

Panel Meeting on Information Campaigns

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ARMENIA	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	<p>In accordance with the Action Plan "Concept on Studying and Preventing Irregular Migration Originating from the Republic of Armenia" approved by the Minutes of the RA Government Session No 51 of December 29, 2011 - an 8-hour hotline operates and receives potential migrants for orientation in Migration Service.</p> <p>Seminars, trainings, roundtable discussions are organized for the representatives of media, NGO-s, intermediary employment agencies to educate and increase awareness of potential migrants on possible risks and dangers of becoming an irregular migrant.</p> <p>Brochures, leaflets and posters on irregular migration are published and disseminated.</p> <p>A number of TV programs on irregular migration on public television and radio were filmed, providing technical assistance to journalists specializing on issues of irregular migration.</p> <p>Migration advisory centers were opened to provide professional assistance in regions of Armenia by different organizations.</p> <p>The structures in charge for the implementation of mentioned activities are Migration Service of the Ministry of Territorial Administration and Development, Ministry of Foreign Affairs, Ministry of Labor and Social Issues of Armenia.</p> <p>The 6th point of "2017-2021 STRATEGY FOR MIGRATION POLICY OF THE REPUBLIC OF ARMENIA", which is the Annex to Protocol Decree No. 12 of the RA Government Session of 23 March 2017 called "Fight against irregular migration" - is the key section of the Strategy covers the issues relating to fighting against irregular migration flows both originating from Armenia and directed towards Armenia. In addition to this, in June 2014, facilitation of irregular migration was defined in the Criminal Code of the Republic of Armenia as a criminal offence. Migration Service posts information slides in its FB official page, as well as the special tab devoted to the prevention of irregular migration and violation of the visa-free regime/Schengen rules in the new website of Service. The new website will be launched at the end of the year. Readmission process is considered to be the way of prevention of irregular migration as well.</p>

<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>The Migration Service is responsible for all migration related processes in Armenia. Apart of that, local authorities and the other state agencies (Mobile Resource Centers for Migration of State Employment Agency of Ministry of Labor and Social Issues of RA in regions of Armenia; Passport and Visa Office of Police, The General Department on Combating Organized Crime of Police), international organizations (including IOM) as well as civil society organizations (“Armenian Caritas”, “People in Need Armenia”, “The International Center for Human Development”(ICHD)), are engaged in the process of implementing of various information campaigns. Mass media is a key player in coverage of migration related topics in the news, reportages, programs, interviews, by inviting state responsible entities’ representatives as a guest or as an interviewee.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within the past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>Raising awareness on migration was one of the main goals of “Reduce Irregular Migration and Trafficking in Armenia” project, organized by Armenian Caritas Benevolent NGO.</p> <p>Project Duration: 01.01.2016-31.12.2018. Target groups are pupils, teachers and community residents. Location: Shirak, Lori and Gegharkunik provinces of Armenia. Number of Beneficiaries: 1601 in 2016.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Organize training sessions and campaigns for Shirak, Lori and Gegharkunik provinces’ community residents and pupils or students on migration and human trafficking. 2. Integrate the topic of migration into the school curriculum. 3. Cooperate with stakeholders in state and non-governmental sector to raise awareness on the topics. Funding partners: Secours Catholique/ Caritas France, Caritas Spain, Catholic Relief Services. <p>Budget: 2016 – 59 369 €, 2017 – 54 774 €, 2018 – 65 122 €.</p>

