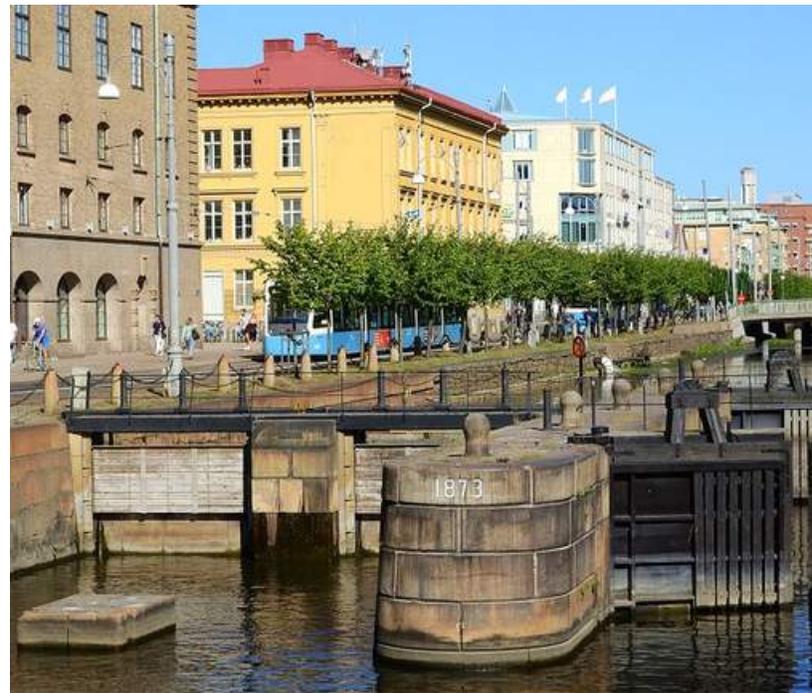


Welcome EU Mobile Citizens

Newsletter || Issue #5 || October 2016

FROM DUBLIN TO GOTHENBURG



DUBLIN WORK VISIT

Between 19 - 21 of October, the Welcome Europe delegation will gather in Dublin for their final work visit. Brendan Doggett of the Dublin City Council shares a preview of the program.

WELCOME EUROPE TOOLKIT

Six cities would like to share their discoveries and good practices with other cities that are looking at their welcome policies for EU mobile citizens.

ONLINE WELCOME INFORMATION

Almost two years down the road in the WE-project, we sent out a questionnaire to see in what ways the partner cities changed their online welcome .

From Dublin to Gothenburg

WELCOME EUROPE TOOLKIT

Welcome to the fifth Welcome Europe newsletter. The WE project is entering its final stage. Every partner is working on their input for the toolkit which will be presented at the final conference in Gothenburg in December. Transnational coordinator Ed Klute will describe some of the content of the toolkit in this newsletter, as a preview to the final newsletter which will be entirely devoted to the Welcome Europe Toolkit.

- ▶ WELCOME INFORMATION
- ▶ LABOUR
- ▶ HOUSING
- ▶ COOPERATION WITH NGOS
- ▶ HEALTHCARE
- ▶ SOCIAL INCLUSION
- ▶ MEDIA

THE WE-PROJECT IS LOOKING FOR POLICY KNIGHTS IN SHINING ARMOUR (M/F)

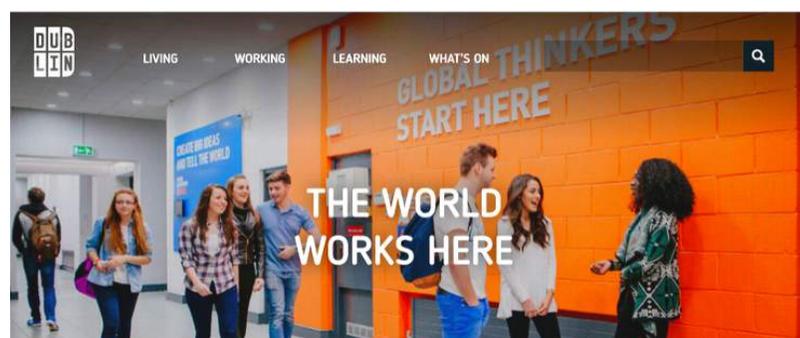
This newsletter will also feature a bigger piece on the process of policymaking. Every partner is currently trying to turn pilot projects into implemented policy. What does such a process ask of the involved policy makers? Lecturer Joke Hermes of Inholland University is researching this process for the WE-project and will share her first thoughts on the subject. Niels Tubbing, project leader of Welcome Europe, will share his experience on implementing an EU front desk at a department of the city of Amsterdam.



