



| BertelsmannStiftung

**Working Solutions:
Lessons from Local Communities on Integration
Strategies**



BertelsmannStiftung

Part I

How does the Bertelsmann Foundation support the integration of migrants?

Ulrich Kober

Director of the Program „Integration and Education“

Key Figures of Bertelsmann Stiftung

- Founded in 1977, one of the biggest foundations in Germany
- Operative not funding („think and do tank“): innovative solutions for challenges, focus on education, health, international cooperation
- Approximately 70 million Euro annual budget, 300 employees based in Gütersloh, two international offices (Brussels and Washington)

What have we done so far?

- 1993 Carl Bertelsmann-Prize for Immigration and Integration Policies: Sweden as an example of a new approach
- 2002 Nationwide Award for successful civil society activities that foster integration, in cooperation with the German President
- 2005 Nationwide Award for innovative integration policies at the local level, in cooperation with the Federal Ministry of the Interior
- 2008 Carl Bertelsmann-Prize for „Integration through Education“: Toronto District School Board as world leader in providing excellent and fair learning opportunities for migrant children

Current Key Challenges and Activities

INTEGRATION THROUGH PARTICIPATION

- Research and policy recommendations at the local, national and international level to improve the management of migration and integration
- Capacity building programs (local administration and politics, young leaders of immigration organizations)

INTEGRATION THROUGH EDUCATION

- Transfer to Germany of international best practice identified in the research for the Carl Bertelsmann-Prize 2008
- Research, policy recommendations and initiatives for educational reform to bring about equity and excellence, especially for migrant children



BertelsmannStiftung

Part II

Public Opinion, Media and Migration: Results of the Transatlantic Council on Migration (TCM)

Dr. Christal Morehouse

Project Manager of the Program „Integration and Education“

TCM Members

Giuliano Amato, the former Interior Minister of Italy (2006-2008) and twice served as Prime Minister

Xavier Becerra, of the US House of Representatives since 1992

Mel Cappe, President of the Institute for Research on Public Policy in Canada

Armin Laschet, Minister for Inter-Generational and Family Affairs, Women and Integration of North Rhine-Westphalia since 2005

Libe Rieber-Mohn, State Secretary for integration, immigration, and diversity matters in the Norwegian Ministry of Labor

Ana Palacio, former Foreign Minister of Spain

Trevor Phillips, Chairman of the UK Commission on Equality and Human Rights

Rita Süßmuth, former President (Speaker) of the German Bundestag

Antonio Vitorino, former European Union Commissioner for Justice and Home Affairs (1999-2004) and a former Deputy Prime Minister of Portugal



Participants of the Inaugural Meeting of the Council (Italy), 2008

Overview of TCM Meetings and Issues

April 2008:

Inaugural Meeting of the Council (Italy)

The Council's inaugural meeting focused on two themes: 1) migration and development and 2) identity and citizenship in the 21st century.

November 2008:

Economic Competitiveness & Migration (New York)

The theme for the Council's autumn session was economic competitiveness and the future of migration, with discussion of the major demographic trends in immigrant-sending countries. How those trends could affect countries eager to tap global skills and talent was analyzed.



Bertelsmann Stiftung, European Policy Centre,
Migration Policy Institute (MPI)
Delivering Citizenship
The Transatlantic Council on Migration
| Bertelsmann Stiftung



Bertelsmann Stiftung, Migration Policy Institute (MPI)
Talent, Competitiveness and Migration
The Transatlantic Council on Migration
| Bertelsmann Stiftung

Overview of TCM Meetings and Issues

May 2009:

Public Opinion, the Media & Migration (Italy)

The Council's spring session will bring together migration experts, pollsters, political consultants, politicians, and community organizers for discussions that focus on migration, public opinion, and politics and how those forces shape immigration policy debates in North America and Europe.

June 2009:

Diversity, Social Cohesion & Immigrant Integration (Germany)

The extraordinary Council meeting will focus on diversity, social cohesion, and immigrant integration. It is being convened by the German Ministry of the Interior and the Bertelsmann Stiftung in Berlin. Its will focus on integration practices at the local level.

Main Findings of the TCM's May Meeting on Public Opinion, the Media & Migration

Key Points on Political Rhetoric

Politicians must consider the *networks of associations* specific words trigger in voters.

People can respond to a nuanced position if it: appeals to their values; addresses their ambivalence; and appeals to their pragmatism and desire for leadership. Words matter not just because of their effects on other people, but for what they reveal about the speaker.

Words matter, but people's experience matters too (one must consider public priorities, local context, and where the country is on its political trajectory).

Crises create space for politicians to introduce a narrative, set the tone, and cement their leadership.

Key Points on Public Opinion

Anxiety about immigrants has increased in recent years, but we have not yet seen anti-immigrant sentiment increase as a result of the current economic crisis.

