



## **EMN Ad-Hoc Query on COM AHQ on migration information and awareness raising campaigns in countries of origin and transit**

Requested by COM on 23rd September 2016

### **Irregular Migration**

Responses from [Belgium](#), [Croatia](#), [Cyprus](#), [Czech Republic](#), [Estonia](#), [Finland](#), [France](#), [Germany](#), [Hungary](#), [Italy](#), [Ireland](#), [Latvia](#), [Lithuania](#), [Luxembourg](#), [Netherlands](#), [Malta](#), [Poland](#), [Portugal](#), [Slovak Republic](#), [Slovenia](#), [Sweden](#), [Norway](#), [United Kingdom](#) (23 in total)

#### Disclaimer:

*The following responses have been provided primarily for the purpose of information exchange among EMN NCPs in the framework of the EMN. The contributing EMN NCPs have provided, to the best of their knowledge, information that is up-to-date, objective and reliable. Note, however, that the information provided does not necessarily represent the official policy of an EMN NCPs' Member State.*

## **Background information:**

The Council conclusions on migrant smuggling adopted on 10 of March 2016 call on Member States to "increase awareness of the risks of irregular migration and migrant smuggling among the general public, vulnerable groups and professionals that could come into contact with smuggled migrants, by for instance developing a counter-narrative in the media and to share best practices. These campaigns should be targeted at specific groups and contain a balanced message, possibly involving diaspora community". At the same time, the Council requested the Commission to continue developing and ensuring the implementation of a Migrant Information Strategy, as well as to review the results of the EU pilot information campaigns in Ethiopia and Niger together with EU Member States and Agencies with the aim of rolling out such information and awareness raising activities in other countries of origin and transit. By doing so, the Commission is implementing the EU Action Plan against migrant smuggling (2015-2020) adopted on 27th May 2015, which foresaw developing a counter-narrative in the media, including social media, and launching prevention campaigns in key third countries of irregular migration.

A number of information and awareness raising campaigns have been implemented over the years by EU Member States and Associated States, non-EU countries and International Organisations, including the EU. Many of these campaigns depict the risks and potential abuses connected to irregular migration and smuggling with the aim of preventing irregular departures, while others provide information to help migrants in making well-informed decisions, as well as providing a counter narrative to that presented by smugglers and traffickers to the migrants. In view of the above, the present ad-hoc query aims to:

1. **Gather an overview** of the information and awareness raising campaigns developed and implemented by EU Member States / Associated States in third countries targeting aspiring migrants and asylum seekers and in Europe targeting irregular migrants already in the territory in view of identifying gaps and opportunities for further communication activities
2. **Gain insight into how media**, and in particular social and on-line media, are used in information and awareness raising campaigns
3. **Contribute to inform the assessment of the effectiveness** and impact of information and awareness raising campaigns in Europe and third countries

In this context, the Commission intends to **map** past, current and planned information and awareness campaigns implemented by the Member States / Associated States in Europe and in countries of origin and transit of migrants and asylum seekers. It also aims at **understanding the assumptions** underlining the campaigns and their **expected and actual outcomes** as well as to reflect on the effectiveness of such communication and information activities. In view of the scope of this AHQ, it is of utmost importance to liaise with relevant authorities, in particular ministries of foreign affairs and development agencies in order to receive a complete overview at national level of the communication activities carried out in third countries.

The Commission intends to bring together national authorities and relevant stakeholders, including EU Agencies, International Organisations, media companies and communication experts, in a workshop in the 4th quarter of 2016. The workshop will take stock of the findings of the AHQ and provide an opportunity to compare experiences and discuss good practices at European level, with a view to support better prevention of irregular migration, enhance return and fight migrant smuggling. For the purpose of this query, migrant smuggling includes facilitation of unauthorised entry and transit as well as residence, in line with EU legislation.

## **Questions**

1. Due to the presence of questions with several tables, please reply directly in the attached word document and upload your reply as 'supporting document'.

Responses:

## BELGIUM

Wider dissemination: Yes

Answer to questions 1 & 3:

*Information campaigns targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU*

### DEMOCRATIC REPUBLIC OF CONGO (DRC)

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| <b>Title of the campaign</b>  | <i>La Lutte contre l'immigration irrégulière en RDC</i>  |
| <b>Year(s) of implementation and duration</b>                                 | <i>4 Months – October 2009 / January 2010</i>  |
| <b>Costs of the campaign</b>  | <i>40 000 Euro</i>   |
| <b>Targeted country / audience/ languages</b>                                 | <ul style="list-style-type: none"> <li><i>a) Potential candidates of irregular migration and victims of trafficking in the DRC</i></li> <li><i>b) NGO's , religious organizations (e.g. churches), cultural and sports organizations</i></li> <li><i>c) Ministries and public services dealing with migration matters</i></li> </ul>   |
| <b>Implementing partner(s)</b>  | <ul style="list-style-type: none"> <li><i>a) DGM (Migration Service)</i></li> <li><i>b) NGO's</i></li> <li><i>c) Home Office of the Belgian Government</i></li> </ul>  |
| <b>Main objectives, intended results and key messages</b>                     | <ul style="list-style-type: none"> <li><i>a) Strengthen the knowledge of the Congolese people regarding the dangers of irregular migration</i></li> <li><i>b) Sensitise the Congolese people about the consequences of trafficking with a special attention to vulnerable groups</i></li> <li><i>c) Give information to returnees or those who are willing to return on job opportunities and social economic conditions in the country of origin</i></li> </ul>   |
| <b>Communication channels and tools used</b>                                  | <ul style="list-style-type: none"> <li><i>a) A television spot that is wide spread on different local television and radio</i></li> <li><i>b) 2000 brochures on the risks of irregular migration</i></li> <li><i>c) 2000 brochures on the consequences of irregular migration</i></li> <li><i>d) 6 television debates</i></li> <li><i>e) A piece of theatre was written by an NGO (Afric action) and shown 24 times to pupils, students, and other youngsters who are potentials victims of trafficking</i></li> <li><i>f) A DVD was made of the piece of theatre</i></li> <li><i>g) A documentary was made of all the project activities</i></li> </ul> |
| <b>How effective the campaign was in reaching its objectives and intended</b> | <i>The campaign reach more than 20 000 persons in the Tshangu and Mont Amba districts during the 4 months ; although the methods used have been a success, there is an enormous need to continue this kind of campaign in order to reduce the</i>  |

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| <b>results</b> | <i>false ideas that are still widely spread in the DRC when it comes to migration.</i> |
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**DEMOCRATIC REPUBLIC OF CONGO (DRC)**

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| <b>Title of the campaign</b>  | <i>Campagne de sensibilisation sur les risques et dangers de la migration irrégulière en RDC Kinshasa &amp; Province du Bas Congo</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>5 Months -<br/>September 2010- January 2011</i>   |
| <b>Costs of the campaign</b>  | <i>53 000 Euro</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>a) Potentials candidates of irregular migration and victims of trafficking in the DRC<br/>b) Civil society: NGO's (human rights defenders), schools, universities, religious - cultural &amp; sports organizations<br/>c) Government : ministries and public services (national and provincial) dealing with migration matters</i>  |
| <b>Implementing partner(s)</b>  | <i>a) DGM (Migration Service)<br/>b) Embassy of Belgium in Kinshasa<br/>c) NGO "Afric'Action"</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>a) Contribute to the prevention of irregular migration and trafficking of persons, especially youths, women and children, and promote professional integration in the DRC<br/>b) Improve the knowledge of the Congolese people on the realities and dangers of irregular migration<br/>c) Strengthen the level of sensitization of the Congolese on the consequences of trafficking with a particular attention to vulnerable groups and testimonies on the reality of life in Europe<br/>d) Inform returnees or people willing to return on the opportunities in the DRC</i> |
| <b>Communication channels and tools used</b>  | <i>a) Several television debates are organized with the participation of different people (authorities, returnees, embassies, IOM)<br/>b) A conference with Congolese who have invested in the DRC and who made it<br/>c) A piece of theatre followed by a debate on the risks of irregular migration<br/>d) A lot of brochures and "banderoles" have been distributed containing a clear message on the advantages of regular migration and the risks of irregular migration<br/>e) Three meetings involving the embassy of Belgium, the DGM, IOM and the involved NGO's</i>    |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign reached more than 50 000 persons in the Province of Bas Congo, a province that has always experienced a large migration of its people to the West. The methods used have been a success, but 5 months is not enough due to the fact that there is an enormous need. This kind of campaign should be continued in the future on regular basis to reduce the false ideas that are still widely spread in the DRC when it comes to migration</i>  |

**DEMOCRATIC REPUBLIC OF CONGO (DRC)**

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| <b>Title of the campaign</b>  | <i>« Mikili à tout prix »<br/>Projet de sensibilisation sur les risques liés à l'immigration clandestine<br/>« Tarmac des auteurs »</i>   |
| <b>Year(s) of implementation and duration</b>   | <i>3 Months<br/>October 2015 – January 2016</i>   |
| <b>Costs of the campaign</b>  | <i>15 000 Euro</i>  |
| <b>Targeted country / audience/ languages</b>   | <i>Through the making of a movie “Mikili (meaning Europe in Lingala language) à tout prix” a large scale of persons was reached; especially those who, one day, could potentially become victims of traffickers. The focus was put on youngsters.</i>   |
| <b>Implementing partner(s)</b>  | <i>a) Tarmac des Auteurs<br/>b) Embassy of Belgium in Kinshasa</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>The movie is reflecting the repeated violence faced by the irregular migrant in Europe; the way he suffers to survive and the different kinds of exploitation are very well shown in the movie.</i>  |
| <b>Communication channels and tools used</b>  | <i>The movie was shown on different local television channels in Kinshasa</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Within two months the movie was shown more than 40 times on local television channels and also in two theatres in town. It is difficult to say exactly how many people have been reached but for sure thousands because of the fact that local television in Kinshasa is very popular.</i> |

## GUINEA

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| <b>Title of the campaign</b>                              | <i>Projet d'Appui à la réintégration socio-économique des Guinéens de retour</i>  |
| <b>Year(s) of implementation and duration</b>             | <i>18 Months (2009-2010)</i>  |
| <b>Costs of the campaign</b>                              | <i>200 000 Euros</i>  |
| <b>Targeted country / audience/ languages</b>             | <i>Guineans who have been returned from African countries and who are facing difficult situations to reintegrate again in the society.</i>  |
| <b>Implementing partner(s)</b>                            | <i>a) Belgian Government (Home Office)<br/>b) Ministry of Guinéens de l'Etranger<br/>c) Ministry de la Jeunesse et de l'Emploi des Jeunes<br/>d) Ministry des Affaires Sociales, de la Promotion Féminine et de l'Enfance<br/>e) SENAH Service National Actions Humanitaires<br/>f) Governor of the city of Conakry</i> |
| <b>Main objectives, intended results and key messages</b> | <i>a) Assisting technically and financially 100 migrants who have turned back to Guinea from other</i>  |

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|   | <p><i>African countries especially from Mali and Niger</i></p> <p><i>b) 80 % of these returnees will receive a professional training on how to run an enterprise and also on how to create activities that are generating revenues</i></p> <p><i>c) 25 % of these returnees will receive a socio professional training such as hotel management, car mechanics etc...</i></p>  |
| <b>Communication channels and tools used</b>  | <p><i>a) Identification of potential candidates amongst the returnees</i></p> <p><i>b) Evaluation of the needs on training</i></p> <p><i>c) Training of the returnees on the spirit and the management of an enterprise</i></p> <p><i>d) Orienting the returnees towards socio professional training centres or centres where they can learn different skills</i></p> <p><i>e) Strengthen these training centres</i></p>                               |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p><i>a) A contribution was made to the reintegration of those migrants who returned from other African countries</i></p> <p><i>b) Those vulnerable returnees have acquired new skills and competences</i></p> <p><i>c) The national capacities on the reintegration of returnees have been improved</i></p> <p><i>d) Returnees participated in the making of a documentary on best practices on how to stabilize returnees or removed persons</i></p> |

## GUINEA

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| <b>Title of the campaign</b>                  | <i>Campagne d'information et de sensibilisation sur la migration clandestine en Guinée</i>   |
| <b>Year(s) of implementation and duration</b> | <p><i>5 Months + 5 Months of extension</i></p> <p><i>September 2011- June 2012</i></p>   |
| <b>Costs of the campaign</b>                  | <i>56 985 Euro</i>   |
| <b>Targeted country / audience/ languages</b> | <p><i>a) Youngsters in rural areas</i></p> <p><i>b) Students</i></p>   |
| <b>Implementing partner(s)</b>                | <p><i>a) Consulate of Belgium in Guinea</i></p> <p><i>b) Newspapers le Lynnx and l'Observateur</i></p> <p><i>c) Universities of Conakry and Kankan</i></p> <p><i>d) RTG – Radio Television guinéenne</i></p> <p><i>e) Radio Privée Nostalgie et famille</i></p> <p><i>f) Rural radios de Kankan and labe</i></p> |

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| <b>Main objectives, intended results and key messages</b>                             | <p>a) Putting in place a mechanism of information on the risks of irregular migration and on the legal procedures of an asylum claim</p> <p>b) Strengthen the comprehension of youngsters and students on the challenges of irregular migration to Europe and in particular to Belgium</p>   |
| <b>Communication channels and tools used</b>  | <p>a) Contacting governmental partners and responsible authorities in Conakry, Labe and Kankan in order to have their approval and support to the project</p> <p>b) Selection of several NGO's working in the field of irregular migration</p> <p>c) Organization of a workshop with the civil society and the representative of the Belgian Government</p> <p>d) Brochures and "banderoles" with relevant information</p> <p>e) Periodic reports and visibility with the Belgian partner</p>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p>a) At least 1500 students of the University of Conakry Kankan and Labe were reached by this campaign</p> <p>b) A television spot was made containing a brief message in French and in the three national languages</p> <p>c) 8 articles were written in the newspapers "l'Observateur" et "Le Lynx" to strengthen the comprehension on the risks related to irregular migration, but also on the legal existing procedures</p> <p>d) 6000 brochures were made by IOM and the Belgian Government and were distributed in the Universities of Conakry, Kankan and Labe</p> <p>e) 3 Local NGO's were also involved in the activities</p> <p>f) At least 6000 students were reached by the campaign</p> |

#### **CAMEROON:**

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| <b>Title of the campaign</b>                              | <i>Campagne de sensibilisation contre l'immigration irrégulière au Cameroun</i>   |
| <b>Year(s) of implementation and duration</b>             | <i>2012-2013 (6 months)</i>   |
| <b>Costs of the campaign</b>                              | <i>30 000 EUR</i>   |
| <b>Targeted country / audience/ languages</b>             | <i>Youth (18-35), students and aspiring migrants in 5 western regions of Cameroon. In French (French speaking regions) and English (English speaking regions)</i>   |
| <b>Implementing partner(s)</b>                            | <i>A local NGO (SMIC - Solutions aux Migrations Clandestines) implemented the campaign, in cooperation with other NGOs, local authorities and under the supervision of the Belgian Immigration Office</i>   |
| <b>Main objectives, intended results and key messages</b> | <p>1. Presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked and informing about changes in national asylum acquis, migration or return policies</p> <p>2. Providing information about legal migration opportunities</p> |

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|   | <i>3. Providing information on local employment or business opportunities in Cameroon</i>   |
| <b>Communication channels and tools used</b>  | <i>Press conferences, traditional media (radios debates, newspapers), social medias (facebook), out-door advertising, meetings and conferences, peer-to peer outreach, workshops targeting civil society leaders, sports and cultural events.</i> |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign has not been formally evaluated. However, it was well performed and delivered good results. As a consequence, the number of asylum requests dropped significantly during the following year.</i>                                  |

## CAMEROON

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| <b>Title of the campaign</b>  | <i>Campagne de sensibilisation contre l'immigration irrégulière au Cameroun</i>   |
| <b>Year(s) of implementation and duration</b>   | <i>2014-2015 (6 months - continuation of the previous campaign)</i>   |
| <b>Costs of the campaign</b>  | <i>20 000 EUR</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>Youth (18-35), students and aspiring migrants in 5 western regions of Cameroon. In French (French speaking regions) and English (English speaking regions)</i>   |
| <b>Implementing partner(s)</b>  | <i>A local NGO (SMIC - Solutions aux Migrations Clandestines) implemented the campaign, in cooperation with other NGOs, local authorities and under the supervision of Belgian Immigration Office</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>1. Presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked and informing about changes in national asylum acquis, migration or return policies<br/>2. Providing information about legal migration opportunities<br/>3. Providing information on local employment or business opportunities in Cameroon</i> |
| <b>Communication channels and tools used</b>  | <i>Two main activities have been used: production and broadcast of a TV show and workshops with civil societies leaders. Additionally, a website was created.</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Campaign has not been formally evaluated. However, it was well performed and delivered good results. As a consequence, the number of asylum requests dropped significantly during the following year.</i>  |

## SENEGAL

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| <b>Title of the campaign</b>                  | <i>Projet de Prévention de l'Emigration Irrégulière à Dakar et banlieue (PROPEMI)</i>  |
| <b>Year(s) of implementation and duration</b> | <i>2013 - 2014 (6 months)</i>  |
| <b>Costs of the campaign</b>                  | <i>20 000 EUR</i>  |
| <b>Targeted country / audience/ languages</b> | <i>Youth (18-35), students, women, religious, sports and cultural associations. In French and Wolof (depending on the public)<br/>In Dakar region (Dakar, Pikine, Guédiawaye and Rufisque)</i> |

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| <b>Implementing partner(s)</b>  | <i>A local NGO (DEMNGALAM) implemented the campaign, in cooperation with local authorities and under the supervision of the Belgian Immigration Office</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <ol style="list-style-type: none"> <li>1. <i>Presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked and informing about changes in national asylum acquis, migration or return policies</i></li> <li>2. <i>Providing information about legal migration opportunities</i></li> <li>3. <i>Providing information on local employment or business opportunities in Senegal</i></li> </ol> |
| <b>Communication channels and tools used</b>  | <i>Press conferences, traditional media (radio debates and TV shows), out-door advertising, meetings and conferences, peer-to peer outreach, workshops targeting civil society leaders, sports and cultural events.</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign has not been formally evaluated. However, it was well performed and delivered very good results. As a consequence, the number of asylum requests dropped significantly during the following year.</i>  |

## MOROCCO

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| <b>Title of the campaign</b>                              | <i>Prevention Campaign Morocco</i>  |
| <b>Year(s) of implementation and duration</b>             | <i>Starting date suspended, duration 6 months.</i>  |
| <b>Costs of the campaign</b>                              | <i>59.700,00 EUR or the irregular migrants in BE</i>  |
| <b>Targeted country / audience/ languages</b>             | <p><i>Most important Moroccan cities of origin Casablanca, Larache Tanger, Tetouan, Nador and Hoceima. The campaign targets potential migrants and students aiming to cross over to Europe.</i></p> <p><i>In the central of Morocco, 'Darija' (Moroccan dialect) will be used to promote the legal migration channels and discourage the irregular immigration. In the North of Morocco the campaign will be conducted in Tamazight.</i></p>  |
| <b>Implementing partner(s)</b>                            | <i>Implemented by a media and communication company named NEWCOM based in Casablanca.</i>   |
| <b>Main objectives, intended results and key messages</b> | <p><i>The main objective is to promote legal migration, discourage illegal migration by raising awareness among the Moroccan people on their rights, the opportunities of legal migration, and the risks of illegal migration.</i></p> <p><i>The slogan used 'Le Bonheur en Belgique - à quelles conditions' is based on brochures developed by the Belgian Immigration Office. This brochure contains information on the different legal migration channels to Belgium (students, family reunion, work in Belgium, study in Belgium and the risks of irregular migration). The same subjects were used in 5 short movies to raise the awareness among the target group. The short movies were created by the Belgian Immigration Office and used by the company in Morocco to raise awareness during the campaign.</i></p> |

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| <b>Communication channels and tools used</b>  | <i>2 school visits in the targeted cities, radio jingle, vehicle and promotion stand with distribution of flyers, website available for more information with a link to the official website of the Belgian Immigration Office. Animation to attract the attention of the target group. Facebook page dedicated to the campaign, availability of phone number to answer questions.</i> |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign started on 26 September, due to the elections in Morocco suspended to a later date. Results aren't available yet.</i>  |

## MOROCCO

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| <b>Title of the campaign</b>  | <i>Prevention Campaign North Africa</i>   |
| <b>Year(s) of implementation and duration</b>   | <i>6 months 2017-2018</i>   |
| <b>Costs of the campaign</b>  | <i>Estimated 180.000</i>  |
| <b>Targeted country / audience/ languages</b>   | <i>North of Morocco – the campaign targets sub-Saharan nationals stranded in North Africa</i>   |
| <b>Implementing partner(s)</b>  | <i>Will be outsourced</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>Provide information to irregular migrants stranded in North of Africa on the dangers of irregular migration and promote a sustainable voluntary return as a humane alternative to stranded migrants in the region.</i> |
| <b>Communication channels and tools used</b>  | <i>Not determined yet</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Will be evaluated after the campaign</i>   |

