

Introduction: This research promotes social cohesion between the migrant population and host communities through strategies proposed by the communities themselves.

Methodology: Part of the studies carried out in the Americas focus on needs assessment and emergency response to the migrant population, but few study the social cohesion between these two communities. In response, IFRC and Ecuadorian Red Cross collected and analysed data in five neighbourhoods in different Ecuadorian provinces with high levels of interaction between these two communities.

General Demographic Analysis

837 surveys applied
 530 (61.1%) Host communities
 337 (38.9%) Migrant population

Main findings of the demographic analysis

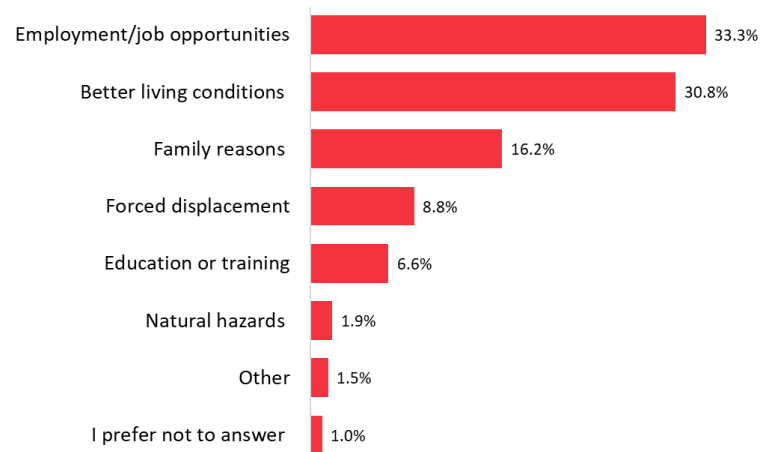
- Both populations show greater concentration of 18-29-year-olds and of females.
- Length of stay could reveal stages of adaptation, validating adaptable strategies.
- It is essential to adapt programmes and awareness based on the needs of both communities.
- Engaging both groups in programme design and evaluation is essential for social cohesion.

Understanding the motivations behind migration projects and their relationship with length of stay allows designing more efficient programmes and messages aimed at strengthening social cohesion.

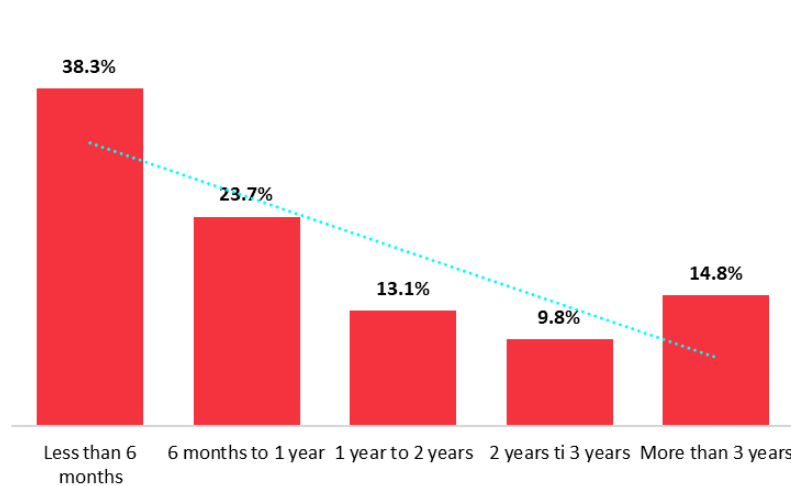
Individual processes of adaptation to local scenarios may vary based on the length of stay, which makes it possible to guide strategies towards strengthening social cohesion based on individual needs and expectations.

The longer the stay, the greater the proportion of people seeking to settle and the lower the likelihood of them "living here for a while" and "returning to my country". There is a relationship between motivations, length of stay, and individual expectations.