Public opinion is based on (and influenced by) *values* more than by statistics; therefore addressing a contentious policy issue by "defending facts" can backfire.

There is a big gulf between how people perceive immigration locally and how they see it nationally.

Leadership is crucial and politicians who take an active role in the debate, who "lean into it", do well. "Problem-solving" is an important part of any narrative.



| BertelsmannStiftung

Part III

Coaching of Decision-makers Integration workshops for communities and cities

Claudia Walther

Project Manager of the Program „Integration and Education“

Integration Workshops

for

Communities and Cities

Integrationsworkshops
für Kommunen



Starting the process

I. Those cities who are at the very beginning and who want to start the process we ask:

- How can you start to develop an integration strategy?
- How can *living together* be improved?
- How can potentials of migrants and opportunities of integration become visible?
- How can you build up sustainable structures of dialogue?

....or pushing things forward


II. Those who already have an integration concept and who want to further develop it we ask:

- How can you evaluate and further develop your Integration concept?
- What stakeholders are not yet involved but should be in the future?
- What is already available and what should be further developed?
- How can the structures of dialogue be further developed?

10 Recommendations for Cities and Communities

1. Developing a strategy and concept
 2. Anchoring integration as a multi-departmental task
 3. Establishing political commitment
 4. Securing participation and activating citizen commitment
 5. Establishing networks
- 

10 Recommendations for Cities and Communities

6. **Planning and working at the district level**
 7. **Working on fields of activity: education and language, employment and dialog**
 8. **Communities as employers: Pressing ahead with the administration's diversity**
 9. **Communities as service providers: Dismantling access barriers**
 10. **Measuring success: Evaluation and Controlling**
- 

Goals

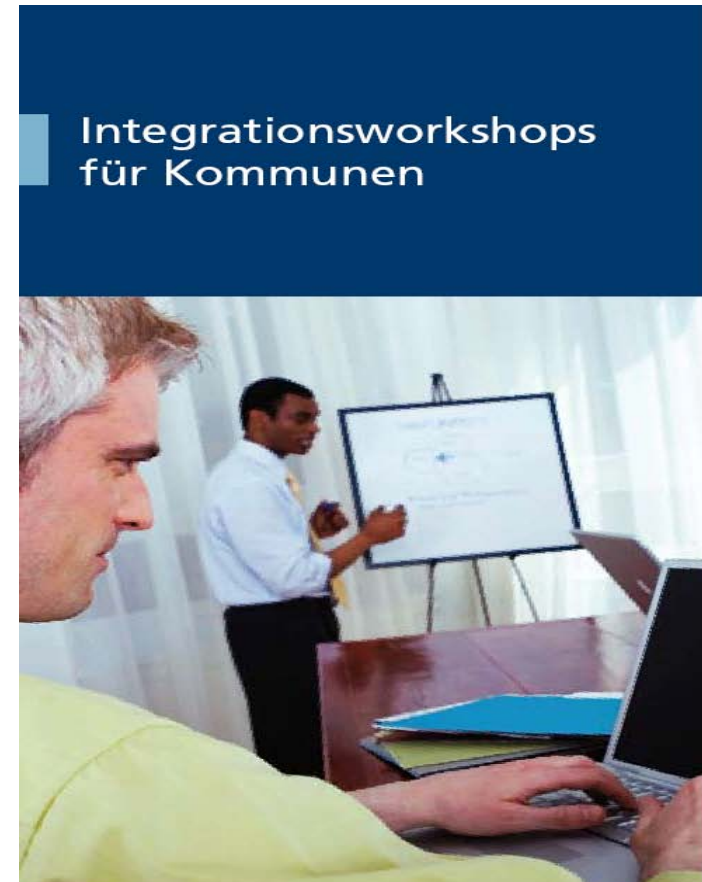
- **Support of cities and communities who are planning to develop or further develop an integration concept**
- **Dissemination of successful approaches, strategies and good practices and to build structures of dialogue**
- **Implementation of the paradigm that successful integration policy has to be assured at all levels of society**

Target groups

- **Politicians of local authorities (with powerful positions)**
- **Cities administrators of different sectors**
- **Migrants and migrant groups who play an active role on local level**

Integration workshops

- **Meeting of decision-makers**
 - For preparation (4-6 weeks in advance)
- **Module 1 & module 2**
 - (2 days)
- **Meeting of decision-makers**
 - Follow up (1/2 year later)



Day 1

Sensibilization + Positioning: From analysis to a strategic concept

- **What are the different views and perspectives of the participants?**
- **What structures of dialogue are already established?**
- **What are the most important fields of action? What are we proud of? What needs to be changed?**
- **What goals and objectives need to be developed in each field of action?**

