



NO response to NO follow-up COM EMN AHQ on migration information and awareness raising campaigns in countries of origin and transit of migrants and asylum seekers

Originally requested by COM on 23rd September 2016
NO requested 18th December 2016

Disclaimer: The following responses will be provided primarily for the purpose of information exchange in the framework of the EMN. The contributing EMN NCPs/REG Experts will provide, to the best of their knowledge, information that is up-to-date, objective and reliable. Note, however, that the information provided does not necessarily represent the official policy of an EMN NCPs/REG Expert's Member State.

Background Information

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

Title of the campaign	<i>Protecting the most vulnerable children in Afghanistan through provision of psychosocial support and reintegration of unaccompanied and separated children</i>
Year(s) of implementation and duration	<i>2016-2017</i>
Costs of the campaign	<i>15 mill. NOK</i>

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

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

Targeted country / audience/ languages	<i>Afghanistan, unaccompanied minors, dari/pashto</i>
Implementing partner(s)	<i>UNICEF Afghanistan</i>
Main objectives, intended results and key messages	<i>The project has four components, of which one is related to awareness raising (5 mill. NOK), while the others concerns more practical protection measures. Expected result: Formation of a consortium of key stakeholders including UN entities in the country, NGOs, and other bilateral agencies to take forward a campaign to sensitize community and religious leaders/representatives and provincial/ district Shuras on prevention of unsafe / irregular migration of unaccompanied children in the ten focus provinces as well as provinces that share international borders with Iran and Pakistan.</i>
Communication channels and tools used	<i>Community dialogue, religious networks etc</i>
How effective the campaign was in reaching its objectives and intended results	<i>Ongoing project</i>
Additional questions from Norway	
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?	<i>Ongoing project</i>

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

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

3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> 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 <i>nature</i> of the responses.	
5. If your MS were to do something differently next time, what would that be?	

Title of the campaign	<i>Telling the Real Story</i>
Year(s) of implementation and duration	<i>2017</i>
Targeted country / audience / languages	<i>Ethiopia, Somalia, Eritrea and Sudan (all languages - potential migrants, migrants in Europe etc)</i>
Costs of the campaign	<i>2 mill. NOK (NO contribution)</i>

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

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

Implementing partner(s)	<i>UNHCR</i>
Main objectives, intended results and key messages	<i>Awareness raising of risks related to irregular migration</i>
Communication channels and tools used	<i>The most important tool is an E-platform/website for sharing authentic testimonies (from the diaspora, community leaders, migrants en route etc) in the respective languages which comprises a virtual African market place. In essence, this forum trades information and experiences within the communities instead of preaching attitude change from outside.</i>
How effective the campaign was in reaching its objectives and intended results	<i>Based on the reports it seems to reach the target group and also to alter perceptions of the risks of migration, and the attitude towards migration.</i>
Additional questions from Norway	
1. Please provide relevant links to campaign sites and or Twitter accounts	www.tellingtherealstory.org
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities?	<i>Due to the novel method applied we viewed it as an interesting project, and reports so far indicates success.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> of evaluation.	<i>Not to our knowledge</i>

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

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

<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 <i>nature</i> of the responses.</p>	<p><i>According to the reports both the FB page, the web site and the Twitter account is visited and used by an increasing number among the target group. Increasing number of migrants in Europe are sharing their stories, and the discussion on the social media sites show a shift of attitudes with raised awareness of the dangers of migration.</i></p>
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>N/A</i></p>

<p>Title of the campaign</p>	<p><i>Awareness raising to enable informed decision- making among potential migrants in Somalia</i></p>
<p>Year(s) of implementation and duration</p>	<p><i>2013 - 2014</i></p>
<p>Costs of the campaign</p>	<p><i>4 mill. NOK</i></p>
<p>Targeted country / audience/ languages</p>	<p><i>Somalia. Potential irregular migrants without a need for protection. Somali language.</i></p>
<p>Implementing partner(s)</p>	<p><i>IOM Somalia</i></p>
<p>Main objectives, intended results and key messages</p>	<p><i>Enable potential Somali migrants to make an informed decision on migrating to the Nordic countries in Europe. Message: Presenting dangers involved in irregular migration, raising awareness regarding the risks related to being smuggled or trafficked., presenting difficulties of undocumented life in country of destination.</i></p>

