

# Awareness raising and information campaigns on the risks of irregular migration in Pakistan

Factsheet, January 2021

## Background

Information on migration has become a crucial element of empowering potential migrants to take an informed decision on their migration trajectory. Providing people **with knowledge on the dangers and consequences of irregular migration, human trafficking and migrant smuggling as well as the legal pathways of migration** is important to counteract myths and wrongful information spread by smuggling and trafficking networks.

With this initiative, the **European Union** funds awareness raising actions in Pakistan aiming to reduce vulnerabilities and challenges faced by migrants by providing them with **adequate, timely and reliable information and guidance on all matters related to migration**. The Ministry of Interior of Austria and the Ministry of Interior of Bulgaria co-fund and co-implement this project, together with ICMPD as lead partner. The actions will be closely linked with the Migrant Resource Centres (MRCs) situated in the Ministry of Overseas Pakistanis and Human Resource Development (MOPHRD) and the Department of Labour Punjab (DoL).



**Donor:** European Union (AMIF)

**Co-donor and implementing partner:** Ministry of Interior Austria and Bulgaria

**Implementing partner:** ICMPD

**Duration:** January 2021 – December 2022

**Budget:** 1,100,000 EUR

**Overall objective:** Sensitise and empower potential migrants in Pakistan to make informed decisions about migration, particularly irregular migration, and in turn, contribute to reducing irregular migration.

## Objectives

The overall objective is to **sensitise and empower potential migrants to make informed decisions about migration**, particularly irregular migration, and in turn, contribute to reducing irregular migration towards European and other countries. At the same time, the project will aim to build sustainable networks and platforms among different groups of stakeholders to **enhance their capacity in raising awareness**, providing balanced information and promoting legal pathways. It will increase the **understanding of key influencers of potential migrants** about the dangerous consequences of irregular migration and the potential benefits of regular pathways. The action will **contribute to the knowledge base on effective awareness raising campaigns** on the dangers of irregular migration within Pakistan and beyond.

## Activities

Focusing on information dissemination and awareness raising among potential migrants in Pakistan, this project will conduct a **series of campaigns communicating balanced information** about the dangers and consequences of irregular migration, options for legal migration, and the legal, social and economic realities of life in Europe. **Embedding a behavioural approach**, the campaigns will employ **different channels and trusted, credible messengers** to target both prospective migrants and their

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**key influencers.** The campaigns will focus on already known (irregular) migration-prone areas in Pakistan, **mostly in Punjab.** This will be done through a mix of methods, including **community engagement** that leads to a dialogue on migration and allows people to ask questions and raise concerns as well as **multi-media communication activities** to raise awareness to a larger audience.

Understanding that effective information and awareness campaigns are built on strong background research, the project will **conduct an empirical study on potential (irregular) migrants' information needs and gaps,** their **migration intentions, motivations and decision-making processes,** their key influencers and channels likely to reach them.

A **robust evaluation of the campaign activities** will allow adapting within the action duration and identifying lessons learned for future campaigns.

## Expected outcomes

### Preparatory Research

- Knowledge on previous campaigns and communication activities in the country and regions and their effectiveness.
- Identified characteristics of target group(s), their motivations, information needs and gaps, the key messages, messengers (key influencers) and channels most likely to reach them.
- Knowledge on each local context and the specific migration dynamics, as well as on local stakeholders and ongoing activities.
- Mapped diaspora groups and community organisations in selected destination countries (Greece, Italy, Austria, and Bulgaria).

### Tailored communication strategy

- Designed and validated communication strategy

### Awareness raising campaign

- Implemented awareness raising and communication campaign
- Awareness raising activities conducted at community level in irregular migration – prone districts in Pakistan, mostly in Punjab
- Local NGOs trained on raising awareness on migration
- Informed diaspora who sheds light on rumours surrounding irregular migration
- Pakistani journalists trained on migration reporting
- Migration Media Awards conducted

### Monitoring, Evaluation and Learning (MEL)

- MEL plan developed and in place before campaign roll-out
- Implementation and progress on indicators tracked and employed in programme improvement during implementation
- Campaign reach assessed
- Changes in Knowledge, Attitude and Intentions (KAIs) of capacity building activities assessed
- Changes in behaviours among groups targeted with trainings and campaigns, as feasible
- Lessons learned (LL) identified and policy inputs developed

## Find out more

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