	<p>Two Memoranda of Understanding have been signed between Migration Service and State Employment Agency. Within the framework of cooperation with Employment Agency “Mobile resource centers of migration” were created for awareness raising campaigns in target regions. The project was implemented with the support of IOM Armenia. Since April 2010 till now number of meetings are organized in different provinces of Armenia to raise awareness of the population about the consequences of irregular migration, to raise the level of legal awareness of labor migrants (the last one was organized on 9th of August, 2018 in Poqr Mantash, Arevik, Ashotsq and Amasia communities of Shirak province).</p> <p>The public awareness process is implemented in two main ways:</p> <ol style="list-style-type: none"> a. website separate section b. consulting for target groups (via calls, online inquiries, visits, reception days and hours, written letters etc). <p>The International Centre for Migration Policy Development (ICMPD), within the framework of EU-funded «Support to Migration and Border Management in Armenia» (MIBMA) project, together with the Office of the United Nations High Commissioner for Refugees (UNHCR) in Armenia and Repat Armenia Foundation, organizes «Suitcase 2018» annual journalism contest on migration issues which is aimed at uniting the potential of Yerevan and regional media representatives who cover and report on migration issues. The contest intends to encourage and motivate journalists to raise awareness and report on challenges and opportunities in the field of migration and border management, including irregular migration/ visa-free regime and/or Schengen rules.</p>
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>«The Preventing Irregular Migration from Armenia to the Kingdom of Belgium by Raising Awareness of Potential Migrants», implemented by the International Center for Human Development (IChD).</p> <p>The project was implemented in 2012-2013 with a support of the Kingdom of Belgium. The overall goal of the action was to prevent irregular migration of Armenians to Belgium and other EU countries, specifically through (a) raising awareness about irregular migration and exposing its consequences to Armenian potential migrants and general public; (b) encouraging involvement of media in expert discussions in order to enrich their knowledge on current social and policy discourse and developments on migration; and promoting evidence-based coverage of migration issues, and (c) providing a hotline access to information related to migration for potential Armenian migrants.</p> <p>The project outputs particularly include over 16 000 potential Armenians migrants and their families who have become more aware of the perils of irregular migration through relevant information booklets, leaflets and public social advertisement. The later specifically included several posters highlighting the costs and consequences of irregular migration.</p>

	<p>Within the media campaign, three talk-shows and three radio programs were produced and broadcast on public stations, covering all the territory of Armenia. Three awards were granted to authors of media products for excellence in coverage of migration issues. Most importantly, a hotline was established and operated throughout the entire duration of the project and it has served 348 citizens. Finally, to enhance evidence-based media coverage of migration issues, at least 100 media representatives were invited to three roundtable discussions on migration issues, attended also by state agencies and NGOs.</p> <p>In 2014 after signing the readmission agreement the Migration Service staff visited most of the Armenian provinces to implement a special campaign dedicated to raising awareness level in visa facilitation regime. They met students, mass media representatives, representatives of NGOs etc. The communication action format was lectures and flyers. The main message was the difference between the visa-free regime and visa facilitation regime.</p>
<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>According to the opinion expressed by a number of the Migration Service experts (based on 10+ years work experience) TV shows were the most effective ones because of their popularity, large audience and high rates. Social media is on the second stage and radio reportages are third ones.</p>
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>According to Eurostat results, the quantity of Armenian asylum seekers in EU counties is lower in the years when special communication actions are implemented. This proves the effectiveness of such actions.</p> <p>Concerning the communication actions sustainability – it is one of the main activity directions of Migration Service (MS). In the official website of MS is a special tab called Irregular Migration, besides there is a special procedure in MS for emigration related issues consulting.</p>
<p>7. What are the main overall challenges in the development and implementation of</p>	<p>Among of information campaigns development main challenges, one of the most challenging is lack of sufficient financial resources.</p>

<p>information campaigns related to visa-free regime and/or Schengen rules in the context of your country?</p>	
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<p>AZERBAIJAN</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	<p>Over the past period, an effective mechanism was created to combat irregular migration and actions were strengthened to identify and prevent cases of violation by foreigners and stateless persons (hereinafter - foreigners) of the rules of temporary stay, temporary and permanent residence in the Republic of Azerbaijan.</p> <p>Thus, the State Migration Service prepared Joint Action Plans with the Ministry of Internal Affairs and the State Border Service. As a result of the measures taken in this direction by the State Migration Service, for each identified offence in regard to foreigners, Resolutions were adopted in accordance with the requirements of the law.</p> <p>Along with this, together with the Ministry of Internal Affairs and the Ministry of Labor and Social Protection of Population, the activities provided for in the "Action Plan to Combat Trafficking in Human Beings and Forced Labor, as well as to prevent and eliminate the consequences of these phenomena" are ensured, and there is strong mutual cooperation with these state bodies.</p>
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information</p>	<p>The State Migration Service is a body of central executive power that has the status of a law enforcement agency. Carrying out the state policy in the sphere of migration and fulfilling obligations established by the legislation of the Republic of Azerbaijan for the settlement and management of migration processes, the Service acts as a coordinating body in educational activities carried out in the sphere of combating irregular migration in the country.</p> <p>Thus, the State Migration Service together with the regional and city executive authorities, diasporas, as well as jointly with higher educational institutions and with the participation of representatives of local self-government bodies, employers, media, foreigners, representatives of international organizations in the Republic of Azerbaijan organized and conducted awareness-raising activities in the field of migration in all regions of the country, including an annual conference on "December 18th - International Migrant Day".</p> <p>In order to increase the activity of the public in the processes carried out in the sphere of migration, to deepen the interaction in this field with non-governmental organizations, the Public Council has been established under the State Migration Service since 2015. Together with a number of non-governmental organizations that are members of the Council, activities are carried</p>

