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

Requested by NO EMN NCP on 16 of December 2016

Compilation produced on 01.03.2017

Responses from Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway (9 in Total)

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1. Background information:

EMN Ad-Hoc Query: Addressing and preventing the use of social media in migrant smuggling

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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 will help us 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. We are also interested in learning about the effects of such campaigns, and or any evaluation methods used.

COM sent an EMN AHQ on awareness campaigns requested in September. This is a follow-up query which we are directing to *a selection* of those EMN-member states that reported having had campaigns where social media had been used in this context. We are also requesting responses from Denmark and Austria as well.

Based on MS responses to the COM EMN AHQ on this topic, your country either is using or has in the past used social media in various forms to provide information to migrants and potential asylum seekers, in their country of origin and /or while in transit. (For Austria and Denmark we have attached the table that the Commission used in their AHQ and ask that this be filled out.) Any additional information can be added to the information/tables you provided in the EU Commission's EMN AHQ. Please upload your response with tables to the IES website. The Norwegian Ministry of Justice and Public Security would like the MS to respond to the following questions:

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.
2. Were the campaigns your MS has carried out perceived as successful by the responsible Ministry/Immigration authorities?
–Yes: Why?----- ___ No: Why not? _____
3. Were the effects of these campaigns evaluated in any way? Yes. No. (If yes, please provide a brief description of methods used.)
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.)
5. If your MS were to do something differently next time, what would it be? _____
6. AT and DK please provide us with a contact email to someone working on these matters in your MS so we can send you results from the study and so that we may contact you if we have further questions.

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We would very much appreciate your responses by **23rd January 2017**

Response provided by: BELGIUM

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)

Title of the campaign	<i>La Lutte contre l'immigration irrégulière en RDC</i>
Year(s) of implementation and duration	<i>4 Months – October 2009 / January 2010</i>
Costs of the campaign	<i>40 000 Euro</i>
Targeted country / audience/ languages	<ul style="list-style-type: none"> <i>a) Potential candidates of irregular migration and victims of trafficking in the DRC</i> <i>b) NGO's , religious organizations (e.g. churches), cultural and sports organizations</i> <i>c) Ministries and public services dealing with migration matters</i>
Implementing partner(s)	<ul style="list-style-type: none"> <i>a) DGM (Migration Service)</i> <i>b) NGO's</i> <i>c) Home Office of the Belgian Government</i>
Main objectives, intended results and key messages	<ul style="list-style-type: none"> <i>a) Strengthen the knowledge of the Congolese people regarding the dangers of irregular migration</i> <i>b) Sensitise the Congolese people about the consequences of trafficking with a special attention to vulnerable groups</i> <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>
Communication channels and tools used	<ul style="list-style-type: none"> <i>a) A television spot that is wide spread on different local television and radio</i> <i>b) 2000 brochures on the risks of irregular migration</i> <i>c) 2000 brochures on the consequences of irregular migration</i> <i>d) 6 television debates</i>

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	<p><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></p> <p><i>f) A DVD was made of the piece of theatre</i></p> <p><i>g) A documentary was made of all the project activities</i></p>
How effective the campaign was in reaching its objectives and intended results	<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 false ideas that are still widely spread in the DRC when it comes to migration.</i>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	N/A
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>Yes the campaign was perceived as being very successful. By showing the dangers of irregular migration to the population, there is a growing awareness about it, but it will take time and a lot of more efforts to work in this direction. The authorities in the DRC have always been in favour of prevention campaigns claiming this is the best way to spread a message.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe	/

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<p>methods of evaluation.</p>	
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>The campaign was very well perceived. After showing the piece of theatre, the public reacted a lot. Nearly almost everybody in the DRC knows a story of somebody who left and suffered abroad before being forcibly returned to the DRC. Showing the reality and the dangers of irregular migration helps create a certain awareness although it remains very difficult to convince young people not to try to go to Europe. The economic and social situation in the DRC is one of the poorest in the whole world and people are really willing to give up everything and spend all the little money they have in order to leave the country.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>As with the other prevention campaigns, they should be organized on a more regular basis as irregular migration is deeply rooted in the Congolese society and therefore needs to be worked on all time. Kinshasa is a huge city with over 12 million people so it is important to spread the messages in all the areas which are most affected by irregular migration.</i></p>

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DEMOCRATIC REPUBLIC OF CONGO (DRC)

Title of the campaign	<i>Campagne de sensibilisation sur les risques et dangers de la migration irrégulière en RDC Kinshasa & Province du Bas Congo</i>
Year(s) of implementation and duration	<i>5 Months - September 2010- January 2011</i>
Costs of the campaign	<i>53 000 Euro</i>
Targeted country / audience/ languages	<i>a) Potentials candidates of irregular migration and victims of trafficking in the DRC b) Civil society: NGO's (human rights defenders), schools, universities, religious - cultural & sports organizations c) Government : ministries and public services (national and provincial) dealing with migration matters</i>
Implementing partner(s)	<i>a) DGM (Migration Service) b) Embassy of Belgium in Kinshasa c) NGO "Afric'Action"</i>
Main objectives, intended results and key messages	<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 b) Improve the knowledge of the Congolese people on the realities and dangers of irregular migration 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 d) Inform returnees or people willing to return on the opportunities in the DRC</i>
Communication channels and tools used	<i>a) Several television debates are organized with the participation of different people (authorities, returnees, embassies, IOM) b) A conference with Congolese who have invested in the DRC and who made it c) A piece of theatre followed by a debate on the risks of irregular migration 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 e) Three meetings involving the embassy of Belgium, the DGM, IOM and the involved NGO's</i>
How effective the	<i>The campaign reached more than 50 000 persons in the Province of Bas Congo, a province that has always experienced a large</i>

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campaign was in reaching its objectives and intended results	<i>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>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	N/A
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>Yes the campaign was perceived as being very successful. By showing the dangers of irregular migration to the population, there is a growing awareness about it, but it will take time and a lot of more efforts to work in this direction. The authorities in the DRC have always been in favour of prevention campaigns claiming this is the best way to spread a message.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	/
4. Do you have any	<i>The campaign was very well perceived. After showing the piece of theatre, the public reacted a lot. Nearly almost</i>

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<p>information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>everybody in the DRC knows a story of somebody who left and suffered abroad before being forcibly returned to the DRC. Showing the reality and the dangers of irregular migration helps create a certain awareness although it remains very difficult to convince young people not to try to go to Europe. The economic and social situation in the DRC is one of the poorest in the whole world and people are really willing to give up everything and spend all the little money they have in order to leave the country.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>As with the other prevention campaigns, they should be organized on a more regular basis as irregular migration is deeply rooted in the Congolese society and therefore needs to be worked on all time. Kinshasa is a huge city with over 12 million people so it is important to spread the messages in all the areas which are most affected by irregular migration.</i></p>

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DEMOCRATIC REPUBLIC OF CONGO (DRC)

Title of the campaign	<i>« Mikili à tout prix » Projet de sensibilisation sur les risques liés à l'immigration clandestine « Tarmac des auteurs »</i>
Year(s) of implementation and duration	<i>3 Months October 2015 – January 2016</i>
Costs of the campaign	<i>15 000 Euro</i>
Targeted country / audience/ languages	<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>
Implementing partner(s)	<i>a) Tarmac des Auteurs b) Embassy of Belgium in Kinshasa</i>
Main objectives, intended results and key messages	<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>
Communication channels and tools used	<i>The movie was shown on different local television channels in Kinshasa</i>
How effective the campaign was in reaching its objectives and intended results	<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>

