

Destination UNKNOWN

Championing the rights of children on the move

Virtual launch of new Guidelines on narratives

'Stories shape societies': Creating new hope-based narratives about children, young people and migration.

Monday 29 March 2021
12:00 – 13:00 GMT*

[Destination Unknown](#) is a network of largely local and national organisations and individuals, including young people, united to campaign for the rights of children and young people on the move to be upheld and protected. It is led by Terre des Hommes International Federation.

Destination Unknown recently launched a new initiative to play a role in influencing a change in the narrative on migration and a shift to a more hopeful and positive narrative around children and young people on the move. The new initiative aims to create more space for children and young people to speak, and to promote narratives that create understanding, empathy and belief in the possibility of change.

As a campaigning network, we aim to cultivate hope and empathy among the readers of our communications. By creating hope and empathy, we want people to visualise the opportunity and the real possibility for positive change in the lives of children and youth on the move and for building inclusive and sustainable democratic societies. We are doing this with children and young people from our youth networks and with other organisations working with and for children and youth on the move.

On **29 March 2021**, Destination Unknown will launch new Communication Guidelines, to support and inspire civil society organisations, policymakers, the media, and all individuals working with and communicating about children and young people in migration, and to influence a shift to more hopeful and positive narratives.

[Register here](#) and join us* to learn more about Destination Unknown's new Guidelines and to discuss how we can come together to shift narratives around children and youth on the move

AGENDA OF THE VIRTUAL LAUNCH EVENT

Moderator: Alexandra Muntean , member of the Destination Unknown Youth network, Youth Communication Engagement Focal Point/Campaign Lead for the UNMGCY Migration Working Group, and UNICEF Youth Leader		
12:05 – 12:15 GMT	Children and youth on the move: the need for a change in narrative	Opening remarks on the need to shift narratives around children and young people on the move <i>Roberta Metsola</i> , Vice-President of the European Parliament (pre-recorded video) <i>Leonard Hope</i> , member of the Destination Unknown Youth network (Italy)
12:15 – 12:45 GMT	Lessons and tools from Destination Unknown pilot project on hope-based narratives	Presentation of the initiative, the approach used and key findings on applying the hope-based approach when talking about children on the move <i>Hassatou Condé</i> , Destination Unknown Campaigner, Terre des Hommes International Federation <i>Kristin Hulaas Sunde</i> , Communications strategist <i>David Kitching</i> , Managing Director of Baseline strategy
12:45 – 13:00 GMT	How can we build on this and other initiatives and come together to influence this shift in narratives around children and youth on the move?	Discussion moderated by Alexandra Muntean , member of the Destination Unknown Youth network, Youth Communication Engagement Focal Point/Campaign Lead for the UNMGCY Migration Working Group, and UNICEF Youth Leader Vincent Catot , Policy Officer, European Commission DG Migration and Home Affairs Geneviève Säuberli , Human Rights Officer, Office of the United Nations High Commissioner for Human Rights (OHCHR)

*Please register before the event and remember that clocks will change in some countries on Sunday 28 March. [You can check the time in your time zone here.](#)