



OPEN SUMMARY AND COMPILATION

NO follow-up limited EMN AHQ on information campaigns using social media in countries of origin or in transit for BE, DK, FI, DE, IT, NL and NO

Requested by Kathleen CHAPMAN on 18th December 2016

Miscellaneous

Responses from Belgium, Finland, Germany, Italy, Netherlands, Norway (6 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 Norwegian Ministry of Justice and Public Security has commissioned a research study on the use of information campaigns directed at migrants and potential asylum seekers through social media. This EMN AHQ was designed to obtain further information on the use of social media (in the widest sense: Facebook, Twitter, YouTube, Instagram, apps, and others) in information campaigns, the platforms used, who the targets of the campaigns were, and the kind of response or reaction to the campaigns the target groups have had. It was also of interest to learn about the effects of such campaigns, and or any evaluation methods used. In September 2016 COM sent an EMN AHQ on awareness campaigns. The current AHQ is a follow-up query directed to a selection of those EMN-member states that reported having had campaigns where social media had been used. Some information was obtained from Denmark as well.

Questions

1. 1. In addition to the information about campaigns your MS recently provided in the COM AHQ on this topic, (including a note describing which media were used, target groups etc.), please provide relevant links to campaign sites/Twitter-accounts etc. Please upload your response/document with tables to the IES website.
2. 2. Were the campaigns your MS has carried out perceived as successful by the responsible Ministry/Immigration authorities? –Yes: Why?-----
___No: Why not?___ Please upload your response/document with tables to the IES website.
3. 3. Were the effects of these campaigns evaluated in any way? Yes. No. (If yes, please provide a brief description of methods used.)Please upload your response/document with tables to the IES website.
4. 4. Do you have any information on how the campaigns have been received by the target groups? Yes. No. (If yes, please provide a brief description of the nature of the responses.)Please upload your response/document with tables to the IES website.
5. 5. If your MS were to do something differently next time, what would it be?Please upload your response/document with tables to the IES website.


Summary of responses



1. The 7 responding countries reported about 24 (BE), 4 (NO), 2 (DE) and 1 (DK, IT and NL) campaigns respectively, aimed either at persons from one particular country or region or from a range of different countries of origin. They were aimed at one or more countries of origin in Africa (both North and South of Sahara), Asia, Western Balkan and/or Latin America.
2. Among the BE campaigns 19 were seen as (quite) successful as the number of asylum seekers or irregular immigrants dropped, at least for some time, following the campaign. For 5 campaigns no assessment was available. For the DE campaigns one was seen as successful, while


the other was not possible to evaluate. The success of the FI campaign was seen as mixed. The NL campaign was seen as successful, as was one of the NO campaigns. No evaluations were provided for the other campaigns.

3. BE indicated that for 6 campaigns that evaluations had been carried out with the use of questionnaires (3), quantitative and qualitative methods (2) and by number of contacts with the social medium (1). For one quantitative and qualitative evaluation and for the contact method some details were provided. The number of contacts with the social media used was indicated as (partial) methods of evaluation by the DE, FI, IT and NL responses.
4. While BE, DE and FI reported mixed reactions from the target audiences (BE only one) to the campaigns, the other reactions reported were positive (from BE 14).
5. Suggestions for changes to be made in any future campaigns were provided in the responses from BE, DE, FI, IT and NO. They advised us not to use Twitter and provided a number of other positive suggestions as well:
 1. Better budgeting
 2. Better cooperation with communication specialists on different platforms
 3. Aim to reach a wider audience, including smugglers
 4. Include a wider content in the message
 5. Organize repeat and longer campaigns
 6. Include examples of positive return experiences
 7. Take great care when designing the message for the intended audience
 8. Take part in a wider EU framework/effort

Responses


	Country	Wider Dissemination	Response
	Belgium	Yes	<ol style="list-style-type: none"> 1. See document attached 2. See document attached 3. See document attached 4. See document attached

