

Second Asia-Pacific Regional Review of Implementation of the Global Compact for Safe, Orderly and Regular Migration

Item 3. (d) Improving value-driven and evidence-based policymaking and public debate and enhancing cooperation on migration (addressing objectives 1, 3, 7, 17 and 23)

5 February 2025

Thank you Mr. Chair/ Madam Chair,

As laid out in Article 1 of the Universal Declaration of Human Rights (UDHR), all human beings, regardless of one's migration status, are born free and equal in dignity and rights, including the right to equality and freedom from discrimination. However, like in other regions, migrants in Asia and the Pacific continue to face myriad forms of racism, xenophobia, and discrimination. Such hostilities exacerbate the human rights challenges they already face in their countries of origin, in transit and destination, pushing them further into vulnerable situations. Discrimination is not only one of the root causes of migration, but it also impacts their lives throughout their journey. Harmful narratives not only affect the human rights of migrants, but they also undermine the legitimate work of migrant human rights defenders, and harm society more broadly.

As the leading UN entity in the defence of human rights, OHCHR has been contributing to the implementation of GCM, including Objective 17, to counter harmful narratives while ensuring the protection of freedom of expression. One such example is OHCHR's [‘#StandUp4Migrants’ campaign](#) through which we work to ‘neutralize’ harmful narratives and promote inclusive societies built on shared values and infused with stories of hope.

In the Asia Pacific region, we have applied behavioural science to design narrative change initiatives in the Pacific, Southeast Asia and South Asia. Our research in these countries revealed that those who are strongly opposed to migration represent only a minority of people. In other words, the majority of people have the potential to become supporters of the human rights of migrants, if we approach them through appropriate messengers with a message that resonates with them. Based on the research insights, OHCHR developed the [MyGreat Story campaign in Australia](#), the [Dari Dapur campaign in Malaysia](#), and the [Our Stories campaign in India](#). We made our methodology and knowledge from these campaigns publicly available in the publication [‘Building Human Rights-Based Migration Narratives: the Story of #Dari Dapur and #MyGreat Story’](#) to support partners who are interested in developing similar initiatives. We invite States and all stakeholders to join us in building a big tent for human rights-based narratives on migrants and migration.

Thank you.