



DE - DEVELOPMENT EDUCATION

# CIAK MigrACTION!



*CIAK MigrACTION seeks to contribute to a positive and balanced representation of migrants' contribution to EU societies, intervening on communication processes which have a negative influence on public opinion towards migration movements.*



COUNTRY  
Italy



BENEFICIARIES  
1 500 000



METHOD

LOCAL PARTNERS	Municipality of Bologna; Dedalus Cooperativa Sociale (Naples).
INTERNATIONAL PARTNERS	Action Aid Hellas (Aah) - Greece; Artemisszió Foundation - Ungheria; Sudwind Verein Fur Entwicklungspolitik Und Globale Gerechtigkeit (SudWind) - Austria.
FUNDING AGENCIES	European Union's Asylum, Migration and Integration Fund.
STARTING DATE	1st December 2018
IMPLEMENTATION PERIOD	24 months
DESCRIPTION	Considering recent migration flows, difficult management of refugees' arrivals, violent extremism, rise of populism and xenophobia, it is urgent to act in awareness-raising field, targeting public opinion and media, these being crucial to shape public opinion on migration issues. Informative and balanced media coverage of migration issues is essential for the public to understand the full dimension of this phenomenon. Project addresses these issues by improving media literacy and use of social media for disseminating a positive narrative on migration, tackling stereotypes, hate speech and intolerance. Giving voice and active role to migrants and youth in this debate, promoting an in-dept research, trainings to journalists, visual social media campaign, round tables and conferences with local authorities, the action wants to enhance effective inclusion processes.

