

D2.5

WP2

Pan-European Target Groups Report

R - Report, PU – Public

The UniteEurope Consortium:

Participant no.	Participant organisation name	Short name	Country
1 (Coordinator)	INSET Research and Advisory	INSET	Austria
2	Erasmus University Rotterdam - Department of Public Administration	EUR	Netherlands
3	SYNYO Innovation	SYNYO	Austria
4	Imooty Lab	IMOOTY	Germany
5	Malmö University - Institute for Studies of Migration, Diversity and Welfare	MHU	Sweden
6	ZARA, Zivilcourage & Antirassismusarbeit	ZARA	Austria
7	City of Rotterdam	CITYROT	Netherlands
8	City of Malmö	CITYMAL	Sweden
9	University of Potsdam, Department for Public Management	UP	Germany

Document Information

Contract Number:	288308
Lead Beneficiary:	INSET
Deliverable Name:	Pan-European Target Groups Report
Deliverable Number:	2.5
Dissemination Level:	PU
Contractual Date of Delivery:	July 31, 2012
Delivery Date:	July 27, 2012
Authors:	Dr. Katharina Götsch INSET Dr. Verena Grubmüller INSET Iris Stöckl ZARA
Checked by:	Dr. Irmgard Wetzstein SYNYO Dr. Bernhard Krieger UP

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1 Executive Summary

This report provides an overview of governmental and civil society stakeholders that are active in migrant integration issues on a pan-European level and might therefore be interested in the *European Monitor on Urban Integration* tool developed in the frame of the UniteEurope project.

We identified four user groups amongst pan-European stakeholders – governmental organisations, international governmental organisations, non-governmental organisations and research centres/Universities. They have been categorised according to their main fields of activities: ‘Legislation and/or Execution of Migration/Integration Policies’, ‘Research and/or Policy Advice’, ‘Representation and Advocacy’, ‘Providing Services for Migrants’ and ‘Awareness-raising and Mobilisation’. In order to get more detailed and insight information about their specific interests and needs with regards to the European Monitor tool, we conducted expert interviews with selected organisations from different categories in addition to a profound desk research. Based on both the desk research and the interviews, we were able to draw the following valuable conclusions for the further development and distribution of the European Monitor.

Governmental organisations are the most homogeneous within the pan-European target groups but are so far quite hesitant towards social media and social media analytics. However, we could identify specific potential needs like the analysis of citizens’ reactions to campaigns, policies and measures.

Non-governmental organisations showed strong interest in the European Monitor and our interview partners from this user group would use the tool to analyse the online debate according to their organisations’ integration issues. The interviewed NGOs see social media analytics as a chance for civil society feedback to policy-makers.

Research centres/Universities were very curious about the scientific foundation and functionalities of our tool. We found that explaining the additional value of analysing citizens’ comments in social media for research purposes in the field of migrant integration will be most important when approaching this target group.

International governmental organisations expressed their interest in comparable data on migrant integration at the city level. A wide scope of the UniteEurope tools – including cities in Eastern EU member states – would be especially important for them.

The exploration and examination of different target groups for the European Monitor on Urban Integration in the frame of this deliverable will serve the further technical development on the one side and the future distribution of the tool on the other side.

This deliverable completes work package 2 of the UniteEurope project, which is aimed at the overall examination of stakeholders – the workflows, key roles, main areas and specific interests towards UniteEurope and its tools.

2 Introduction

The UniteEurope tool is primarily developed for *local target groups*, whereat two types of user groups can be distinguished (see D4.1ff): municipalities and local NGOs. Both their importance is emphasised and expressed by the fact that two municipalities (Rotterdam and Malmö) and one local NGO (ZARA) are partners in the UniteEurope project consortium.

From these main, i.e. local target groups we distinguish *pan-European target groups* which do differ in their geographical orientation, but should nevertheless be considered in the frame of our project. To meet their needs and interests, the UniteEurope consortium is going to develop a specific version of the tool, that is the *European Monitor on Urban Integration*. This deliverable has been set up to research and explore these pan-European target groups – their organisational structures, activities, most important integration issues, social media use, processes of information collection and demands with regards to the European Monitor.

The field of migrant integration in Europe is highly complex in terms of stakeholders and actors, and we do not aim to give a detailed overview on all involved organisations in the frame of this report. Even though the integration of immigrants in European countries uses to be portrayed as a two-way process between immigrants and receiving societies, one must not overlook that there lies a multilayer diversity of actors from small neighbourhood community organisations to politically influential pressure groups and governmental actors at the national or EU level which do play a fundamental role.

For this deliverable we had a look at the stakeholder aspect asking: a) Who is actually involved in migrant integration in Europe?, and b) Whose work could be facilitated with the use of the European Monitor? A first hint to answer these questions came from the European Union ‘Common Basic Principles for Immigrant Integration Policy in the European Union’ (CBP) which was agreed upon in 2004. Amongst others, the document stresses the multi-layer approach and lists actual and potential actors in the field of migrant integration:

“Although Governments and public institutions at all levels are important actors, they are not the only ones. Integration occurs in all spheres of public and private life. Numerous nongovernmental actors influence the integration process of immigrants and can have an additional value. Examples in this respect are trade unions, businesses, employer organisations, political parties, the media, sports clubs and cultural, social and religious organisations.”¹

For the exploration of relevant actors, our research is based on this said diversity of stakeholders and we created a selection of those where we could identify potential interests in the European Monitor. The following sections will outline our methodology, the final overview of our target groups and the main results and conclusions that can be drawn for the development and distribution of the tool.

¹ http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/jha/82745.pdf (July 20, 2012)

3 Methodological Approach

The aims of this deliverable are:

- identifying pan-European actors with potential interest for the European Monitor,
- finding out about their current usage of social media (analytics) for their work and
- gaining knowledge about their specific needs and expectations concerning the tool in contrast to our local target group.

To reach these objectives, we applied a four-fold methodological approach:

(1) We started with an in-depth desk research using internet sources (mainly organisations' websites) and relevant information from our (local) NGO-partner ZARA who is part of several pan-European networks and therefore linked with many organisations that are interesting for our undertakings. Based on this introductory research and benefitting from snowball effects, we elaborated an overview of pan-European organisations. For selecting relevant actors, we have developed a set of three criteria.

Suitable organisations or institutions should:

- be situated in Europe;
- be active in the realm of migrant integration;
- have a pan-European orientation (definition see below);

(2) Based on the thus created selection of pan-European actors and the collected information about their organisational nature and their fields of work, we applied a twofold categorisation of these heterogeneous organisations according to their organisational structure and their core areas respectively main fields of activity. Details on the categorisation will be presented in the following section.

(3) In order to reveal more detailed information about the needs, requirements and interests that pan-European actors hold with regard to the European Monitor, we conducted 13 guideline-based expert interviews (via telephone, written or in person). Interview partners were selected from organisations representing each category as laid down above (see (2)). The interviews were transcribed and processed by the means of the content analysis according to Mayring (2007), meaning that relevant text passages were structured regarding our analytical categories as mentioned below.

(4) Based on the results of steps (1) and (3), conclusions have been drawn for the further technical development of the European Monitor.

4 Overview of Pan-European Target Groups

In the first phase of this deliverable we conducted an in-depth desk research to identify the range of pan-European organisations that fulfil the three criteria mentioned above. This section will shed light on the twofold categorisations which were applied to the selected actors, define the relevant terms and present the overview of pan-European target groups.

4.1 Categorisation according to organisational structures: User groups

As deliverable D4.1 states, pan-European actors are the second essential target group that UniteEurope wants to serve with the European Monitor on Urban Integration tool. Whereas in D4.1, the user groups have only been vaguely outlined (see Table 1), the report at hand is aimed at providing a more faceted approach by categorising potential user groups in detail.

Target Groups	User Groups
Local target Groups	Municipalities
	Local NGOs
Pan-European target groups	Pan-European NGOs
	Pan-European Governmental and political actors

Table 1: Target and user groups

Based upon these existing user groups, we have investigated organisational structures of actors in the realm of integration more in depth and came to the conclusion that all our actors of interest can be classified as belonging to one out of these four categories (see Table 2):

Pan-European target groups: User groups	Abbreviation
Governmental Organisation	GO
International Governmental Organisation	IGO
Non-Governmental Organisation	NGO
Research Centre/University	RC/Uni

Table 2: New categorisation of pan-European user groups

These four user groups prove to be the most essential and most handy ones for our undertakings which is why we remain with this categorisation even though more granulated approaches would be possible. As to research centres/universities, we found that their needs and interests often differ from both governmental as well as non-governmental actors substantially, even though from a legal point of view they might be either one or the other. We have identified them as organisations with a very specific set of requirements. First results of our desk research even suggested that their interest in the European Monitor can be consid-

ered rather questionable, which remained to be proved during our empirical study. For all these reasons we have foreseen them as an extra category that might or might not be eliminated in the further run of our research.

A further word must be left concerning the entire concept of the term ‘pan-European target groups’. During the desk research on organisations in the field of migrant integration we encountered the difficulty to clearly differentiate local (urban and national) from pan-European groups. This is especially true for non-governmental organisations² which often have an organisational bottom-up approach and are rooted and active in their respective area or city. Still, we included such groups if their local civil society activities are supplemented with a European respectively global perspective. The same goes for governmental organisations like integration ministries which have a certain mandate for the national context but are also involved in international networks, projects etc.

Consequently, we defined organisations and institutions as ‘pan-European’ if they fulfil at least one of the following criteria:

- active or verifiably interested in European developments and trends in the field of migrant integration
- aiming to influence policy-making and legislation in the field of migrant integration on the European level
- commenting or providing policy advice on current developments in the field of migrant integration on the European level
- participating in European networks and cooperating with similar organisations in other EU member states
- participating in legislation or execution of European migrant integration policies and measures

4.2 Categorisation according to main fields of activity

Besides categorising user groups, we have also classified all researched organisations according to their core areas of work respectively their main fields of activity. The five categories, which were developed and defined in collaboration with ZARA, were induced from the main fields of activities of the examined organisations which are compiled in the excel list below.

² For this deliverable we follow the pragmatic catch-all definition (also used by the United Nations) of the term “non-governmental organisation” which simply puts it into opposite of “governmental organisation” (cf. Brunengräber/Klein/Walk 2005: 13-14).

Main fields of activity
Legislation and/or Execution of Migration/Integration Policies
Research and/or Policy Advice
Representation and Advocacy
Providing Services for Migrants
Awareness-raising and Mobilisation

Table 3: Categories for pan-European organisations: Main fields of activity

Our categories for describing the organisations' main activities were developed in an inductive way. After the first review of relevant integration-related groups we defined five categories of 'main activities' or 'core areas of work' in addition to the organisational classification of user groups.

With the expert support of ZARA which is very well cross-linked to European organisations and networks in the field of migrant integration we proceeded as follows:

- For certain organisations – ministries, government agencies and similar bodies (GOs and IGOs) – the overall function of **legislating and executing migration and integration policies** was identified and therefore the category was defined for this main field of activity.
- Many institutions are conducting research on migration and integration issues and often the results are directed at policy-makers for evidence-based decision support. The category of '**Research and/or Policy Advice**' might apply for each user group as governmental and international governmental organisations often have their own research departments and NGOs – for example think tanks or pressure groups – are also involved in research with a strong focus on influencing policy-making with their results. The linkage of the category 'Research and/or Policy Advice' with the user group 'Research Centre/University' is obvious. The latter is always assigned to this core area of work.
- From the activities and self-conception of organisations like the *European Council on Refugees and Exiles* (ECRE) or the *European Network of Migrant Women* (ENoMW) we derived the category of '**Representation and Advocacy**'. These associations are aimed at giving minorities a voice, advocating for them and their rights. 'Representation' refers to the fact that asylum-seekers, refugees and other minority and often vulnerable groups (like migrant women in the case of ENoMW) are usually not represented in the political process due to their legal or social status. 'Advocacy' for the social, political and human rights of minorities is therefore an important part of these organisations' work. The 'Representation and Advocacy' category has a strong link to

the user group of NGOs (because of their bottom-up approach and networking activities) but applies also for others (for example IGOs) like the *European Union Agency for Fundamental Rights*.