<p>campaigns? How is the coordination between various stakeholders ensured?</p>	<p>out to prepare and improve migration legislation, ensure public control, improve the quality of service, and more efficient organization of work.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>According to the "National Action Plan for 2016-2018 on the Open Government Encouragement" the State Migration Service organizes a "Doors Open Day" - civil forums, offsite services with the participation of citizens, representatives of foreigners, relevant government agencies, public organizations, employers, entrepreneurs, provides for the articles publishing in the press and media, and video reports broadcasting.</p> <p>As a part of the information and education activities aimed at preventing cases of the transformation of foreigners into irregular migrants, leaflets were published that contain information on the rules of registration of foreigners at the place of residence, the procedure for obtaining permits for temporary and permanent residence, work permits, the extension of the temporary stay. In addition, in order to encourage foreigners to register at the place of their stay at the border checkpoints of the country, foreigners are provided with the leaflets in several languages and of various designs.</p> <p>The State Migration Service organizes various educational campaigns on measures to counter irregular migration. For example, the website of the Service (www.migration.gov.az) operates for obtaining detailed information by foreigners, as well as the public of the country. The Call Center of the State Migration Service operates in three languages - Azerbaijani, English and Russian.</p> <p>Those who apply to the Call-center of the State Migration Service (+994 12) 919 receive detailed information on the procedure for arriving in the country on a visa or visa-free basis, on registration, as well as on the visa regime in the Schengen countries. At the same time, the citizens of the Republic of Azerbaijan leaving abroad are given recommendations on compliance with the requirements of the legislation in the host country, as well as on consular registration.</p>
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages,</p>	<p>See Q.3</p>

<p>communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	
<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>Informing the public and foreigners is carried out through television channels, social networks ("Youtube", "Twitter" and "Facebook"), the official website of the Service and events conducted in the regions of the country. Since these information sources have a wide audience, they were chosen in the implementation of educational activities on the requirements of the legislation on migration.</p> <p>https://migration.gov.az/</p> <p>https://www.facebook.com/miqراسiyaxidmeti/</p> <p>https://twitter.com/MigrationAZE</p> <p>https://www.youtube.com/channel/UC-KFHgtonlThNm6b4j37NnQ</p>
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>As a result of educational activities conducted over the past 10 years, including those implemented jointly with local executive authorities and international organizations to eliminate cases of statelessness, a decrease in the number of irregular migrants and those living without documents has been observed. As a result of the measures taken in the sphere of documentation from 2008 to the present time, 1,529 stateless persons have been accepted into the citizenship of the Republic of Azerbaijan, which is a positive result of the educational work conducted.</p>
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to</p>	<p>There were no difficulties in the preparation and implementation of educational activities.</p>

<p>the visa-free regime and/or Schengen rules in the context of your country?</p>	
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<p>BELARUS</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	<p>The concept of the national migration policy in the Republic of Belarus is currently under development. Representatives of the departments and organizations concerned, including the Ministry of Internal Affairs, the Ministry of Labor and Social Protection, the Federation of Trade Unions, established a working group that is engaged in preparing appropriate approaches and proposals. It is planned that the draft project will be prepared by the end of this year.</p>
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information</p>	<p>The main state body responsible for conducting the state migration policy is the Ministry of Internal Affairs of the Republic of Belarus. Information campaigns in the field of migration are developed with the involvement of other interested state bodies and organizations, under the guidance of the Council of Ministers. As a rule, the MOI has the coordinating role.</p>

<p>campaigns? How is the coordination between various stakeholders ensured?</p>	
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within the past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>In the Republic of Belarus over the past 10 years, several information campaigns have been conducted aimed at preventing irregular migration. The State Border Committee of the Republic of Belarus takes an active part in highlighting the state's efforts to prevent irregular migration. There is a positive experience of cooperation in the preparation and conduction of information campaigns with the Mission of IOM and UNDP on a number of projects aimed at assisting the Republic of Belarus in managing migration.</p>
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>There were no information campaigns of this kind with the participation of the State Border Committee. However, there is sufficient experience in conducting large-scale information campaigns on the issues of the national visa-free regime.</p>