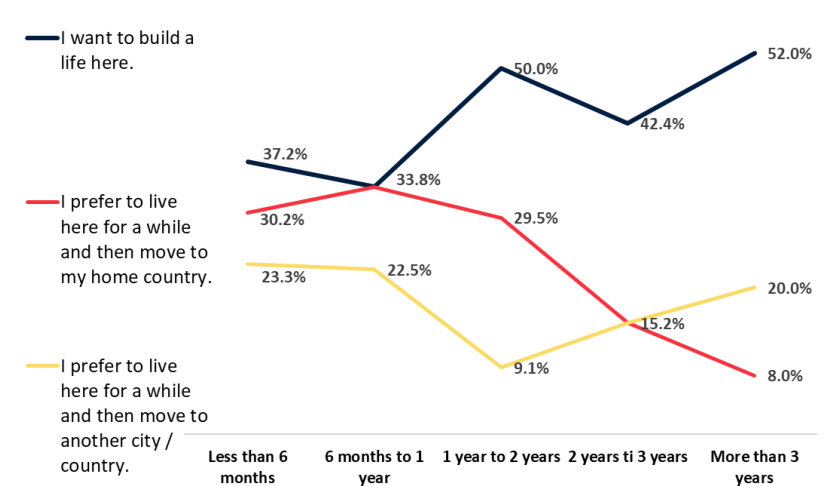
Motivations to migrate



Length of stay of migrant population



Personal expectations based on length of stay



Perception of differential treatment due to nationality

57.3%

of the migrant population has experienced differential treatment due to their nationality

¿How do these types of incidents evolve over time?

In the case of **women**, the perception of different treatment **tends to increase over time** (More than three years: 68.8%, and Between two and three years: 66.7%), which could be linked to the increase in community interactions that occur over time.

In the case of **men**, this perception **tends to decrease over time**, which could be linked to changes in their transport and mobility dynamics.

Additional studies are required to validate both hypotheses.

These findings emphasize that activities need to include participatory designs with:

- a gender approach
- an approach based on length of stay
- an approach considering place of occurrence (neighbourhoods, transport means etc.)

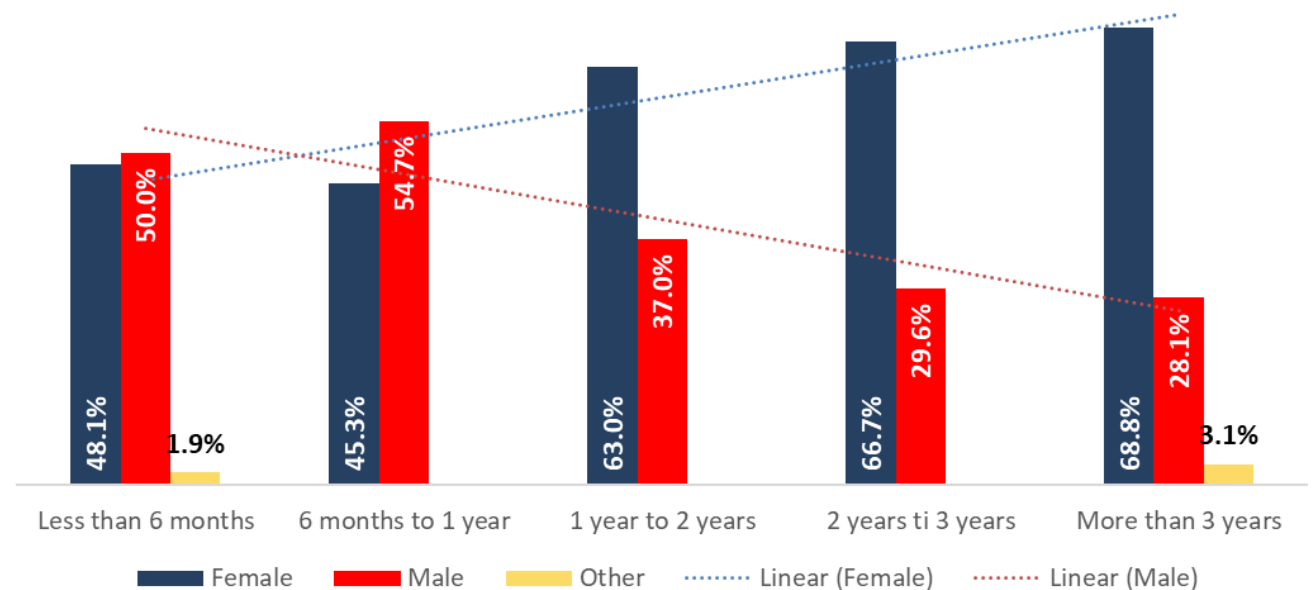
To promote anti-discrimination measures and a more inclusive coexistence.

¿Where are these incidents occurring?

Women report more **discrimination in their neighbourhood**, which justifies a territory and gender-based approach in programmes that promote inclusion and social cohesion.

In contrast, **men** report greater perception of differential treatment **in public transport** (35%), highlighting the importance of inclusive policies in this space.

Perception of differential treatment based on nationality, by sex and length of stay.