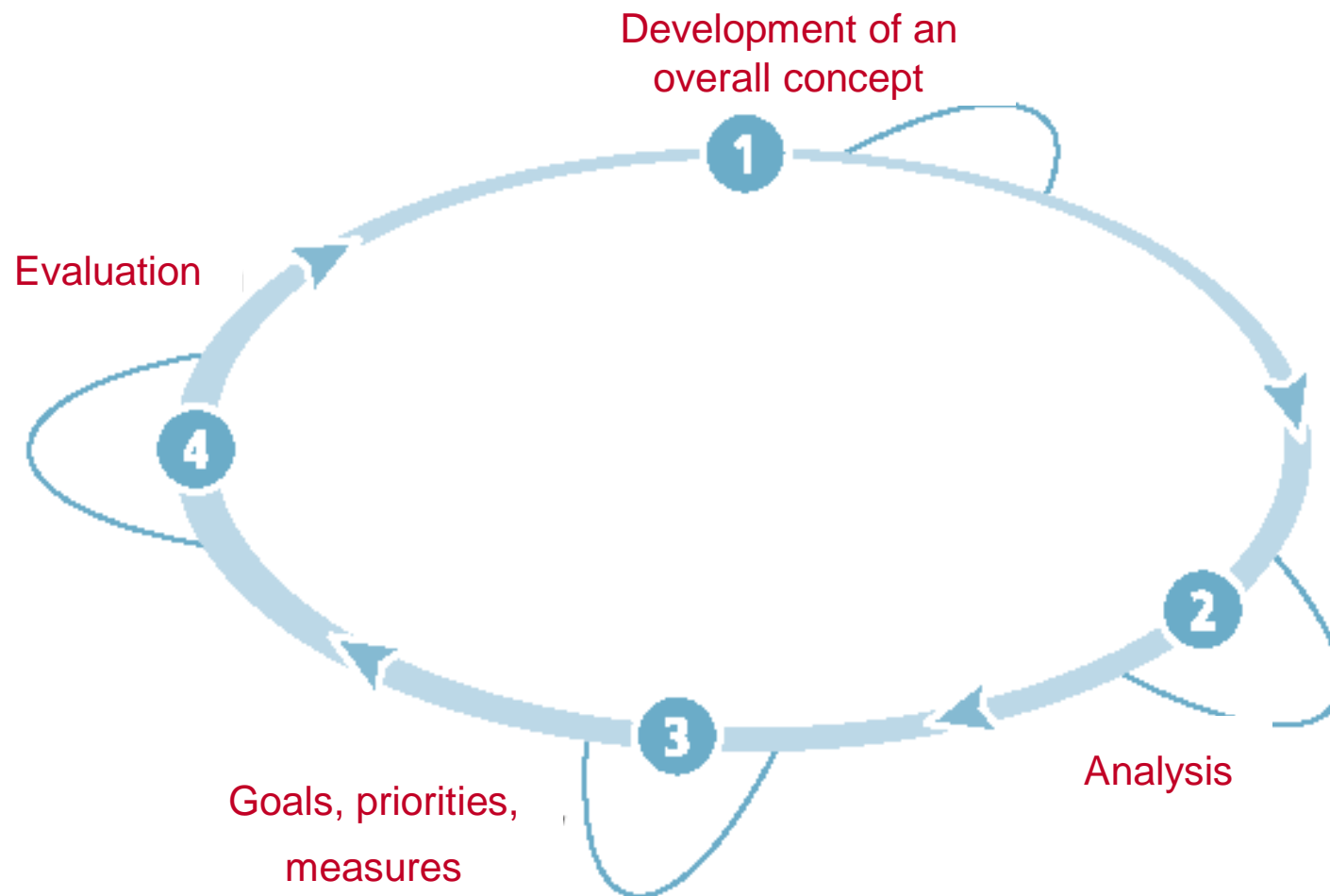
Day 2

Realisation:

Integration as strategic competition factor

- **What potentials do migrants have?**
- **How can we plan integration politics in a strategic way?**
- **What goals, objectives, measures and activities should be developed?**

Strategic Management



Links

- > Integration workshops for communities and cities
www.integrationsworkshop.de
- > Examples of Best Practice
www.demographiekonkret.de
- > Key integration data about cities (> 5000 inhabitants)
www.wegweiser-kommune.de



Integration workshop in the City of Kerpen



Integration workshop in the City of Kerpen



Integration workshop in the City of Kerpen



Integration workshop in the City of Kerpen



Integration workshop in the City of Kerpen



Integration workshop in the City of Kerpen



Integration workshop in the City of Kerpen



CONTACT

Claudia Walther

Bertelsmann Stiftung
Carl-Bertelsmann-Str. 256
33311 Gütersloh

Tel.: + 49 5241 - 81 81 360

Email: claudia.walther@bertelsmann.de

LINKS

www.erfolgreiche-integration.de

www.wegweiser-kommune.de

www.demographie-konkret.de