based community.



United by their shared values of children and education, [Sacred Heart College](#) partnered with the [Southern African Catholic Bishops Conference](#), an organization focused on migrant and refugees, and the local community to create the [Three2Six Project](#) in South Africa. The Three2Six Project offers migrant and refugee children an education and helps them transition into local schools. The program employs teachers who are also migrants and refugees. Watch the [video](#) about the Three2Six program.



Brainstorm and list potential partners across sectors:

Faith-based organizations / Faith leaders	
Education: Schools, Universities, Institutes and Training Programs	
Trade Unions / Professional Associations / Public Services	
Artists and the Arts Sector	
Sports Associations	

Human Rights & Advocacy Groups

Migration has natural intersections with other key social justice issues. For example, there is an overlap between an organization advocating on behalf of LGBTI people and gender equality and our work advocating on behalf of migrants. Similarly, a youth-led movement advocating for better climate policies or a community-based health delivery program have many intersections with those advocating on migration-related issues. Many organizations may not necessarily view their work as human rights or even advocacy-oriented, but often share the same broad goals and can make great partners.

Showing solidarity and partnering with organizations advocating on behalf of others enables us to enrich and diversify our strategies. It helps us reach broader audience groups in order to increase our impact and ultimately, shift the narrative and achieve change. We can learn from groups who have made progress on seemingly intractable social issues, such as the campaign for marriage equality or on climate change.



Activity: Human Rights & Other Groups



Consider local, regional or international organizations and individuals across different sectors and issue areas that you could partner with. List two to three organizations or individuals under each heading:

Climate Change, Environmental Protection or Conservation	
Human Rights (civil, political, economic, social and cultural rights) and Equality Issues (women's rights and gender equality, racial equality, age, disability etc.)	
Development, Sustainable Development Goals	
Humanitarian, Relief, Aid	
Youth Groups	
Others	

Business & Advertising

The private sector has a stake in building a more human rights based approach to migration. Big tech companies, global brands and the advertising industry play an important role in public communications, which they can leverage as a force for good.

Many brands want to advocate for causes their consumer bases care about. Social media has made this ever more important. Advertisers are increasingly less comfortable with their ad money going towards funding and increasing the spread of hate.

💡 The organization [Stop Funding Hate](#) has used the idea of building a big tent, galvanizing consumer power and social media towards making hate unprofitable and advocating for ethical advertising.

Many media outlets have profited from running anti-migrant speech by using inflammatory headlines as clickbait and exploiting algorithms to increase their advertising revenue. Through its broad-based supporter community, Stop Funding Hate's campaigns pressure businesses and brands on social media to pull their advertising from media outlets or online content that spread hate and division against migrants or other groups.

As a result of this work, numerous companies have pulled advertising from tabloids and editors have committed to detoxifying their papers. Stop Funding

Hate is helping others replicate their model across the world. View Stop Funding Hate's ethical advertising [video](#) and read Stop Funding Hate's Founder Richard Wilson's [remarks](#).

💡 The ethical advertising campaign has also led to the creation of the [Conscious Advertising Network](#), a voluntary coalition of over 70 businesses and organizations set up to ensure that advertising industry ethics catches up with the technology of modern advertising. Building on human rights principles, the Conscious Advertising Network helps its members ensure the content and way they advertise is ethical.

During [Ad Week 2020](#), UN Human Rights joined brands and the Conscious Advertising Network to explore how to tackle harmful narratives on migration through ethical advertising and by "building a big tent" between diverse partners in the private sector, civil society and the United Nations.



Activity: Identifying Partners in Business & Advertising



Think about private businesses that you have access to in your local area or in your wider network. List four to five potential partners.

1.

2.

3.

4.

5.





Next, consider who the target audience or clients are for these brands or businesses. Is there a specific demographic the business caters to?

Brand / Business	Target Customer / Audience

Identify the overlap with your audience: If you share a common audience with any of the businesses this is a great opportunity for messaging. Do any of the businesses share your values? How could you collaborate to achieve greater impact?

Circle or highlight the businesses that can be prioritized as potential partners.

Media, Influencers & Celebrities

The media, shows, influencers and celebrities have a large existing audience. Partnering with them is a great way to ensure your message travels further and to an audience that might not actively be seeking out migrants' rights information. Social media influencers, media personalities, celebrities and the media more broadly can also help build cultural momentum around a cause. Consider how they are perceived by your target audience to make sure they are a good fit for your message.

Placing messaging and stories within a program that has a large audience can help promote a more nuanced understanding of migrants' experiences. This can be done by partnering with traditional media outlets, such as local news organizations, to joining forces with entertainment programs.

💡 For example, [Define American](#) partners with the entertainment industry, showrunners and scriptwriters to shift narratives on migration. It has worked on shows, such as *Grey's Anatomy*, *Superstore*, *Party of Five* and others, to ensure mainstream television shows include stories about migration and migrants that reflect realistic and complex migrant characters and storylines. Read about their work [here](#).

💡 A number of organizations work with the media, including journalists and editors to ensure ethical reporting on migration. See the Fundamental Rights Agency for Europe's [e-media toolkit](#), the International Labour Organization's [toolkit for journalists](#) and the Ethical Journalism Network's [Ethical Guidelines on Migration Reporting](#) and "[Moving Stories](#)" to learn more. On Road Media also works to improve how the UK media talks about young migrants. They have also issued [guidance](#) on how to do well at bringing your message across in media interviews.

Consider podcast programs, cooking shows, comedy, YouTube series and other outlets beyond traditional broadcast media. By plugging into what an audience already is already watching and listening to, you can amplify messaging and reach a broader audience.

💡 UN Human Rights partnered with the Guilty Feminist podcast and Indian-American comedian Hari Kondabolu to host a discussion on migration as part of the [Stand-Up for Migrants](#) comedy event. You can listen to it [here](#).

Remember our section on [Think Local](#). Not every partner needs to be an international celebrity. Sometimes the most effective partners to speak with your audience are local or so-called 'micro-influencers', such as a local weather reporter, journalist, artist or teacher.



Activity: Identifying Influencers, Media Personalities & Show Partners:

Think about your audience's interests and hobbies. What could be potential partners across the following spheres?

Media (Community radio, local and national newspapers, local event listings, weeklies, news outlets)	
Social Media and other Influencers	
Podcast Programs	
Shows	
YouTube Channels	
Online Magazines	
Local Influencers (teachers, artists, community leaders and others)	

Summary

- People are complex and care about more than one issue, identity or cause. Causes and issues also overlap and we can more effectively address them when we make the connections and use collective action to achieve change.
- Uniting around common values and standing in solidarity with other causes provides a maximum number of people with the opportunity to bring about positive change.
- Not only does building a big tent increase impact, it provides valuable learning opportunities to understand how others have made headway in seemingly intractable issues.
- Look for opportunities for unexpected partners in local groups, advocacy organizations, the private sector and the media.
- Building a big tent enables a wider reach for the stories we tell.



Take Action

- After completing the activities in this section, consider the values mapping exercise in [Step 2](#) to outline values you have in common with potential partners and individuals.
 - Reach out to these potential partners to find synergies and to help energize a broader base of supporters.
 - Inspire others to build a big tent by sharing a story about a partnership.
- Next, learn how to ensure the '[Do No Harm](#)' principle when communicating on migration.