## TUNISIA

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| <b>Title of the campaign</b>                  | <i>Prevention Campaign North Africa</i>  |
| <b>Year(s) of implementation and duration</b> | <i>6 months 2017-2018</i>  |
| <b>Costs of the campaign</b>                  | <i>Estimated 180.000</i>   |
| <b>Targeted country / audience/ languages</b> | <i>North of Tunisia –the campaign targets sub-Saharan nationals stranded in North Africa</i> |
| <b>Implementing partner(s)</b>                | <i>Will be outsourced</i>  |

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| <b>Main objectives, intended results and key messages</b>                             | <i>Provide information to irregular migrants stranded in North of Africa on the dangers of irregular migration and promote a sustainable voluntary return as a humane alternative to stranded migrants in the region.</i> |
| <b>Communication channels and tools used</b>  | <i>Not determined yet</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Will be evaluated after the campaign</i>   |

## NIGERIA

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| <b>Title of the campaign</b>                              | <i>GPI Preventive actions against trafficking in human beings and irregular migration from Edo State, Nigeria</i>  |
| <b>Year(s) of implementation and duration</b>             | <i>February - September 2015</i>   |
| <b>Costs of the campaign</b>                              | <i>49,785 EUR</i>  |
| <b>Targeted country / audience/ languages</b>             | <p><i>Nigeria, Edo State, Benin City and 7 local government areas (LGA) in local languages and English</i></p> <p><i>Primary beneficiaries</i></p> <ul style="list-style-type: none"> <li><i>- In-school children 10-18 years in 21 communities in Edo South Senatorial district</i></li> <li><i>- Parents, community members and leaders in 7 communities in Edo South Senatorial district</i></li> <li><i>- Out-of-school young women apprentices and stall holders in markets in 4 rural Edo South local government headquarters.</i></li> <li><i>- General public who listen to radio programs</i></li> </ul> <p><i>Secondary beneficiaries</i></p> <ul style="list-style-type: none"> <li><i>- Ministry of Education officials, Local Government officials, Secondary School Principals and teachers, Market women and men, Parents, Gatekeepers in the seven Edo South LGAs and radio listeners in Edo State.</i></li> </ul> |
| <b>Implementing partner(s)</b>                            | <i>Girls' Power Initiative (GPI) Edo State</i>   |
| <b>Main objectives, intended results and key messages</b> | <p><i>Increase awareness of the true nature and risks of trafficking in human beings and irregular migration among children, young women, parents, community members and leaders in Edo South Senatorial district.</i></p> <p><i>Increase awareness among in and out of school children and young women in Edo South Senatorial district on the true nature and risks of trafficking in human beings and irregular migration.</i></p> <p><i>Increase awareness among parents, community members and leaders in Edo South Senatorial district on the true nature and risks of trafficking in human beings and irregular migration.</i></p>  |

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|   | <i>Reduce misconceptions and provide accurate information on trafficking in human beings and irregular migration to the general populace in Edo State.</i>  |
| <b>Communication channels and tools used</b>  | <i>School visits for awareness raising on the risks, personal skills building classes, counselling and referral to phone services. Campaign visits to markets, town hall meetings and film screenings, jingles and drama on national radio station, radio debate amongst students and minors.<br/><br/>Production of distribution material such as stickers, posters, t-shirts, flyers, notebooks, pencils. Website providing information of the campaign.</i>                                |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign has been evaluated by the Belgian Immigration Office, all the results have been achieved. The target groups have been informed.<br/><br/>The awareness level of the participating and trained students has been increased. Young women stall holders and market men and women from rural markets in 4LGAs are able to identify the risks of THB and irregular migration. The awareness of radio listeners has been increased on the risks of THB and irregular migration.</i> |

## **NIGERIA**

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| <b>Title of the campaign</b>                  | <i>GIRLS' POWER INITIATIVE (GPI) EDO STATE, Nigeria</i>  |
| <b>Year(s) of implementation and duration</b> | <i>Seven Months (February - August 2015)</i>   |
| <b>Costs of the campaign</b>                  | <i>50.000 EUR</i>  |
| <b>Targeted country / audience/ languages</b> | <i>Nigeria, Edo State, Benin City and 7 local government areas (LGA) in local languages and English<br/><br/>Primary beneficiaries<br/>- In-school children 10-18 years in 21 communities in Edo South Senatorial district<br/>- Parents, community members and leaders in 7 communities in Edo South Senatorial district<br/>- Out-of-school young women apprentices and stall holders in markets in 4 rural Edo South local government headquarters.<br/><br/>- General public who listen to radio programs<br/><br/>Secondary beneficiaries<br/>- Ministry of Education officials, Local Government officials, Secondary School Principals and teachers, Market women and men, Parents, Gatekeepers in the seven Edo South LGAs and radio listeners in Edo State.</i> |
| <b>Implementing partner(s)</b>                | <i>Girls' Power Initiative (GPI) Edo State</i>   |

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| <b>Main objectives, intended results and key messages</b>                             | <p><i>Increase awareness of the true nature and risks of trafficking in human beings and irregular migration among children, young women, parents, community members and leaders in Edo South Senatorial district</i></p> <p><i>Increase awareness among in and out of school children and young women in Edo South Senatorial district on the true nature and risks of trafficking in human beings and irregular migration</i></p> <p><i>Increase awareness among parents, community members and leaders in Edo South Senatorial district on the true nature and risks of trafficking in human beings and irregular migration</i></p> <p><i>Reduce misconceptions and provide accurate information on trafficking in human beings and irregular migration to the general populace in Edo State.</i></p> |
| <b>Communication channels and tools used</b>  | <p><i>School visits for awareness raising on the risks, personal skills building classes, counselling and referral to phone services.</i></p> <p><i>Campaign visits to markets, town hall meetings and film screenings, jingles and drama on national radio station, radio debate amongst students and minors.</i></p> <p><i>Production of distribution material such as stickers, posters, t-shirts, flyers, notebooks, pencils. Website providing information of the campaign.</i></p>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p><i>The campaign has been evaluated by the Belgian Immigration Office, all the results have been achieved. The target group have been informed.</i></p> <p><i>The awareness level of the participating and trained students has been increased. Young women stall holders and market men and women from rural markets in 4LGAs are able to identify the risks of THB and irregular migration. The awareness of radio listener have been increased on the risks of THB and irregular migration.</i></p>   |

## ARMENIA

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| <b>Title of the campaign</b>                              | <i>Preventing Irregular Migration from Armenia to the Kingdom of Belgium by Raising Awareness of Potential Migrants</i>   |
| <b>Year(s) of implementation and duration</b>             | <i>1/9/2012 – 28/2/2013(6 months)</i>   |
| <b>Costs of the campaign</b>                              | <i>49.780 EUR</i>   |
| <b>Targeted country / audience/ languages</b>             | <i>Armenian potential migrants, potential asylum seekers and their families, governmental and non-governmental institutions, as well as media. Armenian language was used.</i>  |
| <b>Implementing partner(s)</b>                            | <i>NGO: International Centre for Human Development'<br/>(in close cooperation with the State Migration Service of the RA Ministry of Territorial Administration)</i>  |
| <b>Main objectives, intended results and key messages</b> | <p><i>The overall objective of the action is to prevent irregular migration of Armenians to the Kingdom of Belgium and other EU countries</i></p> <p><i>The specific objectives are to:</i></p> <ul style="list-style-type: none"> <li><i>- raise awareness about irregular migration and expose its consequences to Armenian potential migrants and general public;</i></li> <li><i>- encourage the involvement of the media in the expert discussions with a view to enriching their knowledge on current social and policy discourse and developments on migration and promoting the evidence based coverage of migration issues;</i></li> <li><i>- provide hotline access to information related to migration for potential Armenian migrants.</i></li> </ul> <p><i>Estimated results:</i></p> <ul style="list-style-type: none"> <li><i>(i) Armenians will become more aware of migration and asylum to EU and to Belgium, in particular, and will be able to make aware, confident and responsible decisions related to engaging in migration;</i></li> <li><i>(ii) Number of Armenians seeking asylum in Belgium and EU member states will be reduced</i></li> </ul> |
| <b>Communication channels and tools used</b>              | <ul style="list-style-type: none"> <li><i>- information materials (leaflets) and posting</i></li> <li><i>- advertisement (posters); In order to design the posters, individual designer and design companies were invited to participate in an open competition. The finalists were awarded cash prizes.</i></li> <li><i>- producing and broadcasting TV and radio talk-shows and programs;</i></li> <li><i>- journalism award for the high quality and most engaging media publications on irregular migration issues</i></li> <li><i>- operating a hot-line.</i></li> <li><i>- expert discussions through round-table social and policy discussions with representatives of various government institutions, civil society organizations, media, bloggers, private businesses engaged in facilitating migration of Armenians, as well as key</i></li> </ul>   |

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|   | <i>development partners in this area.</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>There was no formal evaluation. The irregular influx (mainly asylum applicants) from Armenia dropped in 2013 with 30% in comparison to 2012. There were good relationships with Armenian authorities.</i> |

## ARMENIA

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| <b>Title of the campaign</b>  | <i>Public Information Campaign in Armenia on the risks of illegal migration (part of the Targeted Initiative for Armenia project lead by the French OFFI – Belgium was active as lead/expert for information campaign)</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>June 2013 – December 2014 (12 months)</i>  |
| <b>Costs of the campaign</b>  | <i>40.000 EUR</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>Armenian central and local authorities, Diaspora, local and international organisations, potential migrants, Armenian migrants in the EU, returnees in Armenia , Armenian population</i>   |
| <b>Implementing partner(s)</b>  | <i>NGO Alter/ Media Initiatives Center/MIC</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>The public information campaign should create and increase awareness on the dangers of irregular migration and at the same time to point out the advantages of legal migration.</i><br><br><i>Diaspora communities, returning migrants, potential migrants are well informed about the risks of irregular migration to the EU, illegal stay and regulations set by the EU return Directive.</i>  |
| <b>Communication channels and tools used</b>  | <ul style="list-style-type: none"> <li>- TV spots : Good range of targeted, impactful and sympathetic short advertisements</li> <li>- Meetings with journalists: informative meetings and competitions</li> <li>- Website and social media: Campaign website, with more details and facts and use of social media</li> <li>- Printed materials (including leaflets, posters, flyers etc.): schools, town halls, public transport, MRCs)</li> <li>- Tools capable to activate social networks within the different communities.</li> <li>- Trainings of journalists</li> </ul> |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>There was no formal evaluation. The irregular influx (mainly asylum applicants) from Armenia dropped in 2014 with 34% in comparison to 2013 in Belgium. Within Europe the numbers of asylum seekers dropped with 8% in 2015 in comparison to 2014.</i>   |

## GEORGIA

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| <b>Title of the campaign</b> | <i>Information Campaign in Georgia for the prevention of irregular migration</i> |
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| <b>Year(s) of implementation and duration</b>   | <i>23 May 2016 – 22 November 2016 (6 months)</i>   |
| <b>Costs of the campaign</b>  | <i>29.992 EUR</i>  |
| <b>Targeted country / audience/ languages</b>   | <i>Potential and returned migrants (with special focus on young men aged 18 – 35), mass-media outlets and individual journalists; educational institutes and individual students</i><br><br><i>Georgian language</i>   |
| <b>Implementing partner(s)</b>  | <i>IOM (in close cooperation with MRA, SCMI, European and Euro Atlantic Integration Office, Georgian Young Lawyers Association, Georgian media)</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>- Discourage and prevent irregular migration by increasing the awareness of all drawbacks of irregular migration by addressing typical misconceptions.</i><br><br><i>- Reaching out to potential migrants in Georgia with balanced messages:</i><br><i>‘unfounded asylum claims will lead you nowhere’</i><br><i>‘choose only legal ways for travelling to Europe’</i>  |
| <b>Communication channels and tools used</b>  | <i>- Flyers, posters and pins</i><br><i>- Community outreach meeting</i><br><i>- TV spot (teaser for TV) and longer versions for social media channels (also to be used during meetings)</i><br><i>- radio programmes</i><br><i>- Competition in article production by journalists</i><br><i>- Essay writing contest for school children/university students</i><br><br><i>- Social media channels: (IOM Georgia Facebook Page, IOM Georgia Migration Channel on YouTube, IOM Georgia hotline: +99532 2 91 34 6)</i> |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>No formal evaluation has been foreseen but a final assessment report on in situ observations of factors pushing the target group to emigrate (push factors) as well as factors inciting them to migrate to Belgium (pull factors) in an irregular way, followed by technical and policy recommendations.</i>  |

## **RUSSIA**

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| <b>Title of the campaign</b> | <i>Awareness Campaign to Mitigate Irregular Migration from the Chechen Republic (Russia) to Belgium</i> |
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| <b>Year(s) of implementation and duration</b>   | <i>01/01/2013 -31/03/2014 (the effective duration of the campaign was 6 months but it took us 9 months in order to convince the Russians in order to allow us to work)</i>   |
| <b>Costs of the campaign</b>  | <i>46 601 EUR</i>  |
| <b>Targeted country / audience/ languages</b>   | <i>Russian Federation (Chechenia, Northern Caucasus)/ Potential migrants, asylum seekers, and general population in Chechenia/ The campaign was carried out in Russian.</i>  |
| <b>Implementing partner(s)</b>  | <i>IOM</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <ul style="list-style-type: none"> <li>- <i>To increase the information levels of Russian citizens on the risks and negative consequences of irregular migration, particularly through misuse of asylum procedures in Belgium and elsewhere in EU-member countries;</i></li> <li>- <i>To promote safe and legal migration channels to Belgium.</i></li> <li>- <i>As many as 15 000 information brochures on the risks and realities of irregular migration, as well as on safe migration and the opportunities for legal migration to Belgium distributed amongst potential irregular migrants;</i></li> <li>- <i>Between 200 000 – 300 000 residents of Northern Caucasus receive the core message of the campaign thanks to press conferences, interviews, talk shows (on television) and newspapers articles, delivered as a part of media coverage organized through project activities.</i></li> </ul> <p><i>‘Being a guest is good but being at home is better’.</i></p> |
| <b>Communication channels and tools used</b>  | <ul style="list-style-type: none"> <li><i>a) Information brochures and leaflets targeting the potential migrants;</i></li> <li><i>b) Hotline counselling (IOM Moscow is operating migration hotline)</i></li> <li><i>c) Thematic press conferences,</i></li> <li><i>d) Media briefings with journalists in Chechenia,</i></li> <li><i>e) Talk show on local TV,</i></li> </ul>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p><i>The campaign was not effectively evaluated because of the refusal of Russian authorities to give us access to Chechnya. We had to rely on the OIM final report.</i></p> <p><u><i>Conclusions of the final report:</i></u><br/> <i>The project turned out to be a success, entirely acknowledged by Russian host and enjoying full support of Chechen authorities.</i></p> <p><i>Thanks to this positive reception, the project also became more cost efficient. Cooperation with, and support of, local authorities allowed for the provision of free media coverage for the project messages on the risks of irregular migration, as well as in the dissemination of produced information materials. Currently local authorities are committed to continuing the efforts of this project</i></p>  |

## **KOSOVO**

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| <b>Title of the campaign</b> | <i>Public awareness about the risks of irregular migration and the potential benefits of regular migration</i> |
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|   | <i>(in the framework of EU Twinning Project)</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>Twinning Project : March 2016 – August 2018 (30 months)<br/>Campaign is under preparation.</i>   |
| <b>Costs of the campaign</b>  | <i>40.000 EUR</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>Particularly young people are at risk to irregularly migrate and to try to escape the difficult socio-economic situation in Kosovo. Therefore these young people between the age of 18 and 35 years are targeted</i>   |
| <b>Implementing partner(s)</b>  | <i>Ministry of Interior (Beneficiary Partner) , Ministry of European Integration</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>Public awareness about the risks of irregular migration and the potential benefits of regular migration is raised among Kosovo citizens and in particular potential migrants</i><br><br><ul style="list-style-type: none"> <li>• <i>Increased number of Kosovo citizens and in particular potential migrants aware about the risks of irregular migration</i></li> <li>• <i>Awareness of potential benefits of regular migration raised among all citizens / potential migrants</i></li> </ul> |
| <b>Communication channels and tools used</b>  | <ul style="list-style-type: none"> <li>• <i>Printed materials</i></li> <li>• <i>Social media (FB, digital banners, velfies,..)</i></li> <li>• <i>TV and radio spot</i></li> <li>• <i>Community and school meetings</i></li> </ul>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>A formal evaluation is foreseen. A zero measurement of the awareness has already been done. At the end of the campaign another survey will be conducted.</i>   |

#### **MACEDONIA & KOSOVO**

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| <b>Title of the campaign</b>                  | <i>Promoting responsible migration decisions among ethnic minorities and youth through outreach and education (2 components)</i>  |
| <b>Year(s) of implementation and duration</b> | <i>I: 12.12.2011 – 01.08.2012 (8 months); prolonged until 30.09.2012 ‘Promoting responsible migration decisions among ethnic minorities through outreach and education’<br/>II: 01.02.2012 – 01.08.2012 (6 months); prolonged until 30.09.2012<br/>‘Promoting responsible migration decisions among youth through outreach and education’</i> |
| <b>Costs of the campaign</b>                  | <i>(185.000€)<br/>I: 75.000 € Belgian Office for Migration<br/>II: 35.000€ Belgian Office for Migration + 75.000 German Office for Migration and Refugees</i>   |
| <b>Targeted country / audience/</b>           | <i>1) youth of ethnic Albanian and Roma, Ashkali, and Egyptian communities and 2) members of the Roma, Ashkali, and Egyptian</i>  |

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| <b>languages</b>  | <i>communities at large.</i><br><i>Albanian, Roma and Macedonian</i>   |
| <b>Implementing partner(s)</b>  | <i>IOM and local NGO's (2 in Kosovo and 5 in Macedonia)</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>To increase awareness of real risks associated with irregular migration among Roma, Ashkali and Egyptian minorities in Kosovo and Macedonia. To communicate opportunities and encourage minorities for better future within the communities by emphasising their important role in the development of their countries.</i><br><br><i>“Our Future is Here, the Future is Us”</i>   |
| <b>Communication channels and tools used</b>  | <ul style="list-style-type: none"> <li>• <i>35 Bus Tour Stops throughout Kosovo and Macedonia</i></li> <li>• <i>1 Big Concert in Prizren</i></li> <li>• <i>2 Songs\Music videos in three different languages, Albanian, Roma and Macedonian,performed by prominent artists</i></li> <li>• <i>1 Documentary “My way...”</i></li> <li>• <i>Facebook page with a total reach of 122.793 people</i></li> <li>• <i>Flyers, t-shirts, caps, pins, ...</i></li> </ul>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>No formal evaluation. A desk evaluation was carried out in Brussels on the basis of the interim and final narrative and financial reports sent by the implementing partner ‘IOM’.</i><br><br><i>The evaluation was based on quantitative and qualitative results and the impact on the basis of the number of asylum requests.</i><br><br><i>The integrated approach where traditional as well as new communication means were used, was interesting. Traditional means keep their importance.</i><br><br><i>At the time the numbers of asylum seekers coming from both countries remained under control, especially in comparison to the rest of Europe.</i> |

## SERBIA

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| <b>Title of the campaign</b>                  | <i>Human Rights and Social Inclusion versus Bogus Asylum Seeking</i>  |
| <b>Year(s) of implementation and duration</b> | <i>1 October – 31 December 2011(3 months)</i>   |
| <b>Costs of the campaign</b>                  | <i>23,901 EUR</i>   |
| <b>Targeted country / audience/ languages</b> | <i>-members of Roma population, as well as overall population in Serbia, at high risk of seeking bogus asylum in the EU</i><br><br><i>persons who have been rejected asylum and have been returned to Serbia, for the purpose of empowering them to access and protect their rights, and, thus become fully integrated in Serbian society.</i><br><br><i>Roma activists (Roma coordinators, Roma NGO activists) who will be trained to disseminate information to other members of Roma community on visa-free regime and impossibility of receiving political asylum for economic reasons.</i> |