			5. See document attached
	Finland	Yes	<p>1. The FI response is downloaded as a supporting document.</p> <p>2. -</p> <p>3. -</p> <p>4. -</p> <p>5. -</p>
	Germany	Yes	<p>1. Afghanistan: http://www.afghanistan.diplo.de/Vertretung/kabul/en/03/FluchtMigrationEN/RumoursOV.html/ https://www.facebook.com/germanyinafghanistan/ Western Balkans: Websites in Albanian, Serbian, Bosnian and English www.asyl-in-deutschland.al, www.asyl-in-deutschland.rs, www.asyl-in-deutschland.ba, www.asyl-in-deutschland.com Facebook advertisement for the countries of origin https://www.facebook.com/bamf.socialmedia</p> <p>2. Afghanistan: The campaigns were perceived as successful as it created a dialogue on the possible hardships and reasons of fleeing Afghanistan. Millions of users and followers on social media clicked on the relevant websites as well as on the video clips with Afghan testimonials (“My home Afghanistan - #Idomypart) and posted comments. Western Balkans: Unfortunately, there are no findings on the impact of the individual campaigns. Although the number of applications from the West Balkans has declined sharply, this is certainly also due to the classification as "safe countries of origin", the re-entry barrier and the increased reductions and shorter processing times of asylum procedures.</p> <p>3. The effects of the campaigns could not be evaluated beyond the impressive number of clicks and interactions among our target group.</p> <p>4. Afghanistan: The response on our campaigns (branded as well als unbranded) was huge, the answers were mixed, with many users appreciating the clear and objective information provided to them, and</p>

			<p>with equally many users describing their reasons for leaving Afghanistan. Western Balkans: No official Evaluation. Some comments on Facebook were not positive.</p> <p>5. We would stick to the mix of branded information by German authorities and professional media players as Deutsche Welle, unbranded campaigns (radio; video) as a second and even more effective tool (more acceptance!) to reach out to our target group and third a cooperation with multilateral organizations in the communication field.</p>
	Italy	Yes	<p>1. The Aware Migrants Information campaign is financed by the Italian Ministry of Interior and implemented by the International Organization for Migration (IOM), Mission in Italy and Coordinating Office for the Mediterranean, with the support of IOM Missions in Egypt, Tunisia and Niger, and in close partnership with the Italian media agency “Horace”. The Aware Migrants information campaign is based on true stories told by migrants. The aim of the campaign is to inform by disseminating some of the actual risks about the journey across the desert and the Mediterranean Sea, through criminal networks of traffickers, with a strong focus on the risks faced in Libya. The main target populations are migrants coming from North African and West African countries. Not only are they the majority of those arriving in Italy but they also come from countries that tend to produce fewer refugees and therefore are less likely to have the right to international protection or to stay in Europe. Although this information Campaign continues to use traditional outreach tools, it is highly promoting innovative social media networks and builds around the following main channels: • Website: www.awaremigrants.org • Facebook page: www.facebook.com/awaremigrants/ • YouTube channel: www.youtube.com/channel/UCoQwOjMj2l9Kc7p0VUjsJkw • Twitter: twitter.com/awaremigrants?lang=fr • Instagram: www.instagram.com/awaremigrants/ Several media products have been conceived and are currently being disseminated, including video testimonies, audio-recordings, a song composed and sung by the Malian singer Rokia Traoré spreading of the message “BE AWARE BROTHER, BE AWARE SISTER”, a short film, TV and Radio Sports and visibility material.</p> <p>2. it is too early to evaluate the campaign</p> <p>3. The effect of the campaign is being monitored on regular basis thanks to the data provided from the social media pages. The breakdown of data collected since July 2016 is the following: • 409: total news and info inserted • 66: video clips uploaded (3 languages) • 194.554: pages visualized • 145.094: total</p>


visits • 17.526: likes on Facebook page • 70.200: tweets visualizations on Twitter • 58.702: visualizations on YouTube (AM channels only) • 198: followers on Instagram The data collected from social media pages gives also indications on the origin countries from which users are connected. A final evaluation would be conducted at the end of the project and would be able to inform more precisely on the impact of the campaign, using several methods, including possibly: • The Community Response Map (CRM) which allows an interactive feedback, to easily customize, pilot, and scale feedback solutions that connect directly with target populations. <https://communityresponsemap.org/> • The EngageSPARK platform which would enable us to build and launch SMS and Voice Call surveys to reach out countries not covered by Internet network. • A traditional external evaluation based on interviews and surveys collected both during and following local awareness raising activities and events, in migrant resource centers and within diaspora, local NGOS and civil society organizations networks.