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Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	N/A
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>Yes the campaign was perceived as being very successful. By showing the dangers of irregular migration to the population, there is a growing awareness about it, but it will take time and a lot of more efforts to work in this direction. The authorities in the DRC have always been in favour of prevention campaigns claiming this is the best way to spread a message. It has to be said although that in spite of the positive attitude of the authorities towards these kind of activities, they welcome the initiatives as long as the message comes from foreign partners but not from inside claiming these kind of operations are very costly. It is important to work on this also in the future.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	N/A
4. Do you have any information about how the campaign was received by the target group? If so,	<i>The campaign was very well received. A lot of people watched the movie because it was broadcasted on local television and also in some local theatres. There were a lot of positive reactions afterwards. Nearly almost everybody in the DRC knows a story of somebody who left and suffered abroad before being forcedly returned to the DRC. To show these reality of the dangers of irregular migration helps create a certain awareness, although it stays very difficult to convince young people not to try to go to Europe. The economic and social situation in the DRC is one of the poorest in</i>

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please provide a brief description of the nature of the responses.	<i>the whole world and people are really willing to give up everything and spend all the little money they have in order to leave the country.</i>
5. If your MS were to do something differently next time, what would that be?	<i>As with the other prevention campaigns, they should be organized on a more regular basis as irregular migration is deeply rooted in the Congolese society and therefore needs to be worked on all time. Kinshasa is a huge city with over 12 million people so it is important to spread the messages in all the areas which are most affected by irregular migration.</i>

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GUINEA

Title of the campaign	<i>Projet d'Appui à la réintégration socio-économique des Guinéens de retour</i>
Year(s) of implementation and duration	<i>18 Months (2009-2010)</i>
Costs of the campaign	<i>200 000 Euros</i>
Targeted country / audience/ languages	<i>Guineans who have been returned from African countries and who are facing difficult situations to reintegrate again in the society.</i>
Implementing partner(s)	<ul style="list-style-type: none"> <i>a) Belgian Government (Home Office)</i> <i>b) Ministry of Guinéens de l'Etranger</i> <i>c) Ministry de la Jeunesse et de l'Emploi des Jeunes</i> <i>d) Ministry des Affaires Sociales, de la Promotion Féminine et de l'Enfance</i> <i>e) SENAH Service National Actions Humanitaires</i> <i>f) Governor of the city of Conakry</i>
Main objectives, intended results and key messages	<ul style="list-style-type: none"> <i>a) Assisting technically and financially 100 migrants who have turned back to Guinea from other African countries especially from Mali and Niger</i> <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> <i>c) 25 % of these returnees will receive a socio professional training such as hotel management, car mechanics etc...</i>
Communication channels and tools used	<ul style="list-style-type: none"> <i>a) Identification of potential candidates amongst the returnees</i> <i>b) Evaluation of the needs on training</i> <i>c) Training of the returnees on the spirit and the management of an enterprise</i> <i>d) Orienting the returnees towards socio professional training centres or centres where they can learn different skills</i> <i>e) Strengthen these training centres</i>

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<p>How effective the campaign was in reaching its objectives and intended results</p>	<p>a) A contribution was made to the reintegration of those migrants who returned from other African countries b) Those vulnerable returnees have acquired new skills and competences c) The national capacities on the reintegration of returnees have been improved d) Returnees participated in the making of a documentary on best practices on how to stabilize returnees or removed persons</p>
<p>Additional questions from Norway</p>	
<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p>N/A</p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>Yes the project was perceived as very successful by the Ministry of Foreign affairs and the Ministry of Guineans abroad because of the technical aid which was given to these returnees and which the Guinean authorities cannot provide. The only remark of the authorities concerned the number of people being assisted. It is clear that 100 persons are not a big number considering the huge amount of Guineans residing in the Maghreb in order to try to go to Europe.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p>N/A</p>

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<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>The campaign was very well received by those who had benefited from the assistance because it was for them the only way to have a decent return.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>Trying to reach a larger number of returnees.</i></p>

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GUINEA

Title of the campaign	<i>Campagne d'information et de sensibilisation sur la migration clandestine en Guinée</i>
Year(s) of implementation and duration	<i>5 Months + 5 Months of extension September 2011- June 2012</i>
Costs of the campaign	<i>56 985 Euro</i>
Targeted country / audience/ languages	<i>a) Youngsters in rural areas b) Students</i>
Implementing partner(s)	<i>a) Consulate of Belgium in Guinea b) Newspapers le Lynnx and l'Observateur c) Universities of Conakry and Kankan d) RTG – Radio Television guinéenne e) Radio Privée Nostalgie et famille f) Rural radios de Kankan and labe</i>
Main objectives, intended results and key messages	<i>a) Putting in place a mechanism of information on the risks of irregular migration and on the legal procedures of an asylum claim b) Strengthen the comprehension of youngsters and students on the challenges of irregular migration to Europe and in particular to Belgium</i>
Communication channels and tools used	<i>a) Contacting governmental partners and responsible authorities in Conakry, Labe and Kankan in order to have their approval and support to the project b) Selection of several NGO's working in the field of irregular migration c) Organization of a workshop with the civil society and the representative of the Belgian Government d) Brochures and "banderoles" with relevant information e) Periodic reports and visibility with the Belgian partner</i>

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<p>How effective the campaign was in reaching its objectives and intended results</p>	<p>a) At least 1500 students of the University of Conakry Kankan and Labe were reached by this campaign b) A television spot was made containing a brief message in French and in the three national languages 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 d) 6000 brochures were made by IOM and the Belgian Government and were distributed in the Universities of Conakry, Kankan and Labe e) 3 Local NGO’s were also involved in the activities f) At least 6000 students were reached by the campaign</p>
<p>Additional questions from Norway</p>	
<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p>N/A</p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>Yes the campaign was perceived as being very successful. By showing the dangers of irregular migration to the population, there is a growing awareness about it. But it will take time and a lot of more efforts to further work in this direction. The authorities in Guinea have always been in favour of prevention campaigns claiming this is the best way to spread a message.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe</p>	<p>N/A</p>

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<p>methods of evaluation.</p>	
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>The campaign was very well perceived. To talk and show the reality and the dangers of irregular migration helps create a certain awareness, although it stays very difficult to convince young people not to try to go to Europe. The economic and social situation in Guinea is still one of the poorest in the whole world and people are really willing to give up everything and spend all the little money they have in order to leave the country.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>As with other prevention campaigns in other countries, they should be organized on a more regular basis due to the fact that irregular migration is deeply rooted in the Guinean society and especially within the Peul community, and therefore needs to be worked on all time. The Peul are traditionally nomadic people who are moving throughout West Africa. Almost 20 years ago they started to move to Europe and the States where in the meanwhile there are huge communities who are of course a pull factor !</i></p>

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CAMEROON:

