

MAX

Maximising Migrants' Contribution to Society

MAX is an AMIF funded project which aim is to change public attitudes towards migrants. The goal is to improve the public image of migrants in Europe by changing the narrative around the immigration discourse and putting on the front the stories of real people.

Storytelling, creation of positive messages for the media and dialogic encounters between locals and newcomers are the key figures of the project.

THE PARTNERSHIP



COUNTRIES INVOLVED

The project involves 20 partners, 15 local organisations from 12 EU Member States (BE, CZ, DE, EE, EL, ES, FR, SI, IT, NL, PL and SE) as well as five EU-level partners.



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THE OUTPUTS

- **3 reports** on the impact of migrant populations in Europe (social, economic and cultural) and the opinions, fears and prejudices regarding migrants in Europe;
- **50 'success stories'** about outstanding achievements and contributions to European society, economy and culture done by migrants;
- **a set of 20 messages** aiming to improve the public image of migrants in Europe;
- **a database of good and bad practices** (success and failures in migrant integration), press clippings and media monitoring;
- **a training for media professionals** based on the Solutions Journalism paradigm;
- the organisation of **15 Diversity Dialogue Fora** and a final **European Diversity Festival and conference**;
- a media-friendly award ceremony;
- the delivery of stories and messages through the project's **website, social media and press**.

THE DIVERSITY DIALOGUE FORA (DDF)

The 15 local DDFs will be a common platform for third-country nationals, local residents, public administration, organisations involved in migrant integration, local newspapers, and magazines, and other stakeholders, to work on overcoming stereotypes and misconceptions and to analyse and comment the evidence based findings on the positive contribution of migrants to the EU society of the project. In order to maximise the project resources and to have a greater impact at local level, those partners working on the ground, will organise a **series of DDF aimed at raising awareness at local level of the positive contribution which migration has already brought to their communities**.

THE TRAINING FOR MEDIA PROFESSIONALS

Solutions journalism (SOJO) not only emphasises the solutions but also aims to package the content in a way that makes it more likely to be shared and used by relevant practitioners. **Background data, reports and research are gathered and linked from the master content, relevant influencers are involved in the creation process and thus feel invested in the content, and the content is designed to appeal to relevant networks.**

The training will be based on: (a) researching, presenting and discussing; (b) piloting a new style of reporting migrants' experiences, achievements and contributions, with journalists co-creating some news reporting and; (c) columns published in the various newspapers and magazines around Europe.

THE TARGETS

- Target audience / Stakeholder
- Citizens
- Media across Europe
- Journalists and other editorial staff
- Stakeholders in third countries
- Services providers and intermediaries