4. The information campaign was designed based on IOMs previous experience regarding stories collected at Italian landing points by migrants assisted by IOM, but also based on three focus groups organized in November and December 2015, as follows: • MILAN, November, with participants from Senegal, Morocco, Tunisia, Mali and the Ivory Coast; • PALERMO, November, with participants from Sudan, Gambia, Nigeria and Ghana; • ROME, December, with female participants from Nigeria, Somalia, Eritrea, Senegal, Congo, Cameroon. The information campaign was positively welcomed by the participants, who outlined the need to use creative and innovative outreach means, including the use of social networks, radios and television. Most recently, and as the information campaign started to be disseminated in target countries, several events took place, one of which is an awareness raising session to migrants in Tunisia, organized by IOM and CARITAS. The video testimonies were projected and the campaign had a strong impact specifically on migrant women who had not realized the extent to which the journey could be dangerous. Finally, and considering that the information campaign is not only targeting potential migrants but also targeting the awareness raising of public opinion on irregular migration issues, several media and press channels reacted to the information campaign in the recent months: • <http://sites.arte.tv/28minutes/fr/rokiatrouare-guerre-contre-daech-apres-mossoul-prochain-objectif-rakka-28minutes> • <http://www.ilgiorno.it/milano/cultura/rokiatrouare-musica-migranti-1.2625385> • <http://www.warnermusic.de/news/2016-10-27/rokiatrouare-liefert-mit-song-be-aware-kraftvolles-statement-zur-fluechtlingskrise> • <https://www.avvenire.it/agora/Pagine/attento-fratello-traore-canta-per-i-migranti> • [http://video.sky.it/news/spettacolo/rokiatrouare-canta-i-rischi-del-](http://video.sky.it/news/spettacolo/rokiatrouare-canta-i-rischi-del-viaggio-per-i-migranti/v307021.vid?pagt=0)

			<p>viaggio-per-i-migranti/v307021.vid?pagt=0 • http://sociale.corriere.it/aware-migrants-quando-informare-e-un-dovere-di-tutti-anche-con-la-musica/ • http://fr.trace.tv/musique/rokoa-traore-la-chanteuse-sengage-pour-la-cause-des-migrants/ • http://www.nonesuch.com/journal/nonesuch-events-weekend-october-28-30-2016 • http://www.spettakolo.it/2016/10/20/milano-25-ottobre-parte-aware-migrants-rokia-traore/ • Thomson Reuters: Migrants tell of horrors of voyage in Italy media campaign • The Sun: “Don’t follow us...it’s the way to hell” • Le Figaro: Italie : « Aware Migrants » ou les dangers vécus par les migrants • Euronews: Migranti: Italia lancia campagna sui rischi della traversata del Mediterraneo • Deutsche Welle: Italy launches campaign to warn migrants of risks • Voice of America: Migrants Tell of Horrors of Voyage in Italy Media Campaign • Il Fatto Quotidiano: “Se vedi la barca, devi salpare o ti uccidono”. Così i trafficanti costringono i migranti a partire per l’Italia • Redattore Sociale: Se sali su quel barcone sai di rischiare la vita? Al via "Aware migrants"</p> <p>5. Although it is still too early to evaluate the campaign, some preliminary thoughts to improve information campaigns implementation could be detailed as follows: • As from the initial phase of designing the information campaign, the estimation of the budget to be allocated should take into consideration, in a more balanced way, both production and dissemination activities. It is crucial to forecast enough financial and human resources for the outreach activities in target countries. • Field assessments of social media networks and traditional media channels, internet coverage and communication means in target transit and origin countries should be included in the project and conducted from the initial phase of implementation, along with the production phase, as to be able to start the dissemination straight away once media products are ready. • Information campaigns should be more tightly linked to development and protection of vulnerable migrants programmes in transit and origin countries, as to offer concrete alternatives to irregular migration.</p>
	Netherlands	Yes	<p>1. Surprising Europe has different platforms, showing film, series and written stories about migrating to Europe and the migrant’s life in Europe. The target groups are (potential) migrants, (potential) migrants returning to their country of origin. (evicted) asylum seekers, unregistered people/migrants, family and friends of (potential) migrants and for professionals in the migration arena). The project used different media (below is an extended version of the reply to the first EMN questionnaire): - Aforementioned materials are made accessible in various ways: o Screening through national and local TV broadcasters (at least 8 channels in 3 countries) o Mobile cinema (in at least 25 villages) o Radio (IGrooveradio, This</p>