Title of the campaign	<i>Campagne de sensibilisation contre l'immigration irrégulière au Cameroun</i>
Year(s) of implementation and duration	<i>2012-2013 (6 months)</i>
Costs of the campaign	<i>30 000 EUR</i>
Targeted country / audience/ languages	<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>
Implementing partner(s)	<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>
Main objectives, intended results and key messages	<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 2. Providing information about legal migration opportunities 3. Providing information on local employment or business opportunities in Cameroon</i>
Communication channels and tools used	<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>
How effective the campaign was in reaching its objectives and intended results	<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>
Additional questions from Norway	
1. Please provide	<i>http://www.ong-smic.org/; https://www.facebook.com/ong.smic?fref=ts</i>

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<p>relevant links to campaign sites and or Twitter accounts</p>	
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>The campaign was perceived as quite successful. Illegal migration has dropped significantly during and after the activities took place. But these should be continuous as the effects tend to disappear after some months / years.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p><i>The campaign has not been formally evaluated. The authorities have just developed a new evaluation mechanism that will be used for future campaigns.</i></p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>No written comments were received, but several monitoring visits were organized during the campaign which allowed to see how the message was perceived by the target groups. Most of them really welcomed the activities and were very receptive to the information that was provided. It was very clear that the knowledge on migration was either very limited or wrong amongst these people, especially in rural areas. They were also obviously interested in legal migration procedures. Some people were more reluctant for different reasons, mostly depending on their education level (necessity to migrate for economic reason, migration as a fundamental right, reciprocity with European migrants who can easily travel everywhere, etc.).</i></p>

EMN Ad-Hoc Query: Addressing and preventing the use of social media in migrant smuggling

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<p>5. If your MS were to do something differently next time, what would that be?</p>	<ul style="list-style-type: none"> - With a larger budget, it would have been useful to make this campaign longer. - Better involve the local authorities. - Link this campaign to local employment opportunities or business activities to better promote local alternatives to migration. But of course this is not an easy task.
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CAMEROON:

<p>Title of the campaign</p>	<p><i>Campagne de sensibilisation contre l'immigration irrégulière au Cameroun</i></p>
<p>Year(s) of implementation and duration</p>	<p><i>2014-2015 (6 months - continuation of the previous campaign)</i></p>
<p>Costs of the campaign</p>	<p><i>20 000 EUR</i></p>
<p>Targeted country / audience/ languages</p>	<p><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></p>
<p>Implementing partner(s)</p>	<p><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></p>
<p>Main objectives, intended results and key messages</p>	<ol style="list-style-type: none"> <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</i> <i>2. Providing information about legal migration opportunities</i> <i>3. Providing information on local employment or business opportunities in Cameroon</i>
<p>Communication channels and tools used</p>	<p><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></p>
<p>How effective the campaign was in reaching</p>	<p><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></p>

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its objectives and intended results	
Additional questions from Norway	<i>Please note that the below responses are similar to those provided for the previous campaign because this campaign from 2014-2015 is a continuation of the campaign in 2012-2013.</i>
1. Please provide relevant links to campaign sites and or Twitter accounts	<i>http://www.ong-smic.org/; https://www.facebook.com/ong.smic?fref=ts</i>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>The campaign was perceived as quite successful. Illegal migration has dropped significantly during and after the activities took place. But these should be continuous as the effects tend to disappear after some months / years.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	<i>The campaign has not been formally evaluated. The authorities have just developed a new evaluation mechanism that will be used for future campaigns.</i>
4. Do you have any information about how the campaign	<i>No written comments were received, but several monitoring visits were organized during the campaign which allowed to see how the message was perceived by the target groups. Most of them really welcomed the activities and were very receptive to the information that was provided. It was very clear that the knowledge on migration was either very limited or wrong amongst these</i>

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<p>was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>people, especially in rural areas. They were also obviously interested in legal migration procedures. Some people were more reluctant for different reasons, mostly depending on their education level (necessity to migrate for economic reason, migration as a fundamental right, reciprocity with European migrants who can easily travel everywhere, etc.).</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<ul style="list-style-type: none"> - <i>If we had had a larger budget, it would have been useful to make this campaigns longer.</i> - <i>Better involve the local authorities.</i> - <i>Link this campaign to local employment opportunities or business activities to better promote local alternatives to migration. But of course this is not an easy task.</i>

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SENEGAL:

Title of the campaign	<i>Projet de Prévention de l'Emigration Irrégulière à Dakar et banlieue (PROPEMI)</i>
Year(s) of implementation and duration	<i>2013 - 2014 (6 months)</i>
Costs of the campaign	<i>20 000 EUR</i>
Targeted country / audience/ languages	<i>Youth (18-35), students, women, religious, sports and cultural associations. In French and Wolof (depending on the public) In Dakar region (Dakar, Pikine, Guédiawaye and Rufisque)</i>
Implementing partner(s)	<i>A local NGO (DEMNGALAM) implemented the campaign, in cooperation with local authorities and under the supervision of the Belgian Immigration Office</i>
Main objectives, intended results and key messages	<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 2. Providing information about legal migration opportunities 3. Providing information on local employment or business opportunities in Senegal</i>
Communication channels and tools used	<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>
How effective the campaign was in reaching its objectives and intended results	<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>
Additional questions from Norway	
1. Please provide	<i>N/A</i>

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<p>relevant links to campaign sites and or Twitter accounts</p>	
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>The campaign was perceived as quite successful. Illegal migration has dropped significantly during and after the activities took place. But these should be continuous as the effects tend to disappear after some months / years.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p><i>The campaign has not been formally evaluated. A new evaluation mechanism has just been developed that will be used for future campaigns.</i></p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>No written comments were received but several monitoring visits were organized during the campaign which allowed to see how the message was perceived by the target groups. Most of them really welcomed the activities and were very receptive to the information that was provided. It was very clear that the knowledge on migration was either very limited or wrong amongst these people, especially in rural areas. They were also obviously interested in legal migration procedures. Some people were more reluctant for different reasons, mostly depending on their education level (necessity to migrate for economic reason, migration as a fundamental right, reciprocity with European migrants who can easily travel everywhere, etc.).</i></p>

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<p>5. If your MS were to do something differently next time, what would that be?</p>	<ul style="list-style-type: none">- With a larger budget, it would have been useful to make this campaigns longer.- Better involve the local authorities.- Link this campaign to local employment opportunities or business activities to better promote local alternatives to migration. But of course this is not an easy task.
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MOROCCO:

Title of the campaign	<i>Prevention Campaign Morocco</i>
Year(s) of implementation and duration	<i>Starting date suspended, duration 6 months.</i>
Costs of the campaign	<i>59.700,00 EUR or the irregular migrants in BE</i>
Targeted country / audience/ languages	<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. 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>
Implementing partner(s)	<i>Implemented by a media and communication company named NEWCOM based in Casablanca.</i>
Main objectives, intended results and key messages	<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. 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>
Communication channels and tools used	<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>
How effective the campaign was in reaching its objectives and intended results	<i>The campaign started on 26 September, due to the elections in Morocco suspended to a later date. Results aren't available yet.</i>

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<p>Additional questions from Norway</p>	<p><i>Please note that the campaign hasn't started yet, hence responses can't be provided to the below mentioned questions.</i></p>
<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p>http://www.immigration-belgique.ma/</p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>Due to the elections in Morocco, it is suspended and foreseen at a later date.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> of evaluation.</p>	<p><i>N/A</i></p>
<p>4. Do you have any information about how the campaign was received by the</p>	<p><i>N/A</i></p>