- The next classification is similar to the last one but goes a step further in advocating and lobbying for migrants: **'Awareness-raising and Mobilisation'** applies for groups that focus on (media) campaigns targeted at a broad public to make a certain issue or nuisance widely known. The aim is not only to represent migrants at the political level but to influence the public opinion which should as a consequence put pressure on policy-makers. Exemplary organisations that were assigned to this main field of activity are *Amnesty International* or *Solidarity without Borders*.
- **'Providing Services for Migrants'** is a category for migrant self-organisations, groups which are assigned to offer legal, social or educational services by governmental bodies or out of humanitarian reasons (like many religious associations). The main focus of these groups is not to influence policy-making or raise public awareness, but to support migrants, refugees or asylum-seekers with language training, educational, social or legal counselling etc. From our overview list organisations like the *Caritas Internationalis*, the *Verein Multikulturell* or the *Greek Council for Refugees* have been related to this category.

Multiple categorisations

In contrast to the user group categories, the classifications introduced in this section are not mutually exclusive. Many organisations that we listed in our overview can be related to more than one 'main field of activity' because their work covers for example the research category as well as representation and advocacy.

When selecting interview partners (with multiple classifications) as exemplary for one category we proceeded as follows: In our desk research based on the organisations' websites, their publications and the expert input from ZARA we singled out one category that describes the main field of work of the respective group.

For example, the *Verein Multikulturell* lists on its website the main objectives and tasks of the association: After six items which consist of different services for migrants (family counselling, educational courses and counselling for migrant youths, language and IT training etc.), it is also stated that the *Verein* is active in research projects at the European level. Deducting from this self-description we assigned the organisation firstly to the category of 'Providing Services for Migrants' and secondly to 'Research and/or Policy Advice'. For the interview, the *Verein Multikulturell* was selected for its first and main category of service provision.

This methodological procedure was validated when our classifications were approved by the interlocutors during the interviews – with one exception: The *Migration Policy Group* was originally categorised in 'Representation and Advocacy' and to a lesser extent in 'Research and/or Policy Advice'. However, our interview partner mentioned the second task as the

group's core area. Except for this single case, all our classifications as well as the decision to assign the groups to one core and one or several less important categories³ were affirmed during the interviews.

³ Many organisations saw more than one of our presented 'main fields of activity' as applicable for them.

4.3 Compilation of pan-European organisations in the fields of migrant integration

Organisation	Abbreviation	Website	User Group	Main fields of activity	Thematic areas and focus	Social Media	Interview
Akina Dada wa Africa	AkiDwA	http://www.akidwa.ie/	NGO	Representation and Advocacy	Gender, employment, anti-discrimination, violence against women	Facebook, Twitter, LinkedIn, RSS	
Amnesty International	AI	http://www.amnesty.org/en	NGO	Awareness-raising and Mobilisation	Human rights	Facebook, Twitter, YouTube, Flickr, RSS	
Asylkoordination Österreich		www.asyl.at	NGO	Providing Services for Migrants, Representation and Advocacy	Support service for asylum seekers, lobbying, awareness-raising	Facebook	
Austrian Institute for Human Rights		http://www.menschenrechte.at/	GO	Research and/or Policy Advice, Representation and Advocacy	Human rights	RSS	
Austrian Ministry of Interior	BMI	www.gv.bmi.at	GO	Legislation and/or Execution of Migration/Integration Policies	General/various		
Barcelona Centre for International Affairs	CIDOB	http://www.cidob.org/en	RC/Uni	Research and/or Policy Advice	General/various	Twitter, Facebook, RSS	
Bundeszentrale für politische Bildung	bpb	www.bpb.de	GO	Research and/or Policy Advice	General/various	Twitter, Facebook, RSS	
Caritas Internationalis		http://www.caritas.org/index.html	NGO	Representation and Advocacy, Providing Services for Migrants, Awareness-raising and Mobilisation	General/various	Twitter, Facebook, RSS, Wiki, Google+, YouTube, Flickr, own discussion portal (i am caritas)	
Center for Ethnic and Migration Studies	CEDEM	http://www.cedem.ulg.ac.be/?lang=en	RC/Uni	Research and/or Policy Advice	Migration and development, ethnic minorities, racism	Facebook	
Centre on Migration, Policy and Society/Migration Observatory	COMPAS	http://www.compas.ox.ac.uk/	RC/Uni	Research and/or Policy Advice	Migration and human development, socio-economic aspects, citizenship, urban planning	Twitter, Facebook, COMPASblog, RSS	x
Centre for Equal Opportunities and Opposition to Racism		http://www.diversiteit.be/	GO	Research and/or Policy Advice; Representation and Advocacy	Anti-discrimination in employment, housing and other societal fields		
Centre for Research on Ethnic Relations and Nationalism	CEREN	http://sockom.helsinki.fi/ceren/english/index.html	RC/Uni	Research and/or Policy Advice	General/various		
Commission for Migration and Integration Research (ÖAW)	KMI	http://www.oeaw.ac.at/kmi/	RC/Uni	Research and/or Policy Advice	General/various		
Danube University Krems - Center for Migration, Integration and Security		http://www.donau-uni.ac.at/de/departement/migrationglobalisierung/mis/index.php	RC/Uni	Research and/or Policy Advice	Education, employment, housing, social and human security	Twitter, Facebook	
Equality and human rights commission	EHRC	http://www.equalityhumanrights.com/	GO	Research and/or Policy Advice; Legislation and/or Execution of Migration/Integration Policies	Anti-discrimination, human rights, equality		
EUROCITIES		http://www.eurocities.eu/	IGO	Research and/or Policy Advice	General/various	YouTube, Twitter, Flickr	
European Commission against Racism and Intolerance (Council of Europe)	ECRI	http://www.coe.int/t/dghl/monitoring/ecri/default_en.asp	IGO	Research and/or Policy Advice, Legislation and/or Execution of Migration/Integration Policies	Combating racism, racial discrimination, xenophobia, anti-semitism and intolerance; monitoring		
European Commission Department of Home Affairs	DG HOME	http://ec.europa.eu/dgs/home-affairs/index.html	IGO	Legislation and/or Execution of Migration/Integration Policies	Labour, family reunification, naturalisation and other legal-political issues	Twitter, Blog	

Organisation	Abbreviation	Website	User Group	Main fields of activity	Thematic areas and focus	Social Media	Interview
European Council on Refugees and Exiles	ECRE	http://www.ecre.org/	NGO	Representation and Advocacy	Advocacy for refugees in the European Union	Twitter, Facebook, RSS	
European Court of Justice	ECJ	http://curia.europa.eu/jcms/jcms/j_6/	IGO	Legislation and/or Execution of Migration/Integration Policies	Legal issues		
European Forum for Migration Studies	efms	http://www.efms.uni-bamberg.de/main_e.htm	RC/Uni	Research and/or Policy Advice	General/various		
European Integration Forum/ European Website on integration		http://ec.europa.eu/ewsi/de/policy/legal.cfm	IGO	Research and/or Policy Advice; Representation and Advocacy	Networking, information sharing of best practices and projects on integration issues		
European Network against Racism	ENAR	http://www.enar-eu.org/	NGO	Representation and Advocacy, Research and/or Policy Advice	Anti-discrimination, participation, active citizenship	YouTube, Facebook, Twitter	
European network of cities for local integration policies for migrants	CLIP	http://www.eurofound.europa.eu/areas/populationandsociety/clip.htm		Research and/or Policy Advice	Housing, equality and diversity, intercultural policies and intergroup relations, ethnic entrepreneurship		
European Network of Migrant Women	ENoMW	http://migrantwomennetwork.org/	NGO	Representation and Advocacy	Gender equality and women empowerment, family reunification, violence against women	Facebook, Flickr, RSS	x
European Migration Network	EMN	http://emn.intrasoft-intl.com/html/index.html	IGO	Research and/or Policy Advice	General migration/integration monitoring in Europe; providing information for EU policymakers and general public		
European Research Centre on Migration and Ethnic Relations	ERCOMER	http://www.ercomer.eu/	RC/Uni	Research and/or Policy Advice	General/various		
European Union Agency for Fundamental Rights	F.R.A.	http://fra.europa.eu/fraWebsite/home/home_en.htm	IGO	Research and/or Policy Advice, Representation and Advocacy	Anti-discrimination, human rights, general/various	Facebook, Twitter, YouTube	x
European Union Democracy Observatory on Citizenship	EUDO	http://eudo-citizenship.eu/	RC/Uni	Research and/or Policy Advice	European Citizenship, legal aspects of national and EU citizenship	Facebook, Twitter, YouTube, RSS	
(Swiss) Federal Office for Migration	BFM	http://www.bfm.admin.ch/content/bfm/de/home.html	GO	Legislation and/or Execution of Migration/Integration Policies	Naturalisation and other legal issues		x
Federal Office for Migration and Refugees	BAMF	http://www.bamf.de	GO	Legislation and/or Execution of Migration/Integration Policies; Providing Services for Migrants	Naturalisation, execution/provision of integration measures (language and orientation courses etc.), counselling and advisory for Migrants		
Federation of Islamic Organisations in Europe	FIOE	http://www.fioe.org/index.php	NGO	Representation and Advocacy	Identity formation, values and norms, ethnic contacts, mutual perceptions, anti-discrimination, political participation of muslims in Europe	Facebook, Twitter, YouTube	
Finnish Immigration Service	MIGRI	www.migri.fi	GO	Legislation and/or Execution of Migration/Integration Policies	All aspects of migration, citizenship, asylum in Finland	Facebook	
Football against racism in Europe	FARE	http://www.farenet.org/	NGO	Representation and Advocacy, Awareness-raising and Mobilisation	Combatting racism and discrimination in football	Facebook, Twitter, Flickr	
Forum des organisations de solidarité internationale issues des migrations	FORIM	www.forim.net	NGO	Representation and Advocacy	General/various		
French Ministry of Interior		http://www.interieur.gouv.fr/	GO	Legislation and/or Execution of Migration/Integration Policies	General/various	Twitter, Facebook, Flickr, DailyMotion, RSS	

