



Ad-Hoc Query on communication strategies used for sensitization and prevention campaigns in third countries

Requested by BE EMN NCP on 15 October 2013

Reply requested by 12 November 2013

Responses from Belgium, Bulgaria, Czech Republic, Finland, France, Germany, Italy, Lithuania Luxembourg, Netherlands, Portugal, Slovak Republic, Slovenia, Sweden, United Kingdom (15 in Total)

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1. Background Information

The Belgian Immigration Office wants to optimize the means of communication used in campaigns aiming to inform (possible) migrants in third countries about the risks and disadvantages of illegal migration. The goal is to further develop a communication strategy for those campaigns. For this reason, the Immigration Office would like to be informed about the (possible) experiences of other European countries with such campaigns. The answers may be brief.

Please note that the BE NCP already launched an Ad Hoc Query on this subject in December 2009.

1. Did your country organize any information campaigns in third countries aimed at preventing illegal migration to your country?











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If yes:





2. In which third countries?
3. Who was involved in the campaigns (embassies, Immigration Office, Ministries, IOM, NGOs...)?
4. What were the themes of the campaigns (human trafficking, the abuse of the asylum procedure, legal ways to migrate or the risks of illegal migrations...)?
5. Which communication tools were used (internet, print materials, videos, special events...)? Were there specific communication tools developed dependent on the target group? Please specify.
6. Were you able to measure the impact or evaluate the results?
7. Did you adopt a communication strategy for the campaigns? If yes, please explain.
Do you intend to define a different strategy for future campaigns? Which one?
8. Please could you give us a contact person?

2. Responses

	Austria	Yes	
	Belgium	No	This EMN NCP has provided a response but has requested to not disseminate it further.
	Bulgaria	Yes	Bulgaria did not organize any information campaign (yet) in third countries aimed at preventing illegal migration to our country.
	Cyprus	Yes	
	Czech Republic	Yes	As for the Czech Republic, there have been no campaigns beyond those listed in the answer to the 2009 query.
	Denmark	Yes	
	Estonia	Yes	
	Finland	Yes	Finland has not organized any campaigns in third countries in order to prevent illegal migration to Finland.
	France	Yes	France has not organized (yet) any information campaign in third countries aimed at preventing illegal migration.
	Germany	Yes	The Federal Office for Migration and Refugees and IOM Germany are planning to conduct an information campaign targeted towards potential migrants from Chechnya, providing factual information on the asylum procedure in Germany, as well as on legal migration channels to Germany.

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			Contact: Guenay.Abbasova@bamf.bund.de
	Greece	Yes	
	Hungary	Yes	
	Ireland	Yes	
	Italy	Yes	<p>1. Yes.</p> <p>2. For example, Egypt, Morocco, Albania, Moldova, Kosovo, Ukraine.</p> <p>3. Awareness campaigns aimed at preventing irregular migration from third countries characterized by high migratory pressure are mainly sponsored by Italian Cooperation for Development through the financial and operational involvement of international, national and, most of all, local partners such as IOM, countries of origin competent Ministries and NGOs.</p> <p>4. Egypt</p> <p><i>Information Dissemination on Migration (IDOM).</i> In early 2007, the second phase of the IDOM project, funded by the Italian Cooperation for Development and implemented by the IOM, was conducted through an information campaign, based on the social profile of migrants drawn from a previous survey, in order to limit Egyptian irregular migration. Within the program there have been prepared TV programmes and radio teasers and commercials, true story documentaries, by collaborating with several newspapers, with the media and the Egyptian NGOs.</p> <p><i>Safe Migration and positive alternatives for Egyptian Youth.</i> The migration flows also involve several hundred Egyptian unaccompanied minors. For this reason, the European Fund for Integration, with the funds of 2008, has encouraged the creation of an information campaign aimed at Egyptians minors, potential migrants to Italy, and their families, which was meant to enhance awareness of the authorized entry in Italy and highlights concrete linguistic education and training opportunities in Egypt, in order to foster the creation of successive experiences of social integration in Italy. The information campaign <i>Safe Migration and positive alternatives for Egyptian Youth</i> (implemented by the IOM) was launched on 17th November 2009 by the Egyptian Ministry for the Family and Population, together with the Governor of El Fayoum, the Italian Ministry of Labour, Health and Social Policies, and the highest representatives of the Embassy of Italy in Cairo.</p> <p>Between March and April 2011, the IOM conducted a survey among young Egyptian between 15 and 29 years (750 interviews), which lead to the fact that the respondents mainly believe that it is not easy to immigrate regularly. Around half</p>