<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>The main and effective channels of communication are the central mass media, as well as information Internet resources of state bodies that carry out their activities in the field of migration management. The use of these channels allows reaching a large part of the population and the target audience.</p>
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>N/a</p>
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to visa-free regime and/or Schengen rules in the context of your country?</p>	<p>In the Republic of Belarus, the national information field allows conducting information campaigns related to the migration policy of the state of the national and local level of any duration.</p>

<p>CZECHIA</p>	
<p>1. Do strategic migration policy documents adopted by your</p>	<p>The communication strategy is an integral part of the Migration Policy Strategy of the Czech Republic, aiming to inform the general public about the key principles of Czech migration policy. The main target group is thus national public, not foreigners.</p>

<p>country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>The main authority responsible for the field of migration as well as communication regarding migration is the Department for Asylum and Migration Policy of the Ministry of Interior. The involvement of other stakeholders usually depends on the topic of the information campaigns. In most of the cases, the cooperation involves the Ministry of Foreign Affairs, other Ministries and civil society organizations.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular</p>	<p>The Czech Republic is not very experienced in developing information campaigns regarding migration. It was introduced the pre-departure information package "Next Stop the Czech Republic":</p>

<p>migration within the past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<ul style="list-style-type: none"> • It consists of a brochure and a film. It is intended for citizens of non-EU countries who are considering residing in the Czech Republic for a longer period than 90 days and will, therefore, be applying for either a long-term visa or a long-term residence permit. • The project was implemented by NGO “Slovo 21” in cooperation with other NGO and non-profit organisations, IOM, representatives of Integration Centres and staff of the Ministry of the Interior - Department for Asylum and Migration Policy. • It was co-financed by the European Union, from the European Fund for the integration of third-country nationals, and the Ministry of the Interior of the Czech Republic. • The movie is available in Czech, English, Russian, Ukrainian, Vietnamese, French, Mongolian and Arabic language https://www.youtube.com/watch?v=BJBu4ZcPe0. <p>In 2017, the Czech Republic issued a leaflet regarding the conditions for temporary deployment of third-country nationals who hold residence permits issued by the other Member States for the provision of services by an employer established in other State. The information campaign was necessary as the status of “deployed third-country national” was widely misused by citizens of Ukraine in possession of Polish visas for working in the Czech Republic.</p>
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>In 2017, the Ministry of Interior issued a leaflet with the information regarding visa-free regime for Ukrainians. It provides detailed information on the conditions of residence and employment of Ukrainian citizens in the Czech Republic. It points out how the conditions of entry into the territory of state will be affected after the introduction of the visa-free regime.</p> <ul style="list-style-type: none"> • The leaflet provided information about both residence below/over 90 days and specify who can use the visa-free regime • It points out that even in the case of visa-free traveling the conditions for entry into the Schengen area must continue to be met. • It was a short-term campaign following the introduction of the visa-free regime (June 2017) • This campaign was in charge of the Department for Asylum and Migration Policy, the leaflet itself was distributed to embassies of the Czech Republic in Ukraine and was also published on the official web pages of the Ministry of the Interior • No evaluation of this campaign has been conducted. <p>http://www.mvcr.cz/clanek/bezvizovy-styk-s-ukrajinou.aspx</p>
<p>5. Regarding specifically the mix of communication channels</p>	<p>N/a</p>

<p>that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>No.</p>
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to the visa-free regime and/or Schengen rules in the context of your country?</p>	<p>N/a</p>

<p>GEORGIA</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions</p>	<p>National Migration Strategy of Georgia for 2016-2020 has a separate chapter on awareness raising action which in-depth covers 5 main directions: irregular migration, statelessness, legal migration, integration and reintegration, migration and development.</p>

<p>regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>The info-campaigns are based and proceeding from the objectives and goals of the Strategy, which is drafted and implemented by the member agencies of the State Commission on Migration Issues, which among its partners has consultative status holder NGO's and International Organizations, who all are involved in info-campaigns' initiation, preparation and implementation.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within the past ten</p>	<p>See Q.4</p>

