

**Eastern Partnership Panel on Migration, Mobility and Integrated Border Management
Meeting on information campaigns
11-12 October, Tbilisi, Georgia
AGENDA**

DAY 1- 11 OCTOBER

Venue: The Rooms hotel Tbilisi, 14 Merab Kostava Str., Garden Hall

9h00-9h30 Registration of participants

9h30-10h00 Opening of the meeting

- Welcoming remarks by Georgia, EU, and IOM

10h00-11h30 Current context and objectives. Moderator: Ms Nino Sanikidze, Secretariat of the State Commission on Migration Issues

- Presentation by the EU (DG HOME) on irregular migration trends from EaP: fake asylum claims and abuse of system following visa liberalisation, **Ms Guadalupe Perez Garcia, European Commission, DG Home, International Coordination** (via Skype)

- Information Campaigns in National Management of Migration, **Mr George Jashi, Executive Secretary of the SCMI, Georgia**

- Overview of the national experiences regarding the information campaigns, **Ms Laura Scorretti, CBMM Program Coordinator, IOM Ukraine**

- Best practices of IOM-led information campaigns: IOM X, **Ms Tara Dermott, IOM X Program Leader**

- Discussion

11h30-12h00 Group photo and Coffee break

**12h00-13h00 State of play and best practices in the field of migration-related campaigns
Moderator: Ms Nino Sanikidze, Secretariat of the State Commission on Migration Issues**

- State of play and best practices in the field of migration-related campaigns, including visa-free regime with the European Union, **Ms Oxana Paduraru, Ministry of Foreign Affairs, Ms Daniela Chipenco, Ministry of Internal Affairs, Moldova**



– Rumours about Germany. Facts for Migrants – How to provide (potential) refugees and migrants with the information they need, **Ms Ruth Mueller, Desk Officer, Steering Group Strategic Communication, Federal Foreign Office, Germany**

– Information campaign to inform Ukrainian citizens about the rules of stay in EU countries, Experience of the State Migration Service of Ukraine, **Mr Serhii Gunko, Head of Department on Communications and e-services, State Migration Service of Ukraine**

- *Discussion*

13h00-14h00 Lunch break

14h00-15h20 Main challenges (I): The right mix of messages and communication channels. Moderator: Ms Olena Lobova, Change Communications

– Communication channels for campaigning on the visa-free regime, **Ms Iryna Sushko, Head of Europe without Barriers NGO**

– Georgian experience in visa-free travel campaigning, **Mr Tornike Nozadze, Head of Department for Strategic Communications, Ministry of Foreign Affairs of Georgia**

– Sharing of Experience on Organisation and Implementation of the Information Campaigns on Visa Liberalisation, **Ms Violeta Wagner, ICMPD ENIGMMA senior project manager**

15h20-15h40 Coffee break

15h40 - 16h40 Main challenges (II): Measuring the impact of our communication campaigns. Moderator: Ms Olena Lobova, Change Communications

– Case study: Communication campaign on visa-free regime in Ukraine ‘Open Europe’: challenges and results, **Ms Olena Lobova, Co-founder, Change Communication**

– Aware Migrants. Reflections on how media performances contribute to shaping perceptions on Europe, **Prof. Pierluigi Musarò, University of Bologna** and **Ms Valentina Iadarola, Arca di Noe, Bologna**

- *Discussion*

16h40-17h30 Ensuring a coordinated approach. Moderator: Ms Olena Lobova, Change Communications

- Presentation by EC on the efforts to map and ensure synergies and coordination of campaigns, **Ms Silvia Mosneaga, European Commission, DG HOME, Irregular Migration and Return Policy Unit** (via Skype)
- Presentation of Monitoring Report: Agreement between the European Union and the Republic of Armenia on the Facilitation of the Issuance of Visas, **Dr Stepan Grigoryan, Chairman of the Board, Armenian Analytical Center on Globalization and Regional Cooperation**
- *Discussion*

19h30 Dinner

DAY 2 - 12 OCTOBER

9h00-9h30 Registration of participants

09h30-11h00 Interactive session: The Art of Campaigning. Facilitator: Dr Leonard Novy, Germany

11h00-11h15 Coffee break

11h15-13h00 Interactive session *The Art of Campaigning* (continuation)

13h00-14h00 Lunch break

14h00-16h00 Interactive session *The Art of Campaigning* (continuation)

16h00-17h00 Interactive session: The Role of Monitoring and Evaluation for Effective Information Campaigns. Facilitator: Ms Tara Dermott, IOM X Program Leader

17h00-17h30 Tour de Table and Closing remarks

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