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			<p>of the respondents are not aware, in fact, of any regular channels of migration, although 90% of them do not personally know smuggler or trafficking networks. Finally 58% of Egyptians youth willing to migrate perceive Italy as the easiest destination for irregular migration.</p> <p>Morocco</p> <p><i>Awareness campaigns around the dangers of immigration: “Support for tackling and preventing the migration of unaccompanied minors”.</i> The irregular migration of unaccompanied minors departing from the Maghreb countries has grown steadily from the '90s. Since October 2008, this project, led by the Italian International Cooperation South South (CISS) in partnership with the Moroccan NGO Tanmia, has led to a campaign to raise awareness of dangers of irregular migration of unaccompanied minors from Morocco. The campaign took place in the regions of Chaouia-Ourdigha, Tanger-Tetouan and Oriental, where the main migration flows start leaving to Europe. The project aims to support the prevention and fight against this specific form of irregular migration by raising awareness of the population to the dangers of irregular migration and is funded by INDH-PASC Program (<i>Projet d'Appui à la Société Civile en soutien à l'Initiative Nationale de Développement Humain/Project support to Civil Society in support of National human Development Initiative</i>). The PASC program is funded by the Italian Cooperation and managed by <i>Programme des Nations Unies pour le Développement (UNDP)</i> in Morocco. The project has, among other things, developed a pedagogical kit aimed to raise awareness of dangers of child migration, using comics and cartoons, and has produced user guides designed in relation to different users. The cartoons on the stories of children at risk of immigration are multilingual (Arabic, Berber, French and Italian).</p> <p>Albania</p> <p><i>Information Programme for Albania - 1997/1999.</i> The initiative was specifically focused on an awareness campaign on the consequences of unauthorized emigration from Albania to Italy. The project was carried out through close collaboration with the Albanian media. Among the most significant, the broadcasting of a series of radio and television programs concerning the issue of prevention of irregular migration. In subsequent years additional campaigns were launched to raise awareness through the involvement of IOM mission in Tirana.</p> <p>Moldova</p> <p><i>Information campaign on the risks of Moldovan irregularly staying in Italy.</i> An information campaign in Moldova was launched by <i>Moldovan-Italian Cooperation and Development Institute</i>, the newspaper Flux, the Nit television and Teleradio Moldova, in collaboration with the Reception Centre “Regina Pacis” from Italy. The campaign has seen many calls from families anxious for their daughters, sisters, mothers and relatives, led to ask for help and advice, and drew attention to the need for greater caution. It highlighted the need for information services on job opportunities in Italy, on the Italian and</p>
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			<p>European regulations concerning entry visas and residence permits, as well as the dangers of irregularities and the lawful opportunity of finding work.</p> <p><i>Office of information on migration and social services (Patronage ACLI).</i> After the signing of the cooperation agreement by the Foundation “Regina Pacis” with the ACLI Patronage (Catholic Associations of Italian Workers), from 1st January 2010 the project “Information Office of the population” on migration and protection of workers’ rights has started. In this regard, following the signing of the agreement with the Italian Embassy in Chisinau, at the Visa Section of the Mission information activities towards Moldovan citizens who intend to apply for an entry visa for Italy have started. These activities of the ACLI Patronage are held within the Italian embassies in 17 countries around the world in collaboration with the Italian Foreign Ministry, providing assistance and information concerning the achievement of entry visas to Italy; this also includes the procedure for Moldovan students to get scholarship in Italian universities, and the regular stay in Italy (permit application, liaison with government offices, police, city hall, health services, the education of minors, etc.), the familiarization stage with the Italian legislation on labour and social security, service tax, family law and assistance in the field of protection of rights of migrant workers. The number of users has been increasing: 776 in November 2010 and 4,289 individuals in the course of the whole year, several of which have addressed to the office several times.</p> <p>Kosovo</p> <p><i>Information campaign to promote regular migration.</i> The International Organization for Migration office in Pristina has launched an information campaign to promote safe migration and prevent the irregular immigration of Albanians into Italy from Kosovo and, especially, to combat human trafficking, that achieved by now a substantial profit. In fact, according to a recent IOM survey, 70% of the population does not know the procedures for getting a visa valid for travelling abroad, while 78% say that it is easier to leave the country irregularly. The IOM, therefore, has organized a range of activities in the various local municipalities, as well as the broadcasting of service announcements on radio aimed primarily at people aged between 16 and 30 years, that is the age group of migrants that are more likely to respond to the lure of traffickers and smugglers.</p> <p>Ukraine</p> <p><i>The two-year project of “capacity building”.</i> This project, funded by the Italian cooperation with the involvement of the Ministry of Family, Youth and Sports and Ministry of Education and Science of the Government of Ukraine, was launched in December 2008 towards Ukrainian local institutions for the empowerment of migratory and social-educational policies on behalf of children, women and local communities. One of the specific objectives of the project is aimed to sensitize local communities on the phenomenon of women migration to Italy, which greatly impacts particularly on children, and young people that are temporarily without a mother or without both parents, through a large-scale information campaign.</p>
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			<p>Tunisia <i>"Raising awareness about the risks of irregular emigration through artistic expression"</i>. This IOM project, funded by the Ministry of Interior in 2011, aims to promote awareness and prevention of irregular migration from Tunisia.</p> <p>Senegal <i>"Aware and safe migration between Italy and Senegal"</i>. This project, focusing on the importance of regular and safe migration for Senegalese nationals, was funded by the Ministry of Interior in 2011.</p> <p>5. All communication tools were used, such as internet, print materials, videos, special events.</p> <p>6. Nothing to report.</p> <p>7. There isn't a single strategy adopted for these awareness campaigns, considering the wide variety of actions to be implemented. In general, campaigns tend to focus on specific targets like, for example, unaccompanied minors. Therefore, communication tools vary accordingly.</p> <p>8. N/A</p>
	Latvia	Yes	
	Lithuania	Yes	Lithuania does not use information campaigns aiming to inform (possible) migrants in third countries about the risks and disadvantages of illegal migration.
	Luxembourg	Yes	<p>1. Yes. Luxembourg had organized in the past information campaigns for preventing irregular migration.</p> <p>2. a) Cape Verde</p> <p>Within the partnership for mobility between the European Union and Cape Verde, Luxembourg has committed itself to studying the possibility of establishing an initiative in the area of circular migration of a temporary nature with Cape Verde and to strengthen the « Migrate with Open Eyes » program. This program, which was started in Cape Verde by the Luxembourgish cooperation agency aims to “familiarize future Cape Verde migrants for family reunification to the social,</p>