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|   | <i>Rom language</i>   |
| <b>Implementing partner(s)</b>  | <i>NGO Praxis</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <p><i>Reduce bogus asylum seekers from Serbia and at the same time, instigate social inclusion of vulnerable groups in Serbian society.</i></p> <p><input type="checkbox"/> <i>To inform the target groups on rights conferred and obligations imposed by visa-free regime;</i></p> <p><input type="checkbox"/> <i>To introduce them with the consequences on their social status in Serbia (termination of education, deletion from the registry of National Employment Service, as well as registry of the social welfare beneficiaries, etc);</i></p> <p><input type="checkbox"/> <i>To introduce them with asylum rules and procedures, the consequences of rejecting their asylum request in relation to their future visit to the Schengen area and other Western European countries (prohibition of future entries up to five years, speedy procedures, etc);</i></p> <p><input type="checkbox"/> <i>To acquaint target groups with their rights and obligations in Serbia and empower them to protect those rights and combat discrimination for the purpose of their social inclusion in Serbian society;</i></p> <p><input type="checkbox"/> <i>To change the course of the State activities towards the improvement of social status of the vulnerable groups in Serbia, as a contribution to the reduction of bogus asylum seekers;</i></p> <p><input type="checkbox"/> <i>To establish Network of Roma activists which will disseminate relevant information to the Roma population.</i></p> |
| <b>Communication channels and tools used</b>  | <ol style="list-style-type: none"> <li><i>1. Network of 8 Roma coordinators established and trained for dissemination of relevant information;</i></li> <li><i>2. Jingle lasting 20 seconds created and broadcasted 6 times per day on 12 local radio stations - in Novi Sad, Novi Pazar, Kraljevo, Krusevac, Aleksinac, Nis, Prokuplje, Pozarevac, Obrenovac, Subotica, Valjevo and Bujanovac during the two months of the Project implementation;</i></li> <li><i>3. 1 radio show in the City of Belgrade broadcasted on the national radio station;</i></li> <li><i>4. 1 TV show in the City of Novi Sad broadcasted on the national television;</i></li> <li><i>5. 1,500 copies of the informative leaflet in the Serbian and the Roma language widely distributed throughout Serbia;</i></li> <li><i>6. 24 information and counselling sessions held for approximately 500 members of Roma population in Roma settlements in the 8 selected municipalities;</i></li> <li><i>7. All information relevant to the implementation of the Project activities published on Praxis website at <a href="http://www.praxis.org.rs">www.praxis.org.rs</a></i></li> </ol>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>There was no formal evaluation.</i>  |

**ALBANIA**

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| <b>Title of the campaign</b>  | <i>Prevention of irregular migration from Albania to Belgium</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>April 2015- December 2015 (9 months)</i>   |
| <b>Costs of the campaign</b>  | <i>50.000 EUR</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>adults aged 18-34 years old and residing in the district of Shkodra, covering the regions of Shkodra, Malesia e Madhe and Puka<br/>Albanian language</i>   |
| <b>Implementing partner(s)</b>  | <i>IOM<br/><br/>(in close cooperation with the Albanian Ministry of Internal Affairs ; local government units in the district of Shkodra , civil society organizations)</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>1. To increase understanding of rights and responsibilities of travel to Belgium under the visa free-regime among youth in Shkodra, Malesia e Madhe and Puka.<br/>2. To increase awareness about the fact that asylum is not an instrument for regular/economic migration to Belgium.<br/>3. To increase awareness about the consequences of irregular migration (human trafficking, smuggling and exploitation) among youth.<br/>4. To increase information about regular migration opportunities (through employment and study) and self development opportunities in Albania.<br/><br/>“Say NO to Irregular migration to Belgium! Irregular migration and asylum are not a ticket for a better life in Belgium”</i> |
| <b>Communication channels and tools used</b>  | <i>- Print (information materials);<br/>- Social media (Facebook);<br/>- Information activities in the field.<br/>- Kick off meeting with press conference<br/>- workshop for journalists</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Formally evaluated<br/><u>Findings of the assessment.</u><br/><br/>The overall objective of increasing information and awareness on immigration issues among the targeted population has been largely achieved.<br/><br/>Increased understanding of rights and responsibilities on visa free regime</i>  |

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|  | <p><i>Improved awareness on asylum</i></p> <p><i>Enhanced alertness on irregular migration risks</i></p> <p><i>Incremented information on regular migration &amp; self development opportunities</i></p> <p><i>need for follow-up intervention</i></p> <p><u><i>Recommendations:</i></u></p> <p><i>It is necessary to have more similar campaigns:</i></p> <ul style="list-style-type: none"> <li><i>-enlarge the target population including directly adults, NGOs, and influential community actors</i></li> <li><i>-broaden the geographical outreach including more areas of the country where wrong perception on visa liberalization rules and stereotypes on asylum still persist</i></li> <li><i>-extend duration in order to bring a more sustained and measureable impact</i></li> </ul> |
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## INDIA

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| <b>Title of the campaign</b>                              | <i>Information campaign in Jalandhar District of Punjab for awareness generation on risks of irregular migration to Belgium</i>  |
| <b>Year(s) of implementation and duration</b>             | <i>2009 – 4 months</i><br><i>2010 – 2011 – 6 months</i>  |
| <b>Costs of the campaign</b>                              | <i>2009: 39,894.75 EUR</i><br><i>2010: 51748,70 EUR</i>  |
| <b>Targeted country / audience/ languages</b>             | <ul style="list-style-type: none"> <li>• <i>Target group: aspiring (transit ) migrants from Punjab state – Jalandhar district</i></li> <li>• <i>Punjabi language</i></li> <li>• <i>Illegal Indian migrants in Belgium are about 95% from Punjab + link with big Punjabi community in the UK</i></li> </ul>   |
| <b>Implementing partner(s)</b>                            | <i>IOM Delhi</i><br><i>CRRID - Centre for Research in Rural and Industrial Development</i>   |
| <b>Main objectives, intended results and key messages</b> | <p><i>Main objective: To contribute to the reduction of irregular migration from India and promote safe and legal migration channels.</i></p> <p><b>3.0 Project purposes</b></p> <ul style="list-style-type: none"> <li>• <i>To raise awareness of potential migrants from the State of Punjab, on the risks of irregular migration, with a focus on the Belgian context;</i></li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• <i>To promote safe and legal migration channels to Belgium;</i></li> <li>• <i>To enhance cooperation between Belgian authorities, Ministry of Overseas Indian Affairs and the Punjab Government and other stakeholders for the prevention of irregular migration.</i></li> </ul> <p><b>4.0 Results</b></p> <ul style="list-style-type: none"> <li>• <i>At least 20,000 villagers attended approximately 25 street fairs in the Punjab region during which the documentary film was screened.</i></li> <li>• <i>The Gram Panchayat of the selected villages attended targeted information sessions</i></li> <li>• <i>At least 10,500 information brochures on the risks and realities of irregular migration, as well as safe migration and the opportunities for legal migration to Belgium have been distributed to potential irregular migrants.</i></li> <li>• <i>500 posters have been put up in strategic places</i></li> <li>• <i>Belgian Government officials, Ministry of Overseas Indian Affairs and key stakeholders from the Punjab region, attended a seminar organized in Punjab.</i></li> </ul>   |
| <p><b>Communication channels and tools used</b></p>      | <p><i>The project had 2 types of activities :</i></p> <p><i>α) Orientation seminar to strengthen cooperation among stakeholders in Belgium and India on the prevention of irregular migration</i></p> <p><i>β) Production of information materials on the risks and realities of irregular migration to Belgium</i></p> <p><u><i>Orientation seminar to strengthen cooperation among key stakeholders</i></u></p> <ul style="list-style-type: none"> <li>• <i>Development of seminar programme in cooperation with all stakeholders</i></li> <li>• <i>Identification of participants;</i></li> <li>• <i>Identification and invitation of expert speaker;</i></li> <li>• <i>Organization of practical details, including venue, catering, transport, accommodation, etc.</i></li> <li>• <i>Press meets</i></li> </ul> <p><u><i>Production and screening of documentary short-film on the risks and realities of irregular migration to Belgium</i></u></p> <ul style="list-style-type: none"> <li>• <i>Development and production of documentary film in close cooperation with all project partners</i></li> <li>• <i>Organization of street fairs, during which the documentary-film will be screened, followed by a discussion. Each of the fairs at block level will be preceded by a targeted information session for the heads of Gram Panchayat. There will also be theatre play and songs to pass the message on a low-level way.</i></li> </ul> <p><u><i>Production of information brochures and posters</i></u></p> <ul style="list-style-type: none"> <li>▪ <i>Production of the information brochures in close cooperation with all project partners</i></li> <li>▪ <i>Distribution of information brochures through local NGOs and the Government of the Punjab and during the film screening.</i></li> <li>▪ <i>posters put in strategic locations.</i></li> <li>▪ <i>Billboards</i></li> <li>▪ <i>calendars</i></li> </ul> |
| <p><b>How effective the campaign was in reaching</b></p> | <p><i>The campaign was successful.</i></p> <p><i>After the campaign, a decrease in the number of transit migrants was noted. The decreasing numbers of transit migrants can however not be</i></p>   |

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| <b>its objectives and intended results</b> | <p><i>100% related to the campaign, since there might be other push- and pullfactors that had an influence.</i></p> <p><i>IOM/CRRID also conducted a field survey of the attendants in the villages and presented us an analysis.</i></p> <p><i>Conclusions:</i></p> <ul style="list-style-type: none"> <li>• <i>Need to focus on blocks, where there is lack of awareness, concentrating on Shahkot, Phillaur and Adampur Bocks.</i></li> <li>• <i>Awareness campaigns should focus on Matriculates.</i></li> <li>• <i>Need to pay greater attention to women migrants and hence concentrate more on women institutions.</i></li> <li>• <i>Need to focus on different aspects of migration in different blocks, e.g. work-related migration in Adampur and education-related migration in Shahkot.</i></li> <li>• <i>Need to pay greater emphasis on education-related migration, as this was the felt need among all the castes.</i></li> <li>• <i>Need for country specific programmes in different blocks, in particular, on European Union (Italy, Spain), Australia and Canada.</i></li> </ul> |
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## AFGHANISTAN

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| <b>Title of the campaign</b>                              | <i>Preventive Actions against irregular migration</i>  |
| <b>Year(s) of implementation and duration</b>             | <i>2016 – 6 months (implementation Aug 2016 – January 2017)</i>  |
| <b>Costs of the campaign</b>                              | <i>60.000 EUR</i>  |
| <b>Targeted country / audience/ languages</b>             | <i>Afghanistan □ Kabul + big cities in Nangarhar, Baghlan, Kunduz, Ghazni Dari &amp; Pashtu</i>  |
| <b>Implementing partner(s)</b>                            | <i>Local NGO AFJC – Afghanitan Journalists Center</i>  |
| <b>Main objectives, intended results and key messages</b> | <p><i>The <u>overall goal</u> of this project is to diminish irregular immigration in Afghanistan, specifically in Kabul, Baghlan, Kunduz, Ghazni and Nangarhar provinces by educating the masses and helping them understand the evils of irregular immigration.</i></p> <p><i>The <u>main objective</u> of this Project is to create such a promotional campaign that educate Afghan Public on evils of irregular immigration and provide them with information regarding prevention, discrimination, exploitation and abuse of irregular migrant by human traffickers</i></p> <p><i><u>Outcome indicators:</u></i></p> <p><i>Increased in general public and government awareness on irregular immigration</i></p> <p><i>Increased number of people are committed to prevent irregular immigrations</i></p> <p><i><u>Impact Indicators:</u></i></p> <p><i>Reduction in the number of irregular immigrations from Afghanistan.</i></p> |

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| <p><b>Communication channels and tools used</b></p>  | <p><i>Activities only in Kabul</i></p> <p><i>Activities Kabul and other provinces</i></p> <ul style="list-style-type: none"> <li>• <i>AFJC starts the project by organizing a kick-off meeting with Belgian authorities and Afghan authorities to discuss the topic of the information campaign and to get media attention for this campaign. AFJC will invite all media outlet to cover the event and that will provide the much needed attention required by the campaign.</i></li> <li>• <i>During the first week of the project, a meeting is organized with the officials of the 119 police departments and related security officials about program to jointly arrange anti-trafficking activities.</i></li> <li>• <i>(also province-specific) Relevant phone numbers will be provided on posters(c), radio ads(h) and to passport applicants(e) and participants of the workshop (f) and universities (g) to call in case they need security forces on smuggling.</i></li> <li>• <i>AFJC will produce 1000 (400 for Kabul city and 600 for 15 provincial districts) simple and effective posters (A4) to give information about irregular migration. The messages focus on avoiding irregular migration and smugglers, with some photos of drowned or missing migrants.</i></li> <li>• <i>3(3*6 meter long) billboards are produced and installed at three most populated areas of Kabul city ( Deh Afghanan, Dasht-e-Barchi and Saray-e-Shamali). These billboards will be for six months.</i></li> <li>• <i>A speaking tour is proposed at the gathering at Kabul passport department for half of an hour (from 6 am to 6:30 am) 5 days a week for six months. It aims to inform passport applicants about the realities of irregular migration and about situations Afghan migrants may encounter if they accept irregular migration to Belgium/Europe. According to the Kabul passport office, thousands of Afghans are lining up before sunrise each day to lodge applications and about two thousands get passport each day.</i></li> </ul> <p><i>Part of this initiative, for an information campaign on trafficking, targeted the hard to reach irregular migrants.</i></p> <ul style="list-style-type: none"> <li>• <i>A whole day large-scale information workshop will be organized for the 50 Imams (20 from Kabul city and 2 from each 15 provincial districts). The risks and challenges that irregular migrants confront with will be listed and the Imams will be invited to talk about that with the people in the grand mosques. These religious leaders are often consulted by potential migrants for information or advice, and this innovative idea is one that has great potential for replication on a wider scale.</i></li> <li>• <i>A speaking tour is proposed at 10 departments of Kabul University and 5 big private universities about the irregular migration. A 15 minute-session will be performed for each department of Kabul University in the first month of the project. We also will have one month similar sessions for each private university.</i></li> <li>• <i>The production and broadcasting of 1 minute radio ad about the irregular migration in both Persian/Dari and Pashto languages is foreseen. This ad will be broadcasted two times a week for six months.</i></li> <li>• <i>Much of the support that AFJC gives to other media outlets is indirect, in the form of collaboration or providing experts, speakers or data. The organization also issues press releases and provides assistance to journalists in the form of reports or data.</i></li> </ul> |
| <p><b>How effective the campaign was in reaching its objectives and intended results</b></p> | <p><i>The campaign is now implemented, so its effectiveness can't be assessed yet.</i></p>   |

Answer to question 2:

*"In-land" information and awareness raising campaigns*

**INLAND AND IN COUNTRY OF ORIGIN INFORMATION AND AWARENESS CAMPAIGN**

BELGIUM / BRASIL

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| <b>Title of the campaign</b>  | <i>Awareness Raising for Brazilian and Belgian authorities on managing migration from Brazil to Belgium</i>   |
| <b>Year(s) of implementation and duration</b>   | <i>4 months : February – May 2010</i>   |
| <b>Targeted country / audience / languages</b>  | <i>Countries : Belgium + Brazil<br/>Audience : Brazilian and Belgian local officials working with (potential) Brazilian migrants<br/>Languages : Portuguese, English, Dutch, French</i>   |
| <b>Costs of the campaign</b>  | <i>40.000,00 EUR</i>  |
| <b>Implementing partner(s)</b>  | <i>Belgian partners : Immigration Office – Federal Police – Social Inspection Services – Belgian Consulate General Sao Paolo – IOM Brussels<br/>Brazilian partners : participants representing a large number of institutions, mainly from Goiania, but also at the Federal level</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>-The aim of the project was to contribute to strengthening the capacity of local authorities in their efforts to combat irregular migration from Brazil to Belgium and more specifically from Goiania city to Brussels.<br/>-This was achieved by raising the awareness of selected local authority representatives and local actors of both cities on issues linked to irregular migration, with a specific focus on trafficking in human beings, labour exploitation and smuggling.<br/>-Further to this, the aim was also to contribute to enhancing the cooperation between the Brazilian and Belgian authorities.</i> |
| <b>Communication channels and tools used</b>  | <i>The project proposed two awareness raising workshops, one in Goiania and one in Brussels.<br/>The aim of the two workshops was to inform, discuss and identify solutions regarding the phenomena of trafficking of Brazilians from Goiania to Brussels including labour, smuggling, and exploitation of Brazilians in an irregular situation in Brussels.</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>-Two joint workshops were undertaken for Brazilian and Belgian officials and local actors in Goiania and Brussels.<br/>-Participants were better informed about phenomena linked to irregular migration from Goiania to Brussels, such as trafficking in human beings, labour exploitation, and smuggling through their participation in the two workshops.<br/>-The relevant actors in Brazil (region of Goiania) and in Belgium were identified.<br/>-A cooperation between authorities of Brussels and Goiania has been established.</i>  |

## INLAND INFORMATION AND AWARENESS RAISING CAMPAIGN TOWARDS BRAZILIANS

### BELGIUM

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| <b>Title of the campaign</b>  | <i>Prevention of economic exploitation of Brazilian nationals in Belgium, originating from the states of Goias and Minas Gerais.</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>3 months : October 2009 – December 2009</i>  |
| <b>Targeted country / audience / languages</b>  | <i>-Brazilian migrants (in irregular stay and regular stay) already present on the territory and originating from the states of Goias (City of Goyania) and Minas Gerais (City of Uberlandia).<br/>-Language used : Portuguese, the national language of Brazil.</i>  |
| <b>Costs of the campaign</b>  | <i>55000 EUR</i>  |
| <b>Implementing partner(s)</b>  | <i>Belgian Immigration Service – Belgian Federal Police, Belgian Social Inspection Services, IOM, NGOs.<br/>The project was implemented by IOM Brussels in close cooperation with identified NGOs that are in regular contact with the target group.</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>-The aim of the project was to inform Brazilian migrants residing in Brussels about their rights in case they were residing in an irregular situation and/or possibly exploited economically and/or potential victims of trafficking in human beings.<br/>-The project was composed of a background research on the legal framework (rights and obligations) and protection aspects including assistance possibilities of Brazil citizens residing in an irregular situation and who could be potentially exploited and/or trafficked.</i> |
| <b>Communication channels and tools used</b>  | <i>-A compilation of the legal possibilities for Brazilian migrants who have been trafficked or exploited;<br/>-The design and distribution of a poster and information brochure in Portuguese;<br/>-An informational website in Portuguese;<br/>-An information session for NGOs;<br/>-An information hotline for Brazilians to give specific individual information (in Portuguese language).</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>-Through organizing this information campaign, Brazilians in Brussels were informed about their rights and obligations regarding irregular stay, trafficking and labour exploitation;<br/>-The number of Brazilian migrants falling victims to labour exploitation or trafficking reduced;<br/>-An additional result of the project was the compilation of the legal framework for Brazilians in irregular situation, including protection solutions for those who have been exploited and/or trafficked.</i>                              |

*"In-land" information and awareness raising campaigns with the aim of increasing (assisted voluntary) departures*

Please note that aside from the information campaigns described below, Fedasil, the Federal Agency for the Reception of Asylum Seekers, also developed other information channels to reach the target group and inform them about the AVRR program, such as a return path implemented in the reception centers, the return desks, a hotline, cooperation projects with the main cities in Belgium, and a network of partners mostly constituted of NGOs. You can find detailed information about these activities in the 2015 EMN study on “Dissemination of information on voluntary return in Belgium: how to reach the irregular migrants not in contact with the authorities”:

[http://ec.europa.eu/dgs/home-affairs/what-we-do/networks/european\\_migration\\_network/reports/docs/emn-studies/dissemination\\_of\\_information\\_on\\_voluntary\\_return\\_in\\_belgium.pdf](http://ec.europa.eu/dgs/home-affairs/what-we-do/networks/european_migration_network/reports/docs/emn-studies/dissemination_of_information_on_voluntary_return_in_belgium.pdf)

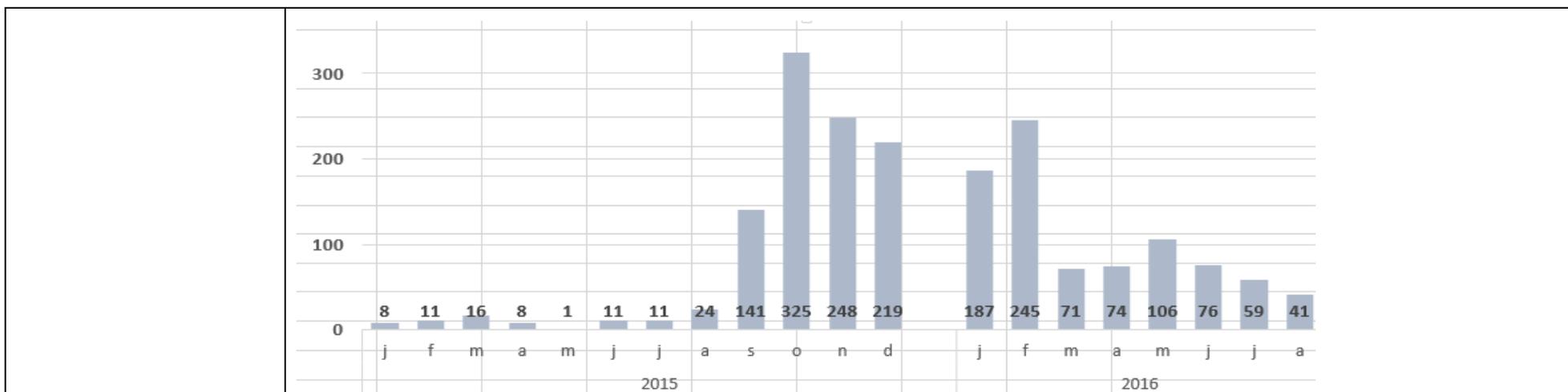
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| <b>Title of the campaign</b>                              | <i>Thinking of Home (from 2011 to 2015)</i><br><i>Thinking of returning to your home country (from 2015 up to now)</i>   |
| <b>Year(s) of implementation and duration</b>             | <i>Started in 2011</i><br><i>Still implemented</i>   |
| <b>Targeted country / audience / languages</b>            | <i>The Belgian voluntary return programme is designed for all migrants, whether they are asylum seekers, applicants who have been turned down or immigrants without a residence permit.</i><br><i>This campaign aims at targeting migrants irrespective of their country of origin, but with a specific focus on irregular migrants.</i><br><i>Some communication tools are developed in 15 different languages.</i>   |
| <b>Costs of the campaign</b>                              | <i>Please note that staff costs are not included, and translating costs are partly included. The amounts below cover all the implementing period.</i><br><i>Average cost for printed communication tools (brochures, posters and flyers) : 4.400 EUR</i><br><i>Average cost for the development of the website (www.voluntaryreturn.be) : 28.000 EUR</i>   |
| <b>Implementing partner(s)</b>                            | <i>Fedasil – Federal Agency for the Reception of Asylum Seekers – Responsible authority in Belgium for assisted voluntary return and reintegration policies and programmes</i>   |
| <b>Main objectives, intended results and key messages</b> | <i>The objective of this campaign is to raise awareness about the voluntary return option. It is considered of utmost importance that every migrant, irrespective of the procedure stage/status, knows the existence of the program, and how to benefit from it.</i><br><i>Results intended are mainly qualitative (by definition, difficult to measure); no quantitative goal was set.</i><br><i>The key message is : “Voluntary return is a possible option”.</i><br><i>The communication tools mention only a few information, but detailed contact points where migrants can receive</i> |