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target group? If so, please provide a brief description of the <i>nature</i> of the responses.	
5. If your MS were to do something differently next time, what would that be?	N/A

MOROCCO:

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

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Main objectives, intended results and key messages	<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>
Communication channels and tools used	<i>Not determined yet</i>
How effective the campaign was in reaching its objectives and intended results	<i>Will be evaluated after the campaign</i>
Additional questions from Norway	<i>Please note that the campaign hasn't started yet, hence responses can't be provided to the below mentioned questions.</i>
1. Please provide relevant links to campaign sites and or Twitter accounts	<i>N/A</i>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>N/A</i>
3. Was the effect of this campaign	<i>N/A</i>

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evaluated in any way? If so, please briefly describe methods of evaluation.	
4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.	N/A
5. If your MS were to do something differently next time, what would that be?	N/A

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TUNISIA:

Title of the campaign	<i>Prevention Campaign North Africa</i>
Year(s) of implementation and duration	<i>6 months 2017-2018</i>
Costs of the campaign	<i>Estimated 180.000</i>
Targeted country / audience/ languages	<i>North of Tunisia –the campaign targets sub-Saharan nationals stranded in North Africa</i>
Implementing partner(s)	<i>Will be outsourced</i>
Main objectives, intended results and key messages	<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>
Communication channels and tools used	<i>Not determined yet</i>
How effective the campaign was in reaching its objectives and intended results	<i>Will be evaluated after the campaign</i>
Additional questions from Norway	<i>Please note that the campaign hasn't started yet, hence responses can't be provided to the below mentioned questions.</i>
1. Please provide	<i>N/A</i>

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<p>relevant links to campaign sites and or Twitter accounts</p>	
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p>N/A</p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p>N/A</p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p>N/A</p>

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5. If your MS were to do something differently next time, what would that be?	N/A
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NIGERIA:

Title of the campaign	<i>GPI Preventive actions against trafficking in human beings and irregular migration from Edo State, Nigeria</i>
Year(s) of implementation and duration	<i>February - September 2015</i>
Costs of the campaign	<i>49,785 EUR</i>
Targeted country / audience/ languages	<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"> <i>- In-school children 10-18 years in 21 communities in Edo South Senatorial district</i> <i>- Parents, community members and leaders in 7 communities in Edo South Senatorial district</i> <i>- Out-of-school young women apprentices and stall holders in markets in 4 rural Edo South local government headquarters.</i> <i>- General public who listen to radio programs</i> <p><i>Secondary beneficiaries</i></p> <ul style="list-style-type: none"> <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>
Implementing partner(s)	<i>Girls' Power Initiative (GPI) Edo State</i>
Main objectives, intended results and key messages	<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>
Communication channels	<i>School visits for awareness raising on the risks, personal skills building classes, counselling and referral to phone services.</i>

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and tools used	<i>Campaign visits to markets, town hall meetings and film screenings, jingles and drama on national radio station, radio debate amongst students and minors. Production of distribution material such as stickers, posters, t-shirts, flyers, notebooks, pencils. Website providing information of the campaign.</i>
How effective the campaign was in reaching its objectives and intended results	<i>The campaign has been evaluated by the Belgian Immigration Office, all the results have been achieved. The target groups have been informed. 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>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	<i>Publication and links were foreseen on this website: http://gpinigeria.org/gp/</i>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>Yes, 1457 students have been trained and were able to use the ToT toolkit. Their awareness level on the dangers of human trafficking has been raised. 1450 persons were reached during the market campaigns. A larger group was informed on the risks of THB and irregular migration by the radio jingles,....</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe	<i>The campaign has been evaluated by the Belgian Immigration Office. The Belgian Immigration Liaison Officer (ILO) went to Benin city and evaluated the campaign.</i>

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<p>methods of evaluation.</p>	
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>During the closure meeting positive feedback was received from the Nigerian Immigration Office, NAPTIP, the target group, community leaders,</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>The duration of the campaign was a bit short, next time probably 1 year instead of 6 months.</i></p>

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ARMENIA:

Title of the campaign	<i>Preventing Irregular Migration from Armenia to the Kingdom of Belgium by Raising Awareness of Potential Migrants</i>
Year(s) of implementation and duration	<i>1/9/2012 – 28/2/2013(6 months)</i>
Costs of the campaign	<i>49.780 EUR</i>
Targeted country / audience/ languages	<i>Armenian potential migrants, potential asylum seekers and their families, governmental and non-governmental institutions, as well as media. Armenian language was used.</i>
Implementing partner(s)	<i>NGO: International Centre for Human Development' (in close cooperation with the State Migration Service of the RA Ministry of Territorial Administration)</i>
Main objectives, intended results and key messages	<i>The overall objective of the action is to prevent irregular migration of Armenians to the Kingdom of Belgium and other EU countries The specific objectives are to: - raise awareness about irregular migration and expose its consequences to Armenian potential migrants and general public; - 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; - provide hotline access to information related to migration for potential Armenian migrants. Estimated results: (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; (ii) Number of Armenians seeking asylum in Belgium and EU member states will be reduced</i>
Communication channels and tools used	<i>- information materials (leaflets) and posting - 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. - producing and broadcasting TV and radio talk-shows and programs; - journalism award for the high quality and most engaging media publications on irregular migration issues - operating a hot-line.</i>

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	<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 development partners in this area.</i>
How effective the campaign was in reaching its objectives and intended results	<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>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	<p>http://youtu.be/P08QIIDL-NE</p> <p>http://youtu.be/GNAgwOeZ2yI</p> <p>http://youtu.be/itN4zafRCd4</p>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<p><i>Yes, it was perceived as successful since the numbers of illegal Armenian migrants decreased.</i></p> <p><i>Report of the implementing organisation:</i></p> <p><i>I. at least 16 000 Armenian potential migrants and their families have received information booklets and leaflets and were exposed to outdoors public social advertisement through the posters mentioned above;</i></p> <p><i>II. 2 posters highlighting the costs and consequences of the irregular migration were produced and disseminated;</i></p> <p><i>III. 3 talk-shows and 3 radio programmes were produced and broadcast on public stations covering all the territory of Armenia;</i></p> <p><i>IV. 3 awards granted to media products among all the products for the six months of the project;</i></p> <p><i>V. a hotline was established and operated throughout the entire duration of the project and it has served 348 citizens;</i></p> <p><i>VI. at least 100 representatives of media covering migration issues, state agencies and NGOs have participated in three round table discussions.</i></p>
3. Was the effect of this campaign	N/A

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<p>evaluated in any way? If so, please briefly describe methods of evaluation.</p>	
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>N/A</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>Use social media.</i></p>

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ARMENIA:

Title of the campaign	<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>
Year(s) of implementation and duration	<i>June 2013 – December 2014 (12 months)</i>
Costs of the campaign	<i>40.000 EUR</i>
Targeted country / audience/ languages	<i>Armenian central and local authorities, Diaspora, local and international organisations, potential migrants, Armenian migrants in the EU, returnees in Armenia , Armenian population</i>
Implementing partner(s)	<i>NGO Alter/ Media Initiatives Center/MIC</i>
Main objectives, intended results and key messages	<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. 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>
Communication channels and tools used	<i>- TV spots : Good range of targeted, impactful and sympathetic short advertisements - Meetings with journalists: informative meetings and competitions - Website and social media: Campaign website, with more details and facts and use of social media - Printed materials (including leaflets, posters, flyers etc.): schools, town halls, public transport, MRCs) - Tools capable to activate social networks within the different communities. - Trainings of journalists</i>
How effective the campaign was in reaching its objectives and intended results	<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>
Additional questions from	

EMN Ad-Hoc Query: Addressing and preventing the use of social media in migrant smuggling

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Norway	
<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p><i>www.migrationcompass.am</i></p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>Yes. Numbers dropped or at least were under control.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p><i>Given the budgetary limitations of the project, only a quantitative research method (measurement of number of materials distributed, number of participants, spectators, etc..) was used, this in order not to jeopardise the maximum deployment of activities.</i></p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of</p>	<p><i>N/A</i></p>

EMN Ad-Hoc Query: Addressing and preventing the use of social media in migrant smuggling

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the nature of the responses.	
5. If your MS were to do something differently next time, what would that be?	N/A

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GEORGIA:

Title of the campaign	<i>Information Campaign in Georgia for the prevention of irregular migration</i>
Year(s) of implementation and duration	<i>23 May 2016 – 22 November 2016 (6 months)</i>
Costs of the campaign	<i>29.992 EUR</i>
Targeted country / audience/ languages	<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 Georgian language</i>
Implementing partner(s)	<i>IOM (in close cooperation with MRA, SCMI, European and Euro Atlantic Integration Office, Georgian Young Lawyers Association, Georgian media)</i>
Main objectives, intended results and key messages	<i>- Discourage and prevent irregular migration by increasing the awareness of all drawbacks of irregular migration by addressing typical misconceptions. - Reaching out to potential migrants in Georgia with balanced messages: 'unfounded asylum claims will lead you nowhere' 'choose only legal ways for travelling to Europe'</i>
Communication channels and tools used	<i>- Flyers, posters and pins - Community outreach meeting - TV spot (teaser for TV) and longer versions for social media channels (also to be used during meetings) - radio programmes - Competition in article production by journalists - Essay writing contest for school children/university students - Social media channels: (IOM Georgia Facebook Page, IOM Georgia Migration Channel on YouTube, IOM Georgia hotline: +99532 2 91 34 6)</i>
How effective the campaign was in reaching its objectives and intended	<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>

EMN Ad-Hoc Query: Addressing and preventing the use of social media in migrant smuggling

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results	
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	<i>Campaign's Facebook Page – Stop Irregular Migration under Video Library.</i>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>Yes. Numbers of asylum seekers dropped or at least stayed under control.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	<i>Data collection methods (qualitative and quantitative) Pre- and post-meeting questionnaires</i>
4. Do you have any information about	<i>Throughout the campaign, the IOM received positive feedback from all partners and target groups directly after the meetings/programmes and also during the closing event. Despite the fact that often target groups were hard to engage in</i>

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<p>how the campaign was received by the target group? If so, please provide a brief description of the <i>nature</i> of the responses.</p>	<p><i>discussions considering the nature of the topic, all meetings were lively and well-attended.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>/.</i></p>

RUSSIA:

Title of the campaign	<i>Awareness Campaign to Mitigate Irregular Migration from the Chechen Republic (Russia) to Belgium</i>
Year(s) of implementation and duration	<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>
Costs of the campaign	<i>46 601 EUR</i>
Targeted country / audience/ languages	<i>Russian Federation (Chechenia, Northern Caucasus)/ Potential migrants, asylum seekers, and general population in Chechenia/ The campaign was carried out in Russian.</i>
Implementing partner(s)	<i>IOM</i>
Main objectives, intended results and key messages	<p><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></p> <p><i>- To promote safe and legal migration channels to Belgium.</i></p> <p><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></p> <p><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></p> <p><i>‘Being a guest is good but being at home is better’.</i></p>
Communication channels and tools used	<p><i>a) Information brochures and leaflets targeting the potential migrants;</i></p> <p><i>b) Hotline counselling (IOM Moscow is operating migration hotline)</i></p> <p><i>c) Thematic press conferences,</i></p> <p><i>d) Media briefings with journalists in Chechenia,</i></p> <p><i>e) Talk show on local TV,</i></p>
How effective the campaign was in reaching its objectives and intended	<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><i><u>Conclusions of the final report:</u></i></p> <p><i>The project turned out to be a success, entirely acknowledged by Russian host and enjoying full support of Chechen authorities.</i></p>

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results	<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>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	<i>No site for the information campaign but some videos and interviews related to the campaign were uploaded on Youtube in an attempt to spread the message.</i>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>There was a drop in the numbers of unsubstantiated asylum demands of about 400 persons, the years before to the campaign these numbers were pretty stable and in the years after these numbers continued to drop but much more slowly. So it seems that this campaign has reached its goals.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	<i>A formal evaluation was not organized but the evolution of the migration statistics was closely followed during the years after the campaign.</i>
4. Do you have any information about how the campaign was received by the	<i>Because no access to the region was possible (prohibition from the Russian side), reactions from the target group could not be observed by the Belgian stakeholders. According to the IOM, they were interested, as the campaign was organized by a foreign country, but also very sceptical. The population questioned the campaign at every step but apparently this opened a lot of space for debate and in the end insured the success of the action because it made the campaign very interactive.</i>

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<p>target group? If so, please provide a brief description of the nature of the responses.</p>	
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>Work with a local NGO instead of the IOM, in order to (i) do much more with the same budget, (ii) possibly get even closer to the target group and to determined goals and/or (iii) open potential new approaches. Today it is difficult to find a reliable local NGO that is ready to work with the authorities' specific requirements.</i></p>

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KOSOVO

Title of the campaign	<i>Public awareness about the risks of irregular migration and the potential benefits of regular migration (in the framework of EU Twinning Project)</i>
Year(s) of implementation and duration	<i>Twinning Project : March 2016 – August 2018 (30 months) Campaign is under preparation.</i>
Costs of the campaign	<i>40.000 EUR</i>
Targeted country / audience/ languages	<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>
Implementing partner(s)	<i>Ministry of Interior (Beneficiary Partner) , Ministry of European Integration</i>
Main objectives, intended results and key messages	<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> <ul style="list-style-type: none"> • <i>Increased number of Kosovo citizens and in particular potential migrants aware about the risks of irregular migration</i> • <i>Awareness of potential benefits of regular migration raised among all citizens / potential migrants</i>
Communication channels and tools used	<ul style="list-style-type: none"> • <i>Printed materials</i> • <i>Social media (FB, digital banners, velfies,..)</i> • <i>TV and radio spot</i> • <i>Community and school meetings</i>
How effective the campaign was in reaching its objectives and intended results	<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>
Additional questions from Norway	<i>Please note that the campaign hasn't started yet, hence responses can't be provided to the below mentioned questions.</i>
1. Please provide relevant links to	<i>N/A</i>

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campaign sites and or Twitter accounts	
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	N/A
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	N/A
4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.	N/A
5. If your MS were to do something	N/A

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differently next time, what would that be?	
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MACEDONIA & KOSOVO