<p>years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>The preparation of the main wave of the info-campaign started in early 2013 when under the SCMI's concept of a joint action of all stakeholders in awareness raising the grounds for the main info-campaign was prepared. On that basis, three waves of targeted info-campaigns were held throughout the country involving practically all potential and present migrants.</p> <p>The above-described campaign focused on a prevention of violations of the visa-free regime was built on the structure created for the awareness raising on legal paths of migration and negative consequences of irregular migration. Based on the policy directives and practical tools elaborated, the Government of Georgia (GoG) has been actively implementing the information campaign on visa-free regime with the EU and has already successfully completed the two phases in 2015 and 2017.</p> <p>GoG has thoroughly analyzed statistical data processed by EU institutions and member states, as well as relevant state agencies, in order to address the gaps in awareness of visa-free travel to the EU. The analyzed data demonstrates that while the majority of the population is aware of their rights under the visa-free regime with the EU, there is a lack of common understanding of the consequences of travel rules violation.</p> <p>Therefore, from March 2018 the 3rd wave of the information campaign on visa-free travel to the EU was launched. The objectives of the campaigns were: general public awareness raising on visa-free travel to EU/Schengen states, to once again provide citizens of Georgia with the information on their rights and duties under the visa-free regime with a particular focus on prevention of the abuse of asylum-granting procedures.</p> <p>The messages of the campaigns vary according to the target groups, but mainly cover the notion of asylum and its aim according to international law, individual responsibility and outcomes, its impact on the country as a whole, the concept of safe country of origin, etc. The target audience is a population of Georgia with a specific focus on potential migrants and ethnic minorities. Communication plan entails a wide scale media and social media campaigns as well as information meetings covering the whole country. The campaigns were funded by the state budget and donor organizations. Monitoring and evaluation were based on</p>

	<p>internal public opinion surveys, analysis of the most effective ways of communications, target audience analysis and statistical data of the previous campaigns.</p> <p><u>Short videos:</u> (1st wave of the campaign): https://www.youtube.com/watch?v=TIujWODZvCM https://www.youtube.com/watch?v=8n68fzdtQrU</p> <p>(2nd wave): https://youtu.be/BFsCNOzkSoY https://youtu.be/lZx97w-F0fM https://youtu.be/fSEs9FR0qkU</p> <p>(3rd wave): https://www.youtube.com/watch?time_continue=5&v=BxriMjP1BKI</p> <p><u>EU/Schengen mobile application:</u> http://mfa.gov.ge/MainNav/ConsularInformation/ShengenAPP.aspx</p>
<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>Face to face meetings (especially in remote regions), TV and social media.</p>
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If</p>	<p>The analyzed data demonstrates that while the majority of the population is aware of their rights under the visa-free regime with the EU, there is still a necessity to further disseminate information both within the country and abroad in the states of destination through Georgian diaspora and diplomatic missions.</p>

<p>so, what were the main outcomes/lessons learned from this evaluation?</p>	
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to the visa-free regime and/or Schengen rules in the context of your country?</p>	<p>Mostly the main challenge is linked to financial sources necessary to run permanent and active information campaigns with clearly defined targets. However, at further stages, when the action proves to be successful the funding becomes a lesser challenge while replaced by strategic planning in continued awareness raising activities.</p>

<p>ITALY¹</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	<p>It doesn't seem to be any provision in the strategic migration policy documents regarding communication strategy or communication action for the prevention of irregular migration.</p>
<p>2. Which authorities in your country are usually responsible</p>	<p>Information campaigns aimed at preventing irregular migration from third countries characterized by high migratory pressure are mainly sponsored by Italian Cooperation for Development through the financial and operational involvement of</p>

¹ Information received from non-governmental source and shall not represent the official views of the Italian Government