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|   | <i>more information about a voluntary return option.</i>   |
| <b>Communication channels and tools used</b>  | <p><i>Brochures, posters, website (www.voluntaryreturn.be)</i></p> <p><i>You can find samples of the brochures and posters on the website.</i></p> <p><i>A free phone number completes the paper/ electronic tools.</i></p>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p><i>As mentioned above, qualitative results are difficult to assess. Moreover, the campaign might show results on the long term as well. Besides, voluntary return is always based on an individual decision, which can be influenced by a lot of external factors.</i></p> <p><i>The fact that voluntary return figures for irregular migrants remain stable (between 1700 &amp; 2000 persons/ year) and at a high level (about 50% of the total caseload) since the last 5 years can be considered as a positive result.</i></p> |

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| <b>Title of the campaign</b>  | <b><i>Return to Albania</i></b>  |
| <b>Year(s) of implementation and duration</b>   | <p><i>Implemented in 2014</i></p> <p><i>Stopped now</i></p>  |
| <b>Targeted country / audience / languages</b>  | <i>The target group was Albanian nationals in an irregular situation in Belgium. Tools were developed in French, Dutch and Albanian.</i>   |
| <b>Costs of the campaign</b>  | <i>About 40 EUR (same remarks as above)</i>  |
| <b>Implementing partner(s)</b>  | <i>Fedasil</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <p><i>Objectives/ intended results : see above</i></p> <p><i>The message remains the same in the different campaigns: “Voluntary return is a feasible option. If you think about it, contact us to get more information”.</i></p> <p><i>Please note that this campaign was implemented after Albania entered in the safe country list used in Belgium.</i></p> |
| <b>Communication channels and tools used</b>  | <i>Posters (A4 size) – also published in an Albanian newspaper distributed in Belgium.</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p><i>The remarks mentioned above are still applicable in this campaign.</i></p> <p><i>However, an increase in the numbers of voluntary returns to Albania in 2016, compared to 2015 can be observed:</i></p> <p><i>- 2015 : 70 persons</i></p>  |

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|  | - 2016 (jan-sept) : 85 persons |
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| <b>Title of the campaign</b>  | <i>Return to Iraq</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>2015-2016</i>   |
| <b>Targeted country / audience / languages</b>  | <i>With this campaign, the objective was to reach Iraqi nationals, mainly (future/ rejected) applicants for international protection. Tools were developed in English and Arabic.</i>  |
| <b>Costs of the campaign</b>  | <i>Please note that staff costs are not included, and that translating costs are partly included.<br/>Costs of printed tools : 100 EUR<br/>The costs linked for the venue of IOM Iraq in Belgium have to be added on top of the above mentioned amount.</i>  |
| <b>Implementing partner(s)</b>  | <i>Fedasil</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>Key message remains the same.<br/>Please note that the launch of this campaign corresponded to a high influx of Iraqi applicants for international protection in Belgium, and to a freeze of asylum decisions for this target group by the responsible asylum institution (Commissariat General for Refugees and Stateless persons)</i> |
| <b>Communication channels and tools used</b>  | <i>Posters (A4-size), hanged mainly in reception centres for (future) applicants for international protection.<br/>Counselling sessions with a representative of IOM Bagdad were organized in the reception centers. Collective sessions were given in their native language, directly to the target group.</i>                            |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>As said below, concrete results are difficult to measure, notably because a lot of external factors may influence the voluntary return decision.<br/>However, voluntary return figures for this target group increased significantly at the end of 2015 and in 2016 :</i>   |



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| <b>Title of the campaign</b>                              | <i>Specific reintegration in Afghanistan</i>  |
| <b>Year(s) of implementation and duration</b>             | <i>Started during summer 2016</i>   |
| <b>Targeted country / audience / languages</b>            | <i>This campaign aims at informing Afghani nationals about the reintegration options granted in the framework of the AVR program. Tools are developed in English, Dari and Pashto.</i>  |
| <b>Costs of the campaign</b>                              | <i>Counselling costs (to be completed later)</i>  |
| <b>Implementing partner(s)</b>                            | <i>Fedasil, together with IOM Brussels</i>  |
| <b>Main objectives, intended results and key messages</b> | <p><i>Fedasil is encouraging the development of a new reintegration approach for some countries of origin. This approach complement the current AVRR program, and answers the needs linked with the specific situation in these countries. This information campaign aims at raising awareness about the specific approach developed for the reintegration in Afghanistan.</i></p> <p><i>On top of the classic reintegration assistance, an Afghani can currently benefit from an additional support, based on his specific needs (e.g. temporary housing upon arrival, medical screening, micro-credit advisor).</i></p> |
| <b>Communication channels and tools used</b>              | <p><i>IOM Afghanistan came in Belgium to give collective counselling sessions to different target groups (including unaccompanied minors).</i></p> <p><i>IOM also developed brochures focusing on the reintegration possibilities.</i></p>  |

**How effective the campaign was in reaching its objectives and intended results**

*For the reasons mentioned above, and as the campaign only started a few months ago, tangible results are not observed yet.*

**Answer to question 4: what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?**

**4.1 What makes an information and awareness raising campaign effective?**

The following key elements play a key role in making a campaign effective:

- Thorough profiling and understanding of cultural aspects
- Communication plan with focus on (also indirect) channels
  - 1 main message and sub messages: “Keep it short and simple” (KISS)
  - Balanced message (not only focusing on negative aspects)
  - Empathic but not paternalistic message
  - Take into account cultural sensitivities and realities, but mainly seek to deconstruct myth
  - Designed for the target group
  - Use native languages of the target group
  - Use channels/ communication media used by the target group
  - Address the message directly to the community or to representatives of the community (diaspora)
  - Use credible and trustworthy senders, if the intermediary shares and supports the message it will automatically gain credibility.
  - Integrated in larger action plan (info campaigns in combination with return operations, campaigns in BE and country of origin)
  - Smart selection of communication tools
  - Use internet : information is easier to find back on internet than on paper tool
  - Irregular migration is a sensitive topic. It’s not advisable to approach this topic in a humorous way.
  - Use real life stories

- Take opportunity of events
- Repetition is necessary (change of mentality takes time)

#### 4.2 How should the effectiveness of a migration information campaign be measured most accurately?

Information campaigns are **hard to measure**: a survey is needed before and after the campaign and this **costs money**; authorities often do not make that choice and prefer to invest the budget in the development of activities rather than in the evaluation or measurement of the awareness.

The efficiency of a campaign is therefore often measured in the light of:

- **in the case of campaigns in the countries of origin/transit: the inflow of irregular migrants** from the target group. A decrease in the number of irregular migrants is often noticed after a campaign in a specific region.
- **in the case of inland campaigns to increase voluntary return: the voluntary return figures** for the nationals targeted by the campaign. An increase in return figures may be considered as a success indicator.

Also **analytics tools** can help measure to what extent communication tools/campaigns are effectively used: web statistics for example can help gain insight into the traffic on a website (e.g. number of users, time spent on the website and bound rate).

The campaigns often have **effect on the short-term**, and the impact on the long term is more difficult to evaluate.

#### Answer to question 5: contact details of a person/institution responsible for the implementation of the information awareness raising campaigns.

- Immigration Office:  
**Immigration Liaison Officers: [llobel@ibz.fgov.be](mailto:llobel@ibz.fgov.be)**  
**Katy Verzelen: [katy.verzelen@ibz.fgov.be](mailto:katy.verzelen@ibz.fgov.be)**  
 Attaché – Ilobel
- Fedasil:  
**Manon Muyle: [manon.muyle@fedasil.be](mailto:manon.muyle@fedasil.be)**  
 Project Officer – Common Support Initiative for AVR(R) & European Platform of Reception Agencies (EPRA)  
 International Unit - Direction Operational Management

## CROATIA

### Wider Dissemination: Yes

Until now Croatia has not implemented any migration information and awareness raising campaigns in countries of origin and transit of migrants and asylum seekers. Media channels including on-line media have been used by the government to inform public about the migration crisis and in particular about the situation in Croatia. Social have not been used by the government in information and awareness raising campaigns although have been used by civil society and individuals to raise awareness about the migration issues.

## CYPRUS

### Wider Dissemination: Yes

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

No, no such information campaign has been implemented by Cyprus authorities in countries of origin. However a pilot reintegration programme is being implemented currently by IOM on behalf of the Cyprus Government in countries of origin such as Philippines, Vietnam, India and Nigeria. A monitoring and evaluation visit is planned to take place in the Asia Pacific Region in December 2016 during which the Cyprus Government will take stock of the need for bilateral programmes with any individual countries of origin. In this respect such information and awareness raising campaigns can be discussed with respective IOM offices and Country of origin governments.

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

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| <b>Title of the campaign</b>                   | <i>Assisted Voluntary Return and Reintegration Campaign including TV, radio and awareness raising conferences throughout the country</i>  |
| <b>Year(s) of implementation and duration</b>  | <i>Year: 2016 Duration: 1 year (ongoing)</i>  |
| <b>Targeted country / audience / languages</b> | <i>Regular migrants, irregular migrants already present on the territory, asylum seekers including rejected asylum-seekers and asylum-seekers still in procedure. Languages chosen for campaign, Greek, English, French, Philippino Vietnamese, Sri Lanka, Bangladesh, India, Arabic, Russian, (host country/main migrant groups' languages...). For countries of origin with several dialects the most commonly used in Cyprus was used.</i> |
| <b>Costs of the campaign</b>                   | <i>How much did the entire campaign cost? EUR 95,287.96</i>   |
| <b>Implementing partner(s)</b>                 | <i>International Organization for Migration</i>   |

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| <b>Main objectives, intended results and key messages</b>                             | <i>Main message was to present (assisted voluntary) return as a better alternative to irregular stay, dangers involved in irregular migration (e.g. exploitation), raising awareness regarding the risks related to being smuggled or trafficked among the diaspora and potential migrants, presenting difficulties of undocumented life in country of destination, informing about changes in national asylum, migration or return policies, providing information about the rights and legal migration opportunities, etc.</i> |
| <b>Communication channels and tools used</b>  | <i>Main tools and channels used to communicate key messages of the campaign are traditional media such as TV and radio, social media such as Facebook, articles, conferences in districts of Nicosia, Limassol, Paphos, Larnaca and Famagusta, awareness raising events for the beneficiaries and co-organized with local authorities, outreach to migrant communities, reception centres etc.</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>No such evaluation was made</i>   |

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

The above information campaign is ongoing

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

Natasa Xenophontos Koudouna, Head of Office, IOM Cyprus, Nehru avenue, 1102 Nicosia email: nkoudouna@iom.int

## **CZECH REPUBLIC**

**Wider Dissemination: Yes**

No.

The Czech Republic has not implemented such campaigns yet.

## **GERMANY**

**Wider Dissemination: Yes**

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

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|---|---|
| <b>Title of the campaign</b>                  | <b>Information campaigns for Western Balkans countries</b>  |
| <b>Year(s) of implementation and duration</b> | Since June 2015   |
| <b>Costs of the campaign</b>                  |   |
| <b>Targeted country / audience/ languages</b> | <p><b>Albania:</b></p> <ul style="list-style-type: none"> <li>• Website (www.asyl-in-deutschland.al),</li> <li>• Facebook post (August 2015, <a href="https://www.facebook.com/bamf.socialmedia">https://www.facebook.com/bamf.socialmedia</a>) ,</li> <li>• Publications in six Albanian newspapers in a joint effort with the German embassy at Tirana (newspapers: Shekulli, Shqiptarja.com, Shqip, Panorama, Gazeta Shqiptare, Mapo),</li> <li>• Deutsche Welle interview with former BAMF President Manfred Schmidt (Albanian and Serb translations online)</li> <li>• Interview of the then BAMF president by the biggest Albanian TV station Top Channel TV as well as by Bosnian and Kosovar media,</li> <li>• Media coverage in the departure area of the airport and of the arrival of returnee flights at the airport in a joint effort with the embassy at Tirana, Albanian authorities/ministries and the responsible ministry of the federal state which had organised the return.</li> </ul> <p><b>Serbia:</b></p> <ul style="list-style-type: none"> <li>• Website (www.asyl-in-deutschland.rs),</li> <li>• Facebook post (August 2015, <a href="https://www.facebook.com/bamf.socialmedia">https://www.facebook.com/bamf.socialmedia</a>) ,</li> <li>• Deutsche Welle interview with former BAMF President Manfred Schmidt (Albanian and Serb translations online)</li> <li>• Interview of the then BAMF president by the biggest Albanian TV station Top Channel TV as well as by Bosnian and Kosovar media.</li> </ul> <p><b>Kosovo:</b></p> |

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|   | <p>- Interview of the then BAMF president by the biggest Albanian TV station Top Channel TV as well as by Bosnian and Kosovar media.</p> <p><b>Bosnia and Herzegovina:</b> Website (<a href="http://www.asyl-in-deutschland.ba">www.asyl-in-deutschland.ba</a>)</p> <p><b>English version</b> for migrants with other native languages: <a href="http://www.asyl-in-deutschland.com">www.asyl-in-deutschland.com</a></p>   |
| <b>Implementing partner(s)</b>  | Deutsche Welle, German embassy at Tirana   |
| <b>Main objectives, intended results and key messages</b>                             | The Federal Office has taken several measures to deal with the high number of applicants from the Western Balkans. Websites in Albanian, Bosnian, Serb and English inform people about the conditions under which Germany grants protection, about the fact that it is impossible to obtain protection for economic reasons and about voluntary returns. They also contain a warning that people will be returned by force if they do not return voluntarily. The facebook posts in August drew attention to the websites. Interviews and publications in foreign-language media also contained information about the conditions for being granted protection in Germany, the fact that it is impossible to obtain protection for economic reasons and about voluntary return options. |
| <b>Communication channels and tools used</b>  | Websites: <a href="http://www.asyl-in-deutschland.al">www.asyl-in-deutschland.al</a> , <a href="http://www.asyl-in-deutschland.ba">www.asyl-in-deutschland.ba</a> , <a href="http://www.asyl-in-deutschland.rs">www.asyl-in-deutschland.rs</a> , <a href="http://www.asyl-in-deutschland.com">www.asyl-in-deutschland.com</a> ; social media: <a href="https://www.facebook.com/bamf.socialmedia">https://www.facebook.com/bamf.socialmedia</a> ), publications and interviews in foreign-language media, press releases and news about the information campaign on the website bamf.de (in German).   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | Unfortunately, there are no data on the effectiveness of the individual campaigns. However, the number of applicants from the Western Balkans has declined considerably, probably due to the categorisation of these countries as “safe countries of origin”, the re-entry ban, the higher number of returns and shorter processing times for asylum applications.   |

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| <b>Title of the campaign</b>                              | <b>Information campaigns for Afghanistan</b>  |
| <b>Year(s) of implementation and duration</b>             | Since November 2015   |
| <b>Costs of the campaign</b>                              | Ongoing campaign  |
| <b>Targeted country / audience/ languages</b>             | <ul style="list-style-type: none"> <li>• main target group: middle class, 18 – 35 years of age</li> <li>• Languages: Pashtu; Dari, English</li> </ul>   |
| <b>Implementing partner(s)</b>                            | Sayara (Kabul-based agency); Moby Group (Kabul-based media group), Deutsche Welle   |
| <b>Main objectives, intended results and key messages</b> | <p>We inform people about the following:</p> <ul style="list-style-type: none"> <li>→ the risks and dangers of fleeing to Europe</li> <li>→ the reality of living in Germany</li> <li>→ our measures to create opportunities in Afghanistan</li> </ul> <p>We disprove rumours and encourage people to think about the situation. This means informing people rather than deterring them.</p> <p>In the #RumoursAboutGermany (<a href="http://www.rumoursaboutgermany.info">www.rumoursaboutgermany.info</a>) campaign, which was launched by the Federal Foreign Office, our missions in Afghanistan make use both of traditional PR instruments (TV and radio interviews, speeches, talks with local multipliers such as village elders and religious leaders) and of social media. Our Ambassador in Kabul explains the German Government's position in interviews in international and national TV stations. Users and followers on social media receive regular relevant updates.</p> |

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| <p><b>Communication channels and tools used</b></p>  | <p>Facebook (German Embassy Kabul); physical billboards; busses (overland); TV spots; blog (24 x7) run by Deutsche Welle</p>  |
| <p><b>How effective the campaign was in reaching its objectives and intended results</b></p> | <p>Multiphase media campaign: #RumoursAboutGermany</p> <p>PHASE 1: Billboards at strategic locations in Kabul, Mazar-e-Sharif and Herat aimed at creating doubts about deciding to flee.</p> <p>These billboards were combined with a wide-ranging information campaign (#RumoursAboutGermany and <a href="http://www.rumoursaboutgermany.info">www.rumoursaboutgermany.info</a>) by the German missions in Afghanistan on the dangers of fleeing and the actual and legal situation in Germany, as well as with information to dispel rumours about Germany in social media.</p> <p>Some posts were viewed over 600,000 times, primarily reaching the main target group of young men aged between 18 and 35.</p> <p>PHASE 2</p> <p>From January until the end of February 2016, the RumoursAboutGermany campaign was advertised nationwide on buses.</p> <p>Video campaign: “My Home Afghanistan”</p> <p>“My Home Afghanistan”, a video campaign aimed at persuading Afghans to remain in their country, started in February 2016. Ten videos featuring interviews with Afghans, ranging from a traffic police officer to an athlete, were broadcast successively on six channels. These individuals advocated remaining in Afghanistan and explained their personal reasons for doing so. The campaign was accompanied in social media by the hashtag #IDoMyPart.</p> |

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|  | <p>→ Our video campaign reached over two million people in Afghanistan via social media alone. The videos were broadcast over 860 times on six channels in the local languages, Dari and Pashto. As a result, individual videos were viewed up to 900,000 times.</p> <p>Deutsche Welle project: Fleeing to Europe</p> <p>In addition, the Federal Foreign Office has been funding Deutsche Welle’s project, Fleeing to Europe, since September 2015. This project informs people around the clock via Facebook and a moderated blog in Urdu, Pashto and Dari about the situation in Germany and warns about the dangers of fleeing.</p> <p>→ Facebook fans:</p> <ul style="list-style-type: none"> <li>○ 1.66 million fans in total in the three project languages</li> <li>○ 430,000 additional Facebook fans since the project was launched</li> </ul> |
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Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

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| <b>Title of the campaign</b>                   | <b>Leaflet “Information on voluntary returns for asylum seekers”</b>   |
| <b>Year(s) of implementation and duration</b>  | Since October 2015 (parts are still being prepared/translated/laid out)  |
| <b>Targeted country / audience / languages</b> | <p>The leaflet will initially be published in German and in the following languages:</p> <p>English, Arab, Pashto, Dari, Tigrinya, Sorani, Kurmanji, Albanian, Serbian, Macedonian, Romani</p> |

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| <b>Costs of the campaign</b>  | Layout and design will be provided by own staff to the extent that this is possible. The printing of the 10.000 flyer cost 373 €  |
| <b>Implementing partner(s)</b>  |   |
| <b>Main objectives, intended results and key messages</b>                             | <p>The Federal Office intends to establish return advisory offices at the arrival centres in order to integrate return advice into the asylum procedure and to provide first-time applicants with easy and quick access to return advice and support.</p> <p>Targeted information campaigns aim to make asylum seekers aware of voluntary return options directly after their arrival.</p> <p>The leaflet will list options (advice, financial support, other support options), explain the consequences of a rejection of the asylum application and draw attention to the local, free advisory offices and the ZIRF and IOM websites.</p> |
| <b>Communication channels and tools used</b>  | The leaflet will initially be distributed at the arrival centres. Later on, it may also be included in the BAMF website and in social media channels.   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | It remains to be seen how effective the campaign will be.   |