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			<p>linguistic and other realities of life in Luxembourg”. This project has been closed since 2010. The activities initiated by the project were taken over by the Ministry of Cape Verdean Communities¹.</p> <p align="center">b) Serbia</p> <p>A cooperation agreement was established on 5 May 2011 between Luxembourg and Serbia to deal with the massive influx of international protection applicants from Serbia nationals, detected since the end of 2010².</p> <p>The authorities considered that these situations of irregularity can be prevented by information campaigns in the country of origin before people leave, based on the fact that a great majority of international protection applications made by nationals of Western Balkan States (i.e. Serbia and Macedonia) are rejected.</p> <p>The Luxembourg Minister of Family Affairs and Development Cooperation, Marie Josée JACOBS, travelled to Serbia in April 2013 and met with the then Serbian Minister of Interior Ivica DACIC. At the occasion of the joint press conference, she was able to convey clear messages regarding financial support and asylum procedures in Luxembourg which helped to dispel the false impression that Luxembourg is an easy and financially interesting place to request asylum. Her visit was followed up by a fact-finding mission led by the Luxembourg non-resident Ambassador to Serbia with high officials from the Department of Immigration and the Luxembourg Office for Integration (Ministry of Family) who met with the local authorities and were also able to convey the same clear messages.</p> <p>During an earlier visit to Luxembourg of the Serbian Minister, M. Sulejman Ugljanin on 8 December 2011, the sources of the problem were also addressed. During this meeting the Serbian Minister discussed with the Minister of Immigration the actions that can be taken to reduce the inflow of international protection applicants coming from Serbia and the measures that can be taken to facilitate the voluntary return of rejected international protection applicants of Serbian origin.³</p> <p>Meeting the recent rise of applicants for international protection from Southern Serbia (Vranje et Bujanovac), the Luxembourgish cooperation has initiated a development program in this region at the end of 2012, to improve the living conditions and attempt to wipe out the heavy flow of applicants for international protection from this region. The project is focused on (i) the access to decent housing, (ii) preventing early school leaving (iii) income-generating activities in traditional</p>
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¹ LU EMN NCP, Policy Report on Migration and Asylum, Luxembourg, 2012, p. 135