<p>for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>international, national and, most of all, local partners such as IOM, countries of origin competent Ministries and NGOs. The coordination is usually ensured by agreements and bilateral deals between the parts. "Aware Migrants", the most important Italian information campaign, was sponsored by the Italian Ministry of Interior and the IOM Coordination Office for the Mediterranean.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>Yes, Italy has implemented information campaigns targeted at preventing irregular migration and at informing about the risk of irregular migration. The most relevant Italian information campaign was <i>Aware Migrants</i>², lunched in July 2016 and developed by the Italian Ministry of Interior and the IOM Coordination Office for the Mediterranean in Rome. The main objective of the campaign was to raise awareness among potential migrants about the dangerousness of the journey to reach Europe and the huge risks of irregular migration. The tools used in the campaign were mainly video of migrants themselves describing their own journey highlighting traumas and difficulties experienced and other spots and media sources designed to create awareness. This campaign was launched in three different languages: English, French and Arabic and through different communication channels: a web site, Facebook, Twitter, Instagram and Youtube. The website consists of four interface: "stories", "news", "media" and "alternatives"; the latter includes a series of opportunities in Africa, listed with the aim of promoting different choices in the home-country instead of irregular migration, and an informative page about the required procedures to enter regularly in France, Finland, Netherlands, Sweden, Belgium, Norway and Italy.</p> <p>It is difficult to find other Italian information campaigns with the same impact and visibility of <i>Aware Migrants</i>, however there were some projects within the past ten years developed by NGOs, smaller associations and Italian institutions in agreement with third states institutions, mainly in Africa, created for the same purpose. The vast majority of this campaign has a less explicit</p>

² <https://www.awaremigrants.org>

content than *Aware Migrants* and mainly focus on the creation of alternatives in the home-country to prevent irregular migrations involving local partners.

Some examples are:

In Ivory Coast the campaign *Promotion of awareness against irregular migration in Cote D'ivoire*, launched in September 2018 by the Avsi Foundation, that aims to prevent the irregular migration and support the socio-economic integration of 250 people. Avsi wants to inform Ivorian about the real life conditions of migrants in the hosting countries and about the risk of the irregular journey to reach Europe. The communication tools will be informative meetings in the parishes, short films and witnesses of migrants. At the same time Avis intend to provide and support alternatives in the country.³

The campaign *Liberi di partire, Liberi di Restare* promoted by the Italian Episcopal Conference (CEI) wants to create awareness about migrant stories and integration of those who arrive in our lands, but highlighting the right of everybody to live in his own country. Migrants are the recipient of the project and one of the intervention planned is an information campaign on site about what it means to migrate.⁴

In Mali one of the first initiative sustained by the CEI campaign is the one of VIS that aims to reduce irregular migration flows from Mali supporting educational training, social-working integration and creating new possibility for the local youth and facilitating the reintegration of returning migrants.

In Tunis the Italian Ngo CIES with the Tunisian one UTSS, within a project of the Italian Agency for development cooperation in Tunis co-financed by IOM, launched in June 2018 the campaign *Je suis ici. Tu es où* about the migratory issue aiming to create better opportunities for young people and woman that otherwise could choose irregular migration to Europe.⁵

In Egypt was launched the Project *Education and training for Egyptian youth in Fayoum Governorate*, which the responsible organization are IOM, the Government of Egypt and Italy. This educational and training project was created to contrast the irregular migration of Egyptian youth to European countries, in particular Italy, due to a lack of job opportunities. This work was

³ <https://www.avsi.org/it/news/2018/09/11/sapere-per-scegliere-in-liberta-un-nuovo-progetto-in-costa-davorio-sul/1605/>

⁴ <http://liberidipartireliberidirestare.it>

⁵ http://www.ansamed.info/ansamed/it/notizie/rubriche/politica/2018/06/20/migrantitunisiada-cooperazione-campagna-sensibilizzazione_2c66879b-67de-4c49-9f42-b55e423bc1b7.html

	complemented with a media and information campaign to enhance awareness of the dangers of irregular migration and promote education and training as a positive alternative. ⁶
4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.	N/a
5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?	The campaign <i>Aware Migrants</i> used digital channels to bring the message to potential migrants. In addition to the web page, an account for all the other relevant social networks was created: facebook, twitter, instagram and youtube. An effective communication strategy was creating videotaped stories narrated by migrants themselves to achieve a more direct communication and a major impact of the message.
6. Has your country conducted an evaluation of the results and	There isn't any official evaluation of the impact of the Aware Migrants Campaign. Generally, it is quite difficult to evaluate the effects of those informative campaigns for different reasons, specifically calculating the correlation between access to information about the dangerousness of the journey and the reduction of irregular departures it's problematic because other

⁶ http://www.ilo.org/dyn/migpractice/migmain.showPractice?p_lang=en&p_practice_id=145
<http://www.ilo.org/dyn/migpractice/docs/256/Outline.pdf> cfr. point 7.
 Altro link: https://www.iom.int/sites/default/files/flash_reports/files/IOM-Flash-Report-9.pdf