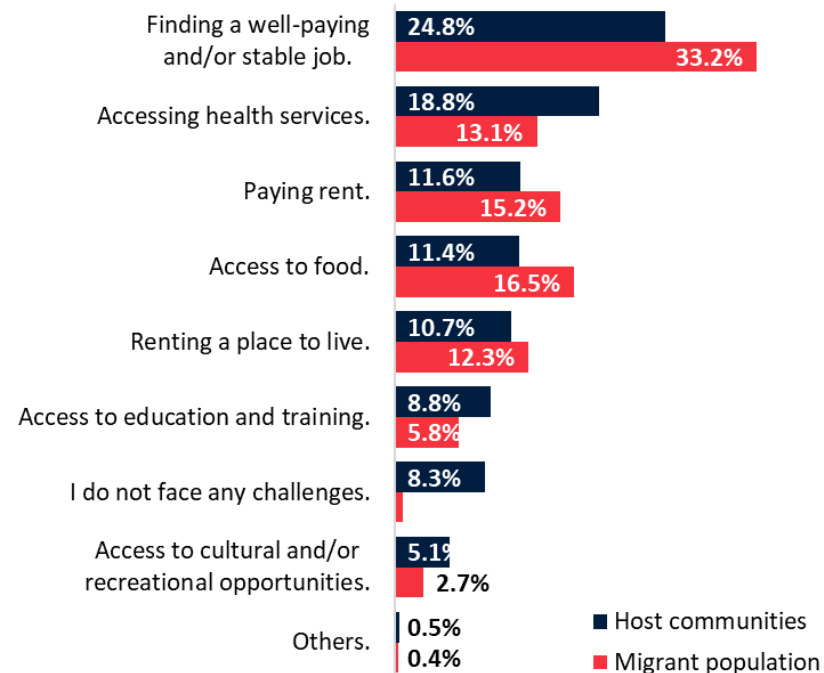
Cultural dialogue between populations

Multicultural dialogue is a promising way for implementing social cohesion programmes, while **economic issues** can generate tension between the two groups, representing **potential challenges** for programme design and implementation

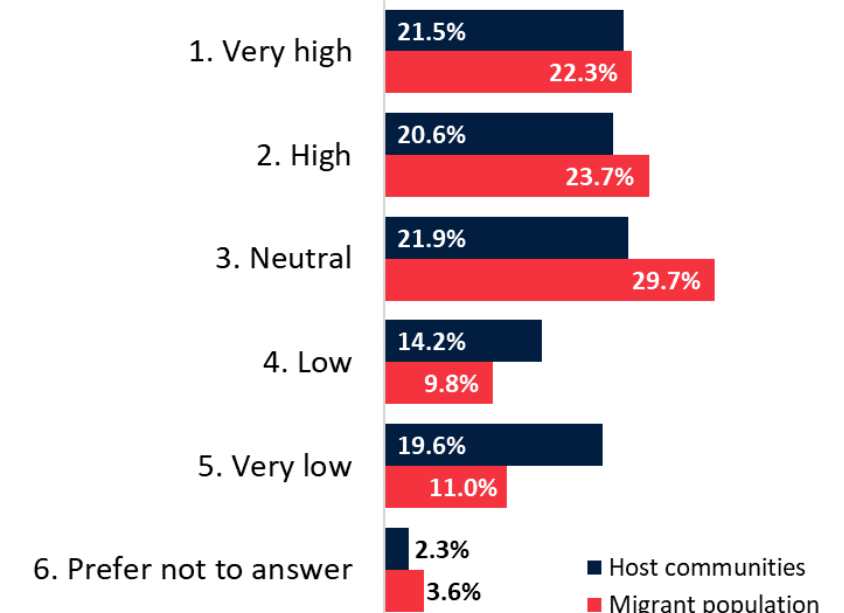
Both groups **encounter similar challenges**, including limited access to employment, food, housing, and healthcare. These challenges are more severe for the migrant population. **Female migrants report difficulties in finding rental housing**, which may be related to the perceived differential treatment in the neighbourhood mentioned in the previous section.

Both populations are **highly involved in activities of the other group**. The **migrant population (46%) shows a slightly higher willingness to engage than the local population (42.1%)**. The **neutral levels leave room for improvement** through social cohesion programmes.

Daily challenges based on group



Engagement in the other group's community activities



Promoting mutual interest in culture and traditions

Are host communities familiar with the migrant population's culture and traditions?

Yes: 50.6% No: 41.3% NA: 8.1%

41.3% of host communities who are NOT familiar with the migrant population's culture and traditions is asked: How could we increase your interest?