Organisation	Abbreviation	Website	User Group	Main fields of activity	Thematic areas and focus	Social Media	Inter-view
FRONTEX		www.frontex.europa.eu	GO	Legislation and/or Execution of Migration/Integration Policies	Border management		
German Institute for Human Rights		http://www.institut-fuer-menschenrechte.de/en/home.html	GO	Research and/or Policy Advice, Representation and Advocacy	Human rights		
German Ministry of Interior	GBMI	http://www.bmi.bund.de/DE/Home/startseite_node.html	GO	Legislation and/or Execution of Migration/Integration Policies	General/various	Delicious, StudiVZ, Twitter	
Global Forum on Migration and Development	GFMD	http://www.gfmd.org/	IGO	Legislation and/or Execution of Migration/Integration Policies	General/various		
Global Migration Group	GMG	http://www.globalmigrationgroup.org/	IGO	Representation and Advocacy, Legislation and/or Execution of Migration/Integration Policies	General/various		
Greek Council for Refugees	GCR	http://www.gcr.gr/en	NGO	Providing Services for Migrants, Representation and Advocacy	Legal, social and psychological counselling	Twitter, Facebook	
Hellenic Migration Policy Institute	I.ME.PO	http://www.imepo.org/index.php?lang=en	NGO	Research and/or Policy Advice	General/various; research, monitoring, awareness-raising		
Home Office (United Kingdom)		http://www.homeoffice.gov.uk/	GO	Legislation and/or Execution of Migration/Integration Policies	Legal aspects, border control, naturalisation	Twitter, YouTube, Flickr, RSS	
Humanity in Action	HIA	www.humanityinaction.org	NGO	Research and/or Policy Advice; Awareness-raising and Mobilisation	Educating and training in the field of human rights, diversity and active citizenship	Facebook, Twitter	
Hungarian Ministry of Interior		http://www.kormany.hu/en/ministry-of-interior	GO	Legislation and/or Execution of Migration/Integration Policies	Immigration and integration issues (general)	Twitter, Flickr, YouTube, Facebook, RSS	
Immigrant Council of Ireland	ICI	http://www.immigrantcouncil.ie/	NGO	Representation and Advocacy, Providing Services for Migrants, Awareness-raising and Mobilisation	Legal issues, education and training, gender, employment	Facebook, RSS, Blog	
Institute for Evaluation of Labour Market and Education Policy	IFAU	http://www.ifau.se/en/	RC/Uni	Research and/or Policy Advice	Immigration and labour, discrimination, education, youth, welfare, general/various	Facebook, Twitter	
Institute for Migration Issues	IMI	http://www.imiorg.nl/	NGO	Representation and Advocacy, Providing Services for Migrants	General/various	Facebook	
Institute for Migration Research and Intercultural Studies	IMIS	http://www.imis.uni-osnabrueck.de/	RC/Uni	Research and/or Policy Advice	General/various		
Institute for Research on Migration, Ethnicity and Society	REMESO	http://www.isv.liu.se/remeso?i=en&sc=true	RC/Uni	Research and/or Policy Advice	Citizenship, ethnic relations, labour, welfare, globalisation, development, inclusion, diversity, migration, public service and health	Facebook, Twitter, RSS	
Institute for Rights Equality & Diversity	i-RED	http://www.i-red.eu/?i=institute.en.home	RC/Uni	Research and/or Policy Advice, Representation and Advocacy	Anti-discrimination, legal issues, general/various	i-RED Channel (video)	
Integration and Migration Foundation Our People	MISA	http://www.meis.ee/first-page	NGO	Legislation and/or Execution of Migration/Integration Policies, Research and/or Policy Advice, Providing Services for Migrants	Legal, cultural and political aspects and measures of integration	Facebook, Blog, RSS	
Interdisciplinary Research Group in Immigration	GRITIM	http://www.upf.edu/gritim/	RC/Uni	Research and/or Policy Advice	General/various		
International Catholic Migration Commission	ICMC	http://www.icmc.net/	NGO	Providing Services for Migrants, Representation and Advocacy	Aid and services for refugees, migrants, victims of human trafficking, general/various	Facebook	
International Centre for Migration Policy Development	ICMPD	www.icmpd.org	IGO	Research and/or Policy Advice, Legislation and/or Execution of Migration/Integration Policies	Migration trends, policies and impacts	Facebook, YouTube	x

Organisation	Abbreviation	Website	User Group	Main fields of activity	Thematic areas and focus	Social Media	Interview
International Labour Organisation - International Migration Branch	ILO/MIGRANT	http://www.ilo.org/public/english/protection/migrant/	IGO	Legislation and/or Execution of Migration/Integration Policies; Research and/or Policy Advice	Labour market, migration and development; all economic and social issues		
International Migration Institute	IMI	http://www.imi.ox.ac.uk/	RC/Uni	Research and/or Policy Advice	General/various	Facebook, Twitter, Google+	
International Migration, Integration and Social Cohesion Institute	IMISCOE	http://www.imiscoe.org/	RC/Uni	Research and/or Policy Advice	General/various		
International Organisation for Migration	IOM	www.iom.int	IGO	Legislation and/or Execution of Migration/Integration Policies; Research and/or Policy Advice	General/various	Twitter, Facebook, Flickr, YouTube, RSS	
International Organisation for Migration in Vienna	IOM Vienna	http://www.iomvienna.at	IGO	Legislation and/or Execution of Migration/Integration Policies; Research and/or Policy Advice	General/various		x
Italian Ministry of Interior		http://www.interno.it/mininterno/export/sites/default/en/index.html	GO	Legislation and/or Execution of Migration/Integration Policies	General/various		
Ligue internationale contre le racisme et l'antisémitisme	LICRA	http://www.licra.org/	NGO	Awareness-raising and Mobilisation, Representation and Advocacy	General/various	Facebook, YouTube, Twitter, RSS	
Lithuanian Ministry of Interior: Migration Department		http://www.migracija.lt/index.php?684419648	GO	Legislation and/or Execution of Migration/Integration Policies	Citizenship, analysis of migration trends, legal aspects		
Ludwig Boltzmann Institute of Human Rights	BIM	http://bim.lbg.ac.at/en	NGO	Research and/or Policy Advice	Human rights, general/various		
Marseille Center for Mediterranean Integration	CMI	www.cmimarseille.org	IGO	Research and/or Policy Advice, Legislation and/or Execution of Migration/Integration Policies	Labour market participation, high/low skill level, urban and spatial development, and others	Facebook, Twitter, tumblr, Yahoo, Google+	
Migration Policy Group	MPG	http://www.migpolgroup.com/	NGO	Representation and Advocacy, Research and/or Policy Advice, Awareness-raising and Mobilisation	General/various, mobility, diversity, anti-discrimination, inclusion	Twitter, Facebook	x
Migration Policy Institute Europe	MPI	http://www.migrationpolicy.org/europe/mpieurope/	RC/Uni	Research and/or Policy Advice	EU migration and development policy, national identity, employment, general/various issues	Facebook, Twitter, Vimeo	x
Migrations Internationales, Espaces et Sociétés	MIGRINTER	http://www.mshs.univ-poitiers.fr/migrinter/index.php?lang=en	RC/Uni	Research and/or Policy Advice	General/various		
Migrants Rights International	MRI	http://migrantwatch.org/	NGO	Representation and Advocacy	Human rights of migrants; civil society and political participation of migrants		
Ministry of Interior, Oversea, "Collectivité territoriale" and Immigration		http://www.interieur.gouv.fr/	GO	Legislation and/or Execution of Migration/Integration Policies	General/various	Twitter, Facebook, DailyMotion, Flickr, RSS	
(Swedish) Ministry of Employment: Integration and Urban Development Division		http://www.sweden.gov.se/sb/d/8281	GO	Legislation and/or Execution of Migration/Integration Policies	Citizenship, integration measures, urban development, refugee reception, introduction programmes, labour market		x
Ministry of Interior of the Slovak Republic (Department of Asylum and Refugees)		http://www.minv.sk/?asylum-and-refugees#	GO	Legislation and/or Execution of Migration/Integration Policies	General/various		
Ministry of the Interior and Kingdom Relations (Netherlands)	BZK	http://www.government.nl/ministries/bzk	GO	Legislation and/or Execution of Migration/Integration Policies	Immigration and naturalisation, repatriation and departure service		
Ministry of the Interior (Republic of Slovenia): Integration Division		http://www.mnz.gov.si/en/	GO	Legislation and/or Execution of Migration/Integration Policies	General/various, education, culture and others		

Organisation	Abbreviation	Website	User Group	Main fields of activity	Thematic areas and focus	Social Media	Interview
Ministry of the Interior of the Czech Republic		http://www.mvcr.cz/mvcren/ministry-interior-czech-republic.aspx	GO	Legislation and/or Execution of Migration/Integration Policies	Border control, asylum, integration measures, naturalisation		
Multicultural Center Prague		http://www.mkc.cz/en/home.html	NGO	Representation and Advocacy; Providing Services for Migrants; Research and Policy Advice	Educational, cultural and public informational activities, participation of migrants		
New to Denmark (The Official Portal for Foreigners and Integration) (belongs to Danish Immigration Service)		http://www.nyidanmark.dk/en-US/	GO	Legislation and/or Execution of Migration/Integration Policies	All legal and political aspects of immigration to and integration in Denmark		
Netzwerk Asylanwalt		http://www.asylanwalt.at/	NGO	Providing Services for Migrants, Representation and Advocacy	Legal counselling for refugees		
Network Migration in Europe, e.V.		http://www.network-migration.org/	NGO	Research and/or Policy Advice	General/various		
(Irish) Office for the Promotion of Migrant Integration (former Office of the Minister of State for Integration)		http://www.integration.ie/website/omi/omiwebv6.nsf/page/index-en	GO	Legislation and/or Execution of Migration/Integration Policies, Providing Services for Migrants	General/various		
(Latvian) Office of Citizenship and Migration Affairs	OCMA	http://www.pmlp.gov.lv/en/	GO	Legislation and/or Execution of Migration/Integration Policies	Asylum, naturalisation, repatriation and other aspects of immigration and integration		
OECD Development Centre	OECD	http://www.oecd.org/departments/0,3355,en_2649_33731_1_1_1_1_1,00.html	IGO	Research and/or Policy Advice	Poverty reduction, social development, equality and other issues	YouTube, Facebook, Flickr, Slideshare.net, Twitter	
OECD Local Economic and Employment Development (LEED)(Centre for Entrepreneurship, SMEs and Local Development)	OECD-LEED	http://www.oecd.org/departments/0,3355,en_2649_34417_1_1_1_1_1,00.html	IGO	Research and/or Policy Advice	Employment, job creation, economic growth and development, green growth and other issues		
OSCE Office for Democratic Institutions and Human Rights	ODIHR	http://www.osce.org/odihr	IGO	Legislation and/or Execution of Migration/Integration Policies	Human rights, participation, anti-discrimination, elections, democratisation	YouTube, Facebook, Twitter	
Platform for International Cooperation on Undocumented Migrants	PICUM	http://picum.org/en	NGO	Representation and Advocacy, Research and/or Policy Advice, Awareness-raising and Mobilisation	Human rights of undocumented migrants	Facebook, Twitter, Flickr, RSS	x
Pro Asyl		http://www.proasyl.de/	NGO	Representation and Advocacy; Providing Services for Migrants; Research and/or Policy Advice	Citizenship, anti-discrimination, group specific legal provisions	RSS, Facebook, Twitter	
Romanian Office for Immigration		http://ori.mai.gov.ro/home/index/en	GO	Legislation and/or Execution of Migration/Integration Policies	Legal-political regulation and rules		
Sir Peter Ustinov Institute		http://www.ustinov.at/english.html		Research and/or Policy Advice	Anti-discrimination, social cohesion, general/various	Twitter, RSS, Facebook	
Solidarity without Borders	SOSF	http://www.sosf.ch/cms/front_content.php	NGO	Awareness-raising and Mobilisation	Political and human rights of (undocumented) migrants	Facebook, Delicious	
Spanish Ministry of Employment and Social Security		http://www.empleo.gob.es/en/index.htm	GO	Legislation and/or Execution of Migration/Integration Policies	Citizenship, employment, integration measures, voluntary return etc.	Twitter, YouTube, RSS	
Stockholm University Linnaeus Center for Integration Studies	SULCIS	http://www.su.se/sulcis/english/	RC/Uni	Research and/or Policy Advice	General/various	YouTube, Twitter, RSS, Facebook	
Sussex Centre for Migration Research	SCMR	http://www.sussex.ac.uk/migration/	RC/Uni	Research and/or Policy Advice	General/various	Facebook, Pinterest, own student forum, Twitter, YouTube, Flickr	
Swiss Forum for Migration and Population Studies	SFM	http://www.migration-population.ch/	RI/Uni	Research and/or Policy Advice	Migration movements, refugees and asylum seekers, integration, racism and discrimination, demography	Facebook	x

