



European  
Commission



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# INTEGRATION THROUGH TOURISM: MIGRANT-LED WALKS HIGHLIGHT EUROPEAN CITIES' CULTURAL DIVERSITY

**Project name:**  
NEW ROOTS – MigranTour intercultural  
walks building bridges for newcomers'  
active participation

**Purpose:**  
Improving the social integration of  
recent migrants to Europe

## AT A GLANCE

**Geographical coverage:**  
Brussels, Belgium; Paris, France;  
Florence, Genoa, Milan, Naples, Rome  
and Turin, Italy; Lisbon, Portugal;  
Ljubljana, Slovenia

**Project coordinator:**  
Fondazione ACRA

**Beneficiaries:**  
Viaggi Solidali Società Cooperativa  
Sociale Onlus, Oxfam Italia Onlus,  
Casba Società Cooperativa Sociale,  
Associação Renovar a Mouraria,  
Crescer Na Maior – Associação  
de Intervenção Comunitária,  
AlterBrussels asbl, Drustvo za  
trajnostni razvoj Terra Vera, Baština

**Maximum grant:**  
€ 711 077

**Type of funding:**  
Asylum, Migration and Integration  
Fund (AMIF)

**Start date:**  
January 2018

**End date:**  
December 2019



## Walking to understanding

Migration has been shaping European cities for centuries and has been a constant feature of European societies.

Promoted by a consortium of associations, non-governmental organisations (NGOs) and sustainable tourism companies and led by migrant guides, MigranTour intercultural walks around cities across the continent allow people of all ages to discover the richness that diversity brings.

The early development of the MigranTour network was supported by the EU under the MygranTour project. In light of the large influx of refugees to the EU in 2015/2016, the NEW ROOTS project built on the achievements of MygranTour in order to further encourage integration. It covered urban tours in five countries: Belgium, France, Italy, Portugal and Slovenia.

## Combating xenophobia

NEW ROOTS aimed to combat xenophobia and help people who had recently settled in Europe to participate in society and develop a sense of belonging. Accordingly, migrants played a central role in the project.

Senior migrant guides – those who had been trained through MigranTour – introduced European cities and their heritage to newcomers, thereby furthering their integration and preparing them to start leading walks.

By heading up or taking part in walks and workshops, the guides and their trainees looked to build a new narrative on migration that stresses its benefits. Since the host community's contribution is essential to creating inclusive cities, migrants worked closely with local residents on the activities.

Additional goals of NEW ROOTS were to enable everyone involved to improve their communication skills and self-confidence, leading to positive impacts on their work and social life, and to give the guides, most of whom are women, an extra source of income.

Migration and  
Home Affairs

## Results

NEW ROOTS held ten 20-hour training courses – one per participating city – for a total of 70 senior migrant guides with the aim of enabling them to start working with newcomers. Following itineraries drawn up under the project, 10 welcome tours of each city led by senior guides engaged with 2 100 people, of whom nearly 1 700 were migrants, thus increasing their understanding of local culture and institutions.

Nineteen storytelling training sessions gave 400 newcomers the skills to share their personal stories and elements of their culture. Ten walks per city for around 20 participants each were then organised, with the trainees assisting the guides by giving short presentations. They also helped with migration workshops for over 2 500 young people in schools and youth centres.

Senior guides tutored at least 10 residents with migrant backgrounds from each city, with a view to their recruitment to the Migrantour team. As part of the process, the trainees were involved in a series of 40 free tours for some 5 000 youngsters from schools and youth groups, and 3 000 teachers, journalists, local authority representatives, social workers and members of the public.

Efforts were made to encourage other cities to join the Migrantour network. Guidelines and procedures were updated to make it easier to replicate the model, which the partners continue to assess and enhance, while tutoring was provided for prospective members.

## DIVERSE DESTINATIONS

Migrantour was launched in Turin in 2010 and has its origins in the city's Porta Palazzo area, noted for its multicultural open-air market. It grew so quickly that in the 2015/2016 school year, more than 400 walks took place in 10 cities across Europe for 7 450 people.

The tours take in locations such as Via Sarpi, the economic and social heart of Milan's Chinese community; the Belleville district of Paris, which has welcomed Poles, Russians, Armenians, Greeks and North Africans; and Mouraria, Lisbon's old Moorish Quarter which is today home to people of over 50 nationalities, with the largest groups coming from Bangladesh, India, China and Brazil.

## MORE INFORMATION

**Project reference:** AMIF-2016-AG-INTE-776202

**Title:** NEW ROOTS

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**Resources:** [www.migrantour.org](http://www.migrantour.org),

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<http://www.acra.it/migrantourmilano>,

[www.facebook.com/MigrantourNapoli](http://www.facebook.com/MigrantourNapoli),

[www.facebook.com/migrantourfirenzeoxfamitalia](http://www.facebook.com/migrantourfirenzeoxfamitalia),

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<http://www.bastina.fr/imaginaire/france/visite-d-adiou-des-divinites-du-benin.html>,

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[www.youtube.com/channel/UCo93AM3STwFNf1hDHeXc\\_WQ](http://www.youtube.com/channel/UCo93AM3STwFNf1hDHeXc_WQ), [www.instagram.com/migrantour.viaggisolidali](http://www.instagram.com/migrantour.viaggisolidali)