- Organize **gastronomy and cultural fairs** to showcase the traditions of the migrant population.
- Facilitate **integration events and community meetings** that highlight the traditions of the migrant population.
- Promote **entrepreneurship fairs** to recognise the skills and contributions of the migrant population.
- Create **workshops to share experiences, stories, and cultural knowledge**.
- Develop cultural promotion campaigns to **raise awareness in the community about the importance of diversity** and social cohesion.

Is the migrant population familiar with host communities' culture and traditions?

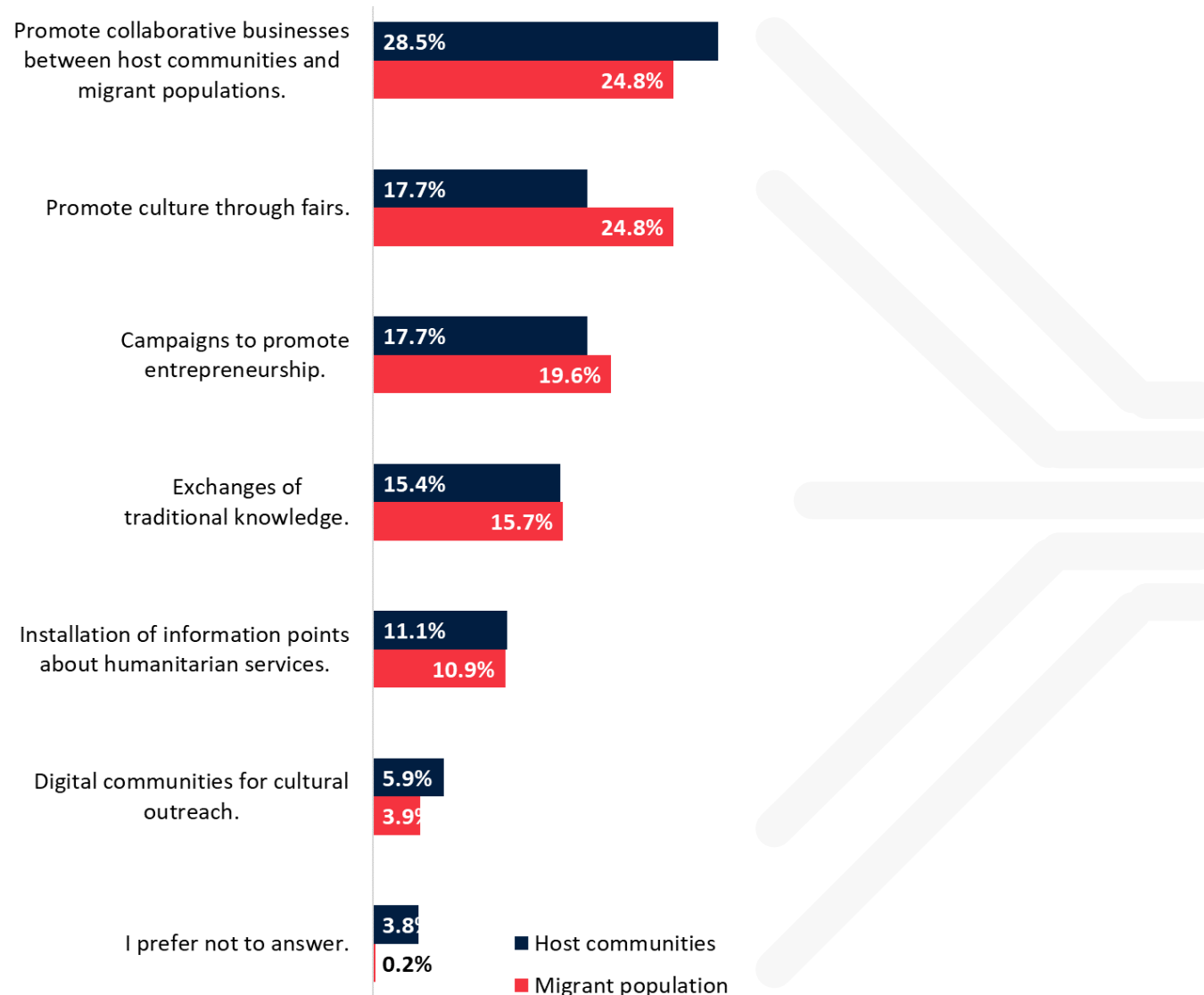
Yes: 55.2% No: 39.8% NA: 5%

39.8% of the migrant population who is NOT familiar with local culture and traditions is asked: How can we increase your interest?