Title of the campaign	<i>Promoting responsible migration decisions among ethnic minorities and youth through outreach and education (2 components)</i>
Year(s) of implementation and duration	<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' II: 01.02.2012 – 01.08.2012 (6 months); prolonged until 30.09.2012 'Promoting responsible migration decisions among youth through outreach and education'</i>
Costs of the campaign	<i>(185.000€) I: 75.000 € Belgian Office for Migration II: 35.000€ Belgian Office for Migration + 75.000 German Office for Migration and Refugees</i>
Targeted country / audience/ languages	<i>1) youth of ethnic Albanian and Roma, Ashkali, and Egyptian communities and 2) members of the Roma, Ashkali, and Egyptian communities at large. Albanian, Roma and Macedonian</i>
Implementing partner(s)	<i>IOM and local NGO's (2 in Kosovo and 5 in Macedonia)</i>
Main objectives, intended results and key messages	<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. "Our Future is Here, the Future is Us"</i>
Communication channels and tools used	<ul style="list-style-type: none"> • 35 Bus Tour Stops throughout Kosovo and Macedonia • 1 Big Concert in Prizren • 2 Songs\Music videos in three different languages, Albanian, Roma and Macedonian, performed by prominent artists • 1 Documentary "My way..." • Facebook page with a total reach of 122.793 people • Flyers, t-shirts, caps, pins, ...

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<p>How effective the campaign was in reaching its objectives and intended results</p>	<p><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></p> <p><i>The evaluation was based on quantitative and qualitative results and the impact on the basis of the number of asylum requests.</i></p> <p><i>The integrated approach where traditional as well as new communication means were used, was interesting. Traditional means keep their importance.</i></p> <p><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></p>
<p>Additional questions from Norway</p>	
<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p><i>facebook.com/prmdoutreach</i> <i>Twitteraccount, "@iomkosovo</i> <i>www.youtube.com/iomprmd</i></p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>Yes. The influx was under control especially when Belgium compared its situation with neighbouring and other EU-countries ; it was clear that Belgium managed to diminish and contain the influx whereas in other countries the influx increased.</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p><i>Data collection methods (qualitative and quantitative)</i></p>
<p>4. Do you have any</p>	<p><i>N/A</i></p>

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<p>information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>Twitter was not effective at all.</i></p>

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SERBIA:

Title of the campaign	<i>Human Rights and Social Inclusion versus Bogus Asylum Seeking</i>
Year(s) of implementation and duration	<i>1 October – 31 December 2011(3 months)</i>
Costs of the campaign	<i>23,901 EUR</i>
Targeted country / audience/ languages	<i>-members of Roma population, as well as overall population in Serbia, at high risk of seeking bogus asylum in the EU 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. 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. Rom language</i>
Implementing partner(s)	<i>NGO Praxis</i>
Main objectives, intended results and key messages	<i>Reduce bogus asylum seekers from Serbia and at the same time, instigate social inclusion of vulnerable groups in Serbian society. <input type="checkbox"/>To inform the target groups on rights conferred and obligations imposed by visa-free regime; <input type="checkbox"/>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); <input type="checkbox"/>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); <input type="checkbox"/>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; <input type="checkbox"/>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; <input type="checkbox"/>To establish Network of Roma activists which will disseminate relevant information to the Roma population.</i>
Communication channels	<i>1. Network of 8 Roma coordinators established and trained for dissemination of relevant information; 2. Jingle lasting 20 seconds created and broadcasted 6 times per day on 12 local radio stations - in Novi Sad, Novi Pazar,</i>

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and tools used	<i>Kraljevo, Krusevac, Aleksinac, Nis, Prokuplje, Pozarevac, Obrenovac, Subotica, Valjevo and Bujanovac during the two months of the Project implementation;</i> 3. <i>1 radio show in the City of Belgrade broadcasted on the national radio station;</i> 4. <i>1 TV show in the City of Novi Sad broadcasted on the national television;</i> 5. <i>1,500 copies of the informative leaflet in the Serbian and the Roma language widely distributed throughout Serbia;</i> 6. <i>24 information and counselling sessions held for approximately 500 members of Roma population in Roma settlements in the 8 selected municipalities;</i> 7. <i>All information relevant to the implementation of the Project activities published on Praxis website at www.praxis.org.rs</i>
How effective the campaign was in reaching its objectives and intended results	<i>There was no formal evaluation.</i>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	<i>All information relevant to the implementation of the Project activities was published on Praxis website at www.praxis.org.rs</i>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<i>Yes. All these measures seemed successful as the influx of asylum seekers declined.</i>
3. Was the effect of this campaign evaluated in any	<i>As stated above, there was no formal evaluation</i>

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<p>way? If so, please briefly describe methods of evaluation.</p>	
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	/
<p>5. If your MS were to do something differently next time, what would that be?</p>	/

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ALBANIA:

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

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	<p><i>Improved awareness on asylum</i> <i>Enhanced alertness on irregular migration risks</i> <i>Incremented information on regular migration & self development opportunities</i> <i>need for follow-up intervention</i> <u>Recommendations:</u> <i>It is necessary to have more similar campaigns:</i> <i>-enlarge the target population including directly adults, NGOs, and influential community actors</i> <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> <i>-extend duration in order to bring a more sustained and measureable impact</i></p>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	<p>https://www.facebook.com/IOMAlbania2015 http://www.google.be/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CB4QFjAAahUKEwi5nOOIrJLIAhVxcNsKHeg8CIE&url=http%3A%2F%2Fwww.shekuilli.com.al%2Fp.php%3Fid%3D321618&usg=AFQjCNERxYpFnnvmjmr_sLGG4B_wyR48k0g http://www.oranews.tv/vendi/belgjika-e-prere-stop-azilkerkimit-vullnetarisht-apo-me-force-do-ktheheni-ne-shtepi/ https://www.youtube.com/watch?v=jh_yZHUZikc http://tv1-channel.tv/2011/06/28/katy-verzelen-nga-zyra-e-emigracionit-belg-takim-me-prefektin-cungu/ http://syri.net/index.php/2015/09/23/belgjika-shqiptaret-nuk-mund-te-marrin-azil/ http://www.rilindjademokratike.com/index.php?option=com_content&view=article&id=21424:2015-09-23-22-58-52&catid=58:lajme-kyce http://rozafa.tv/2015/09/shanset-per-azil-ne-belgjike-jane-zero/ http://www.gazeta-shqip.com/lajme/2015/09/24/njihen-pensionet-me-gjermanine-perfitojne-15-mije-shqiptare/</p>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities?	<p><i>Yes but not sustainable enough. For a while numbers dropped but after few months the influx increased again.</i></p>

