

Milano



# Narrative change on migration and integration at the municipal level

Oxford Autumn Academy  
20<sup>th</sup> September 2019

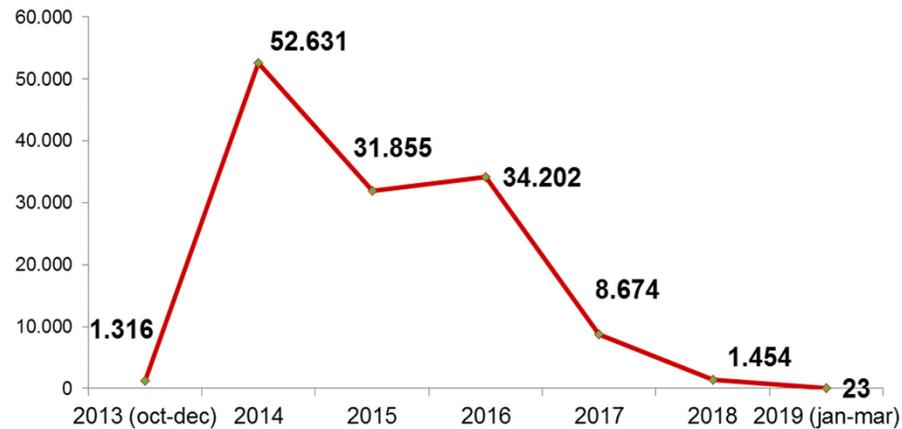
**Municipality of Milan**

**Cosimo Palazzo**

Director of Social Rights, Inclusion and Projects Area,  
Social Policies Department



## Reception and public opinion



- Since October 2013, Milan has welcomed more than **130,000 asylum-seekers**
- Reception facilities' **impact on neighbourhoods**
- Local administration's tasks: governance of complex dynamics and creation of **conducive conditions** in **public opinion**

## Communication levels



### Factual communication

- Direct management of reception centres
- Involvement in the integration process at local level

### Political communication

Clear message of Milan as welcoming city

Some examples...





20 MAY 2017

**“Together Without Walls”**  
promotion of solidarity  
values and positive  
narratives in the public  
debate around migration.

It included a march joined  
by 100,000 people, who  
sent a message of support  
for refugees and migrants’  
reception and inclusion.



Pictures: Corriere della Sera

20 MAY-23 JUNE  
2018

A month of public meetings, conferences, cultural events on integration's positive effects on the society, the economy, the cultural debate.

The final event was the "**Ricetta Milano**" lunch in Sempione Park, attended by 8,000 people.



Picture: Corriere della Sera

2 MARCH 2019

More than 200.000 people participated in “**People first**” march – the 3<sup>rd</sup> yearly event dedicated to inclusiveness and the fight against discrimination, and the most impressive in terms of participation.



Pictures: Today, Il Fatto Quotidiano

## FAMILY REUNIFICATION

- **One-stop shop:** facilitating the integration of newly reunited families, and improving the Administration's ability to reach out to families and disseminate information
- **Welcome Guide:** helping all newcomers navigate Milan's service system



## الإستقرار



المدارس و دعم الأسرة



التوظيف



المواصلات



الصحة و الدعم الطبي



اللغة الإيطالية



إرشادات و قواعد السكن



الأنشطة الثقافية و الترفيهية



## 我已到达米兰。 下一步该如何做？

1



在到达的8天内与  
Prefettura预约

2



将文件通过邮件  
发送至Prefettura

3



参加与Prefettura  
的会议，填写表格

4



将文件递交邮局

5



参加警察局的会议



Picture: Consorzio Farsi Prossimo



Pictures: Merits S.r.l

## 'BELLA MILANO'

- Fostering the culture of integration
- Communicating a different perception of asylum-seekers to the community
- Experiencing life outside centres
- Establishing positive relationships with the neighbourhood

## Lessons learnt

Such experiences as 'Bella Milano' exemplify the importance of:

- taking **responsibility** of the phenomena happening in the city
- activation of **volunteering**, which produces ownership and consensus
- the adaptation of welfare systems to **change**
- **communication** to promote a **change in narratives**

Milano



**Thank you**