- Increase the **availability of spaces for the migrant population to approach and build intercultural links**.
- **Participate in local cultural events, to generate interest** and promote interaction.
- Strengthen **cultural awareness through education**.
- Promote integration through **shared experiences and daily coexistence**.
- Foster positive relationships by **encouraging direct conversations** and frequent outreach to local communities.
- Recognize **diversity of perspectives** and respect for the various levels of interest in local culture.

What do these communities propose to promote social cohesion between them?

Actions to promote social cohesion, by group



The main trend is the **willingness** of both the host population (28.5 percent) and the migrant population (24.8 percent) **to engage in entrepreneurship promotion.**

Proposals related to productive units ranked first and third in both populations, indicating a shared interest in collaborative projects that strengthen individual economic aspects.

The **job access and economic resilience dimensions** is highly relevant for both communities and is **linked to the perception of social cohesion.**

While **both communities share a strong enthusiasm for cultural fairs,** this is slightly higher among the migrant population. This presents a valuable **opportunity for programme design** aimed at fostering social cohesion.

Worth noting is the **low interest that both populations show in using digital communities and the preference for in-person activities.** The recommendation is to implement **face-to-face programmes to promote social cohesion, which can be strengthened with digital media.**

Main findings of the research



Differential treatment based on individuals' country of origin highlights the **urgency of anti-discrimination measures**, proposing the implementation of awareness-raising programmes to promote diversity and combat stereotypes.

Despite the low levels of stigma detected, **addressing negative perceptions is critical**. Communication strategies that highlight the positive contributions of the migrant population can counteract stereotypes and promote inclusive coexistence.

Encouraging both communities to get to know each other personally and creating linkages through open dialogue are essential for demystifying negative perceptions and building bridges towards harmonious coexistence.

The recognized importance of **cultural awareness campaigns highlights the need for comprehensive strategies and effective dissemination** through various channels, by age range, including social networks and median.

The **unanimous appeal for open and respectful spaces for dialogue emphasizes the need to create inclusive environments** that foster mutual understanding and peaceful coexistence.

The willingness of both groups to participate in social cohesion programmes has significant potential. **Programmes that encourage both groups' engagement in community activities can strengthen social cohesion**.

The recognition of entrepreneurship as a key opportunity for social cohesion **underlines the importance of collaborative programmes that promote economic development and cultural exchange**. Additionally, **it is essential to combine digital media with face-to-face events, rather than relying solely on digital channels**, to reach migrant and host communities more effectively.

Recommendations for fostering social cohesion in Ecuador

Implement programmes that address differential treatment based on individuals' country of origin. These programmes will not only seek to promote diversity, but also combat ingrained stereotypes. The aim is to promote a more inclusive coexistence through awareness-raising and education initiatives, creating an environment that celebrates and respects cultural differences. Articulation with local authorities and other humanitarian actors is extremely valuable for these programmes.

(Articulation with the Risk Management and Emergency and Disaster Response (GRED) programme, Health programme and Volunteers).

Strengthen and scale-up cultural awareness campaigns through dissemination strategies tailored to different channels, seeking to ensure extensive reach but also to foster mutual understanding between both communities. These campaigns will serve as a vehicle to dismantle entrenched negative perceptions and build a foundation of mutual respect.

(Articulation with the GRED programme, Health programme and Communication Department).

Encouraging personal interaction between local communities and the migrant population is a key strategy. Through promotion of mutual knowledge and open dialogue, the aim is to demystify negative perceptions and build solid bridges for tolerant, harmonious coexistence. This approach aims to achieve a profound cultural change at the level of everyday relationships.

(Articulation with Youth programme, Health programme, Volunteers and Communication Department).

Recommendations for fostering social cohesion in Ecuador

Develop communication strategies that highlight the positive contributions of the migrant population, even in the absence of evident stigmas. This approach seeks to counteract any existing negative perceptions and promote a more collaborative image. A positive narrative will become an essential component for a shared community identity.

(Articulation with Communication Department, Health programme, Fundamental Principles and Humanitarian Values programme and Volunteers).

Addressing the unanimous appeal for open safe spaces for dialogue is crucial for strengthening social cohesion. Creating inclusive environments is an essential platform for promoting deeper understanding and peaceful coexistence.

(Articulation with GRED programme, Health programme, Youth programme and Communication Department).

It is essential to continue to promote both groups' participation in programme design and evaluation. This not only strengthens social cohesion, but also ensures that programmes are culturally sensitive and relevant to both communities. It builds diverse solutions that address the specific needs of each group.

(Articulation with GRED programme, Health programme, Youth programme and Volunteers).