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Why or Why not?	
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p>Yes. <i>Data collection methods (qualitative and quantitative)</i> <i>desk review of project documentation provided by IOM staff</i> <input type="checkbox"/> <i>in-depth interviews with project management staff, several State institution partners, as well as EU Info Centre staff, school directors, teachers, factory administrators, journalists,</i> <input type="checkbox"/> <i>statistics collection at Regional Employment Office, Regional Professional Training Office, EU Info Centre in Shkodra</i> <input type="checkbox"/> <i>648 questionnaires administered to young people were analysed and elaborated</i> <input type="checkbox"/> <i>focus groups with youth at school (four focus groups)</i> <input type="checkbox"/> <i>focus groups with employees at factory (one focus group)</i> <input type="checkbox"/> <i>IOM Albania social media (facebook) page information collection</i> <input type="checkbox"/> <i>direct observations through field visits including in Tirana International Airport</i></p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.</p>	<p><i>The kind of interaction promoted during the information seminars organized in the schools, defined by interviewees as the most tangible aspect of the information campaign, was rated very positively.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<ul style="list-style-type: none"> - <i>Enlarge the target population including directly adults, NGOs, and influential community actors</i> - <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> - <i>Extend in time in order to bring a more sustained and measureable impact</i> - <i>Use positive images of persons who successfully invested in their country after return</i> - <i>Campaigns only with alarming and negative messages are less effective in the long term</i>

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INDIA:

Title of the campaign	<i>INFORMATION CAMPAIGN IN JALANDHAR DISTRICT OF PUNJAB FOR AWARENESS GENERATION ON RISKS OF IRREGULAR MIGRATION TO BELGIUM</i>
Year(s) of implementation and duration	<i>2009 – 4 months 2010 – 2011 – 6 months</i>
Costs of the campaign	<i>2009: 39,894.75 EUR 2010: 51748,70 EUR</i>
Targeted country / audience/ languages	<ul style="list-style-type: none"> • <i>Target group: aspiring (transit) migrants from Punjab state – Jalandhar district</i> • <i>Punjabi language</i> • <i>Illegal Indian migrants in Belgium are about 95% from Punjab + link with big Punjabi community in the UK</i>
Implementing partner(s)	<i>IOM Delhi CRRID - Centre for Research in Rural and Industrial Development</i>
Main objectives, intended results and key messages	<p><i>Main objective: To contribute to the reduction of irregular migration from India and promote safe and legal migration channels.</i></p> <p>3.0 Project purposes</p> <ul style="list-style-type: none"> • <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> • <i>To promote safe and legal migration channels to Belgium;</i> • <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> <p>4.0 Results</p>

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	<ul style="list-style-type: none"> • At least 20,000 villagers attended approximately 25 street fairs in the Punjab region during which the documentary film was screened. • The Gram Panchayat of the selected villages attended targeted information sessions • 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. • 500 posters have been put up in strategic places • Belgian Government officials, Ministry of Overseas Indian Affairs and key stakeholders from the Punjab region, attended a seminar organized in Punjab.
Communication channels and tools used	<p>The project had 2 types of activities :</p> <p>α) Orientation seminar to strengthen cooperation among stakeholders in Belgium and India on the prevention of irregular migration</p> <p>β) Production of information materials on the risks and realities of irregular migration to Belgium</p> <p><u>Orientation seminar to strengthen cooperation among key stakeholders</u></p> <ul style="list-style-type: none"> • Development of seminar programme in cooperation with all stakeholders • Identification of participants; • Identification and invitation of expert speaker; • Organization of practical details, including venue, catering, transport, accommodation, etc. • Press meets <p><u>Production and screening of documentary short-film on the risks and realities of irregular migration to Belgium</u></p> <ul style="list-style-type: none"> • Development and production of documentary film in close cooperation with all project partners • 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. <p><u>Production of information brochures and posters</u></p> <ul style="list-style-type: none"> ▪ Production of the information brochures in close cooperation with all project partners ▪ Distribution of information brochures through local NGOs and the Government of the Punjab and during the film screening. ▪ posters put in strategic locations. ▪ Billboards ▪ calendars
How effective the campaign	<p>The campaign was successful.</p> <p>After the campaign, a decrease in the number of transit migrants was noted. The decreasing numbers of transit migrants can however not be</p>

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<p>was in reaching its objectives and intended results</p>	<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"> <i>• Need to focus on blocks, where there is lack of awareness, concentrating on Shahkot, Phillaur and Adampur Bocks.</i> <i>• Awareness campaigns should focus on Matriculates.</i> <i>• Need to pay greater attention to women migrants and hence concentrate more on women institutions.</i> <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> <i>• Need to pay greater emphasis on education-related migration, as this was the felt need among all the castes.</i> <i>• Need for country specific programmes in different blocks, in particular, on European Union (Italy, Spain), Australia and Canada.</i>
<p>Additional questions from Norway</p>	
<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p><i>N/A</i></p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/I</p>	<p><i>Yes, it was perceived as successful since the numbers of illegal Indian migrants in the coastal area decreased.</i></p>

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<p>immigration authorities? Why or Why not?</p>	
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.</p>	<p><i>The evaluation was done by the IOM and by the local NGO. The IOM made a general evaluation and the NGO made an evaluation on the basis of questionnaires which were filled in by the villagers during the village events.</i></p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a</p>	<p><i>In most villages the information campaign was a big success, as well in numbers of attendees, as in reactions. People were attentive, also local village elders/politicians, etc. were very active in spreading the word that the information campaign was coming and also in supporting the message which was brought by the NGO.</i></p>

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<p>brief description of the nature of the responses.</p>	
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>Not show a DVD-video, Indians like theatre, singing, etc. more. The DVD showing what can go wrong when illegally travelling or what the situation is for illegally staying migrants in Belgium was too static for village people.</i></p>

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AFGHANISTAN:

Title of the campaign	<i>Preventive Actions against irregular migration</i>
Year(s) of implementation and duration	<i>2016 – 6 months (implementation Aug 2016 – January 2017)</i>
Costs of the campaign	<i>60.000 EUR</i>
Targeted country / audience/ languages	<i>Afghanistan □ Kabul + big cities in Nangarhar, Baghlan, Kunduz, Ghazni Dari & Pashtu</i>
Implementing partner(s)	<i>Local NGO AFJC – Afghanitan Journalists Center</i>
Main objectives, intended results and key messages	<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>
Communication channels and tools used	<p><i>Activities only in Kabul</i></p> <p><i>Activities Kabul and other provinces</i></p> <ul style="list-style-type: none"> • <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> • <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> • <i>(also province-specific) Relevant phone numbers will be provided on posters(c), radio ads(h) and to passport applicants(e)</i>

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	<p>and participants of the workshop (f) and universities (g) to call in case they need security forces on smuggling.</p> <ul style="list-style-type: none"> • 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. • 3(3*6 meter long) billboards are produced and installed at three most populated areas of Kabul city (Deh Afghanistan, Dasht-e-Barchi and Saray-e-Shamali). These billboards will be for six months. • 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. <p>Part of this initiative, for an information campaign on trafficking, targeted the hard to reach irregular migrants.</p> <ul style="list-style-type: none"> • 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. • 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. • 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. • 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.
<p>How effective the campaign was in reaching its objectives and intended results</p>	<p><i>The campaign is now implemented, so its effectiveness can't be assessed yet.</i></p>
<p>Additional questions from Norway</p>	