Lecturer Joke Hermes (left) and Ed Klute and Niels Tubbing (right)

ONLINE WELCOME INFORMATION

The WE project has in many ways shown that one of the most important parts in welcoming EU mobile citizens is providing sufficient, and tailor-made information that is available online. Some of the partners are already restructuring their online information platforms. The third piece of this newsletter will show their progress and lessons learned.



DUBLIN WORK VISIT

Finally, the WE partners are about to meet for their final work visit in Dublin. Assistant-administrative officer of the Dublin City Council Brendan Doggett will share a preview of the Dublin program to conclude this newsletter.



Assistant-administrative officer Brendan Doggett (left) together with lecturer Liam Coakley (right) in Brussels.



- ▶ EXECUTIVE SUMMARY
- ▶ WELCOME INFORMATION
- ▶ LABOUR
- ▶ HOUSING
- ▶ COOPERATION WITH NGOS
- ▶ HEALTHCARE
- ▶ SOCIAL INCLUSION
- ▶ MEDIA
- ▶ IMPLEMENTATION PROCESS

Table of contents for the Welcome Europe Toolkit (right) and Ed Klute from Mira Media (left)

Welcome Europe Toolkit

After almost two years of research, conferences, work visits and pilot projects, Welcome Europe is drawing to a close. Six cities have compared their local welcome policies and have learned from each other's good practices and research. They would like to share their discoveries and good practices with other cities that are looking at their welcome policies for EU mobile citizens. Currently, the partner cities are working on creating a practical toolkit.

Transnational coordinator Ed Klute explains: "We hope that this practical publication will offer other cities practical tips on policymaking on EU mobile citizens. The focus will be on the topics of the Amsterdam conference in May of this year." At this conference every partner chaired a thematic workshop: welcome information, labour, housing, cooperation with NGOs, health care and social inclusion.

Every partner will write a chapter on their expertise and include experiences of other cities in that specific field. They will provide context on the situation of EU mobile citizens in their cities, and the issues they face as municipalities making policy for these groups. They will also showcase several good practices.

The Welcome Europe toolkit will also elaborate on the role the media plays in developing policy for EU mobile citizens. The publication concludes with a chapter on the implementation process of a plan from start to finish.

Ed Klute: "We are aiming to present the toolkit at the final conference of the WE-project in Gothenburg. This publication will be made available online and we are counting on the partners to disseminate it in their networks."

THE WE-PROJECT IS LOOKING FOR POLICY KNIGHTS IN SHINING ARMOUR (M/F)

Do you have sharp political insight, are you perseverant, socially skilled and do you have an eye for the division of power? Welcome Europe is looking for you!

In every government organization it is a challenge for policy officers to make sure an idea is implemented into actual policy. They need to be informed about everything and everyone in their organization. Having the above mentioned skills will help tremendously according to Joke Hermes, professor at Inholland University. Together with associate professor Koos Zwaan she is researching the process from idea to implementation in the Welcome Europe project.

“A complicated process like this needs a policy knight in shining armour”, explains Joke Hermes. Project leader and local Amsterdam knight, Niels Tubbing adds: “You need to be aware of all the different influencers who can impact the implementation of your idea, so that you can involve them at an early stage. You also need to be practical: pick one or two recommendations. Don’t try to change everything at once. It’s easier to convince decision makers with concrete solutions.”

Professor Joke Hermes differentiates several steps regarding the process towards implementation.

“Firstly, there has to be a notion within the municipality that there is an issue that needs solving. In many cases one or two policy knights try to create a mindset among their colleagues to solve this issue.”

JOKE HERMES

In the case of EU mobile citizens in Amsterdam there had been some attention for EU citizens from Eastern Europe, but it was former project leader Koen Faber who advocated for the WE-project, together with Mira Media transnational coordinator Ed Klute, in order to put the topic higher on the agenda.



Professor Joke Hermes at the Brussels Conference

“The advantage of a European project like Welcome Europe is that we now had the time and resources to research the needs of EU mobile citizens in Amsterdam extensively. The exchange of ideas and good practices between different cities was very helpful in fine-tuning our own ideas. And there was room to experiment. We could try out pilot projects and learn from them, which helps with the final implementation into policy.”

NIELS TUBBING

After the first step of creating a mindset in which ideas are developed into a plan, the plan needs to be implemented. “Our policy knights need to be active in several fields. They need to work with the right partners (NGO’s, embassies, work agencies etc.), they need to involve the right departments, to fit their plan into existing policy and find political support for their plan.” Professor Joke Hermes explains.

In Amsterdam Niels Tubbing, together with his coworker Nathalia Vredeveld, is looking to implement an EU infodesk. One of the departments that could perhaps host such an information desk is the Expatcenter. This means involving the Expatcenter first of all. Next to that they need to stay in touch with several NGO’s dealing with EU mobile citizens (Fairwork, Flexwonen, GGZ Keizersgracht etc.). An added difficulty is working in between different municipal departments.