Organisation	Abbreviation	Website	User Group	Main fields of activity	Thematic areas and focus	Social Media	Interview
The Directorate of Integration and Diversity	IMDI	http://www.imdi.no/en/Sprak/English/	GO	Legislation and/or Execution of Migration/Integration Policies, Providing Services for Migrants	Employment, participation, integration measures, introduction programmes (language, social studies), resettlement		
The Forum Internazionale ed Europeo di Ricerche sull'Immigrazione	FIERI	http://www.fieri.it/home_eng.php	RC/Uni	Research and/or Policy Advice	General/various		
The Luxembourg Reception and Integration Agency	OLAI	http://www.olai.public.lu/en/olai/index.html	GO	Legislation and/or Execution of Migration/Integration Policies	Reception and integration measures		
UN NGO Committee on Migration		http://ngo-migration.org/	NGO	Representation and Advocacy	Human rights of migrants	Facebook, Twitter	
UNITED for intercultural action	UNITED	www.unitedagainstracism.org	NGO	Awareness-raising and Mobilisation	Anti-discrimination, anti-racism, active citizenship, tolerance and diversity, support for migrants and refugees		x
United Nations Refugee Agency	UNHCR	http://www.unhcr.org/	IGO	Representation and Advocacy, Providing Services for Migrants, Legislation and/or Execution of Migration/Integration Policies	Humanitarian, legal and political support for refugees; policy advice	Facebook, Twitter, YouTube, Flickr, Google+, RSS, Scribd	
United Nations Refugee Agency Vienna	UNHCR Vienna	http://www.unhcr.at/	IGO	Representation and Advocacy, Providing Services for Migrants, Legislation and/or Execution of Migration/Integration Policies	Humanitarian, legal and political support for refugees; policy advice	Flickr, YouTube, Facebook, Twitter	
Verein Multikulturell		http://www.migration.cc/cms/home	NGO	Providing Services for Migrants, Research and/or Policy Advice	Counselling (education, family planning, employment, psychological), training, cultural events		x
Vienna Institute for International Dialogue and Cooperation	VIDC	http://www.vidc.org/en/	NGO	Research and/or Policy Advice	General/various, public discussions about racism, colonialism, international cooperation	Facebook	

Table 4: Compilation of pan-European groups

5 Description of groups and their needs and interests

Out of the categorisations described above, we could elaborate a matrix of all possible types of organisations that are represented in the above overview (see Table 4). For conducting our expert interviews, we chose to select at least one organisation out of each category and user group. This should help us, in an exemplary manner, to identify the needs and interests which are present in each user group and in each category respectively. We contacted 25 organisations out of our overview according to the following principles:

- Relevance within their user group and/or category;
- Potential contacts that have already been established;
- Knowledge/hypothesis about their interest in UniteEurope; and
- Participation in networks that could contribute to spread the word about UniteEurope;

Both the sample as well as the interviews are of a qualitative nature and do not allow conclusions with regards to the other organisations that have not been interviewed. It is also not the purpose of this report to provide for a complete or representative picture, but rather for the consortium to become aware of the reactions on the idea of the European Monitor from our target group and to establish first contacts with representatives of relevant organisations who, in the long run, could play a role in giving us access to further interested organisations.

We conducted interviews (face-to-face, phone and written form) with 13 interested organisations which can be seen in Table 5. The results thereof are presented by user group in the section at hand.

User Group	Fields of activity				
	Legislation and/or Execution of Migration/Integration Policies	Research and/or Policy Advice	Representation and Advocacy	Providing Services for Migrants	Awareness-raising and Mobilisation
Governmental Organisation (GO)	Swedish Ministry of Employment Swiss Federal Office for Migration				
International Governmental organisation (IGO)	IOM Vienna	Fundamental Rights Agency ICMPD			
Non-Governmental Organisation (NGO)		Migration Policy Group	PICUM European Network of Migrant Women	Verein Multikulturell	UNITED for intercultural action
Research Centre/University (RC/Uni)		Swiss Forum for Migration and Population Studies Migration Observatory /COMPAS MPI Europe			

Table 5: Categories and interview partners

5.1 Pan-European NGOs

This user group is the most heterogeneous amongst our sample. The Centre on Migration, Policy and Society (COMPAS) at the University of Oxford – also one of our interview partners – published a paper on the role of civil society groups⁴ in terms of migrant integration in 2006. There, they also stress the extreme diversity of NGOs that are involved in migrant integration efforts:

“Civil society organisations commonly embrace a diversity of spaces, actors and institutional forms, varying in their degree of formality, autonomy and power. While some are multi-million Euro organisations with hundreds of staff, others rely solely on volunteers” (Cooke/Spencer 2006: 14).

Due to our broad definition of ‘pan-European organisations’ respectively ‘organisations with a European perspective’ (see section 4.1) and the wide range of integration and migration issues and aspects, we listed and interviewed very diverse non-governmental organisations.

⁴ For the purpose of this deliverable, ‘civil society groups’ and ‘non-governmental organisations’ are used as synonyms (cf. Brunnengräber/Klein/Walk 2005).

Out of more than 30 researched pan-European NGOs that are active in the field of migrant integration in one way or another, we conducted expert interviews with five of them: (1) the **Platform for international Cooperation on undocumented Migrants** (PICUM, Brussels) (Advocacy Officer), (2) the **Verein Multikulturell** (Innsbruck)(chairperson), (3) **UNITED for intercultural Action** (UNITED, Amsterdam)(Press Officer), (4) the **Migration Policy Group** (MPG, Brussels)(Information and Communication Officer) and (5) the **European Network of Migrant Women** (ENoMW, Brussels)(chairperson).

5.1.1 Spheres of work and integration focus

The NGOs in this field differ from each other in terms of their interests, aims and activities as well as their size and resources. Depending on their composition, structure, financial resources and target groups they focus on very different integration issues in their own activities as well as their evaluation of the most crucial aspects and challenges of migrant integration at the local and the European level.

The **Migration Policy Group**⁵ (MPG) focuses on ‘Research and Policy Advice’ and defines its core business as presenting “informed policy material to inform the debate on migration, integration and diversity in European countries” as stated during the interview. The research and evidence-based approach of the MPG might be an explanation for the statement of our interview partner from this organisation that the “politicisation of the debate” was one of the most crucial integration issues in the European context. One way to support sound integration and migration policy-making is their Migrant Integration Policy Index (MIPEX), which evaluates and then compares the integration process in all EU member states plus Norway, Switzerland, Canada and the USA⁶. Through 148 policy indicators – from labour market mobility to anti-discrimination – integration can be measured and compared between countries (<http://www.mipex.eu/>).

The **Platform of Undocumented Migrants** (PICUM) is another pan-European NGO in the field of migration and integration of third country nationals. Though PICUM is also involved in research and policy advice activities, its main focus lays on ‘Representation and Advocacy’⁷.

Within the field of migrant integration PICUM concentrates on undocumented or irregular migrants from third countries. With this focus on one of the most vulnerable groups of migrants, PICUM defines as its objective to give these people a voice (‘representing’) and to advocate for them at the political level (‘advocating’). Its overall aim is to improve the situation of this group and achieve that irregular migrants are granted the same social and fundamental rights as migrants with a legal residence status. PICUM criticises that the group of

⁵ As stated before, the Migration Policy Group was the only organisation that classified itself in another category of activities than we did during our desk research. Originally, we identified ‘Representation and Advocacy’ as the MPG’s core area.

⁶ Most recently, Australia and Japan joined the MIPEX.

⁷ Our interviewee from PICUM also refers to ‘Research and/or Policy Advice’ and ‘Awareness-raising and Mobilisation’ as their focus areas but ‘Representation and Advocacy’ is stated as the main field activity. While the PICUM secretariat in Brussels does not provide services for migrants, its member organisations do so.

irregular migrants is not covered by official integration policies and measures on EU- or national level. Therefore, the exclusive concentration of the European Monitor on regular migrants as well as policies concerning regular migrants only would not be sufficient for this specific organisation. In fact, UniteEurope does not differentiate the analysed social media comments according to the authors' characteristics like migration background, legal status, gender etc.

The **Verein Multikulturell** is a small Austrian association whose core area is 'Providing Services for Migrants'. This includes language courses, job application training and coaching, legal, social, educational and psychological counselling and much more. The Verein Multikulturell is one of those non-governmental organisations that are strongly targeted at the local and regional migrant population but has been defined as pan-European because of its research branch which stands out due to the high activity in EU-funded projects with European consortia⁸.

This service-oriented organisation stated during our interview that education was the most important issue concerning migrant integration – for their own work as well as in the general European context. Education – including learning the language of the residence country from the pre-school level onwards – is seen as the most crucial precondition for real integration into the residence society.

UNITED for intercultural Action (UNITED) is a European network of organisations and individuals against nationalism, racism, fascism and in support of migrants and refugees⁹. This association has been classified as mainly active in 'Awareness-raising and Mobilisation'. The objective of the network is to active citizens and communities to participate in society and actively oppose nationalist, racist and all discriminatory opinions and actions. UNITED is a very activist organisation aiming at mobilising and activating people through campaigns and political actions. Though our interview partner did not define the organisation's main integration focus, it can be assumed – based on UNITED's publications and statements during the interview – that political and civil society participation, anti-discrimination and attitudes are the most important integration issues with which they deal.

Contrary to the Verein Multikulturell but similar to PICUM, the **European Network of Migrant Women** (ENoMW) spots socio-economic (and legal-political) issues as very important in the context of migrant integration in Europe. Employment, violence against women, family reunification, access to health care and political participation are seen as the most crucial integration issues. The Network is specialised in the field of 'Representation and Advocacy' of/for migrant women. The classification has been assigned to ENoMW because of the self-description on their website where it is stated that representing member organisations and lobbying "for and with migrant women to have a stronger voice at the European level" makes its core area of work (<http://www.migrantwomennetwork.org/?article1>, July 10, 2012).

⁸ Projects co-funded by the EU include kids2write, SpeakEasy and TACTICS – lifelong games (see <http://www.migration.cc/>).

⁹ See <http://www.unitedagainstracism.org/>, June 30, 2012.

5.1.2 Usage of social media

While some non-governmental organisations and stakeholders state to be rather hesitant when it comes to using social media for their work (such as **UNITED**), others have started to seize the chances and possibilities that these media tools offer. The **European Network of Migrant Women** is currently discussing a general strategy towards social media and so far uses Facebook. **PICUM** uses various media forums (Facebook, Twitter, Flickr, Blogs and RSS) primarily to keep in touch with its member organisations but also to communicate with a broader public. The **Migration Policy Group** goes a step further in its social media strategy and pursues a very proactive approach as stated during our interview:

“As a strategy, we’re using social media to advance our profile, connect to people who follow similar subjects to us, and as a means to complement our website/portal. We’ve used it to publicise our events, hopefully increasing our brand visibility and increasing our image as ‘go to’ people for quality research on these topics.”