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<p>1. Please provide relevant links to campaign sites and or Twitter accounts</p>	<p>https://twitter.com/AfghanMigrants</p> <p>https://www.facebook.com/%D8%AE%D8%B7%D8%B1%D9%87%D8%A7-%D9%88-%DA%86%D8%A7%D9%84%D8%B4-%D9%87%D8%A7%DB%8C-%D8%B3%D9%81%D8%B1-%D8%BA%DB%8C%D8%B1-%D9%82%D8%A7%D9%86%D9%88%D9%86%DB%8C-%D8%A8%D9%87-%D8%A7%D8%B1%D9%88%D9%BE%D8%A7%D8%A8%D9%84%D8%AC%DB%8C%D9%85-569467133232500/</p>
<p>2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?</p>	<p><i>The evaluation has still to take place</i></p>
<p>3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> of evaluation.</p>	<p><i>The campaign is still ongoing so an evaluation has not taken place.</i></p>
<p>4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of</p>	<p><i>According to the NGO which is implementing the campaign, people respond well to the campaign. There is a sincere need of objective information.</i></p>

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the <i>nature</i> of the responses.	
5. If your MS were to do something differently next time, what would that be?	<i>The evaluation is necessary first, in order to identify good and bad practices.</i>

"In-land" information and awareness raising campaigns

INLAND AND IN COUNTRY OF ORIGIN INFORMATION AND AWARENESS CAMPAIGN BELGIUM / BRASIL

Title of the campaign	<i>Awareness Raising for Brazilian and Belgian authorities on managing migration from Brazil to Belgium</i>
Year(s) of implementation and duration	<i>4 months : February – May 2010</i>
Targeted country / audience / languages	<i>Countries : Belgium + Brazil Audience : Brazilian and Belgian local officials working with (potential) Brazilian migrants Languages : Portuguese, English, Dutch, French</i>
Costs of the campaign	<i>40.000,00 EUR</i>
Implementing partner(s)	<i>Belgian partners : Immigration Office – Federal Police – Social Inspection Services – Belgian Consulate General Sao Paolo – IOM Brussels Brazilian partners : participants representing a large number of institutions, mainly from Goiania, but also at the Federal level</i>
Main objectives, intended	<i>-The aim of the project was to contribute to strengthening the capacity of local authorities in their efforts to combat irregular</i>

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results and key messages	<p>migration from Brazil to Belgium and more specifically from Goiania city to Brussels.</p> <p>-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.</p> <p>-Further to this, the aim was also to contribute to enhancing the cooperation between the Brazilian and Belgian authorities.</p>
Communication channels and tools used	<p>The project proposed two awareness raising workshops, one in Goiania and one in Brussels.</p> <p>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.</p>
How effective the campaign was in reaching its objectives and intended results	<p>-Two joint workshops were undertaken for Brazilian and Belgian officials and local actors in Goiania and Brussels.</p> <p>-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.</p> <p>-The relevant actors in Brazil (region of Goiania) and in Belgium were identified.</p> <p>-A cooperation between authorities of Brussels and Goiania has been established.</p>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	/.
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<p>Yes.</p> <p>The participants from Brazil and from Belgium were better informed about specific phenomena linked to irregular migration, such as migration trends between Brazil and Belgium, trafficking in human beings from Brazil to Belgium, labour exploitation of Brazilians in Belgium, smuggling, and money laundering, through their participation in the two workshops.</p> <p>The relevant actors in Brazil and in Belgium were identified.</p> <p>The seminars were completed by field visits to make officials understand the realities of would-be migrants in Brazil and of Brazilian migrants in Belgium.</p> <p>The cooperation of both countries' authorities on this issues has been enhanced. A future partnership was clearly considered.</p>

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	<i>The representatives of both countries learnt to know each other.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe methods of evaluation.	<p><i>Yes.</i></p> <p><i>Methods of evaluation :</i></p> <ul style="list-style-type: none"> <i>-An evaluation form sent to the members of both delegations allowed to assess the results of the project and to determine whether this project achieved the expected results.</i> <i>-On a scale from 4 to 1 (being very good and 1 being very bad), the overall impression of the two workshops was : 4</i> <i>-Evaluation criteria :</i> <ul style="list-style-type: none"> <i>-Satisfaction regarding the workshops and the end results</i> <i>-Future cooperation</i> <i>-Dissemination of the results and material distributed</i> <i>-Overall organisation of the workshops</i> <i>-Other suggestions.</i>
4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.	<ul style="list-style-type: none"> <i>-The Brazilian and Belgian participants present at the workshops stated their wish to continue the collaboration initiated with the project</i> <i>-According to them, "cooperation" was the key word of the two workshops.</i>
5. If your MS were to do something differently next time, what would	<i>The same, but within European framework. In this context Belgium is currently co-applicant in the Project "Support of the EU-Brazil Common Agenda for Migration and Mobility (CAMM).</i>

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INLAND INFORMATION AND AWARENESS RAISING CAMPAIGN TOWARDS BRAZILIANS BELGIUM

Title of the campaign	<i>Prevention of economic exploitation of Brazilian nationals in Belgium, originating from the states of Goias and Minas Gerais.</i>
Year(s) of implementation and duration	<i>3 months : October 2009 – December 2009</i>
Targeted country / audience / languages	<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). -Language used : Portuguese, the national language of Brazil.</i>
Costs of the campaign	<i>55000 EUR</i>
Implementing partner(s)	<i>Belgian Immigration Service – Belgian Federal Police, Belgian Social Inspection Services, IOM, NGOs. The project was implemented by IOM Brussels in close cooperation with identified NGOs that are in regular contact with the target group.</i>
Main objectives, intended results and key messages	<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. -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>
Communication channels	<i>-A compilation of the legal possibilities for Brazilian migrants who have been trafficked or exploited; -The design and distribution of a poster and information brochure in Portuguese; -An informational website in Portuguese; -An information session for NGOs; -An information hotline for Brazilians to give specific individual information (in Portuguese language).</i>

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and tools used	
How effective the campaign was in reaching its objectives and intended results	<p><i>-Through organizing this information campaign, Brazilians in Brussels were informed about their rights and obligations regarding irregular stay, trafficking and labour exploitation;</i></p> <p><i>-The number of Brazilian migrants falling victims to labour exploitation or trafficking reduced;</i></p> <p><i>-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></p>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	/.
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<p>Yes.</p> <p><i>-Potential victims of trafficking in human beings were made less vulnerable to human traffickers by being provided with objective and useful information.</i></p> <p><i>-The number of Brazilian victims of trafficking in human beings decreased.</i></p> <p><i>-An important number of Brazilian migrants residing in Belgium were informed about their obligations and 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. They were also informed about the protection aspects and the assistance possibilities of Brazil citizens residing in an irregular situation and who could be potentially exploited and/or trafficked.</i></p>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe	<p><i>The effect of this campaign was evaluated. The methods were :</i></p> <ul style="list-style-type: none"> <i>-the number of telephone calls on the hotline</i> <i>-the use of the website</i> <i>-the number of Brazilian nationals who applied for the status of victim of trafficking in human beings</i> <i>-the number of Brazilian nationals who contacted non-governmental organizations</i>

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methods of evaluation.	<i>-the number of Brazilian nationals who returned to their country of origin.</i>
4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the nature of the responses.	<i>Many Brazilian nationals have been informed about the campaign and have taken advantage of the opportunities. Since 2010, statistics on irregular stay have been decreasing.</i>
5. If your MS were to do something differently next time, what would that be?	<i>The same, but then within European framework. In this context Belgium is currently co-applicant in the Project "Support of the EU-Brazil Common Agenda for Migration and Mobility".</i>