Niels Tubbing: “We work for the department of Social Services, but the Expatcenter, for example, is part of the department of Economic Services. So we need to make sure that we convince the director of our department that it makes sense to implement the EU infodesk at another department. We also need to make sure that everybody is informed in the right order. The director and alderman of the other department cannot be informed before my own director and alderman.” Niels Tubbing also stipulates it is very important to make sure



Project leader Niels Tubbing (right) together with transnational coordinator Ed Klute (left) during the Amsterdam conference in May.

you know all the counterarguments that decision makers could bring in against your plan. “You need to have an answer to every possible question. Also you need to be able to show them this is the best possibility in solving the issue at hand.”

“Finally, when the plan is implemented you need to monitor it continually, especially in the first period after implementation” says Joke Hermes. “Our policy knight needs to check up if, for example, the Expatcenter offers the welcome information in the right way to the right person. Or if new needs of EU mobile citizens emerge.” Niels Tubbing has already included this in his plan. “The EU infodesk will start very soon as a pilot project at the Expatcenter. Next to that we will do research to see if that is actually the best place to host the infodesk for longer than just the near future, or that perhaps another department, such as Community Services, will be better equipped to make the information desk part of a longstanding infrastructure aimed at helping EU citizens find their way in Amsterdam society. We will be monitoring the implementation after the project as well, to ensure a transition to a situation that is (close to) ideal for all actors involved.”



ONLINE WELCOME INFORMATION FOR EU MOBILE CITIZENS

The importance of offering clear, custom-made welcome information to EU mobile citizens has been clear from the start of the project. Associate professor Gregg Bucken-Knapp and researchers Andrea Spehar and Alexandra Bousiou describe the importance in their comparative research as follows: “During the course of the research, it became apparent that a major component of a welcoming policy for EU migrants is the provision of information for newcomers. All cities, to some extent, engage in the provision of information to newcomers. The format that this can take varies. Some cities remain passive, waiting for the EU migrants to request information about available services, while other cities promote their services through informative campaigns.” (Source; Bucken-Knapp, Sephar, and Bousiou, Local Welcome Policies for EU Migrants – consolidated report, Gothenburg 2015, p.39).

An important component of the welcome information that the partner cities offer is online information. At the beginning of the project every city had made general information about their city available online for newcomers. Most of them did not target EU mobile citizens specifically and in many cases information was only available in the native language. Now, almost two years down the road in the WE-project, we sent out a questionnaire to see in what ways the partner cities changed their online welcome information. What immediately strikes us while reading the answers is that in almost all cases new websites are developed or at the least rearranged to make it easier for newcomers to access the information.

Brendan Doggett, Dublin: “The website Dublin.ie existed since the early 1990’s and as a website of its time, it expanded over the years to include online forums and email hosting with up to 5,000 visitors per day. The site became unmanageable and the forum and email hosting too costly. It was decided to rebrand the site and refine the information provided. Dublin.ie was designed to celebrate the very essence of Dublin; the people, places and things that make Dublin truly unique as a place to live, work and learn in. It’s all about building a vivid picture of a progressive, diverse and multicultural modern European city and region teeming with character, and characters.”

Niels Tubbing, Amsterdam: “We are trying to make the official website easier to navigate, with all the necessary information gathered and available. We are combining the information that the Expatcenter offers and that the city government offers, so there is a more organized approach and a single place where all the information can be found. Next to that we are trying to connect to other online places where EU citizens go to find their information, as well as work closely together with certain NGO’s and migrant organizations. Not only to send out all the information that we think is important, but also to hear what possible other information EU citizens need.”

Teresa Woodall, Gothenburg: “We are reconstructing the information on Goteborg.se, as this is the city’s website that should be used. A new version with information was launched this autumn, but we are hoping to make the

the information more useful and directed toward EU citizens. Now the information mostly concerns refugees, but with some modification the website also can give good information to mobile EU citizens.”

Julie Munck Ewert, Copenhagen: “The City of Copenhagen launched an English version of the official municipal page in 2015, where all relevant information is gathered. (...) On top of this, International House Copenhagen has a sub-site. Here all international citizens can find specific information on the registration process, sign up to events and more. This page is updated regularly, but overall appears in the same form as in the beginning of the WE-project. We have, however, added a lot on the events page after joining the WE project, and added several events and the event calendar.”

Dries van den Brempt, Brussels: “Currently we are developing a new (mobile) website. The functional analysis is done and now a designer and a developer are working on it. The site will offer brief and clear welcome information per theme (general welcome, housing, social security, education, kids, leisure, etc.) with addresses and websites of useful organizations.”