Other organisations mentioned that they do not (yet) use social media due to privacy and data protection concerns (UNITED). Another reason for not engaging is that certain groups of migrants (e.g. irregular migrants or older generations) are not very active in social media forums and can therefore not be reached this way (Verein Multikulturell).

Overall, NGOs are the one of our four user groups which is most active in terms of social media: From our researched NGOs, over 70 per cent use social media for their organisation’s work (see figure 1 in section 8). From the information we gained through the semi-structured interviews with NGOs we learnt that NGOs mainly use Facebook, Twitter as well as other social media primarily as a tool to

- present and promote their organisation
- distribute their reports and other publications
- share news and updates and
- communicate with members and interested persons.

None of our interview partners mentioned social media analytics as a way of using social media to collect information on migrant integration. Thus, the methodology and possibilities of this new instrument will have to be explained to them once they start testing a first trial version of the European Monitor.

5.1.3 Specific needs and interests

Most interviewed NGOs found it hard to name concrete expectations and needs in terms of tool features and functionalities of the European Monitor. All of them are interested in testing a trial version of the European Monitor and seeing what the tool is able to do in concrete.

The representative of PICUM stated that for them it would be of interest to compare European cities with regard to the access to services and goods that the municipalities provide for (undocumented) migrants. UNITED also expressed its interest in the European Monitor and

mentioned the contextual usage of particular words – i.e. in hate speech – or specific arguments in favour or against something related to migrant integration as specifically valuable for them. If the tool would be able to show them the context, frequency and author of certain arguments¹⁰ and keywords it would be highly useful for them. Related to this function they would propose to present a map of NGOs that take action against this kind of discriminatory speech and as a result the possibility to share good practices¹¹. Furthermore, they would use the information from the tool to identify current problems and hot discussions in online forums and address these issues in their campaigns, “so it would be really useful for us to have a tool that helps us to see what people are saying on the ground” (UNITED).

The European Network on Migrant Women, member of the UniteEurope Advisory Board, confirmed during our interview the importance of city comparisons based on social media analytics. During the interview, our interlocutor listed several concrete features:

- most recent developments at the European level on migrant integration
- up-to-date information on migrant integration from different countries
- facts and figures on incidents (good and bad)
- existing policies and guidelines on integration or highlighting the lack of such policies and guidelines
- case studies of individual’s experiences of integration
- examples of good practices

5.1.4 Conclusions

With over 70 per cent social media activity¹² (mostly Facebook and Twitter) non-governmental organisations appear to be the most obvious target group for the European Monitor on Urban Integration. From very small to internationally well-known and influential NGOs, they all have as common ground that they work at the grass-roots level. This fact makes integration related information which citizens publish in online forums very interesting for them.

At the same time, the instrument of social media analytics is new to many of them. Our interlocutors from the selected organisations asked many questions during the interviews and were very curious about the functionalities of the tool without having concrete ideas on how the tool might work and they could use it. Hence, we can conclude that NGOs – especially

¹⁰ However, the UniteEurope tools do not identify the authors of social media postings due to legal and ethical reasons (see Deliverable 2.6 for further information on this issue).

¹¹ “I do not know if it would help to do some kind of mapping, a geographic element, but also I think to see those NGOs that take action against it, if there is a way to see who is responding to hate speech and how effective they are. In a way that would be an example for good practice, because we try to collect good practice and share it within our networks so that would be good for us to be able to identify the effective counter arguments” (member of UNITED during the interview).

¹² Sample of 32 NGOs (see figure 1 in section 8)

smaller ones – will need an in-depth and concrete introduction on social media analytics in general and the European Monitor specifically when we approach them with the ready tool. With regards to their concerns about privacy, we will have to clearly demonstrate our proactive approach when it comes to data protection and ethical issues.

Organisation	Category	Integration focus	Social Media Use	Needs & interests
Migration Policy Group	Research and/or Policy Advice	All integration areas	Twitter, Facebook, YouTube, internal web portal	Comparative indicators, keywords
Platform of Undocumented Migrants	Representation and Advocacy	Labour, education, health care, benefits, citizenship, anti-discrimination, group Provisions, political participation, housing	Facebook, Twitter, Flickr, Blogs, RSS, web documentary	Comparative data on irregular migrants' access to public services
Verein Multikulturell	Providing Services for Migrants	Education	-	Information sharing
European Network on Migrant Women	Representation and Advocacy	Labour, health, delinquency	Facebook	Information on most recent developments, up-to-date information from different countries, facts and figures on incidents, existing policies/ guidelines, case studies, good practices
UNITED	Awareness-raising and Mobilisation	All integration areas	-	Context and frequency of keywords, good practices sharing, geographical mapping

Table 6: Overview: Interests and needs of NGOs

5.2 Research Centres/Universities

Many European universities have established research programmes or departments for migration and integration studies. In the frame of our desk research we looked at around 25 research centres with an expertise in migrant integration.

Out of this group we conducted expert interviews with (1) the **Swiss Forum for Migration and Population Studies** (SFM, Neuchâtel)(Director), (2) the **Migration Observatory** (at the **Centre of Migration, Policy and Society** at the **University of Oxford/COMPAS**, Oxford)(Senior Media Analyst), and (3) the **Migration Policy Institute Europe** (MPI, Brussels)(Director).

5.2.1 Spheres of work and integration focus

As described in section 4.2 all organisations within this user group have been assigned to the focus category of ‘Research and/or Policy Advice’.

Concerning the integration dimensions and areas of the UniteEurope taxonomy (D3.1) it can be stated that the overwhelming majority of all research centres that we found and explored during our desk research covers the whole range of integration issues – socio-economic, socio-cultural, legal-political and (to a lesser extent) spatial issues. During our interviews the following areas were mentioned: employment, education, access to health care, public perceptions of migrants, inequality, poverty, public discourse.

The **Swiss Forum for Migration and Population Studies**¹³ has a research focus on ‘integration in the context of the federal state’. According to our interlocutor, the Swiss Forum conducts comparative research in terms of migrant integration at the national level (discrepancies within the federal state) and within the European context (discrepancies between states). As the most central aspect of integration, education and the impacts of education policies on the integration of migrants have been mentioned during the interview. The shifting of paradigms in integration policies is another important focus of the Forum’s research.

The Migration Observatory is a research unit specialised in media monitoring and analysis based at the Centre on Migration, Policy and Society (COMPAS) at the University of Oxford. Situated at the crossing point of media, society and the public discourse on migrant integration, the Observatory’s mission is to provide “independent, authoritative, evidence-based analysis of data on migration and migrants in the UK, to inform media, public and policy debates, and to generate high quality research on international migration and public policy issues” (<http://migrationobservatory.ox.ac.uk/about-us>, June 30, 2012). The public discourse on migrants and migration and the gap between discourse and reality is the main focus of the organisation. For the European context inequality and poverty have been stated as very important issues of migrant integration.

¹³ Like for all research centres/universities the SFM’s main field of activity can be described as ‘Research and/or Policy Advice’.

The **Migration Policy Institute Europe** is a research institute in Brussels that has been established in 2011. It covers integration issues of all areas and dimensions, from identity, public opinion, media, health to employment and education with the aim to provide authoritative research and evidence-based policy advice¹⁴. For the European context our interview partner, the MPI Europe's director, identified several equally important aspects of integration like the one mentioned above.

5.2.2 Interest in urban Integration

Two of the three interviewed institutions are familiar with the concept of urban integration and are currently conducting research on the integration of migrants at city level¹⁵. According to the director of MPI Europe, urban integration is becoming increasingly important in Europe “because cities are actually more flexible in how they tailor their policies towards immigrants and as national policies constrained in how they frame it and implement it – cities are emerging as leaders in this area”. The Swiss Forum is also convinced that “cities are the engines of integration” and they were very innovative in terms of integration policies and measures.

Both institutes expressed their strong interest in integration-related information at the city level and are curious about the data which the European Monitor will offer. The Migration Observatory at COMPAS has a stronger ‘academic approach’ and focuses on countries’ general concepts of migrant integration and theoretical differences between national integration policies. Still, comparable information on urban integration would be of value for the Migration Observatory’s objective to track the public discourse on migrants and integration, as its Senior Media Analyst told us during the interview.

5.2.3 Usage of social media

From our list of research institutes almost 60 per cent have a Facebook or Twitter account which is comparable to the rate of international governmental organisations¹⁶. While the Swiss Forum for Migration and Population Studies has started only recently to develop a social media strategy and is now establishing a Facebook and a Twitter account, the Migration Observatory and the Migration Policy Institute Europe are already very active in terms of social media use.

When it comes to social media analytics for scientific purposes – as a source of information – the interviewed research centres made a very interesting point: the difference between the ‘real’ population and the ‘online society’. As the Director of the MPI Europe put it:

¹⁴ www.migrationpolicy.org/europe/mpieurope/ (June 30, 2012)

¹⁵ Our interviewee from the Migration Policy Institute Europe is participating in the AMICALL project (Attitudes to Migrants, Communication and Local Leadership) conducted by COMPAS at the University of Oxford (to which the Migration Observatory belongs, which we also interviewed). The Swiss Forum for Migration and Population Studies already applied for a research project in the field of “urbanity and integration” and is planning to focus even more on this area in the future.

¹⁶ Based on a sample of 22 research centres (see figure 1 in section 8).

“I think it is very interesting to see that kind of media analysis. (...) But then again you see a combination of extreme views and posts of people who have nothing better to do. And that is not the whole public.”

Actually, deliverable 2.6 – Legal, cultural and ethical aspects – is currently dealing with the questions of representativeness of social media posts and the general use of ICT by migrants. Several studies (e.g. Simões; Do Carmo Barriga; Jerónimo in SOTICS 2011) state that different social groups do not have equal access to information and communication technologies and vary strongly in their use of social media. Therefore, social media analytics tools are not able to guarantee representativeness of their data regarding the users’ gender, age, social, ideological or migration background etc. UniteEurope has never aimed at providing data that represents the whole population – which is not even possible as research shows. Considering this, we will make sure that the tool’s end users are interpreting the offered data in a way that takes the context – sources, users, differences between ‘online’ and ‘real world’ behaviour etc. – into account (see D2.6).

5.2.4 Specific needs and conclusions

The MPI Europe sees social media primarily as a tool to communicate with people in other places and to share information. Towards social media analytics, using social media to collect information from individual citizens, our interlocutor, the director of MPI Europe, expressed to be rather hesitant because of the “possible information overload” likely to be lacking quality.

“One of the challenges which I find when using social media for gathering information is that there is quickly an information overload. And it is quite difficult to distinguish information that is useful, relevant and accurate from information that is not” (from the interview).

This concern was shared by the director of the Swiss Forum for Migration and Population Studies. Timely information on urban integration based on published opinions of citizens might lead to an extreme overload of information, he argued.

The UniteEurope consortium is taking these concerns into account and understands them to underpin our efforts with regards to implementing a filtering system of the UniteEurope tools which is thoroughly based on scientifically grounded integration related keywords and integration areas. These allow a very specific search and therefore precise results and enable to use social media contents for scientific purposes. Concerning the quality issue with regards to the contents brought forward by MPI Europe, it must not be ignored that the bottom-up approach pursued by UniteEurope is certainly not an all-round instrument suiting all possible research questions. As other methods, too, social media analytics via the UniteEurope tools does have its opportunities and constraints, and its application should be justified through the actual research questions.