² http://www.gouvernement.lu/salle_presse/actualite/2011/05-mai/05-schmit/

³ http://www.gouvernement.lu/salle_presse/actualite/2011/12-decembre/08-serbie/









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			<p>economic areas (iv) improving access and quality to healthcare and (v) the community development.</p> <ol style="list-style-type: none"> 3. The campaigns and programs mentioned above (with the exception of the cooperation agreement) were initiated by the Ministry of Development and Humanitarian Action. In Serbia, the campaign is implemented by Caritas Luxembourg in collaboration with local authorities and NGOs. 4. As mentioned above the campaign deployed in Cape Verde was centered on familiarizing future Cape Verde migrants for family reunification to the social, linguistic and other realities of life in Luxembourg. The campaign in Serbia is based on promoting development of the country (by funding micro-enterprises). This can be considered as an alternative to migration. In Serbia, the campaign was framed around a “positive message”, i.e. success stories of people who have improved their living conditions in Serbia through the support from the above mentioned development program. 5. Brochures, posters, billboards, interactive theatre representations, workshops, radio-TV-Internet. Different focus groups were organized by gender and age and the message adapted to each category. 6. N/A there has not been until now any evaluation on the efficiency of these campaigns. The campaign in Serbia will be evaluated in the framework of the development program. 7. For the moment no communication strategy has been adopted for these campaigns. 8. Contact person : jean-marc.lentz@mae.etat.lu
	Malta	Yes	
	Netherlands	Yes	<p>IOM was involved in the Surprising Europe project. The project was managed by ‘Jongens van de Wit’ and financially supported by Al Jazeera and MFA. It consists of a TV series, a documentary and a website on irregular migration from Africa to Europe. The TV series was broadcasted by Al Jazeera Africa. http://surprisingeurope.com/ .Also in NL it has been broadcasted and it was well received. It is not a prevention campaign, but it tries to give a realistic picture what migrants can expect when considering migrating to Europe. It shows challenges, risks, discrimination, but also successful migrants.</p> <p>IOM and Maatwerk bij Terugkeer were involved in the 2nd phase by organizing information sessions in 10 African countries, showing parts of the tv series, followed by a discussion, with the aim to have people well informed before deciding to leave...</p> <p>In the Netherlands the government is not involved in such campaigns.</p> <p>2) Africa</p>



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			<p>3) IOM</p> <p>4) It is not a prevention campaign, but it tries to give a realistic picture what migrants can expect when considering migrating to Europe. It shows challenges, risks, discrimination, but also successful migrants.</p> <p>5) TV</p> <p>6-8) No</p>
	Poland	Yes	
	Portugal	Yes	As mentioned in the PT 2009 answer, a campaign was launched in 2008, with the cooperation of the national authorities (Portuguese Immigration and Border Service – SEF), named “Não estás à venda” (“you are not for sale”), in Cape Verde, Sao Tome and Principe and Guinea-Bissau. It concerned a train-the- trainers project and provision of dissemination tools like poster, leaflets and books. The campaign was for each session adapted to the specific public (nationality, age, occupation). No evaluation of this campaign was made.
	Romania	Yes	
	Slovak Republic	Yes	The Slovak Republic did not organise such an information campaigns in any third country aimed at preventing illegal migration to the SK
	Slovenia	Yes	So far Slovenia has not implemented such campaigns.
	Spain	Yes	
	Sweden	Yes	Sweden has not organized any prevention campaigns and has no specific communication strategy but occasionally the embassies, especially in the Balkans, have tried to inform when there has been disinformation such as rumors about the possibility of getting asylum in Sweden. The effect of this information has not been evaluated.
	United Kingdom	Yes	<ol style="list-style-type: none"> 1. The Foreign Office, as part of a wider public information campaign provided information to Brazilians with advice on travelling to the UK and what requirements they need to meet. They also provided information to Zimbabwean nationals. 2. Brazil (2013) China (2011/2012) Malaysia (2011/2012), Zimbabwe (2009) 3. UK FCO, UKVI, Brazilian MFA, Brazilian Consulate in the UK, IOM and British Embassy

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			<p>4. A public information campaign aimed a key sectors of the Brazilian population wishing to travel, work or study in the UK. Ensuring that they are advised of the legal requirements for travel to or staying in the UK. Advice on what the potential impact of working illegally or overstaying might be. For Zimbabwe - Highlighting risks of illegal migration and legal ways to migrate.</p> <p>5. The campaign is ongoing but we are seeking to use printed media such as leaflets for distribution at key events; internet copy for use on websites; articles for publications; copy provided to key stakeholders (airlines/travel agents/consular support) for further dissemination to key groups. Also attendance at key events. For Zimbabwe - Video display at UK Visa Application Centre in Harare and access to IOM material via standalone internet terminal.</p> <p>6. Evaluation will be focused on how many website hits are measured, leaflets distributed & events attended (Brazil and Malaysia). There was no evaluation for Zimbabwe.</p> <p>7. Our communication strategy was developed with the aim of being mainly internet/electronic media based. Key was to ensure our messaging did not conflict with other campaigns running in country within the UK but which supported the UK government growth agenda. No for Zimbabwe. The Foreign Commonwealth Office does not intend to have any other campaigns in Southern Africa.</p> <p>8. Kathryn Foster – contact details below. Kathryn Foster Regional Manager, Americas UK Visas and Immigration Home Office Tel: +1 212 745 0435 FTN: 8450-3435 BB: +1 646 823 8707 E-mail: Kathryn.foster@fco.gov.uk British Consulate-General, 845 Third Avenue, New York, NY 10022 www.ukba.homeoffice.gov.uk</p> <p>Zimbabwe - Jim Marshall, Migration Delivery Officer, Harare Additionally - distributed 'Your Stay in the UK' booklets in China and Malaysia back in 2011 /2012</p>
	Croatia	Yes	
	Norway	Yes	