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

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| <b>Title of the campaign</b>               | <b>Animated explanatory film “Rights and duties during the asylum procedure”</b>          |
| <b>Year of implementation and duration</b> | Drafted since end-2015, production started in October 2016, to be shown from January 2016 |

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| <b>Targeted country / audience</b>                       | The 7-minute film will initially be available in the following languages:<br>German, French, English, Arab, Farsi, Albanian   |
| <b>Costs of the campaign</b>                             | Budget for the film production: c. EUR 90,000   |
| <b>Implementing partner</b>                              | (Materna GmbH will manage production in close cooperation with BAMF)  |
| <b>Main objective, intended results and key messages</b> | In order to support staff, in particular interpreters, at the offices of the Federal Office for Migration and Refugees in their everyday work, the Office intends to produce a film which explains the individual stages of the asylum procedure. The film will focus on applicants' rights and duties during the asylum procedure. It will also contain information on voluntary and forced returns.<br><br>The film will not replace the information in writing, which is required by law, but supplement it. All applicants will be provided with the information in writing and be asked to sign the sheet. |
| <b>Communication channels and tools used</b>             | The video will be shown on monitors to groups of asylum applicants.<br><br>In addition, it will be made available on the website of the Federal Office and via the social media channels.   |

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| <b>Title of the campaign</b> | <b>Animated explanatory film on "Voluntary returns"</b> |
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| <b>Year of implementation and duration</b>               | Being planned since July 2016  |
| <b>Targeted country / audience</b>                       | The 3-minute film will initially be available in the following languages:<br>German, English, Arab, Pashto, Dari, Tigrinya, Sorani, Kurmanji, Albanian, Serbian, Macedonian, Romani  |
| <b>Costs of the campaign</b>                             |  |
| <b>Implementing partner</b>                              |  |
| <b>Main objective, intended results and key messages</b> | <p>The Federal Office intends to establish return advisory offices at the arrival centres in order to integrate return advice into the asylum procedure and to provide first-time applicants with easy and quick access to return advice and support.</p> <p>Targeted information campaigns aim to make asylum seekers aware of voluntary return options directly after their arrival.</p> <p>The film will list options (advice, financial support, other support options), explain the consequences of a rejection of the asylum application and draw attention to the local, free advisory offices and the ZIRF and IOM websites.</p> |
| <b>Communication channels and tools used</b>             | <p>The video will be shown on monitors to groups of asylum applicants.</p> <p>In addition, it will be made available on the website of the Federal Office and via the social media channels.</p>   |

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

- Preparation of the information
  - o Provide information in several languages
  - o Keep the language as simple as possible; do not use difficult words unless necessary; however, include relevant technical terms, at least in brackets (for example “proof of arrival”, “arrival centre”)
  - o Use info charts, icons etc which can easily be understood by people from different cultures, which are gender-neutral and which take into account diversity (see, for example, the leaflet on “Important information for applying for asylum in Germany” ([www.bamf.de/inforefugees](http://www.bamf.de/inforefugees)) or the information site on asylum and refugee protection ([www.bamf.de/asyl+flucht](http://www.bamf.de/asyl+flucht))).
  - o Try to address people in a target-specific way: asylum seekers are a highly heterogeneous group, from illiterate to highly qualified
  - o Always use a courteous form of address in interviews, but try nevertheless to communicate at eye-level
  - o The Federal Office’s task is to inform people, not to patronise them. Patronising, distanced statements will not help and may trigger negative media campaigns/shitstorms etc.
  - o As this is a highly fraught issue, potential effects on the broad public should always be considered. After all, the information material can and will be provided to the public. This means that pull factors (such as lengthy explanations of financial support options) or words and icons with negative connotations (for example the term “deportation” or the symbols “aircraft” or “suitcase”) should be avoided when explaining about (voluntary) returns.
  - o Do not use any generalised terms in targeted country information campaigns. For example, the wording should not imply that all people from Kosovo want to file an asylum application in Germany. Otherwise, the information might be disregarded and/or discounted.
  - o Nevertheless, it makes sense to try and create a personal, emotional level, ideally via testimonials, i.e. statements by people who tell about their experience. In particular, this would be quite helpful in the context of voluntary returns.
  
- Distribution of information:
  - o Provide information via several channels: websites, social media channels, possibly apps, brochures, leaflets, videos
  - o Address multipliers and the broad public: press releases, news updates, newsletters, information booths at events
  - o Use the infrastructure and the network of the Office: local advisory offices, integrate information offers into the national asylum procedure (i.e. have staff at the local offices and arrival centres make migrants aware of the information options)

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

General information for refugees/asylum seekers: Department 814, Saliha Kubilay, [saliha.kubilay@bamf.bund.de](mailto:saliha.kubilay@bamf.bund.de)

## **ESTONIA**

**Wider Dissemination: Yes**

Q1. Estonia has not implemented any public information and awareness raising campaigns targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU.

Q2. Estonia has not implemented any public “in-land” information and awareness raising campaigns with the aim of increasing (assisted voluntary) departures as the numbers of persons staying illegally in Estonia as well as the numbers of asylum seekers have been relatively low. Therefore Estonia has been able to provide more individual approach. Although not in a form of a campaign the IOM Estonian Office has disseminated information on assisted voluntary return in Estonia since 2010 by carrying out Voluntary Assisted Return and Reintegration Programme from Estonia (VARRE). The project activities are financed by European Return Fund and co-financed by the Ministry of the Interior. Information on voluntary return is disseminated to the target group of the project via internet homepage, leaflets, brochures, posters and telephone information line. Leaflets and brochures have been translated into most common languages of irregular migrants staying in Estonia (14 languages). The staff of IOM Estonia is on regular bases organizing information days and visits to the accommodation center of asylum seekers, PBGB prefectures, detention center, local municipalities, community visits etc. to disseminate information on assisted voluntary return.

Q3. Estonia has not planned any such campaigns in the next 6-12 months.

Q4. N/A

Q5. N/A

## FINLAND

### Wider Dissemination: Yes

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

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| <b>Title of the campaign</b>                  | <b>The activities can be divided in two, A and B:</b><br><b>A. Several promoted news items concerning Finland’s asylum policy, asylum decisions, return of asylum seekers, family reunion, border control, residence permits, principles of international protection etc. Communicated through social media.</b><br><b>B. Stop Human Smuggling –campaign</b> |
| <b>Year(s) of implementation and duration</b> | A. Oct 2015 – ongoing. The duration of each social media promotion has been 1 – 2 weeks.<br>B. Around 3 months from July to October 2016, covering the UN and EU anti-human-trafficking-days on 30 <sup>th</sup> July and 18 <sup>th</sup> October   |
| <b>Costs of the campaign</b>                  | A. Cost of each campaign is estimated 100 €– 500 €including and depending on the number of the translation-versions. The   |

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|   | <p>total cost of all social media communication is estimated 10 000 €in 2016.<br/>B. 25 000 €</p>   |
| <b>Targeted country / audience/ languages</b>             | <p>Targeted countries:<br/>Albania, Afghanistan, Pakistan, Bangladesh, India, Iraq, Lebanon, Turkey, Russia, Algeria, Libya, Somalia, Kenya, Ethiopia and Eritrea. This is summary of all the countries and usually the countries of origin and transit, where Finland has received asylum seekers during the past one year period.</p> <p>Targeted audience:<br/>Usually 15 – 45 years old male or female, using a mobile phone and/or a computer. Primary audience are the potential asylum seekers who are able to afford the mobile, have access to the Internet and who are literate. The secondary audience are those, who can be influenced by the primary audience.</p> <p>Targeted languages:<br/>Every message is available in English (and Finnish), in addition e.g.: Arabic, Dari, Pashto, Hindi, Bengali, and Somali. These were the languages usually spoken by the asylum seekers, who came to Finland during the past year.</p>                            |
| <b>Implementing partner(s)</b>                            | <p>A. Implemented by the Ministry for Foreign Affairs of Finland and the missions, embassies and consulates, abroad. Close cooperation with Ministry of the Interior, and especially with the Finnish Immigration Service.</p> <p>B. Implemented by the Ministry for Foreign Affairs of Finland and a commercial Finnish communication company.<br/>Cooperation with local IOM-office and Somali diaspora.</p>  |
| <b>Main objectives, intended results and key messages</b> | <p>Main objectives:<br/>To reach the potential asylum seekers in the countries of origin and transit and raise awareness about Finland's asylum policy and risks of human smuggling. The objective is to restrain the unnecessary migration flow and to counter human smuggling.</p> <p>Intended results:<br/>The potential asylum seekers will have a realistic picture of the asylum process and he/she would be able to make their decisions based on reality and current facts (if this kind of decision making is possible).</p> <p>A. Slogans are not used. Messages are based on news about e.g.:</p> <ul style="list-style-type: none"> <li>- Joint declaration on the return of asylum seekers</li> <li>- Criteria of the international protection</li> <li>- Family reunification</li> <li>- Applying for a residence permit to Finland</li> <li>- Border traffic restrictions</li> <li>- Finland bears its share of responsibility for asylum seekers</li> </ul> |

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|   | <p>B. Messages:</p> <ul style="list-style-type: none"> <li>- Human smuggling is not charity; it's a profit-seeking criminal business. Don't buy into empty promises – get informed about the risks of human smuggling. #STOPSMUGGLERS and a billion-dollar business</li> <li>- There are approximately 40 000 human smugglers in the world. Together they are responsible for 10 000 migrants dying or disappearing while travelling to Europe. Get informed about the risks of human smuggling. #STOPSMUGGLERS and save lives</li> <li>- If you are seeking for asylum, human smugglers cannot guarantee you a refugee status. The decision on a resident permit may take months and a rejection leads to an immediate return ticket. Get informed about the risks of human smuggling. #STOPSMUGGLERS and prevent empty promises</li> <li>- Human smugglers break families. Children are separated from their families. 10 000 minors have disappeared since travelling to Europe. Get informed about the risks of human smuggling. #STOPSMUGGLERS and keep families together</li> <li>- Many migrants are at risk of becoming victims of forced labor, violence and sexual abuse. Get informed about the risks of human smuggling. #STOPSMUGGLERS and protect human dignity</li> </ul> |
| <b>Communication channels and tools used</b>  | <p>A. Websites of the Embassies abroad. Content has been promoted in Facebook and Instagram. Sometimes also Twitter. Embassies have also provided interviews and executed press conferences, reaching the local newspapers in the country.</p> <p>B. Campaign website, Facebook, Instagram, Twitter, YouTube and Google Ads. In addition Somali diaspora, living in Finland, carried out a one week TV campaign in two channels in Somalia.</p>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p>Altogether we have reached over 6 million social media user. The percentage of clicks is around 5 %. These numbers are provided by the social media channels which seem to be not that reliable. It seems also that comparing the activities in European countries to the countries origin of the asylum seekers, the social media promotions reach more audience in the latter. (Reason for this can be e.g. that competition among the social media advertisers is more heated in Europe than in targeted countries.) The real impact of communication is really hard to evaluate without any further interaction.</p>  |

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

**NB. Information below is taken from the EMN Focussed Study 2/2015 Dissemination of Information on Voluntary Return: How to reach irregular migrants not in contact with the authorities, National Report of Finland. The following two campaigns are not implemented by national authorities but instead by IOM, which is the implementing partner of (assisted) voluntary returns in Finland.**

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| <b>Title of the campaign</b>     | <b>Stories of return</b>  |
| <b>Year(s) of implementation</b> | 6.2.-7.3.2015 (campaign website continues to be available online) |

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| <b>and duration</b>   |   |
| <b>Targeted country / audience / languages</b>  | Campaign took place within Finland.<br>It was directed to potential returnees on AVRR and those considering the option to return voluntarily, as well as the general public.<br>Languages used in the campaign were: Arabic, Albanian, English, French, Finnish, Farsi, Kurdish, Russian and Somali   |
| <b>Costs of the campaign</b>  | 8712 EUR  |
| <b>Implementing partner(s)</b>  | Implemented by the IOM (NB. This was a campaign <b>led by</b> the IOM)  |
| <b>Main objectives, intended results and key messages</b>                             | To increase awareness of assisted voluntary return and reintegration, to utilise social media in making AVRR more visible and accessible and to create human interest stories about real people.  |
| <b>Communication channels and tools used</b>  | Dedicated website with stories of return (multilingual), accompanied by a pre-launch and post-launch social media campaign, including daily posts on Twitter and Facebook.  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | The number of assisted voluntary return applications increased since the campaign. However, it is not possible to connect this fact directly to the campaign.<br><br>Results (users/impressions) reached by the campaign: <ul style="list-style-type: none"> <li>• Unique users 1,429</li> <li>• Visits/impressions 53,369</li> <li>• Visits 8,466</li> </ul> |
| <b>Title of the campaign</b>  | <b>Many home countries, many premises</b>   |
| <b>Year(s) of implementation and duration</b>   | Week 44/2012  |
| <b>Targeted country / audience / languages</b>  | Campaign took place within Finland.<br>It was directed to the general public and decision-makers.<br>Languages used in the campaign were: Finnish   |
| <b>Costs of the campaign</b>  | 6500 EUR  |
| <b>Implementing partner(s)</b>  | Implemented by the IOM (NB. This was a campaign <b>led by</b> the IOM),JCDecaux (service provider)  |
| <b>Main objectives, intended results and key messages</b>                             | Need to spread information on assisted voluntary return to general public as well as decision-makers.   |
| <b>Communication channels and tools used</b>  | Poster campaign at bus stops in Helsinki, accompanied by information on the project website and press releases.   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | Estimated 897,000 media contacts (Visibly Adjusted Contact VAC) during the campaign.  |

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

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| <b>Title of the campaign</b>                             | <b>Increasing assisted voluntary return</b>   |
| <b>Year of implementation and duration</b>               | Begins by the end of the year 2016  |
| <b>Targeted country / audience</b>                       | Rejected asylum-seekers in Finland, asylum-seekers still in the procedure, rejected asylum seekers thinking of staying in Finland irregularly<br>Languages: Arabic, Kurdish (Sorani), Dari, Somali, Russian, Albanian, French and Farsi in addition to Finnish, Swedish and English. These languages have been chosen as they are the languages spoken by the largest groups of asylum seekers entering Finland. Assisted voluntary return is directed to rejected asylum seekers and those who have cancelled their applications.  |
| <b>Costs of the campaign</b>                             | Preliminary budget of the campaign is about 15 000 euros. Aim is to get co-funding from national AMIF funds.  |
| <b>Implementing partner</b>                              | The Finnish Immigration Service (no implementing partner)   |
| <b>Main objective, intended results and key messages</b> | Providing information about the availability of assisted voluntary return.<br>Presenting assisted voluntary return as a better alternative to irregular stay.   |
| <b>Communication channels and tools used</b>             | <b>Website <a href="http://www.migri.fi/return">www.migri.fi/return</a> will be translated</b> to Albanian, Arabic, Kurdish (Sorani), Dari, Farsi, French, Russian and Somali. The website is currently available only in Finnish, English and Swedish.<br><b>A small, postcard-sized, multilingual flyer will be published.</b> The goal of the flyer is to inform that more information on assisted voluntary return is available in the reception centres and online, directing potential returnees to the website mentioned above. The idea is to print 50 000 flyers to be handed out to/picked up by potential returnees at reception centres, customer service centres of the Finnish Immigration Service, the police who deliver negative asylum decisions and organisations that work with irregular migrants.<br>In addition, <b>an A4-sized brochure will be published.</b> The brochure will contain more information on the assisted voluntary return. There will be 10 language versions of the brochure. The brochure will not be printed, but instead it will be available online as a pdf-file. Officials and other persons coming to contact with potential returnees can print the appropriate language version and hand it to the potential returnee. |

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

All effective migration information campaigns, whether carried out in the Member State or abroad, must have a clear message and good quality translations. Concerning migration information campaigns abroad, it is important to understand who is, and who is not, a reliable source of information from the prospective migrant's/asylum seeker's point of view. Regarding social media campaigns it is good to include a possibility for interaction, e.g. a native who is able to follow and react on comments in the social media. This might also help the qualitative evaluation of the effectiveness. When using social media, the internet penetration in the targeted countries should be taken into account. In measuring effectiveness of a migration information campaign, one should not rely too much on the

visibility figures or click percentages given by social media platforms. It is fair to assume that the number of comments, “likes” and other reactions can give more accurate information on the effectiveness.

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

Ministry for Foreign Affairs, Communication Coordinator Ms Rim Mezian, [rim.mezian@formin.fi](mailto:rim.mezian@formin.fi); Finnish Immigration Service, Head of Press and Communications Services Ms Hanna Kautto, [hanna.kautto@migri.fi](mailto:hanna.kautto@migri.fi)

## FRANCE

### Wider Dissemination: Yes

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

FR NCP: the French office for immigration and integration (OFII) was in charge from 2013 until September 2016 of the implementation of the EU project called Targeted initiative for Armenia (TIA). This project included in particular a video related to information campaigns on irregular migration in Armenia.

This project was led by the OFII with the participation of international organizations and experts from Belgium, Bulgaria, Czech Republic, France, Germany, Netherlands, Poland and Romania. It was financed by the EU with a 3 million Euro budget for a 3 year period.

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

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| <b>Title of the campaign</b>                              |  |
| <b>Year(s) of implementation and duration</b>             |  |
| <b>Costs of the campaign</b>                              | <i>How much did the entire campaign cost?</i>  |
| <b>Targeted country / audience/ languages</b>             | <i>e.g. aspiring migrants and asylum seekers (by socio-economic characteristics), communities, diaspora in the EU, national and local authorities, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)</i>  |
| <b>Implementing partner(s)</b>                            | <i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i>   |
| <b>Main objectives, intended results and key messages</b> | <i>please outline the main goals of the campaign as well the main messages and slogans, please reflect on the focus of the campaign, e.g. presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked., presenting difficulties of undocumented life in country of</i> |

|   |   |
|---|---|
|   | <i>destination, informing about changes in national asylum acquis, migration or return policies, providing information about the rights and legal migration opportunities , etc.</i>  |
| <b>Communication channels and tools used</b>  | <i>please outline the main tools and channels used to communicate the key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders</i> |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>please indicate whether the campaign has been formally evaluated and what are the findings of the assessment. should the campaign have not been evaluated, please provide any available information on the effectiveness and impact of the activities</i>  |

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

FR NCP: Please refer to the FR EMN NCP 2015 study on the dissemination of information on voluntary return by the OFII.

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

FR NCP: Regarding MNAs, France may conduct informative campaign targeting unaccompanied minors in some countries of origin with other member States through a specific action financed by AMIF. The campaign will specifically target minors and their families and aim at raising awareness and providing information on the dangers of illegal migration and the possibilities and advantages of legal migration. After the signing of a partnership agreement between the member states interested, a tender procurement will be launched to recruit a service provider. We cannot provide further details for the moment.

Regarding THB, there is actually no specific measure dedicated to asylum seekers and migrants on a national level. However this may become a priority for the next national action plan dedicated to THB (2017-2020).

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

FR NCP: we do not have sufficient experience on this issue to be able to answer such questions.

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

FR NCP: N/A however FR NCP can be the contact point for additional questions.

## HUNGARY

### Wider Dissemination: No

This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further.

## IRELAND

### Wider Dissemination: No

This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further.