Organisation	Category	Integration focus	Social Media Use	Needs & interests
Migration Observatory	Research and/or Policy Advice	Labour, income, perceptions, attitudes, anti-discrimination	Twitter, Facebook	Context of sources should be shown
Swiss Forum for Migration and Population Studies	Research and/or Policy Advice	Education, labour, citizenship, attitudes	Facebook, Twitter	Identification of focal points and trends, effective filtering
Migration Policy Institute Europe	Research and/or Policy Advice; Awareness-raising and Mobilisation	All integration areas	Facebook, Twitter, LinkedIn	Filtering of relevant and accurate data, selection of sources

Table 7: Overview: Interests and needs of Research Centres/Universities

5.3 International Governmental Organisations

From the international governmental organisations active in the field of migrant integration we conducted three interviews with (1) the Officer in Charge at the **International Organisation for Migration Vienna** (IOM Vienna), (2) the Director of General Affairs and Research at the **International Centre for Migration Policy Development** (ICMPD, Vienna) and (3) a migration expert within the Communication and Awareness-raising Department at the **European Union Agency for Fundamental Rights** (FRA, Vienna).

International governmental organisations (IGOs) differ strongly in terms of their size (number of member states), scope, mission and financial resources. For instance, while the International Organization for Migration with its 146 member states¹⁷ is active on a global level and has a very broad mission¹⁸, other IGOs like the Fundamental Rights Agency and the ICMPD are further specialised in terms of assignments or geographical scope. The user group also varies in terms of main activities: Many can be assigned to the category of 'Legislation and/or Execution of Migration/Integration Policies' (e.g. *European Commission Department of Home Affairs, International Organization for Migration* etc.), while others fall into the 'Research and/or Policy Advice' group (*Fundamental Rights Agency, International Centre for Migration Policy Development, OECD Development Centre* etc.). The task of providing expert input and policy advice plays an important role in the case of these IGOs.

¹⁷ <http://www.iom.int/jahia/Jahia/member-states> (June 20, 2012)

¹⁸ Formulated by the IOM as: (1) Assist in meeting the growing operational challenges of migration management, (2) Advance understanding of migration issues, (3) Encourage social and economic development through migration, (4) Uphold the human dignity and well-being of migrants (<http://www.iom.int/jahia/Jahia/about-iom/mission/lang/en>) (June 20, 2012).

5.3.1 Spheres of work and integration focus

The **Fundamental Rights Agency**, situated in Vienna, deals with the integration of migrants in the frame of its “Migration, Asylum and External Borders” research team. The organisation’s main field of activity is ‘Research and/or Policy Advice’. Additionally, it is involved in the legislation of migration and integration policies in an indirect way by providing advice and expert input for the European Commission. For some projects of the FRA, the category of awareness-raising might also be applicable according to our interview partner.

The FRA has a special assignment from the European Commission to monitor and evaluate the overall situation of Roma within the European Union. Besides that, the primary mandate of the FRA – safeguarding of fundamental rights – touches upon the situation of migrants and especially third country nationals as they constitute a minority whose rights have to be guaranteed and protected.

The **International Centre for Migration Policy Development** is also focused on ‘Research and Policy Advice’ for its member states. Because the part of policy advising is very significant, we originally related the organisation also to ‘Legislation and/or Execution of Migration/Integration Policies’ (as a second category). However, our interview partner clearly classified the ICMPD in the first one.

The International Centre for Migration Policy Development covers integration-related issues ranging from labour market access, education and health care to anti-discrimination. For the European context our interview partner mentioned four crucial integration issues: (1) the definition of integration indicators, (2) the analysis of the impacts of these indicators, (3) the advantages and disadvantages of pre-entry language tests, and finally (4) integration courses. As the organisation is currently developing a research project on urban integration, their interest in city comparative data in general and a test version of the European Monitor in particular is very strong. However, they did not formulate concrete needs or expectations towards our tool.

Whilst to begin with, we had categorised the **International Organization for Migration in Vienna** in the core area of ‘Legislation and/or Execution of Migration/Integration Policies’, our interlocutor told us that the IOM’s main fields of activity depended on various factors like the specific project objectives, the particular client or member states involved¹⁹. The same goes for the importance of particular integration issues and aspects that the organisation is dealing with. The Organization is covering a wide range of integration issues worldwide and takes a comprehensive approach to migrant integration in order to ensure that migrants can fully engage with their host society from a socio-economic, political, and cultural perspective. Featured projects of IOM International in the area of migration in the EU context are “Migrants in

¹⁹ For instance ‘Legislation and/or Execution of Migration/Integration Policies’ is more important in the IOM headquarters in Geneva, whereas Awareness-raising projects and the provision of services might be more relevant in others countries. This is a result of the IOM’s size and the heterogeneity of its members. As our interlocutor stated that all of our categories might be applicable (depending on the specific project) we kept to the original classification of Legislation/Execution.

the Spotlight – Migration and Media”, “European Local Cooperation for Integration (ELCI)” and “Integration – A Multifaith Approach (IAMA)”.

5.3.2 Interest in urban integration

The ICMPD is currently preparing a research project on urban integration (“city-to-city”) and therefore assigns great value to the concept of urban integration as well as the city-based data stemming from social media analytics. IOM Vienna also confirmed the importance of the urban level for migrant integration as “migration is an aspect that takes place in a certain space in a certain way”. Nevertheless, IOM Vienna is currently not involved in any projects dealing with urban integration. From the user group of IGOs, the Fundamental Rights Agency showed the most interest in the UniteEurope project in general and the specific comparative data in particular. Our interview partner, a seconded national expert located at the Department of Communication and Awareness-raising, stated:

“Cities are the hotspot of integration, especially of third country nationals. So we are very interested in getting information on how integration actually works – if it is successful or not, where there are problems – within urban spaces. This is a very strong interest of our organisation.”

Furthermore, since the FRA is responsible for monitoring and evaluating the fundamental rights situation across Europe, they encouraged us to extend the project to further European cities, notably in the new member states. All “centres of migration” should be included according to FRA, then: “(...) that would be a unique instrument.”

5.3.3 Usage of social media

The **International Organization for Migration** in Vienna describes itself as hesitant when it comes to the usage of social media as a basis of data collection due to methodological issues. During the interview with a senior representative of IOM Vienna it was stated that social media and online postings had only limited conclusiveness for policy-making and that social media were mostly interesting as a networking and information sharing tool, especially for youths. Moreover, IOM (Vienna) is focused on the international and national level, which limits their interest in urban integration matters even though this plays an important role in certain project contexts.

In contrast, the **Fundamental Rights Agency** is very active in using social media as a communication tool. The organisation has a Facebook, Twitter and YouTube account. In addition, they have a Wiki and an internal net – the FRA Net – where all national contact points (usually consisting of researchers) can communicate with each other and share information. Our interlocutor from the FRA also named a concrete feature for the European Monitor that would be helpful for them. As the Charter of Fundamental Rights²⁰ is the basis for the agency’s work, they would be interested in a function of the tool, where the user can find information

²⁰ http://www.europarl.europa.eu/charter/pdf/text_en.pdf (June 20, 2012)

about the implementation of certain rights, if there are problems and obstacles in exercising all guaranteed fundamental rights. The FRA would be particularly interested in the rights situation of Roma across Europe as well as irregular migrants (their access to health care etc.).

The **International Centre for Migration Policy Development** has a company Facebook account but so far no official strategy for the use of social media. In general, they tend to be rather open towards social media projects and do show a strong interest in the European Monitor.

5.3.4 Conclusions

Our research on international governmental organisations in the field of migrant integration showed that this user groups is characterised by great diversity in terms of size, topics, main fields of activity and interests. Out of the three interviewed organisations two are very active in social media and expressed their strong interest in the European Monitor as a social media analytics tool.

IOM Vienna does not have an official Facebook or Twitter account for the organisation itself, but for one of its current projects – PLURAL+, which deals with migrant youths – Facebook and YouTube accounts were set up. The IOM International is on Facebook, Twitter, Flickr and YouTube. The particular value and use of user-generated data from online sources might be demonstrated to them when testing the European Monitor trial version.

The FRA is assigned by the European Commission and has a very concrete field of responsibility – “collecting evidence about the situation of fundamental rights across the European Union and providing advice, based on evidence, about how to improve the situation” (http://fra.europa.eu/fraWebsite/about_fra/about_fra_en.htm, July 2, 2012). Though the agency covers a broad range of issues and countries (the 27 EU member states plus some of the candidate and associated countries) they are very eager to get information about “what happens on the roots”: “We are active on a quite high, the European level – but we must not be detached from reality” (expert interview).

The ICMPD is actively conducting research on urban integration and due to its geographical scope very interested in comparative data within Europe. By its member states and in cooperation with other (international) organisations the ICMPD is assigned to various projects and evaluations for which the European Monitor might be useful²¹.

In general, it can be concluded from our research on international governmental organisations that though they are active at a high level – European (or global) policy-making and policy advise – data from social media analytic tools are of value for certain projects or tasks. When approaching further IGOs once the European Monitor is finished and ready for implementation it should be taken into account that especially big organisations with a broad mission use to focus on the national level and often times more traditional sources of infor-

²¹ see: <http://www.icmpd.org/Research.1556.0.html> (July 1, 2012)

mation. The value and use of social media analytics as a bottom-up tool which offers real-time information on the public discussion on integration issues should be stressed when targeting this group.

Organisation	Category	Integration focus	Social Media Use	Needs & interests
IOM Vienna	Legislation and/or Execution of Migration/Integration Policies; Research and/or Policy Advice	All integration areas	-	Well-considered selection of sources
ICMPD	Research and/or Policy Advice	All integration areas	Facebook	-
FRA	Research and/or Policy Advice	Group provisions, anti-discrimination, all other integration areas	Facebook, Twitter, YouTube, Wiki	Comparable data from various European countries (larger scope including Eastern European cities), fundamental rights provision, access to services

Table 8: Overview: Interests and needs of International governmental organisations

5.4 Governmental Organisations

From the collected and researched governmental organisations, which were mostly integration and migration ministries and the respective departments in other, like employment ministries responsible for integration issues, we selected and contacted five institutions for our interviews.

Even though the response rate in this user group was rather low compared to the others, we could conduct two semi-structured interviews with members of governmental organisations: (1) an officer from the **Swiss Federal Office for Migration, Department of Integration** (Bern-Wabern), and (2) the Deputy Director of the **“Integration and Urban Development” division** within the **Swedish Ministry of Employment** (Stockholm). Unintentionally, we interviewed two official organisations from countries with very different approaches towards migration and integration. This can for example be seen through the Migrant Integration Policy Index (MIPEX): While Sweden is the highest ranked country in terms of integration policies with 83 points, Switzerland is situated within the lowest third with 42 points²². It should not be overlooked that differences in responses of these two organisations may be stemming from the very differences in their respective backgrounds.

²² Status: June 2012 (<http://www.mipex.eu/countries>)

5.4.1 Integration issues and policy approach

Both organisations fall into the category of ‘Legislation and/or Execution of Migration/Integration Policies’ which is their core area. In addition, the Swedish Ministry of Employment has a small statistical research unit (which makes ‘Research and/or Policy Advice’ applicable as well) and the Swiss Federal Office is also partly involved in ‘Providing Services for Migrants’ (according to its website: advice for Swiss citizens planning to emigrate) and ‘Awareness-raising and Mobilisation’. Still, policy legislation and execution can be described as the prime task of both governmental institutions²³.

The **Swedish Ministry of Employment** is responsible for immigration and integration issues since the former Ministry of Integration has been dissolved with the year of 2011. According to our interlocutor from the ministerial division for “**Integration and Urban Development**” the organisation deals with the following migration and integration issues: (1) the introduction period for newcomers to Sweden, mainly humanitarian migrants, refugees and their family members, (2) citizenship – not only in a legal but in a broader sense (feeling of belonging to a country and its society) and (3) urban development. The division is actively involved in information and experience exchange with other EU member states and stresses the importance of information sharing for its own policy-making process.