Some of the partner cities have started to monitor the online behavior of EU mobile citizens, so that they can customize the information to their needs. Although Amsterdam has just started to look at the online behavior of EU mobile citizens this analysis already offers interesting insights.

Niels Tubbing, Amsterdam: “We see that different groups (nationalities) tend to make use of different online platforms to find information or to discuss things. Some groups are organized on Facebook, others use specifically designed forums. Many of them not only look at official sources, but also look into experiences of other migrants.”

Brendan Doggett, Dublin: “Our pilot project is monitoring the information and pages accessed by European users of the website (Dublin.ie). This allows us to identify the information requirement after which we can expand and develop the information further. (...) The analysis also allows us to look at the information being accessed from different European countries to see what is relevant in each country.”

Ulrich Schenck, Hamburg: “The City of Hamburg isn’t monitoring online behavior of EU mobile citizens, because of the outsourcing of the support. We do notice that not all deprived persons have internet-access. Some of them are homeless.”

Finally, we asked the partners about the use of social media to reach EU mobile citizens online. Most of them



mention Facebook, some of them LinkedIn or Twitter, but other than Dublin, none of the partners seem to have a well thought-out social media strategy.

Brendan Doggett, Dublin: “The website has a dedicated Facebook and twitter account. The unit behind Dublin.ie have recently invested significant resources in their social media work to increase engagement with the site. They also have hired a writer to keep the content fresh and up to date. They have developed a social media plan to:

- Promote the original content available on the site.
- Re-feature great Dublin content from elsewhere on the web.
- Foster brand awareness.”

The questionnaire shows that all partner cities see the importance of tailor-made online welcome information. Most of them have invested in new or restructured websites to offer suitable information to EU mobile citizens or newcomers in general. As far as monitoring online behavior and social media strategy is concerned steps could be made to accommodate the needs of EU mobile citizens even better.



Dublin Work Visit

This week the Welcome Europe delegation will gather in Dublin for their final work visit. A few weeks before the visit we spoke with assistant-administrative officer of the Dublin City Council and organizer of the work visit, Brendan Doggett. “The program is almost finalized, I’m only waiting on confirmation of the last sights we will visit on Thursday.”

Brendan Doggett wants this work visit to be practical. “It won’t be too serious. There will be policy discussion, but there will also be practical talks. It will be a nice mix.”

The program will kick off on Wednesday showcasing two good practices in Dublin: Peter Sheeky, project leader of the English Language Center, featured in the previous newsletter, will share his experiences setting up his language project. Anthony McGuinness of Dublin.ie will then discuss the updates made to their website. Lecturer Liam Coakley of University College Cork will also share his evaluation of the process of the City of Dublin within the WE-project. The remainder of the afternoon will be for associate professor of Inholland, Koos Zwaan. “Koos will update us on the process evaluation report of Inholland and after that we will have a walking tour of the city focused on historical migration.”

The second day of the work visit will be opened by the Lord Mayor of Dublin, Brendan Carr, followed by lectures on the policy challenges and the practical challenges of EU migration.

“In the afternoon we will split the group into two. The management meeting will kick off, because we have a lot of work to do regarding the Toolkit. The other group will visit some sights, such as the local enterprise office and a social housing project.”

Both groups will meet each other again in the evening at the Guinness Academy. Most of the project partners and management will stay until Friday afternoon to participate in another management meeting on Friday morning.



Assistant-administrative officer Brendan Doggett (left) together with lecturer Liam Coakley (right) in Brussels.

Welcome EU Mobile Citizens

Editor-in-chief **Zoë Papaikonomou**
zoe@diversitymedia.nl

Layout Design **Sorina Untu**
s.untu@miramedia.nl

Photography **Zoë Papaikonomou**
zoe@diversitymedia.nl

Other Public Domain photos

For questions about the 'Local Welcome Policies for EU Mobile
Citizens' Project, please contact:

Transnational project leader **Niels Tubbing**
n.tubbing@amsterdam.nl

Transnational Advisor & **Ed Klute**
Coordinator **e.klute@miramedia.nl**

Transnational finances & **Spyros Papastamatiou**
Administration **s.papastamatiou@miramedia.nl**

This publication has been produced with financial support from the European Union's Fundamental Rights and Citizenship Programme. The information and views set out in this publication are those of the authors and do not necessarily reflect the official opinion of the Commission. The Commission does not guarantee the accuracy of the data included in this publication. Neither the Commission nor any person acting on the Commission's behalf may be held responsible for the use which may be made of the information contained therein.



With financial support from the
Fundamental Rights and Citizenship Programme
of the European Union