## ITALY

### Wider Dissemination: Yes

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|  |  |
|--|--|
| <b>Title of the campaign</b>                     | <i><b>AWARE MIGRANTS</b></i>   |
| <b>Year(s) of implementation and duration</b>    | <i>Preliminary phase: Oct-Dec 2015<br/>activity phase: June 2016 – Oct 2017</i>  |
| <b>Costs of the campaign</b>                     | <i>Preliminary phase: €71.426<br/>activity phase: €1.228.950,43</i>  |
| <b>Targeted country / audience/ languages</b>    | <i>Algeria, Cameroon, Egypt, Ethiopia, Gambia, Ghana, Libya, Mali, Mauritania, Morocco, Niger, Nigeria, Senegal, Sudan, Tunisia<br/>Languages: French, English, Arabic</i> |
| <b>Implementing partner(s)</b>                   | <i>IOM, that subcontracted some action to a communication company</i>  |
| <b>Main objectives, intended results and key</b> | <i>The campaign aims to address irregular migration along the main routes from East/Western Africa across</i>  |

|   |  |
|---|--|
| <p><b>messages</b></p>                              | <p>the desert and the Mediterranean. Secondly, the campaign aims to:</p> <ul style="list-style-type: none"> <li>- help potential migrants in making informed decisions by warning them about the real dangers of the journey and the traffickers/smugglers' detached behaviour from migrants' safety and well-being throughout the crossing;</li> <li>- Properly inform public opinion in third countries on the dramatic journey conditions for migrants, in order to raise awareness on migration crisis.</li> <li>- inform on possible alternatives to illegal migration.</li> </ul> <p>Intended results:</p> <ul style="list-style-type: none"> <li>- averting deaths at sea and in the desert;</li> <li>- disrupting the business of the criminal networks of traffickers;</li> </ul>   |
| <p><b>Communication channels and tools used</b></p> | <p><b>Communication campaign implementation and dissemination.</b> Production of the following media products:</p> <ul style="list-style-type: none"> <li>- (1) An interactive, multilingual <b>web portal</b> (<a href="http://www.awaremigrants.org">www.awaremigrants.org</a>) linked to social platforms (aware migrants on facebook, youtube, instagram and twitter), and existing IOM websites (Missing Migrant Project, Community Response Map and "I am a migrant" Campaign) formally launched. Website extra programming activity provides also an interactive media map; Info section is being implemented, with information on safe and regular migration channels to Italy and possibly other EU MS. Linked to the website, <b>social platforms profiles</b> and pages (Facebook, Twitter, YouTube and Instagram) go live and are open to comments. A small amount of resources allocated in Google AdWords and Facebook Ads will promote the new website visibility on the net.</li> <li>- (80 )<b>video clips</b> with a moving message from a migrant on his/her experience (audio language in local dialects/languages with subtitles in the three languages of the website, as needed: English, French, Arabic) broadcast across the campaign website and social platforms (some of which already posted in the website);</li> <li>- <b>4 stories/video spots</b> with different cuts (30'', 20'', 15'') for maximum 4 languages speaker and/or subtitles;</li> <li>- Press ads and printing quality materials; billboards and digital banners produced during the</li> </ul> |

|  | <p>preliminary phase are also used;</p> <ul style="list-style-type: none"> <li>- <b>4 radio stories</b> (30'' and 25'') in 6 languages;</li> <li>- <b>80-100 audio clips</b> maximum. In Niger, local reporters and/or IOM personnel will record audio interviews from returning migrants after their experience in detention centres in Libya, or from dangerous experiences during the journey. Open source software and smartphones will be used to record and upload the audio clips into a server.</li> <li>- (1) <b>Video clip</b> and (1) a <b>song</b> by <b>Rokia Traoré</b> (Malian singer and actress). She wrote a song about the hazards of migration, titled "Be aware brother, be aware sister". The final output is an original song, royalty-free, which can be downloaded for free from the website. The song will be performed in live concerts (the next in Paris).</li> <li>- (1) <b>Short film</b> (30-40 mins.), filmed on field; immediately after editing and postproduction, the film will be ready for digital distribution on social platforms, TV broadcast, participation in film festivals. IOM HQ and Regional Offices will coordinate with target countries and recommend local media channels for further dissemination.</li> </ul> |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
|--|---|--------|-------|------------------------------|-----|----------------------|----|------------------|--------|-----------------|--------|------------------------------|--------|----------------------------------|--------|--|--------|------------------------|----|
| <p><b>How effective the campaign was in reaching its objectives and intended results</b></p> | <p><i>Last dashboard as up 21 oct 2016:</i></p>  <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>total news and info inserted</td> <td>358</td> </tr> <tr> <td>video clips uploaded</td> <td>11</td> </tr> <tr> <td>pages visualized</td> <td>50.884</td> </tr> <tr> <td>unique visitors</td> <td>20.405</td> </tr> <tr> <td>total likes on Facebook page</td> <td>14.947</td> </tr> <tr> <td>tweets visualizations on Twitter</td> <td>34.104</td> </tr> <tr> <td>visualizations on YouTube (AM channels only)</td> <td>55.144</td> </tr> <tr> <td>followers on Instagram</td> <td>95</td> </tr> </tbody> </table>   | Metric | Value | total news and info inserted | 358 | video clips uploaded | 11 | pages visualized | 50.884 | unique visitors | 20.405 | total likes on Facebook page | 14.947 | tweets visualizations on Twitter | 34.104 | visualizations on YouTube (AM channels only) | 55.144 | followers on Instagram | 95 |
| Metric   | Value   |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| total news and info inserted   | 358   |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| video clips uploaded   | 11  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| pages visualized   | 50.884  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| unique visitors  | 20.405  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| total likes on Facebook page   | 14.947  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| tweets visualizations on Twitter   | 34.104  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| visualizations on YouTube (AM channels only)   | 55.144  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |
| followers on Instagram   | 95  |        |       |                              |     |                      |    |                  |        |                 |        |                              |        |                                  |        |  |        |                        |    |

|   |   |
|---|---|
| <b>Title of the campaign</b>  | Sensibilizzazione sui rischi dell'emigrazione irregolare, attraverso l'espressione artistica  |
| <b>Year(s) of implementation and duration</b>   | 2011  |
| <b>Costs of the campaign</b>  | € 150.000   |
| <b>Targeted country / audience/ languages</b>   | Tunisia   |
| <b>Implementing partner(s)</b>  | IOM   |
| <b>Main objectives, intended results and key messages</b>                             | Information on the risks of irregular migration   |
| <b>Communication channels and tools used</b>  | Theatre   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign was very effective. The theatre show was played in many small villages in the South of Tunisia and in two difficult area in Tunis. After the show all the community was engaged in a very intensive debate.</i> |

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |  |
|---|--|
| <b>Title of the campaign</b>                  |  |
| <b>Year(s) of implementation and duration</b> |  |

|   |  |
|---|--|
| <b>Targeted country / audience / languages</b>  | <i>e.g. irregular migrants already present on the territory / rejected asylum-seekers / asylum-seekers still in procedure, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)</i>  |
| <b>Costs of the campaign</b>  | <i>How much did the entire campaign cost?</i>  |
| <b>Implementing partner(s)</b>  | <i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>please outline main goals of the campaign as well the main messages and slogans,<br/>please reflect on the focus of the campaign, e.g. presenting (assisted voluntary) return as a better alternative to irregular stay, dangers involved in irregular migration (e.g. exploitation), raising awareness regarding the risks related to being smuggled or trafficked among the diaspora and potential migrants, presenting difficulties of undocumented life in country of destination, informing about changes in national asylum, migration or return policies, providing information about the rights and legal migration opportunities, etc.</i> |
| <b>Communication channels and tools used</b>  | <i>please outline main tools and channels used to communicate key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to-peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders, information in cultural centres or reception / detention centres, etc.</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>please indicate whether the campaign has been formally evaluated and what are the findings of the assessment.<br/><br/>should the campaign have not been evaluated, please provide any available information on the effectiveness and impact of the activities</i>  |

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

|                              |  |
|------------------------------|--|
| <b>Title of the campaign</b> |  |
|------------------------------|--|

|  |  |
|--|--|
| <b>Year of implementation and duration</b>               |  |
| <b>Targeted country / audience</b>                       | <i>e.g. irregular migrants already present on the territory / rejected asylum-seekers / asylum-seekers still in procedure, aspiring migrants and asylum seekers (by socio-economic characteristics), communities, diaspora in the EU, national and local authorities, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)etc.</i>   |
| <b>Costs of the campaign</b>                             | <i>What will be the budget of the entire campaign?</i>   |
| <b>Implementing partner</b>                              | <i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i>   |
| <b>Main objective, intended results and key messages</b> | <i>please outline main goals of the campaign as well the main messages and slogans, please reflect on the focus of the campaign, e.g. presenting (assisted voluntary) return as a better alternative to irregular stay, dangers involved in irregular migration (e.g. exploitation), raising awareness regarding the risks related to being smuggled or trafficked among the diaspora and potential migrants, presenting difficulties of undocumented life in country of destination, informing about changes in national asylum, migration or return policies, providing information about the rights and legal migration opportunities, etc.</i> |
| <b>Communication channels and tools used</b>             | <i>please outline main tools and channels used to communicate key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to-peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders, information in cultural centres or reception / detention centres, etc.</i>  |

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.  
Carmelita.ammendola@interno.it

## LATVIA

### Wider Dissemination: Yes

- 1) Latvian national authorities have not implemented such information and awareness raising campaigns so far.
- 2) Latvian national authorities have not implemented such specific information and awareness raising campaigns so far, as the number of persons willing to use voluntary return and reintegration assistance has been higher than the support available. However, Latvian national authorities, mainly the Office of Citizenship and Migration Affairs (hereinafter – OCMA) and the State Border Guard have been providing information on the existence of voluntary assisted return, for instance, with the principle of good governance in mind, competent officials of the OCMA and the State Border Guard have been providing oral information regarding the option of assisted voluntary return provided by Riga Office of the International Organization for Migration to foreigners prior to issuance of the return decision or removal order.
- 3) At the moment Latvian national authorities have not planned to implement such information and awareness raising campaigns over the next year.
- 4) According to the available information and experience acquired by national authorities while being involved in carrying out other type of information and awareness campaigns not related directly to migration, the way of communication appropriate to the target-group chosen, for instance, location and type of information, as well as its easy comprehensibility is one of the things that makes such campaigns effective. Most probably that it could also be one of the aspects that makes migration information campaign effective.
- 5) There is no such single person/institution responsible for the implementation of the information and awareness raising campaigns in Latvia. The responsible ones depend on the content of the information and awareness raising campaigns to be carried out.

## LITHUANIA

### Wider Dissemination: Yes

Lithuania has not implemented any migration information and awareness raising campaigns in countries of origin and transit of migrants and asylum seekers

## LUXEMBOURG

### Wider Dissemination: Yes

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU? **Yes.**

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |   |
|---|---|
| <b>Title of the campaign</b>                  | <i>« Migrate with Open eyes » (Migrer aux yeux ouverts)</i>   |
| <b>Year(s) of implementation and duration</b> | <i>December 2006 - December 2010</i>  |
| <b>Costs of the campaign</b>                  | <i>First phase of the project 216.807,08 € (December 2006 – December 2008). Second phase: For the period 2008 to 2010</i> |

|   |   |
|---|---|
|   | <i>the cost of the programme was of 109.050 €.</i>  |
| <b>Targeted country / audience/ languages</b>   | <i>Luxembourg reinforced the « Migrer les yeux ouverts » (MYO) program which was initially started in Cape Verde by the Luxembourgish cooperation agency. This programme reached its deadline at the end of 2010 and the MYO office was closed. The language of the project was Portuguese.</i>   |
| <b>Implementing partner(s)</b>  | <i>Luxembourg Cooperation Agency of the Ministry of Foreign Affairs through the establishment of a Luxembourg Cooperation Desk in Praia (Bureau de cooperation du Luxembourg) established.<br/>The NGO Cap Vert Espoir et Développement (CVED) implemented a network for exchanging information between Luxembourgish and Cape-Verdean high schools in the framework of this project.</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>This programme looks to, among other things, familiarize future family reunification migrants from Cape Verde with social, linguistic and other realities of living in Luxembourg. Its main goal is that the migrants depart legally from their country of origin, knowing what to expect in the host country.<br/>The main objectives:</i> <ul style="list-style-type: none"> <li>➤ <i>Support to the visa desk of the Embassy of Luxembourg in Cape Verde, allowing the reception and information of the candidates for family reunification;</i></li> <li>➤ <i>The reinforcement of the institutional capacities of the competent Cap-Verdean authorities on emigration issues;</i></li> <li>➤ <i>The establishment in Cape Verde of liaison between NGOs and associations (mainly of Cape-Verdean migrants) established in Luxembourg and civil society in Cape Verde in order to implement cooperation projects.</i></li> </ul>   |
| <b>Communication channels and tools used</b>  | <i>The main tool was the Luxembourg Cooperation Desk in the Luxembourgish Embassy which provided the reception and information to migrant candidates applying for family reunification. Institutional cooperation with Cape-Verdean national and local authorities (see below) as well as NGOs. Meetings and field visits took place in Santiago, Fogo, Sao Vicente and Santo Antao. In this context these meetings and visits have a positive effect because the Luxembourgish NGOs (Pharmaciens sans frontières, Caritas et Adouna) responded positively to the project proposals of the Cape-Verdean NGOs (Verdefam, Morabi, ADAD, Renascer).</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The number of persons who participated to the information and awareness activities was approximately 2200 individuals. Between December 2008 and October 2010, 216 persons filed an authorisation of stay for family reunification reasons at the Cooperation Desk in Praia. 156 of those applications were approved.<br/>The programme draws the attention of the parents who have been residing during a long period of time in Luxembourg of the educational difficulties that their children would be confronted with in the Luxembourgish system, especially because of the trilingual education system (French, German and Luxembourgish). Because of this situation some of the candidates withdrawn their applications. Other decided to take the risk duly informed. In those cases contacts with the Ministry of Education allowed that these candidates obtained further information through the tool “MySchool”.<br/>Through contacts with the Ministry of Foreign Affairs of Cape Verde, especially the Institute of Communities (IC) which is in charge of the Cape-Verdean diaspora, a cooperation with the municipal service “Reception and Information for Emigrants” (AIE) had foreseen a documentary “My choice to return” describing how the experiences and economies made in Luxembourg have contribute to certain success stories who have decided to return to Cape Verde.</i> |

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

No. In Luxembourg promoting the voluntary return is part of the administrative procedure since the beginning of the international protection procedure. It is mainly based in information sessions with the applicants and information to NGOs' social workers that can be in contact with irregular migrants who could be interested in returning to their country of origin. The voluntary return program (Assisted Voluntary Return and Reintegration – AVRR-L) in Luxembourg is implemented by the International Organisation for Migration (Brussels) and targets three categories of migrants in Luxembourg. This program is financed by the Directorate of Immigration of the Ministry of Foreign Affairs. The three main categories are: 1) asylum seekers whose asylum applications have been rejected; 2) asylum seekers who have withdrawn their asylum applications and 3) irregular migrants who have lived in the Grand-Duchy for over a year without applying for international protection. The nationals from Serbia, the Former Yugoslav Republic of Macedonia, Montenegro and Albania are excluded from this programme. The Directorate of Immigration organizes and finances weekly voluntary returns in collaboration with a Luxembourgish bus company for people of the West Balkan countries (except Kosovo).

The program also targets vulnerable groups (unaccompanied minors, victims of human trafficking, etc.) IOM collaborates with a network of partners including several NGOs (Red Cross, Caritas) and associations (ASTI, CLAE, Jugend an Drogenhellef) that inform the migrants about the voluntary return option and the opportunity to reintegrate back into their country of origin.

The Luxembourgish Reception and Integration Agency of the Ministry of Family and Integration and the Directorate of Immigration of the Ministry of Foreign Affairs inform also the international protection applicants and the rejected international protection seekers about the Assisted Voluntary Return and Reintegration programme. A brochure in ten languages published by the OIM explaining the program is distributed by the various public or private actors mentioned above. Information sessions are regularly organized by the OIM in the international protection seekers reception centers. The OIM assures a weekly permanence in Luxembourg.

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |             |
|---|-------------|
| <b>Title of the campaign</b>                              | <i>N/A.</i> |
| <b>Year(s) of implementation and duration</b>             | <i>N/A.</i> |
| <b>Targeted country / audience / languages</b>            | <i>N/A.</i> |
| <b>Costs of the campaign</b>                              | <i>N/A.</i> |
| <b>Implementing partner(s)</b>                            | <i>N/A.</i> |
| <b>Main objectives, intended results and key messages</b> | <i>N/A.</i> |
| <b>Communication channels and tools used</b>              |             |

|   |             |
|---|-------------|
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>N/A.</i> |
|---|-------------|

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

No at the moment there are no new migration information and awareness raising campaigns being planned within the next 6-12 months.

|  |             |
|--|-------------|
| <b>Title of the campaign</b>                             | <i>N/A.</i> |
| <b>Year of implementation and duration</b>               |             |
| <b>Targeted country / audience</b>                       | <i>N/A.</i> |
| <b>Costs of the campaign</b>                             | <i>N/A.</i> |
| <b>Implementing partner</b>                              | <i>N/A.</i> |
| <b>Main objective, intended results and key messages</b> | <i>N/A.</i> |
| <b>Communication channels and tools used</b>             | <i>N/A.</i> |

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

See answer to Q.1. In regards to how should the effectiveness of migration information campaign be measured

There is no information available.

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

*N/A.*

## **MALTA**

### **Wider dissemination: Yes**

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

No.

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |  |
|---|--|
| <b>Title of the campaign</b>  |  |
| <b>Year(s) of implementation and duration</b>   |  |
| <b>Costs of the campaign</b>  | <i>How much did the entire campaign cost?</i>  |
| <b>Targeted country / audience/ languages</b>   | <i>e.g. aspiring migrants and asylum seekers (by socio-economic characteristics), communities, diaspora in the EU, national and local authorities, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)</i>  |
| <b>Implementing partner(s)</b>  | <i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>please outline the main goals of the campaign as well the main messages and slogans, please reflect on the focus of the campaign, e.g. presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked., presenting difficulties of undocumented life in country of destination, informing about changes in national asylum acquis, migration or return policies, providing information about the rights and legal migration opportunities , etc.</i> |
| <b>Communication channels and tools used</b>  | <i>please outline the main tools and channels used to communicate the key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>please indicate whether the campaign has been formally evaluated and what are the findings of the assessment.<br/><br/>should the campaign have not been evaluated, please provide any available information on the effectiveness and impact of the activities</i>  |

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

Small-scale information campaigns have been conducted and continue to be conducted in conjunction with Assisted Voluntary Return and Reintegration projects.

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |   |
|---|---|
| <b>Title of the campaign</b>  | <i>N/A</i>  |
| <b>Year(s) of implementation and duration</b>                                 | <i>Ongoing</i>  |
| <b>Targeted country / audience / languages</b>                                | <i>Irregular migrants already present on the territory / rejected asylum-seekers.<br/>Languages utilised along the years included Amharic, Arabic, English, French, Hausa, and Portuguese on the basis of main languages spoken by irregular migrants present and targeted by such AVRR programmes.</i> |
| <b>Costs of the campaign</b>  | <i>Costs varied, but at most ran into a few thousand euros, mostly involving printing of brochures and posters, cards as well as pc mouse-mats.</i>   |
| <b>Implementing partner(s)</b>  | <i>International Organization for Migration for EU co-financed AVRR projects<br/>Third Country Nationals Unit within the Ministry for Home Affairs and National Security</i>  |
| <b>Main objectives, intended results and key messages</b>                     | <i>Presenting information on the option of AVRR as well as showcasing individuals who have returned and set-up businesses and such in the country of origin.</i>  |
| <b>Communication channels and tools used</b>                                  | <i>Brochures, posters and cards were disseminated in open and closed accommodation centres, offices of the Refugee Commissioner and Refugee Appeals Board, the Central Immigration Office and other entities where irregular migrants were likely to be informed.</i>                                   |
| <b>How effective the campaign was in reaching its objectives and intended</b> | <i>N/a</i>  |

|                |  |
|----------------|--|
| <b>results</b> |  |
|----------------|--|

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

A renewed information campaign is expected to be launched soon, in line with the current AVRR project.

|  |   |
|--|---|
| <b>Title of the campaign</b>                             | <i>n/a</i>  |
| <b>Year of implementation and duration</b>               | <i>2016-2019</i>  |
| <b>Targeted country / audience</b>                       | <i>Irregular migrants already present on the territory / rejected asylum-seekers.</i>   |
| <b>Costs of the campaign</b>                             | <i>Around €9,000 are specifically budgeted for printing and awareness-raising lunches. Administrative costs also relate to the actual implementation of the AVRR actions.</i> |
| <b>Implementing partner</b>                              | <i>International Organization for Migration</i>   |
| <b>Main objective, intended results and key messages</b> | <i>Presenting information on the option of AVRR.</i>  |
| <b>Communication channels and tools used</b>             | <i>Brochures, booklets, posters and postcards will be disseminated. Awareness-raising lunches for migrant communities will be conducted.</i>                                  |

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

## THE NETHERLANDS

Wider dissemination: Yes

### Questions

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |   |
|---|---|
| <b>Title of the campaign</b>                  | <i>National Campaign on child protection to ensure prevention of, and response to violence, abuse, exploitation and neglect of children in Afghanistan</i>  |
| <b>Year(s) of implementation and duration</b> | <i>1 January 2013 – 1 July 2014</i>   |
| <b>Costs of the campaign</b>                  | <i>557.000 EURO (rounded)</i>   |
| <b>Targeted country / audience/ languages</b> | <p><i><u>Targeted country:</u> Afghanistan</i></p> <p><i><u>Audience:</u></i></p> <ul style="list-style-type: none"> <li>• <i>Vulnerable children from all the 34 provinces; especially from 28 provinces and 51 districts where the Child Protection Action Networks (CPAN) is operational.</i></li> <li>• <i>Netherlands funding: 5000 community members and young people who will benefit from 51 district CPANs &amp; 16 Youth Information and Contact Centers (YICCs); 7,000 youth in 10 province.s</i></li> <li>• <i>Media outreach for countrywide population through radio and television.</i></li> </ul> <p><i><u>Languages:</u>Local languages/ dialects.</i></p> |