The **Swiss Federal Office for Migration** did not emphasise the need of European cooperation in the field of migration and migrant integration as strong as our interviewee from the Swedish Ministry did.

Both organisations stressed the cross-sectional character of their integration policy approach and explained that the issue of migrant integration should be mainstreamed in all governmental and/or public institutions like government offices, the employment service, the educational systems etc. The Swiss Federal Office for Migration especially highlighted the importance of education as a crucial aspect of migrant integration within the European context. This includes all levels from pre-school support to adult education.

5.4.2 Interest in urban integration

Sweden used to be an active member of the *European Urban Knowledge Network* (EUKN) but terminated its membership in 2010 because – according to our interlocutor – Swedish municipalities did not use the provided web-based information by the EUKN like the central government would have intended. Still, urban development is one of the division’s three pillars and therefore main focus which is also linked to migrant integration:

“We know that we have particular challenges in some parts of mainly larger cities in Europe – sort of a combination of poverty and social exclusion coupled with large migrant populations. (...) For us this is a key concern and an area where we work a lot on

²³ See their websites: <http://www.sweden.gov.se/sb/d/8281> (for Sweden) and <http://www.bfm.admin.ch/content/bfm/en/home.html> (for Switzerland).

in Sweden and we are also engaged in the EU” (Interview with the Deputy Director of the Integration and Urban Development division).

Also the Swiss organisation stated that comparative information on migrant integration in a European context might be of interest for them, especially with regards to benchmarking and as a support for their decision-making on the further development of Swiss integration policies. Besides, no concrete existing information sharing activities were mentioned.

5.4.3 Usage of social media

From the small collection of governmental organisations in our overview list, less than one third is active in social media, compared to over 50 per cent of international governmental organisations and research centres and more than 70 per cent of NGOs (see figure 1 in section 8). Though many ministries and governmental offices do not have official accounts for Facebook or Twitter, individual politicians very often do. Though politicians’ social media sites are in many cases primarily PR instruments, there are also lively discussions going on about various political issues, so this might be an interesting source of data for the UniteEurope tool (while politicians are not considered as end users).

The **Swedish Ministry of Employment** has not yet implemented a strategy for the use of social media so far and does not have a Facebook or a Twitter account²⁴. However, the minister of Integration, Erik Ullenhag, is reported to be very active on his official Facebook and Twitter accounts. In contrast, the **Swiss Federal Office for Migration** does not use social media at all. Asked about their opinion on the concept of the European Monitor, our interlocutors from both governmental organisations stated that they would be interested in this type of data in some way, even though they would not be sure about how to deal with the necessary subjectivity and the lacking representativeness of user generated data on integration issues. In this regard, our Swedish interview partner mentioned that they use to rely on more traditional scientific methods.

“Basically, we have the situation where we have to manage the information inflow and we have to make sure that we are not overloaded by all sorts of information. And this is personal people thinking various things – of course that’s interesting in terms of gaging where the debate goes. But then again it’s very hard to find out if that is what the public thinks or just people who are very active on the Internet.”

In spite of the reserve towards social media in general, a potential field of application for the European Monitor in governmental institutions could be to analyse citizens’ reactions to and perceptions of integration policy proposals as well as politicians’ recommendations and actions. Though as our interlocutors stated, they consider it of utmost importance to inform the end user about the limits of social media analytics, especially with regards to its limited representativeness, and to indicate the sources where these contents come from. Both aspects are backed by the consortium, which is currently preparing its legal, ethical and cultural as-

²⁴ But the issue is currently under investigation.

pects report where follow up procedures are planned in order to assure that these concerns are met (see D2.6).

5.4.4 Conclusions

While individual politicians in many European countries realised the potential and importance of social media as PR instruments, the governmental organisations themselves are – so far – not often active in social media. Our desk research showed that few integration or migration-related ministries in Europe have a Facebook or Twitter account and during our interviews with representatives of such institutions a certain hesitance towards social media has been expressed.

Nevertheless we were able to identify specific interests in a social media analytics tool like the European Monitor. Governmental institutions are very eager to get information from a broad range of sources. For example, our interview partner from the Swedish employment ministry's division on Integration and Urban Development mentioned information sources like other ministries' reports, government agencies like the employment service, social security service, the migration board as well as regional and local authorities. In addition, they cooperate with civil society organisations. This way, the ministry gathers information from the governmental (top) level as well as from the 'field' level – the municipalities and civil society – where integration of migrants actually takes place. From this we can conclude and assume that the European Monitor, as a tool that offers real-time information without conducting costly and time-consuming surveys, might serve governmental organisations very well.

The concern of information overflow that has been expressed during the interview with the Swedish Ministry of employment can easily be dissolved by explaining the multilayer filtering system through keywords, place and slang tags and integration areas.

From our in-depth research on the user group of governmental organisations we can conclude that despite a general hesitance towards social media and the preference of more traditional instruments (like surveys) we can target integration-related ministries by highlighting the European Monitor's ability to

- provide timely and cost-effective information on citizens' discussions on integration issues
- track citizens' reactions to integration policies and measures
- support their decision- and policy-making through active information and practice sharing with other European cities and
- detect trends and hot topics in the public debate about migrant integration.

Organisation	Category	Integration focus	Social Media Use	Needs & interests
Swedish Ministry of Employment: Integration and Urban Planning division	Legislation and/or Execution of Migration/Integration Policies, Research and/or Policy Advice	Education, labour, language, citizenship	-	Monitor reactions to policy proposals and measures, filtering of information
Swiss Federal Office for Migration	Legislation and/or Execution of Migration/Integration Policies, Providing Services for Migrants, Awareness-raising and Mobilisation	All integration areas	-	-

Table 9: Overview: Interests and needs of Governmental organisations

6 Characteristics according to fields of activity

In the last section we extensively described and analysed the pan-European target groups based on their organisational categorisation. However, valuable findings can also be attained by screening the organisations across their main fields of activity.

6.1 Legislation and/or Execution of Migration/Integration Policies

The category of 'Legislation and/or Execution of Migration/Integration Policies' consists of a quite homogenous group of organisations, namely governmental and international governmental organisations which are assigned to policy-making or executing integration related policies and measures.

We conducted interviews with three organisations that have been classified in this 'main field of activity': (1) the *Swedish Ministry of Employment* (division of Integration and Urban Development), (2) the *Swiss Federal Office for Migration* and (3) the *IOM Vienna*.

Due to the fact that these governmental institutions have several different information sources at hand – from statistical bureaus and government agencies to partners at universities and civil society – the additional value of social media analytics as an instrument of information gathering and decision support is not evident for them at the first glance. During our interviews with integration experts at these institutions we learnt that their hesitance towards social media analytics can be resolved by highlighting the scientifically founded methodology of the European Monitor. Especially the multilayer filtering system by sources, keywords and integration areas will offer this group important and applicable data for their work of policy legislation and execution.

Our research allows the conclusion that the European Monitor would be relevant and valuable for them similar to local user groups involved in the same work activities – city administrations and local NGOs assigned to the implementation of integration policies and measures.

6.2 Research and/or Policy Advice

The category of 'Research and/or Policy' applies to several user groups like international governmental organisations (*Fundamental Rights Agency* and *ICMPD*), non-governmental organisations (the *Migration Policy Group*) and of course all Research Centres/Universities (*Swiss Forum for Migration and Population Studies*, *Migration Observatory/COMPAS*, *Migration Policy Institute Europe*).

While some of these organisations have a direct mission to provide empirical data and expert advice for policy-makers (FRA, ICMPD), others work more independently and cover the whole range of integration and migration issues in basic research (for example the Swiss Forum who is connected to the University of Neuchâtel).

The European Monitor on Urban Integration might be of great interest for the groups classified as primarily involved in ‘Research and/or Policy Advice’ as their main field of work because the Monitor uses a new scientific instrument of data collection at the crossing point of IT and social sciences. Like the research partners in the UniteEurope consortium have realised the potential and benefits of social media analytics for their research (on migrant integration) other institutes with a similar orientation might also be a great target group for the European Monitor.

6.3 Representation and Advocacy

Almost all organisations in our overview list that have been classified as primarily representing and advocating for migrants are NGOs which shows a similarly strong relation between the categories ‘Non-governmental organisation’ and ‘Representation and Advocacy’ like between ‘Research Centre/University’ and ‘Research and/or Policy Advice’²⁵.

Two organisations, the *Platform for international Cooperation on undocumented Migrants* (PICUM) and the *European Network of Migrant Women* (ENoMW), were selected as examples for the ‘Representation and Advocacy’ category. Both NGOs are European networks consisting of member organisations in several countries. Therefore, comparable information on migrant integration in different cities is very important and valuable for their work. To be able to advocate for migrant groups, PICUM and ENoMW – and this holds true for all groups in this category – need continuous and real-time information on migrants and integration issues. The European Monitor would not only support the national and local member organisations but also the headquarters of these networks by providing them local as well as comparative data generated by users in social media.

For associations claiming to represent a certain group of people and to advocate for them, it might be specifically interesting to have a tool that offers data – opinions and discussions – from the grass-roots level.

6.4 Providing Services for Migrants

Many organisations provide services for migrants but only few groups were listed in our overview that actually focus on this activity as a main task. This is due to the fact that mainly local organisations are involved in this area and we only explored pan-European associations.

From the category ‘Providing Services for Migrants’ we selected the *Verein Multikulturell*, a small Austrian NGO, for an interview to explore their integration focus and their interest in the European Monitor. The organisation offers psychological and family counselling, language training and – one of its core areas – educational advisory for young people with a migration

²⁵ The only organisation that has been assigned to the category of ‘Representation and Advocacy’ and that is not a NGO is the UN Refugee Agency.

background. Though the Verein Multikulturell does not have a specific target group but instead aims at supporting the local migrant population in various fields, there is a special emphasis on young people as well girls and migrant women.

Regarding the use of social media or social media analytics, our interlocutor, the chairman of the organisation, stated that their 'clients' were usually approached through traditional communication and information channels like telephone, mail and e-mail and that the personal face-to-face contact was essential for their work. However, we assume that the exchange of experience, measures and good practices between European cities would be a great asset for organisations like the Verein Multikulturell.

As a result from this research we concluded that the concrete benefit of (1) information sharing, (2) European networking and (3) the bottom-up feedback through social media analytics could be most important for this target group.

6.5 Awareness-raising and Mobilisation

Several organisations that have been identified and explored through our desk research are involved in awareness-raising and mobilisation activities (*FRA, Immigrant Council of Ireland, Migration Policy Group* etc.). But only few are primarily and mainly focused on these kinds of activities: *Amnesty International, the International League against Racism and anti-Semitism, Solidarity without Borders* and *UNITED for intercultural Action* – all of which are non-governmental organisations. With the last – UNITED – we conducted an interview as a representative for this category.

For very specific reasons, UNITED has been reserved towards using social media for its work activities so far. The organisation consists of a European network which includes refugee organisations and minority groups in countries where freedom of speech and political activity are not fully granted. Our interlocutor from UNITED stated during the interview that they were extremely cautious when it comes to online discussions where privacy and data protection was not always given.

In spite of this concern, the organisation showed great interest in the user-generated data the European Monitor is going to provide: "To get a sense of people's opinions across Europe [would really] help to improve our work."