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

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

Communication channels and tools used	<i>SMS campaigns, radio campaigns, TV infomercials, community dialogues and community theatre/dramas. Education and Communication materials, such as posters, T-Shirts, billboards, cartoon booklets.</i>
How effective the campaign was in reaching its objectives and intended results	<i>The campaign has been subject to external evaluation by Samuel Hall. It concluded: The IOM awareness campaign has resulted in better knowledge and understanding about the risks involved in irregular migration and life in Europe, its messaging was clear and remembered by respondents at the time of this evaluation. The immediate outcome of generating an open discussion has been achieved. Yet, it remains difficult to assess the real impact on the ultimate outcome of the awareness program on behavioural change. The impact of changing attitudes to Europe will not necessarily translate in a decrease of migration trends so long as youth have limited alternatives in their home country. This calls for 1) strengthened partnerships and 2) synergies with other IOM and stakeholder programmes targeting training and livelihood generation for youth.</i>
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?	<i>Ref evaluation by Samuel Hall</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> of evaluation.	<i>Ref above</i>
4. Do you have any information about how the campaign was received by the target group? If	

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

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

<p>so, please provide a brief description of the <i>nature</i> of the responses.</p>	
<p>5. If your MS were to do something differently next time, what would that be?</p>	<p><i>It is reason to question the value of information campaigns as an effective tool by itself, we assume it would be ideal to combine it with the prospect of alternatives with regard to livelihood etc.</i></p>

<p>Title of the campaign</p>	<p><i>A National Campaign on Child Protection to Ensure Prevention of, and Response, to Abuse, exploitation and Neglect of Children in Afghanistan.</i></p>
<p>Year(s) of implementation and duration</p>	<p><i>2011- 2014</i></p>
<p>Costs of the campaign</p>	<p><i>4,3 mill. NOK</i></p>
<p>Targeted country / audience/ languages</p>	<p><i>Afghanistan, unaccompanied minors, pashto/dari</i></p>
<p>Implementing partner(s)</p>	<p><i>UNICEF Afghanistan</i></p>
<p>Main objectives, intended results and key messages</p>	<p><i>Main objectives: Prevent unsafe migration and exploitation of children Prevent early marriage among girls Facilitate behavior change among families so that children are not put at risk</i></p>
<p>Communication channels and tools used</p>	<p><i>Community dialogue, Religious leaders, TV, youth networks</i></p>

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

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

How effective the campaign was in reaching its objectives and intended results	<i>The project was cofinanced with the NL, and to our knowledge not externally evaluated. According to final reporting to Norway all activities was successfully implemented.</i>
Additional questions from Norway	
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?	<i>Results was measured on the bases of successfully implemented activities. According to reports from UNICEF all planned activities was implemented. The project was country wide with a range of activities including posters, dramas, community dialogue etc.</i>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> of evaluation.	<i>Not to our knowledge</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 <i>nature</i> of the responses.	<i>No</i>

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

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

5. If your MS were to do something differently next time, what would that be?	<i>More scrutiny of the message and more thorough reporting on outputs and outcome.</i>
---	---

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

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

Title of the campaign	<i>Paste previous response to COM AHQ</i>
Year(s) of implementation and duration	<i>Paste previous response to COM AHQ</i>
Costs of the campaign	<i>Paste previous response to COM AHQ</i>
Targeted country / audience/ languages	<i>Paste previous response to COM AHQ</i>
Implementing partner(s)	<i>Paste previous response to COM AHQ</i>
Main objectives, intended results and key messages	<i>Paste previous response to COM AHQ</i>

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

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

Communication channels and tools used	<i>Paste previous response to COM AHQ</i>
How effective the campaign was in reaching its objectives and intended results	<i>Paste previous response to COM AHQ</i>
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?	
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i> 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 <i>nature</i> of the responses.	

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

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

5. If your MS were to do something differently next time, what would that be?	
---	--

We would very much appreciate your responses by **22nd January 2017**

Response provided by: (e.g NORWAY)