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| <b>Implementing partner(s)</b>                            | <i>UNHCR</i>  |
| <b>Main objectives, intended results and key messages</b> | <p><i>The project goal is to develop and implement awareness campaign to improve quality of life for the most vulnerable children by prevention of abuse and by improving access to quality protection services.</i></p> <p><i>Objectives of the project:</i></p> <ul style="list-style-type: none"> <li>• <i>Prevent unsafe migration and exploitation of children</i></li> <li>• <i>Prevent early marriage among girls</i></li> <li>• <i>Facilitate behavior change among families so that children are not put at risk</i></li> <li>• <i>Engage CPAN, YICC and community members for prevention and response to child abuse.</i></li> </ul> <p><i>Results of the project:</i></p> <ul style="list-style-type: none"> <li>• <i>Community dialogue through members of CPAN and YICC: Information sessions were held in many provinces (e.g. Badakhshan, Kandahar, Badghis, Bamyán, Dailundi, Faryab, Herat, Kabul, Nangarhar and Nimurz). The participants consisted of men, women and children. During the information sessions topics like domestic violence, child labour, drug addiction, sexual abuse of children, poverty, lack of education (especially girls) and children sent abroad for work and income were addressed.</i></li> <li>• <i>Participatory theatre by youth on risks of irregular migration: Due to illiteracy information sessions on the risks of illegal migration was given in theatre sessions. Topics like human smuggling, human trafficking and the consequences of irregular migration were highlighted. In total approximately 6600 (4070 male and 2530 female) have participated in this activity.</i></li> <li>• <i>Irregular migration campaign launch and media spots: Four tv and radio spots in two national languages were approved by the Ministry of Labour, Social Affairs, Martyrs and the Ministry of Disabled and Refugees and Repatriation and have been broadcasted. Attention was given to irregular departure and the vulnerability of unaccompanied children when leaving the country irregularly. The campaign has made use of the following communication materials: banners, leaflets, stickers. They were distributed throughout the country.</i></li> <li>• <i>Early and child marriage campaign: Preparations have been made in order to launch a campaign on early and child marriage in cooperation with the Ministry of Woman's Affairs and MOLSAMD. In this campaign extra attention was requested for the cultural and religious beliefs in Afghanistan.</i></li> </ul> |

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| <b>Communication channels and tools used</b>  | <i>See above.</i>                                    |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Not available. No evaluation has taken place.</i> |

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|---|---|
| <b>Title of the campaign</b>                  | <p><i>Post-Arrival and Reintegration Assistance of Congolese unaccompanied minor asylum seekers (UAMs) from the Netherlands</i></p> <p><i>Please note that this is <u>not</u> an awareness campaign project. The core activity of this project is the reception and reintegration of Congolese unaccompanied minors who return to DR Congo either voluntarily or non-voluntarily. This awareness campaign activity is included as a project activity in this overall project.</i></p> |
| <b>Year(s) of implementation and duration</b> | <p><i>1 June 2015 – 31 December 2016</i></p> <p><i>Please note that the awareness campaign activity has only commenced officially on 1 July 2016.</i></p>   |
| <b>Costs of the campaign</b>                  | <i>The costs for this particular project activity are 92.000 EURO (rounded).</i>  |
| <b>Targeted country / audience/ languages</b> | <p><i><u>Targeted country:</u> DR Congo</i></p> <p><i><u>Audience:</u> Ministry of Social Affairs, local authorities, the Congolese population in general and unaccompanied Congolese minors (voluntary and non-voluntary) returning from the Netherlands in particular.</i></p>  |

|   |   |
|---|---|
|   | <i>Languages: English, French, Kikongo, Lingala and Swahiliok.</i>  |
| <b>Implementing partner(s)</b>  | <i>International Organisation for Migration</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>This project activity will sensitize more than 1.000.000 young Congolese in schools, in Churches and the local population in Kinshasa on the risks linked to irregular migration through the dissemination of leaflets and posters as well as shows in Churches, schools and public places with live theatre production, screening of videos, discussion sessions and live broadcastings related to irregular migration.</i> |
| <b>Communication channels and tools used</b>  | <i>In addition to above, also posters and leaflets.</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>Not available. An evaluation on the effects of the campaign has not been foreseen in this overall project.</i>   |

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| <b>Title of the campaign</b>                  | <i>Surprising Europe</i>   |
| <b>Year(s) of implementation and duration</b> | <p><i>The project has been implemented in 3 phases:</i></p> <ul style="list-style-type: none"> <li>• <b>Phase I</b> (2007 - 2011): development and production of a documentary, a website and a TV series.</li> <li>• <b>Phase II</b> (2012 - 2013): international promotion and distribution of the materials developed in 11 African countries.</li> <li>• <b>Phase III</b> (2014 – 2016): further promotion and distribution in 17 additional countries in Africa and elsewhere.</li> </ul> |

|   |  |                             |                |                              |                |                               |                       |       |                |
|---|--|-----------------------------|----------------|------------------------------|----------------|-------------------------------|-----------------------|-------|----------------|
| <b>Costs of the campaign</b>                              | <p><i>How much did the entire campaign cost?</i></p> <table border="0"> <tr> <td>- Surprising Europe Phase I</td> <td>EUR 235.000,00</td> </tr> <tr> <td>- Surprising Europe Phase II</td> <td>EUR 252.264,61</td> </tr> <tr> <td>- Surprising Europe Phase III</td> <td><u>EUR 410.000,00</u></td> </tr> <tr> <td>Total</td> <td>EUR 897.264,61</td> </tr> </table>   | - Surprising Europe Phase I | EUR 235.000,00 | - Surprising Europe Phase II | EUR 252.264,61 | - Surprising Europe Phase III | <u>EUR 410.000,00</u> | Total | EUR 897.264,61 |
| - Surprising Europe Phase I                               | EUR 235.000,00   |                             |                |                              |                |                               |                       |       |                |
| - Surprising Europe Phase II                              | EUR 252.264,61   |                             |                |                              |                |                               |                       |       |                |
| - Surprising Europe Phase III                             | <u>EUR 410.000,00</u>  |                             |                |                              |                |                               |                       |       |                |
| Total   | EUR 897.264,61   |                             |                |                              |                |                               |                       |       |                |
| <b>Targeted country / audience/ languages</b>             | <p><i>e.g. aspiring migrants and asylum seekers (by socio-economic characteristics), communities, diaspora in the EU, national and local authorities, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)</i></p> <p>Phase I&amp;II: Ghana, Uganda, DRC, Senegal, Cameroon, Gabon, Kenya, Sierra Leone, Angola, Togo, Guinea.</p> <p>Phase III: Rwanda, Nigeria, Ethiopia, Burundi, Liberia, Tanzania, Burkina Faso, Congo (Brazzaville), The Gambia, South-Sudan, Eritrea, Armenia, Indonesia, Afghanistan, Mongolia, Iran, Iraq.</p>  |                             |                |                              |                |                               |                       |       |                |
| <b>Implementing partner(s)</b>                            | <p><i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i></p> <p>Implementing organisation: Stichting Jongens van de Wit (JvdW Film). JvdW Film cooperated with a great many partners, among which IOM, Dutch Immigration and Naturalisation Service (IND), Maatwerk bij Terugkeer, ICCO, Kerk in Actie, Stichting Doen, ICCO, NCDO (Nederlands Centrum voor Duurzame Ontwikkeling), Digitale Pioniers, Europees Terugkeer Fonds, This is Africa, Bridge to Better, Mediafonds, Al-Jazeera, HUMAN (humanist media enterprise), The Africa Channel, ERSO, Radio Nederland Wereldroep.</p> |                             |                |                              |                |                               |                       |       |                |
| <b>Main objectives, intended results and key messages</b> | <p><i>please outline the main goals of the campaign as well the main messages and slogans, please reflect on the focus of the campaign, e.g. presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked., presenting difficulties of undocumented life in country of destination, informing about changes in national asylum acquis, migration or return policies, providing information about the rights and legal migration opportunities , etc.</i></p> <p>Research shows that many of the migrants have incomplete and often incorrect information on their</p>   |                             |                |                              |                |                               |                       |       |                |

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|   | <p>destination country. This raises expectations, including with those who remain behind, and makes it more difficult to admit failure. The myth of Europe as an Eldorado therefore remains intact.</p> <p>Main objective is to promote the discussion on international migration and to refine the picture of Europe existing in the countries of origin.</p> <p>More specific objectives:</p> <ul style="list-style-type: none"> <li>- Providing independent and realistic information on migration and the situation in European countries</li> <li>- Promoting discussion and mentality change (breaking taboos) among (potential) migrants and their communities both in countries of origin and in Europe</li> <li>- Supporting migrants in Europe by providing information and a forum for exchange of experiences.</li> </ul> <p>Focus is very broad in terms of subject-matter, and at the same time on objective/real information.</p>   |
| <p><b>Communication channels and tools used</b></p> | <p><i>please outline the main tools and channels used to communicate the key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders</i></p> <ul style="list-style-type: none"> <li>- TV series (9x25 minutes) about the life of African immigrants in 8 European countries. Is a TV magazine style programme presenting serious as well as lighter migration-related subjects from an African perspective by African presenters from Europe and Africa.</li> <li>- TV Documentary about the Ugandese photo journalist Ssuuna Golooba, who took the initiative for the project, documenting his life as an illegal immigrant and in the process of organizing the Surprising Europe project in the Netherlands and Uganda.</li> <li>- Interactive website linked to the series and documentary, meant as a portal to information and a platform for exchange of information and experiences, online since 2011 (<a href="http://www.surprisingeurope.com/">http://www.surprisingeurope.com/</a>).</li> <li>- TV reports on returned migrants.</li> <li>- Information and discussion meetings in target countries.</li> <li>- Aforementioned materials are made accessible in various ways: <ul style="list-style-type: none"> <li>o Screening through national and local TV broadcasters</li> <li>o Mobile cinema</li> <li>o Radio (IGrooveradio, This is Africa/Gettoradio)</li> <li>o Web-based TV channels, such as YouTube, AILTV, Al Jazeera, Holland Doc</li> <li>o DVD box containing all aforementioned materials</li> </ul> </li> </ul> |

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|   | ○ Facebook and Twitter to build an audience and alert it.  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <p><i>please indicate whether the campaign has been formally evaluated and what are the findings of the assessment.</i></p> <p><i>should the campaign have not been evaluated, please provide any available information on the effectiveness and impact of the activities</i></p> <p>There has not been a formal evaluation of the project. The results were reviewed on the basis of a final report, in the light of the objectives pursued. Since these objectives were phrased in terms of outputs, the results were assessed in that sense too. The project was very successful in reaching a great audience through its wide geographical reach and various methods of communication, but there is no picture of what its effects were (or the effects of different messages and communication methods) in terms of outcome, leave alone impact (reducing the incentives of potential migrants to leave).</p> |

**Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?**

*Information dissemination, awareness raising and pre-departure counselling form an integral part of all return projects funded by the Dutch Government. The Internationale Organization for Migration and the Dutch Refugee Council are present at all asylum reception centres and in most of the big cities for consultation hours and scheduled meetings. Other ngo's perform the same activities for their respective target groups. Thematic information sessions (specific nationality or target group) are organized regularly in cooperation with various ngo's and IOM.*

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|  |   |
|--|---|
| <b>Title of the campaign</b>                   | <p><i>See above, the Surprising Europe project also targeted migrants in Europe.</i></p> <p><i>Besides this project, N/A.</i></p> |
| <b>Year(s) of implementation and duration</b>  |   |
| <b>Targeted country / audience / languages</b> |   |

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| <b>Costs of the campaign</b>  |  |
| <b>Implementing partner(s)</b>  |  |
| <b>Main objectives, intended results and key messages</b>                             |  |
| <b>Communication channels and tools used</b>  |  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> |  |

**Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.**

*Currently the Ministry of Security and Justice is conducting research into the need for and effects of information/awareness raising campaigns. The results are due to be published before the end of the year. Following the conclusions of the Government on the basis of this research, new campaigns may be developed next year. At the moment, campaigns in Albania, Congo and Nigeria are being considered, but no concrete plan has been approved.*

|  |   |
|--|---|
| <b>Title of the campaign</b>               | Encouraging Hope: Community Mobilization to Mitigate Irregular Migration  |
| <b>Year of implementation and duration</b> | 1 November 2016 – 30 April 2018 (18 months)   |
| <b>Targeted country / audience</b>         | Ethiopia<br>The project targets potential irregular migrants through their governments and involving communities and other local stakeholders.<br><i>e.g. irregular migrants already present on the territory / rejected asylum-seekers / asylum-seekers still in</i> |

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|  | <i>procedure, aspiring migrants and asylum seekers (by socio-economic characteristics), communities, diaspora in the EU, national and local authorities, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)etc.</i>  |
| <b>Costs of the campaign</b>                             | <p><i>What will be the budget of the entire campaign?</i></p> <p>EUR 1.000.000</p>   |
| <b>Implementing partner</b>                              | <p>IOM</p> <p><i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i></p>   |
| <b>Main objective, intended results and key messages</b> | <p>Main objective: To contribute to the efforts of the Government of Ethiopia to prevent irregular migration and trafficking in persons.</p> <p>Outcome 1: Enhanced capacity of government stakeholders, Community Based Organizations (CBO) and media to mobilize community members to address irregular migration through community conversation.</p> <ul style="list-style-type: none"> <li>- Output 1.1: Key Government partners, Administration for Refugees and Returnees Affairs (ARRA), and CSOs mainstream community conversations, regularly meet and report on the progresses of the community conversation</li> <li>- Output 1.2: Enhanced knowledge of gender sensitive migration related concepts with media professionals leading to improved quality of media reporting on irregular migration</li> </ul> <p>Outcome 2: Potential migrants have improved capacity to make informed migration decisions and take initiatives to fight TiP in their communities.</p> <ul style="list-style-type: none"> <li>- Output 2.1: Community conversation groups established/strengthened and conduct CCF training as well as regular CC sessions</li> <li>- Output 2.2: Tailored IEC materials are developed and disseminated and a mass media campaign is broadcast in all four regions.</li> </ul> <p>Project focuses not primarily on messages (already existing, objective information) but on ways to convey them, based on the observation by an earlier IOM survey in 2013 that showed that although 70% of the population is aware of the dangers of irregular migration and human trafficking, migrants accept to take these risks out of a sense of responsibility towards family members and communities.</p> |

|  |   |
|--|---|
| <b>Communication channels and tools used</b> | <p>Community conversations at grassroots level, also different mass media, among which written press, radio and TV, to disseminate results of community conversations.</p> <p><i>please outline main tools and channels used to communicate key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to-peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders, information in cultural centres or reception / detention centres, etc.</i></p> |
|--|---|

Furthermore: We're currently in the process of searching for the right angle to take other initiatives. Dutch Ministry of Foreign Affairs is looking into potential campaigns they could execute in Afghanistan and in Nigeria while taking into consideration previous programs such as "Surprising Europe" that included tv series, films and theatre to raise awareness for dangers of smuggling/trafficking and the perils involved in migration, as well as available reports and practices on the effectiveness of information campaigns.

**Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?**

*The Netherlands (Ministry of Security and Justice) has conducted a research on the effects of information campaigns, carried out by its own research centre (Wetenschappelijk Onderzoek- en Documentatiecentrum, WODC). The final evaluation report will be accessible for the public mid December 2016 and will be uploaded on the WODC website. Especially the effect on the campaigns must be tempered. Potential migrants rely most on the information provided by families and friends and distrust the information provided by the government.*

*As for the Ministry of Foreign affairs, there is no clear picture of what makes a campaign effective in terms of reduced irregular migration or migration behaviour and decisions of individual persons. Recent research however shows that a number of assumptions often underlying information campaigns are not supported by evidence:*

- *Potential migrants have a lack of information or rely on false information;*
- *Information campaigns will be trusted;*
- *Fear appeal messages can scare people off migration aspirations;*
- *Migration decisions are individual decisions;*

- *Staying put is an option, alternatives to migration are available.*

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

*Jan Rinzema ([Jan.Rinzema@minbuza.nl](mailto:Jan.Rinzema@minbuza.nl)), Ministry of Foreign Affairs, The Netherlands*

*Po-Ling Ho ([p.ho@dtv.minvenj.nl](mailto:p.ho@dtv.minvenj.nl)), Repatriation and Departure Service, Ministry of Security and Justice, The Netherlands.*

## **NORWAY**

**Wider dissemination: Yes**

**Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?**

Norway has financed several awareness campaigns targeting irregular migrants. In 2013-2014 we financed a country-wide awareness raising campaign in Somalia on the risks of migration, targeting potential migrants, and since 2014 we have financed a migration response center in Sudan where awareness is an essential part (including outreach in refugee camps). We have further financed awareness campaigns reaching out to unaccompanied minors in Turkey (2013-2014) and in Afghanistan (2012-2014). In 2017 we are renewing our engagement regarding unaccompanied minors by financing a comprehensive awareness campaign as part of a broader project to prevent children from migrating alone.

A relevant study:

Kjersti Thorbjørnsrud, Espen Gran, Mohammed A. Salih, Sareng Aziz. (2012): Viewed From the Other Side: Media Coverage and Personal Tales of Migration in Iraqi Kurdistan. Oslo: University of Oslo, Norway.

[https://www.udi.no/globalassets/global/forskning-fou\\_i/beskyttelse/viewed-from-the-other-side.pdf](https://www.udi.no/globalassets/global/forskning-fou_i/beskyttelse/viewed-from-the-other-side.pdf)

This study gives voice to the untold stories – to the experiences and perspectives appearing in neither the Norwegian and Western media debate on immigration nor in the Iraqi Kurdish media. Shedding light on these questions, the report has improved the knowledge of the type of factors that motivate or inhibit emigration on the one hand and the conditions propelling or restraining the return of people to their original home country on the other.

News media analysed in Iraqi Kurdistan includes news reports, op-eds and commentaries related to migration in six newspapers and four TV channels from May to September 2011. A total of 48 informants participated in this study. 36 interviews with Iraqi Kurds in Norway and Iraq with migration experiences of their own or within their family were conducted. Vital informants in this group are people who have been deported from Europe and are now back in Iraqi Kurdistan. Another 12 key informant interviews were conducted with government officials, NGOs and media professionals.

There is a thorough summary with suggestions included in the study.

**Please list all such past and on-going campaigns. For each of these campaigns please provide following information:**

|   |  |
|---|--|
| <b>Title of the campaign</b>  | <i>Awareness raising to enable informed decision- making among potential migrants in Somalia</i>   |
| <b>Year(s) of implementation and duration</b>   | <i>2013 - 2014</i>   |
| <b>Costs of the campaign</b>  | <i>4 mill. NOK</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>Somalia. Potential irregular migrants without a need for protection. Somali language.</i>   |
| <b>Implementing partner(s)</b>  | <i>IOM Somalia</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>Enable potential Somali migrants to make an informed decision on migrating to the Nordic countries in Europe. Message: Presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked., presenting difficulties of undocumented life in country of destination.</i>  |
| <b>Communication channels and tools used</b>  | <i>SMS campaigns, radio campaigns, TV infomercials, community dialogues and community theatre/dramas. Education and Communication materials, such as posters, T-Shirts, billboards, cartoon booklets.</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The campaign has been subject to external evaluation by Samuel Hall. It concluded: The IOM awareness campaign has resulted in better knowledge and understanding about the risks involved in irregular migration and life in Europe, its messaging was clear and remembered by respondents at the time of this evaluation. The immediate outcome of generating an open discussion has been achieved. Yet, it remains difficult to assess the real impact on the ultimate outcome of the awareness program on behavioural change. The impact of changing attitudes to Europe will not necessarily translate in a decrease of migration trends so long as youth have limited alternatives in their home country. This calls for 1) strengthened partnerships and 2) synergies with other IOM and stakeholder programmes targeting training and livelihood generation for youth.</i> |

**Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?**

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |   |
|---|---|
| <b>Title of the campaign</b>  | <i>A National Campaign on Child Protection to Ensure Prevention of, and Response, to Abuse, exploitation and Neglect of Children in Afghanistan.</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>2011- 2014</i>   |
| <b>Targeted country / audience / languages</b>  | <i>Afghanistan, unaccompanied minors, pashto/dari</i>   |
| <b>Costs of the campaign</b>  | <i>4,3 mill. NOK</i>  |
| <b>Implementing partner(s)</b>  | <i>UNICEF Afghanistan</i>   |
| <b>Main objectives, intended results and key messages</b>                             | <i>Main objectives:<br/>Prevent unsafe migration and exploitation of children<br/>Prevent early marriage among girls<br/>Facilitate behavior change among families so that children are not put at risk</i> |
| <b>Communication channels and tools used</b>  | <i>Community dialogue, Religious leaders, TV, youth networks</i>  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>The project was co-financed with the NL, and to our knowledge not externally evaluated. According to final reporting to Norway all activities were successfully implemented.</i>                         |

**Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.**

|  |  |
|--|--|
| <b>Title of the campaign</b>                             | <i>Protecting the most vulnerable children in Afghanistan through provision of psychosocial support and reintegration of unaccompanied and separated children</i>  |
| <b>Year of implementation and duration</b>               | <i>2016-2017</i>   |
| <b>Targeted country / audience</b>                       | <i>Afghanistan, unaccompanied minors, dari/pashto</i>  |
| <b>Costs of the campaign</b>                             | <i>15 mill. NOK</i>  |
| <b>Implementing partner</b>                              | <i>UNICEF Afghanistan</i>  |
| <b>Main objective, intended results and key messages</b> | <p><i>The project has four components, of which one is related to awareness raising (5 mill. NOK), while the others concern more practical protection measures.</i></p> <p><i>Expected result: Formation of a consortium of key stakeholders including UN entities in the country, NGOs, and other bilateral agencies to take forward a campaign to sensitize community and religious leaders/representatives and provincial/ district Shuras on prevention of unsafe / irregular migration of unaccompanied children in the ten focus provinces as well as provinces that share international borders with Iran and Pakistan.</i></p> |
| <b>Communication channels and tools used</b>             | <i>Community dialogue, religious networks etc</i>  |

**Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?**

Thorough knowledge of the target group, including which information channels they use, which actors/voices that are perceived to be credible among the group. The question about effectiveness is difficult due to characteristics of the target group. Success has usually been measured in terms of implemented activities. One exception is IOM Somalia, which conducted a survey prior to and after their campaign.

**Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.**

Ministry of Justice and Public Security, Department of Migration, Stine Mønter: stine.munter@jd.dep.no

**POLAND**

**Wider dissemination: Yes**

1. No. None of the public entities in Poland were involved in conducting informative campaigns for foreigners in countries of origin or transit. However it must be stated that in 2012 the International Organisation for Migration [IOM] prepared a raising awareness information campaign on providing support to third country nationals in assisted voluntary return from Poland. This campaign was in 75% cofinanced by the European funds [No 1/12/EFPI/2010]. The already mentioned nationwide information campaign was directed toward foreigners staying illegally in Poland to enable them to return and their respective countries of origin. The campaign used mass media (ATL), such as press, Radio and Television. In addition, on September 22, 2016 Polish Border Guard Headquarter placed on the public website of the Border Guard information material entitled 'Conditions of stay of foreigners in the Republic of Poland'. This material has been placed on the following website: <https://www.strazgraniczna.pl/pl/cudzoziemcy/warunki-pobytu-cudzozie/3914,Warunki-pobytu-cudzoziemcow-w-RP.html>. However, the fact of posting this material on the website should not be interpreted as an element of formal campaign understood as an action to be implemented within a specific timeframe as well as with a dedicated budget, subject to subsequent evaluation.

**PORTUGAL**

**Wider dissemination: Yes**

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU? *No, IOM Country Office in Portugal didn't promote awareness raising campaigns in countries of origin and/or countries of transit.*

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |  |
|---|--|
| <b>Title of the campaign</b>                  | <i>“CAMPO – Centro de Apoio à Migração no País de Origem”<br/>Portuguese project already created in Cape Vert (at Praia), regarding bilateral cooperation and extended to new abilities such as:</i>   |
| I)  | <i>(i) Provide info to the potential migrants about legal immigration possibilities to the participant MS (including available job offers);<br/>(ii) Assistances regarding the return processes (economic and social reintegration) social).</i> |
| <b>Year(s) of implementation and duration</b> | <i>36 months (01.01.2009 – 31.12.2011)</i>   |
| <b>Costs of the campaign</b>                  | <i>European Comission assigned 1M€ to develop the project “Reforço das Capacidades na Gestão da Migração Laboral e Retorno”, lead by PT ( Ministry of Foreign Affairs/IPAD e PCM/ACIDI). ES had already</i>                                      |

|   |  |
|---|--|
|   | <i>participated.</i>   |
| <b>Targeted country / audience/ languages</b>   | <i>Cape Vert<br/>Potenciais emigrantes<br/>Portuguese</i>  |
| <b>Implementing partner(s)</b>  | <i>Portugal / Camões, ICL</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>- Promote legal mobility between Cape Vert and EU. It included three complementary dimensions: labor migration to EU; return of Cape Verdean diaspora and promotion of migrant investment and entrepreneurship.</i> |
| <b>Communication channels and tools used</b>  | <i>Website</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> |  |

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|---|--|
| <b>Title of the campaign II)</b>  | <b>Campaign “ Não estás à venda” (You are not for sale)</b>            |
| <b>Year(s) of implementation and duration</b>   |  |
| <b>Costs of the campaign</b>  |  |
| <b>Targeted country / audience/ languages</b>   | <i>Cape Vert<br/>STP<br/>GB</i>  |
| <b>Implementing partner(s)</b>  | <i>Portugal / SEF / DCInv (Central Directorate for Investigations)</i> |
| <b>Main objectives, intended results and key messages</b>                             |  |
| <b>Communication channels and tools used</b>  |  |
| <b>How effective the campaign was in reaching its objectives and intended results</b> |  |

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures? *During implementation of the IOM Projects ARVoRe, funded within EU Return Fund, IOM designed and disseminated several information material (leaflets, posters, etc) and organized awareness raising sessions for stakeholders. This was not organized as a campaign but information and awareness are central to IOM within the implementation of AVRR programmes ex Portugal.*

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |  |
|---|--|
| <b>Title of the campaign</b>  | <i>Assisted Voluntary Return and Reintegration (ARVoRe)</i>  |
| <b>Year(s) of implementation and duration</b>   | <i>From 2009 to 2015 (in the framework of EU Return Fund 2008, 2009, 2010, 2011, 2012 and 2013)</i>  |
| <b>Targeted country / audience / languages</b>  | <i>Not specified, third country nationals living in Portugal. But in accordance with the protocol beneficiaries will be selected on the basis of the criteria clearly defined policy such as rejected asylum seekers, illegal migrants, foreign nationals who are legally but taking into account their socio-economic situation can't pay the return travel costs</i> |
| <b>Costs of the campaign</b>  | <i>Costs of the visibility material are integral part of the project budget ( Return fund –SOLID and FAMI)</i>   |
| <b>Implementing partner(s)</b>  | <i>Implemented directly by IOM Country Office in Portugal in collaboration with the Information and Counselling Network on AVRR at national level and with partnership of the Internal Ministry , in particular with the Portuguese Immigration and Borders service..</i>  |
| <b>Main objectives, intended results and key messages</b>                             | <i>Increase knowledge about assisted voluntary return option and requirements of the programme among practitioners and potential beneficiaries.</i>  |
| <b>Communication channels and tools used</b>  | <i>Information in national focal points for information and counselling; organizations working with migrants; Embassies; migrant associations; municipalities; peer-to-peer outreach and information shared by email; awareness raising sessions with practitioners.</i>   |
| <b>How effective the campaign was in reaching its objectives and intended results</b> | <i>NA</i>  |

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign. *Yes, in the framework of ARVoRe VI, submitted for approval under AMIF funding. There are several activities to promote AVRR among practitioners and potential beneficiaries.*

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| <b>Title of the campaign</b><br><br>I)     | <i>Pursuant to the Common Agenda on Migration and Mobility EU – Brazil, in the project supporting its implementation. SEF, as a national partner, proposed the following activity:<br/>- Awareness campaign about the "refugees" phenomenon. Campaign materials for dissemination and awareness on "asylum and refugees".<br/>• Creation of a website - with frequently asked questions, pictures, testimonials, news.<br/>• Prepare a publication for schools in infant/juvenile writing (possibly in BD) aimed at children and young people, speaking about the notion of "refugee".<br/>• Informative Video/documentary for dissemination on the website and in mass media.</i> |
| <b>Year of implementation and duration</b> | <i>Waiting for the event launch to start the activities</i>  |
| <b>Targeted country / audience</b>         | <i>Brazil<br/>General population<br/>Schoolchildren</i>  |

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| <b>Costs of the campaign</b>                             | <i>Included in the Support project budget (total: 3M €)</i>   |
| <b>Implementing partner</b>                              | <i>Portugal / SEF</i>   |
| <b>Main objective, intended results and key messages</b> | <ul style="list-style-type: none"> <li>- Website - <i>The aim is to clarify and update the information on refugees and measures/policy (support) in Brazil as a host country to these citizens.</i></li> <li>- Publication for schools in infant/juvenile writing (possibly in BD) - <i>This activity will be based on the analysis of results of a survey promoted in the school community for knowing the exact ideas and expectations the children have about the issues of asylum and refugees. To this end, it may be thought of the involvement of a Brazilian University in monitoring the implementation of the campaign and analysis of the data collected for conducting a case study.</i></li> <li>- Informative Video/documentary - <i>collection of images about the causes of the current refugee flows, leading to this refugee status, with testimonies and opinions on the subject for better understanding of the situation.</i></li> </ul>   |
| <b>Communication channels and tools used</b>             | <ul style="list-style-type: none"> <li><i>Website</i></li> <li><i>Publication</i></li> <li><i>Video/documentary</i></li> </ul>  |
| <b>Title of the campaign</b>                             | <p><i>Pursuant to the Common Agenda on Migration and Mobility EU – Brazil, in the project supporting its implementation. ACM, SEF and IEFPP, as national partners, proposed the following activity:</i></p> <p><i>CAMPO - Support Centre</i></p> <p><b>II)</b></p> <p><i>A. The creation/settle of this Support Centre/CAMPO in Brazil, promoted by the High Commission for Migration (ACM/Portugal), Institute of Employment and Vocational Training (IEFP/Portuguese Ministry of Solidarity, Employment and Social Security) and SEF, is intended to strengthen the possibilities for well-managed migration flows. In Portugal, services will be provided by the National Support Centres for Migrant Integration (the one-stop-shops), to support the integration of immigrants that arrive at the country or prepare migrants who want to go to BR. The services provided at both locations should reflect a close partnership and coordination between the ACM/PT (that nationally articulates with other national public institutions through the one-stop-shops) and Brazilian institutions responsible for managing migration flows and integration (or reintegration) of migrants.</i></p> <p><i>B. Create a system to support the adjustment between supply and demand of employment, with the help of national contact points and an electronic platform.</i></p> <p><i>- Starting from the experience of the Eures Network, in addition to CAMPO experience in Cape Verde, create a connection with the employment services of each country, while ensuring the validation of job offers available to foreign workers and the placing national workers abroad.</i></p> |
| <b>Year of implementation and duration</b>               | <i>Waiting for the event launch to start the activities</i>   |
| <b>Targeted country / audience</b>                       | <ul style="list-style-type: none"> <li><i>Brazil</i></li> <li><i>Potencial brazilian migrants</i></li> </ul>  |
| <b>Costs of the campaign</b>                             | <i>Included in the Support project budget (total: 3M€)</i>  |

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|--|---|
| <b>Implementing partner</b>                              | <i>Portugal / ACM, IEFP e SEF</i>   |
| <b>Main objective, intended results and key messages</b> | <p><i>CAMPO will:</i></p> <ul style="list-style-type: none"> <li>- <i>Promote legal mobility of migrants between the European countries and the BR, namely PT, and Brazil, and assist them in their process of integration through free and appropriate provision of information to each case (migrant workers who want to come from BR to PT or EU - requirements for leaving BR and entry and regular permanence in a EU Member State, requirements for regular entry and stay in the Brazil).</i></li> <li>- <i>' Give personalized attendance by trained personnel for purposes of migration, providing credible and integrated responses, and mediation services with relevant public institutions and entities involved in migratory processes, both in countries of origin and as destination, and with civil society organization, including associations that can support the integration.</i></li> <li>- <i>With this initiative, the intention is to set up a network of contact points in the employment services - in conjunction with CAMPO/CNAI - and an electronic platform that allows the dissemination of employment opportunities (in the country of origin) and support the verification of contractual conditions proposed</i></li> </ul> |
| <b>Communication channels and tools used</b>             | <p><i>Support Centre/CAMPO</i></p> <p><i>Electronic platform</i></p>  |

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|--|--|
| <b>Title of the campaign</b>                             | <i>Assisted Voluntary Return and Reintegration (ARVoRe IV) ex Portugal</i>   |
| <b>Year of implementation and duration</b>               | <i>From September 2016 to December 2018</i>  |
| <b>Targeted country / audience</b>                       | <i>Not specified, third country nationals living in Portugal. But in accordance with the protocol beneficiaries will be selected on the basis of the criteria clearly defined policy such as rejected asylum seekers, illegal migrants, foreign nationals who are legally but taking into account their socio-economic situation can't pay the return travel costs</i>   |
| <b>Costs of the campaign</b>                             | <i>Costs of the campaign are integral part of the programme budget.(Return Found and FAMI)</i>   |
| <b>Implementing partner</b>                              | <i>To be implemented directly by IOM Country Office in Portugal in collaboration with the Information and Counselling Network on AVRR at national level and with partnership of the Internal Ministry , in particular with the Portuguese Immigration and Borders service.</i>   |
| <b>Main objective, intended results and key messages</b> | <i>The main objective is to promote AVRR as a valid option among practitioners and potential beneficiaries and increase visibility of AVRR at the national level. Some 8000 leaflets and 500 posters will be produced and disseminated. The project foresees the launching of a dedicated website and production and broadcasting of a TV and radio advertisement, beyond social media outlets such as Facebook.</i> |
| <b>Communication channels and tools used</b>             | <i>Information in national focal points for information and counselling; organizations working with migrants; Embassies; migrant associations; municipalities; peer-to-peer outreach and information shared by email; awareness raising sessions with practitioners; traditional media and social media.</i>   |

|  |  |
|--|--|
| <b>Title of the campaign<br/>III)</b>                    | <i>Pursuant to the Common Agenda on Migration and Mobility EU – Brazil, in the project supporting its implementation, SEF, as a national partner, proposed the following activity:<br/>- Awareness campaign on the labour migration policy of the EU, though depliant available in some embassies (PT, BE, and ES)</i> |
| <b>Year of implementation and duration</b>               | <i>Waiting for the event launch to start the activities.</i>   |
| <b>Targeted country / audience</b>                       | <i>Brazil<br/>Through local Embassies (PT, ES, BE)</i>   |
| <b>Costs of the campaign</b>                             | <i>Included in the project budget support which has a total of 3M Euros</i>  |
| <b>Implementing partner</b>                              | <i>Portugal/ SEF (Immigration and Borders Service)</i>   |
| <b>Main objective, intended results and key messages</b> | <i>Strengthening of capacity building in terms of labour migration</i>   |
| <b>Communication channels and tools used</b>             | <i>Depliant</i>  |

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? *The type of language used, the type of materials and layout to make it more attractive to the target group, key messages. How should the effectiveness of a migration information campaign be measured most accurately? When we talk about websites and social media, the number of visits, shares and likes can be an indicator used to measure effectiveness. Also the interest shown by potential beneficiaries and practitioners. Relevant actors should be approached to learn more about beneficiaries interest and if materials are effective.*

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country. *Regarding Assisted Voluntary Return, IOM is responsible for implementation of all AVRR related activities including information and dissemination. Head of Office is Ms Marta Bronzin (tlf: +351 21 324 29 40/email: [iomlisbon@iom.int](mailto:iomlisbon@iom.int)); Luis Carrasquinho – AVRR Focal Point [lcarrasquinho@iom.int](mailto:lcarrasquinho@iom.int)*

## **SLOVAK REPUBLIC**

**Wider dissemination: Yes**

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

No, Slovak Republic has not implemented any such campaigns.

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

Please list all such past and on-going campaigns. For each of these campaigns please provide following information:

|   |  |
|---|--|
| <b>Title of the campaign</b>                              | Information campaign on assisted voluntary returns for asylum seekers and irregular migrants in Slovakia   |
| <b>Year(s) of implementation and duration</b>             | 2009–2011  |
| <b>Targeted country / audience / languages</b>            | <i>e.g. irregular migrants already present on the territory / rejected asylum-seekers / asylum-seekers still in procedure, etc. Specify which languages were used and why they were chosen (host country/main migrant groups' languages...)</i><br>The campaign focused primarily on unregistered third-country migrants or those who are not detained without a residence permit and living in the Slovak territory anonymously, on third-country migrants without a residence permit who were detained in police detention facilities for aliens, asylum seekers in Slovakia, and rejected asylum seekers.   |
| <b>Costs of the campaign</b>                              | <i>How much did the entire campaign cost?</i><br>approximately 80 000 euro   |
| <b>Implementing partner(s)</b>                            | <i>e.g. local NGOs, diaspora organisations, media and communication company, international organisation such as IOM, UNCHR, embassies and consulates, etc.</i><br>IOM Bratislava   |
| <b>Main objectives, intended results and key messages</b> | <i>please outline main goals of the campaign as well the main messages and slogans, please reflect on the focus of the campaign, e.g. presenting (assisted voluntary) return as a better alternative to irregular stay, dangers involved in irregular migration (e.g. exploitation), raising awareness regarding the risks related to being smuggled or trafficked among the diaspora and potential migrants, presenting difficulties of undocumented life in country of destination, informing about changes in national asylum, migration or return policies, providing information about the rights and legal migration opportunities, etc.</i><br>The campaign aimed to provide the target group with information about assisted voluntary returns to make it a generally available choice for the largest possible group of third-country nationals who are considering what to do next in their lives. |
| <b>Communication channels and tools used</b>              | <i>please outline main tools and channels used to communicate key messages of the campaign, e.g. traditional media, social media and web-apps, 'edutainment', out-door advertising, meetings and conferences, peer-to peer outreach, involvement of communities and local and religious leaders, personalities and stakeholders, information in cultural centres or reception / detention centres, etc.</i> <ul style="list-style-type: none"> <li>• mass media – press conferences, press releases;</li> <li>• field counselling: group and personal information meetings on assisted voluntary returns in police detention facilities for aliens and asylum facilities of the MoI SR, operational visits of IOM staff to persons interested in return;</li> </ul>  |

|  |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>• low-rate information helpline;</li> <li>• website;</li> <li>• posters (different formats and placements) on assisted voluntary returns;</li> <li>• leaflets;</li> <li>• billboards;</li> <li>• bench stickers;</li> <li>• stickers at public transport stops;</li> <li>• stickers at entrances to shopping centres;</li> <li>• other promotional materials: calendars and diaries.</li> </ul>  |
| <p><b>How effective the campaign was in reaching its objectives and intended results</b></p> | <p><i>please indicate whether the campaign has been formally evaluated and what are the findings of the assessment. should the campaign have not been evaluated, please provide any available information on the effectiveness and impact of the activities</i></p> <p>The campaign and its various sources of information distributed at public places managed to reach out for the first time to the group of third-country nationals who live in Slovakia anonymously, are not detained in the facilities of the Ministry of Interior of the Slovak Republic, and had before the launch of the campaign, limited possibilities to learn about the AVRR programme and IOM services.</p> <p>Once the campaign was launched, the number of calls to the information helpline on the AVRR programme was three times higher compared to the previous period. While from January to July 2009, i.e. before the phase of the campaign, helpline operators received nine phone calls per month on average, during the campaign phases from August to December 2009 the monthly average was 30 phone calls. After phase 2 was over, the IOM recorded a decline in the number of phone calls, and during phase 3 of the campaign in March and April 2010, this number increased again to a monthly average of 24 phone calls. After the end of the campaign, the number of phone calls to the AVRR helpline dropped again.</p> |

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

No, there are no such campaigns being planned.

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

N/A

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

For campaign mentioned in Q2, please refer to

*AVRR unit  
International Organization of Migration  
Office in the Slovak Republic  
[returnhome@iom.int](mailto:returnhome@iom.int)*

## **SLOVENIA**

### **Wider dissemination: Yes**

Such awareness raising campaigns have not been implemented yet. Currently we do not plan to implement any such campaign in a near future as well.

## **SWEDEN**

### **Wider dissemination: Yes**

Q1. Have your national authorities ever implemented any information and awareness raising campaign targeting prospective migrants and asylum seekers in their countries of origin or in country of transit towards the EU?

There are isolated examples from the past decade of short ad-hoc information campaigns carried out by Swedish missions in some Western Balkan countries. These focused on providing accurate information on the Swedish legal framework for migration (e.g. on rules for labour migration and residence permits) and were prompted by the fact that many migrants from certain areas/villages had come to Sweden based on rumours and false information. To the best of our knowledge there are no examples of systematic or more large-scale information awareness raising campaigns which have been carried out by national authorities recently.

Q2. Have your national authorities ever implemented any "in-land" information and awareness raising campaign targeting irregular migrants already present on the territory of a Member State / Associated State and asylum seekers with the aim of increasing (assisted voluntary) departures?

No.

Q3. Are there any new migration information and awareness raising campaigns being planned within the next 6-12 months? If so, please fill in one table per planned campaign.

No.

Q4. According to available information and the experiences of national authorities, what makes an information and awareness raising campaign effective? How should the effectiveness of a migration information campaign be measured most accurately?

To the best of our knowledge no such information is available.

Q5. Please provide contact details of a person/institution responsible for the implementation of the information awareness raising campaigns in your country.

To the best of our knowledge there is no such contact point currently.

## **UNITED KINGDOM**

### **Wider dissemination: No**

This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further.