We consider pan-European organisations that can be related to the category of 'Awareness-raising and Mobilisation' as a central and promising target group for the European Monitor because (1) it is essential for their work to get information on discussions and opinions 'at the roots', (2) it is important for them to identify focal points in the public debate on migrant integration at an early stage and (3) the tool allows them to monitor the impacts of their awareness-raising campaigns.

7 Summary and perspectives

In the deliverable at hand, we have collected a set of pan-European organisations in order to learn more about their needs and interests with regards to the European Monitor on Urban Integration. The original selection was thoroughly extended in the frame of an in-depth desk research and the benefits of a 'snowball effect' initiated by our partner ZARA who is very well linked with potentially interested organisations all over Europe. By developing categories of user groups and main fields of activity we created a matrix where each organisation can precisely be placed. Out of the entire set of organisations, we selected representatives of each user group and of each category for conducting guideline-based, semi-structured expert interviews.

This accumulation of data revealed several interesting facts for the development of the European Monitor which we take as conclusions for our further work. As expected, needs and interests do vary to some extent between and among the different user groups. This is not entirely surprising for the fact that we had to summarise user groups based on the highest common factor of the organisations, ignoring other aspects such as size, financial capability or ideology.

Nevertheless, this type of categorisation allowed us to summarise the following common points:

- **Governmental Organisations** can be accredited to be the most homogeneous of our user groups with regards to their mandates. They tend to be rather hesitant towards social media in general and state to prefer traditional survey methods. They also expressed concerns regarding the lacking objectivity and lacking representativeness of user generated data. In spite of these doubts we did detect an interest though when it comes to the perception of integration related campaigns and measures among the social media society. In this regard we do see a clear connecting factor which we can approach these organisations with in the conception of the European Monitor.
- **Non-Governmental Organisations** constitute the biggest part of European organisations in the field of migration and integration. Many of them are very active in social media and our interviews partners from this group expressed their strong interest in a tool that provides civil society feedback to policy-makers. Privacy issues were mentioned as important when analysing social media contents; especially the data and identity protection of irregular migrants was formulated as an issue that had to be handled with caution. This feedback from the interviewed NGOs affirmed us in our effort to proactively deal with the legal and ethical challenges that social media analytics might pose. Deliverable 2.6, which is being worked on simultaneously, examines all these questions in detailed manner.
- **Research Centres and Universities** with a specialisation in migrant integration use a wide range of information sources. So far, their social media activity is not very high and certain concerns regarding the quality of user generated data have to be ad-

dressed when targeting this group. The ability to get precise and comparable information through the filtering system has to be highlighted. The fact that most research centres that focus on migrant integration are interested in (1) integration at the city level and (2) the public discourse on migrants and integration suggests that they constitute a promising target group for the European Monitor.

- **International Governmental Organisations** were very interested in our research project and the tool development and might be a good target group once the tool is finished. The willingness of the three interviewed organisations to test the first trial version will give us more insights in the specific needs and demands of this user group. What is especially valuable for IGOs is the tool's ability to compare cities across Europe – a wider scope of participating cities would be very helpful in this regard.

Furthermore, the following conclusions can be drawn out of the categories according to the areas of activities of the organisations:

- The category of **Legislation and/or Execution of Migration/Integration Policies** is almost congruent with the user groups GOs and IGOs. From our interviews we learnt that a great variety of information sources is important for an evidence-based process of policy-making. So far, most representatives of this category have been reserved towards social media. Therefore, the scientific methodology of the European Monitor will have to be explained when approaching this group. Nevertheless, we consider this a promising target group because social media analytics would offer them time- and cost-effective data on people's opinions, reactions to policies and measures and focal points within the integration discourse.
- The category of **Research and/or Policy Advice** applies to very different organisations from all user groups and it is therefore difficult to identify commonalities. International governmental organisations from this category expressed their very strong interest in social media analytics while for research centres a certain hesitance towards social media research was identified. The potential benefit of social media analytics in general and the European Monitor in particular will need to be stressed.
- We consider groups that claim to **represent migrants and advocate** for them as particular promising target group for the European Monitor. Continuous and prompt information on migrants and integration issues from the grass-roots level are essential for these groups' work.
- **Services for migrants** are often provided by local organisations which is why we only examined a small sample of this group. But as a matter of fact, we can conclude from our research that associations from this category might be especially interested in the European Monitor because (1) for them it is essential to know what local people think about migrant integration, (2) they could learn from others cities and their services and (3) the data from social media could help them identifying migrants' needs in terms of services.

- For organisations in the **Awareness-raising and Mobilisation** category the European Monitor offers the chance to track the impact of their campaigns and to identify hotly debated integration issues at an early stage.

Summing up, we can state that this thorough compilation of target groups has provided us with two essential types of information which we exploit for the further development of the European Monitor: **Firstly**, we do have a data base of organisations where we have detected a founded interest in the tool, which we will be able to contact for demonstration reasons and potentially beyond. **Secondly**, due to our profound study in the frame of this deliverable, we could deduct needs, interests as well as concerns in a qualitative social scientific manner which will allow us to tailor the tool according to practical requirements. These are aspects that will substantially enrich our work on the European Monitor and will contribute to the high quality of the UniteEurope tools.

8 Annex: Compilation of results

Overview of interests and needs

User Group	Fields of activity				
	Legislation and/or Execution of Migration/Integration Policies	Research and/or Policy Advice	Representation and Advocacy	Providing Services for Migrants	Awareness-raising and Mobilisation
Governmental Organisation (GO)	Medium interest; hesitance towards social media (analytics); so far traditional sources; all integration areas relevant; concern of information overload				
International Governmental organisation (IGO)	Medium interest; hesitance towards social media (analytics); so far traditional sources; all integration areas relevant; concern of information overload	Very strong interest in social media and testing the European Monitor; all integration areas relevant (depends to some extent of projects); comparability of data is important; larger scope of cities preferred			
Non-Governmental Organisation (NGO)		Strong interest in social media and European Monitor; features: comparative Indicators, keywords	Strong interest in social media and European Monitor; often networks → therefore interest in comparative data from European countries; features: monitor citizens' opinions, policies and measures, individual cases	Low usage of social media; importance of face-to-face contact with clients; supposed benefits: information sharing, European networking, bottom-up feedback	Low usage of social media due to privacy issues; selected organisations might be outlier because of its member groups; supposed benefits: bottom-up information, impact of campaigns, identify focal points
Research Centre/University (RC/Uni)		Interest in social media analytics as a new scientific instrument of data collection; important: methodological approach of tool, representativeness of data, selection of sources			

Table 10: Overview: Interests and needs of all group categories (based on interview results)

Usage of social media by pan-European organisations

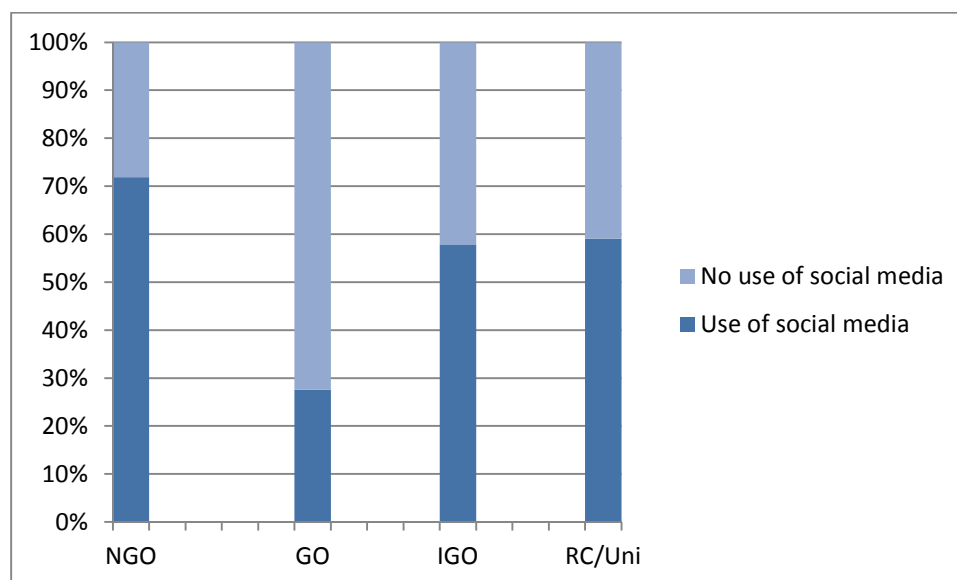


Figure 1: Usage of social media by pan-European organisations (based on our sample: NGOs: n=32, GOs: n=29, IGOs: n=19, RC/Uni: n=22)

Most important integration issues			
Socio-economic dimension	Socio-cultural dimension	Legal-political dimension	Spatial dimension
Employment	Violence against (migrant) women	Family reunification	Housing
Health care	Perceptions	Political participation	Urban development
Education	Politicisation of public debate on integration	Asylum	
Language		Anti-discrimination	
		Social rights	
		Citizenship	
		Introduction period	
		Integration courses	
		Pre-entry measures	
		Integration indicators	
		Inequality	
		Integration of Roma	

Table 11: Most important integration issues (mentioned by organisations in interviews)

Concerns regarding Social Media Analytics
representativeness of data
rise of right-wing extremism might challenge the information gathering of the tool
privacy issues
controlling of data
gap between online and real society
overrepresentation of extreme opinions
subjective opinions
quality of information
copyrights of the tool
geographical scope
information overload

Table 12: Concerns regarding Social Media Analytics (expressed by organisations during interviews)

Concrete features and tool functionalities
most recent developments at the European level on migrant integration
up-to-date information on migrant integration from different countries
facts and figures on incidents (good and bad)
existing policies and guidelines on integration or highlighting the lack of such policies and guidelines
case studies of individual's experiences of integration
examples of good practices
ability to compare to what services irregular migrants have access in different countries/cities
usage and semantic context of certain words (i.e. in hate speech)
frequency of certain opinions/arguments
feedback on policy proposals
good filtering of information
compare the overall integration policy approach of different countries
generate graphs and specific quantitative data

Table 13: Concrete features and tool functionalities (stated by organisations in interviews)

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Interviews

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European Union Agency for Fundamental Rights (Vienna/Austria): Seconded National Expert, Department for Communication and Awareness-raising; face-to-face interview, June 6, 2012.

International Centre for Migration Policy Development (Vienna/Austria): Director of General Affairs and Research; interview in written form, June 1, 2012.

International Organisation for Migration in Vienna (Vienna/Austria): Officer in Charge; face-to-face interview, June 4, 2012.

Migration Observatory/COMPAS (Oxford/United Kingdom): Senior Media Analyst/Press Officer; telephone interview, June 13, 2012.

Migration Policy Group (Brussels/Belgium): Information and Communications Officer; interview in written form, June 4, 2012.

Migration Policy Institute Europe (Brussels/Belgium): Director; telephone interview, June 21, 2012.

Platform for international Cooperation on undocumented Migrants (Brussels/Belgium): Advocacy Officer at the PICUM Secretariat in Brussels; telephone interview, May 25, 2012.

Swedish Ministry of Employment (Stockholm/Sweden): Deputy Director of Integration and Urban Development division; telephone interview, June 27, 2012.

Swiss Federal Office for Migration (Bern-Wabern/Switzerland): Officer, Integration Department; interview in written form, June 28, 2012.

Swiss Forum for Migration and Population Studies (Neuchâtel/Switzerland): Director (and Professor at the University of Neuchâtel); telephone interview, May 25, 2012.

UNITED for Intercultural Action (Amsterdam/Netherlands): Publications Officer; face-to-face interview, May 23, 2012.

Verein Multikulturell (Innsbruck/Austria). Chair; telephone interview, June 15, 2012.