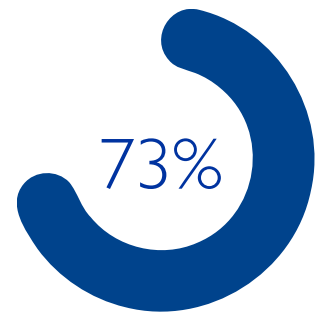


# MOVING THE MIDDLE

Everyone seems to have an opinion on migration; positive or negative. It remains an important and much-discussed subject within the Netherlands. Often, we only hear the very loud pro-migration or anti-migration voices. But what if you don't have a strong opinion on migration? What about the group of individuals who find themselves between the two sides of the debate?

This group is known as the Movable Middle. They are people who tend not to have a strong opinion on the topic or aren't sure if they even have an opinion at all. In the Netherlands, almost half (44%) of the population belongs to this middle group. The 'Moving the Middle' project wants to find out more about the Movable Middle and how they can best be communicated with.



73% of the Dutch population believes there is a lot of tension between migrant and non-migrant groups in the Netherlands. (Source: SCP bureau)

## PROJECT GOALS

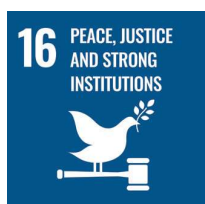
- ~ To create room for public discussions about migration
- ~ To improve our understanding of who belongs to the Movable Middle and how they can be reached
- ~ To support more positive stories and views on migrants in the Netherlands
- ~ To create a more inclusive Dutch society

## ACTIVITIES

- ~ Conducting research on the Dutch Movable Middle to collect information on the values, attitudes, and best ways to communicate with the group
- ~ Testing best practices and communication strategies with the Movable Middle in-person and online
- ~ Hosting a final conference to present project findings and bring together relevant stakeholders to discuss issues of migration

Want to learn more about the project and our activities?

Visit our website, [iom-nederland.nl](http://iom-nederland.nl) to stay up to date about the latest developments.





With support of the Migrant Ambassador Advisory Board

To contribute to a more balanced narrative around migration and migrants in the Netherlands and support a more inclusive society, we conducted research in three phases:

  
**Survey**  
1045 responses

  
**Focus group**  
Two sessions

  
**Test campaign on social media**  
6 weeks

Through this three-phase research plan, we collected the following findings:

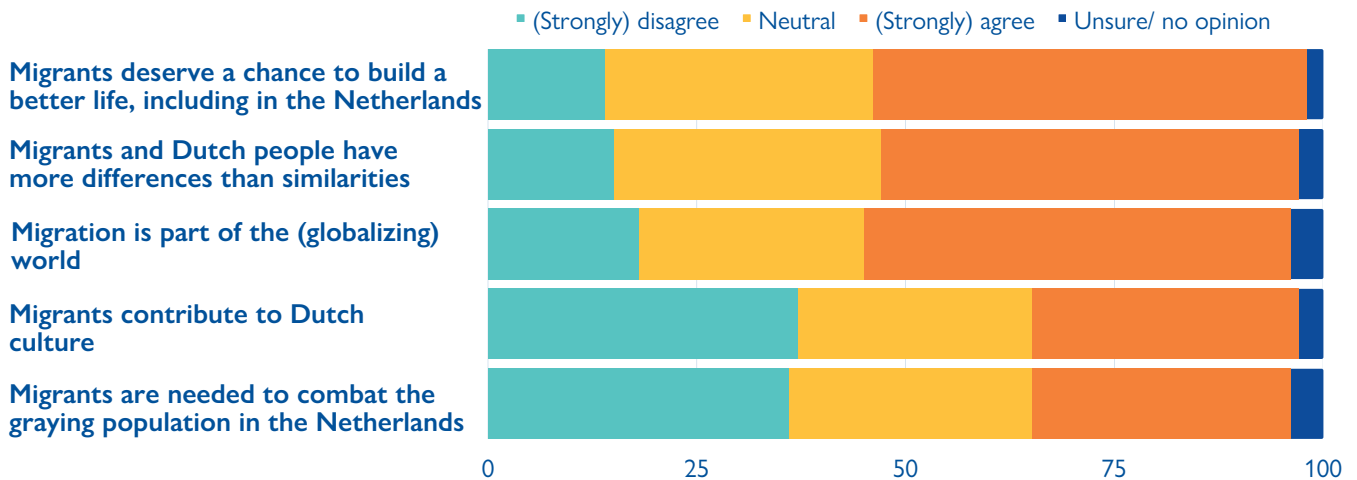
44%

Of the Dutch population  
belongs to the Movable Middle

They tend to prioritize very similar values as the general population:

- 1) Fairness
- 2) Self-direction
- 3) Security

**When asked about migration, they answered that:**



They are favorable towards the following messaging methods:

**1** Sharing personal stories about people living in the Netherlands

**2** The win-win frame: promoting the opportunities that migration brings that benefits all involved parties

**3** The Panta Rhei frame: that migration is a natural fact of life and has happened for centuries.



Find out more about the project here!