is Africa/Gettoradio) (at least in 25 countries_ o Web-based TV channels, such as YouTube, AILTV, Al Jazeera, Holland Doc o DVD box containing all aforementioned materials (1300 to 1700 copies) o Facebook and Twitter to build an audience and alert it. More specifically: - The website of Surprising Europe: <http://www.surprisingeurope.com/> and <http://witfilm.nl/projects/surprising-europe/> - Youtube channels Surprising Europe: Al Jazeera youtube channel: https://www.youtube.com/user/aljazeeraEnglish?sub_confirmation=1 - Al Jazeera webchannels and the Africa channels, amongst which: <http://www.aljazeera.com/programmes/surprisingeurope/> - The programme was available for view on broadcasting channels in different countries embedded in channels of the abovementioned websites. Besides this, live streaming on different websites was made possible: <http://www.npo.nl/zoeken?utf8=%E2%9C%93&q=Surprising+Europe> - Facebook <https://www.facebook.com/pages/Surprising-Europe/197143483689177> - Twitter: <https://twitter.com/surprisingeurop> The project 'Encouraging Hope: Community Mobilization to Mitigate Irregular Migration', 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. The methods of communication that are used were the following: Community conversations at grassroots level, also different mass media, among which written press, radio and TV, to disseminate results of community conversations. The project has no websites or social media accounts

2. Yes, the Netherlands Ministry has supported three distinct consecutive phases of the project. The output of the project aimed at, was reaching a wide audience. This output has been achieved and with a special regard to innovative approaches, such as the mobile cinema, the Ministry is content with the way the project was carried out. Although no indicators have been included to measure the success rate, the NL believe that the project can be perceived as successful purely based on the outreach of the project. □ Four TV and radio spots in two national languages were aired in three top national television and 3 radio channels with coverage in all 34 provinces of Afghanistan; □ 130,000 pamphlets, 80,000 stickers and 24 standing banners were printed and distributed among communities in all provinces; □ From the 10 provinces with the largest outmigration rates, 60 youth were trained on participatory theatre on 'risks of irregular migration'; □ Child Protection Action Network members in 28 provinces conducted 2,567 sessions where 38,620 community members comprise of 10,521 female participated in dialogues; □

			<p>1,053 action plans were developed by the community members to address protection issues prioritized; □ 104 youth members were oriented on the community dialogue tool as facilitators, who in turn conducted 475 sessions in 10 provinces, reaching out to 7,171 youth and adolescents (5,046 male and 2,125 female); □ 189 participatory theatre performances were made reaching out to 10,258 people (3,055 females). As the project has ended on 31 December 2016, information is not yet available. The final report is to be received.</p> <p>3. There is no additional information to our response to the earlier AHQ: “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> <p>4. The Surprising Europe project provided a valuable platform to target audiences to discuss the topic of informed migration. All events were very well attended, bringing together viewpoints of practitioners, civil servants and students in the form of debates, discussions and information exchanges. The popularity of the project with the target group also shows from particular examples such as, the request made by the University of Addis Ababa to stage a similar program at the university following the Surprising Europe’s screenings and the high attendance at meetings in spite of low publicity.</p> <p>5. A recent review of information campaigns of the last decades and literature concludes that the effect of information campaigns on irregular migration is probably limited. On the other hand, there are organizations claiming they have methodologies to make campaigns more effective by for example creating a relationship of trust, providing objective information and enabling tracking the migrants’ movements and decision-making process. Addressing the migrant’s wider socio-cultural environment and its role in decision-making would also be a direction to explore. The NL is currently thinking about how to proceed on these issues, ideally by cooperating on the European level.</p>
	Norway	Yes	<p>1. see attachment</p>

			<p>2. see attachment</p> <p>3. see attachment</p> <p>4. see attachment</p> <p>5. see attachment</p>
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