<p>impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>variables play a relevant role. For instance, there is huge mistruth about official communication channels and governmental ones; potential migrants tend to rely more on different information channels, mostly related to informal networks. Furthermore, the knowledge of the very high risk of the journey doesn't automatically imply the decision to stay country and not leaving, this because the causes of migration are generally structural.⁷</p>
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to the visa-free regime and/or Schengen rules in the context of your country?</p>	<p>N/a</p>

<p>LATVIA</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-</p>	<p>Latvia has not developed specific information campaigns on irregular migration. Nevertheless, several informative booklets have been prepared and distributed to inform third-country nationals about this subject and to raise awareness.</p>

⁷ <https://openmigration.org/idee/limitato-effetto-deterrente-delle-campagne-per-scoraggiare-migrazioni-irregolari/>

<p>free regime and/or Schengen rules? If so, please describe briefly.</p>	
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>As mentioned above, there are no particular widespread campaigns on irregular migration in Latvia, but within some activities organized on this topic, the main authorities responsible for particular activities were the Ministry of the Interior of the Republic of Latvia and its institutions under subordination – State Border Guard and The Office of Citizenship and Migration Affairs. Other stakeholders include the Latvian Center for Human Rights and Legal Aid Administration.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope</p>	<p>Please see the answer to Q.1.</p> <p>The following activities could be mentioned in the field of information campaigns targeted at preventing irregular migration: In 2013 and 2014 information booklets were produced about Schengen rules on border crossing for foreigners and Latvian citizens. Informative booklets were distributed at the border inspection posts.</p> <p>State Border Guards have participated in information campaigns of different international organizations, for example, booklets for asylum seekers were made in collaboration with the Latvian Center for Human Rights http://cilvektiesibas.org.lv/media/attachments/01/02/2017/buklets_EN.pdf.</p>

<p>(duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>The Office of Citizenship and Migration Affairs developed the Guideline for Asylum Seekers in Latvia. It was made in 10 different languages and distributed in the accommodation centre for asylum seekers http://www.pmlp.gov.lv/en/home/news/current-events/2018/03/12/guideline-for-asylum-seekers-in-latvia.</p> <p>Ministry of the Interior of Latvia has made booklets for resettled persons within the context of EU Relocation Programme. Legal Aid Administration has made informative booklets about legal aid in return procedures http://jpa.gov.lv/uploads/filedir/buklets_eng.pdf.</p>
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>Please see the answer to Q.1.</p> <p>In 2013 and 2014 information booklets were made about Schengen rules for border crossing for foreigners and Latvian citizens.</p>
<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>N/a</p>

<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>N/a</p>
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to the visa-free regime and/or Schengen rules in the context of your country?</p>	<p>N/a</p>

<p>MOLDOVA</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime</p>	<p>Considering the European Commission's First Report under the Visa Suspension Mechanism of December 2017, the Governmental Commission for European Integration endorsed on March 21, 2018 a Calendar of actions to address the recommendations concerning Republic of Moldova. The Calendar covers all the EU raised concerns starting from the adoption of needed laws and strategies and ending up with operational activities that will contribute to making even more efficient the process of the visa-free regime with the EU implementation. A special attention is devoted to strategic communication and information activities on the rights and obligations stemming from a visa-free regime with the EU targeting distinct categories of potential travelers to the Schengen zone.</p> <p>Regarding foreigners/persons crossing the state border:</p>

<p>and/or Schengen rules? If so, please describe briefly.</p>	<ul style="list-style-type: none"> - National Strategy on migration and asylum (2011-2020), Objective IV: “promoting a climate of legality in immigration and stay of foreigners in the Republic of Moldova by increasing the level of information for potential migrants who want to come to the Republic of Moldova for short time (tourism, business, private visits) or long time (work, studies, family reunion). - Draft National Strategy for Integrated Management of the State Border (2018-2023) and implementation plan (2018-2020): Objective V, Action 10: „Increasing the level of information / awareness of foreigners on the risks of irregular migration”.
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>In 2014, the Ministry of Foreign Affairs and European Integration (MFAEI) was in charge of information campaigns on the rights and obligations of Moldovan citizens when travelling in the Schengen zone. In this regard, before the official date of entry into force of visa-free regime with the EU (April 28, 2014), MFAEI representatives participated in a wide range of TV programs, official visits in the regions and engaged in discussions with the travel agencies on explaining the procedure and documents needed in order to enjoy visa-free travel to Schengen zone. In addition to that, MFAEI developed a guide booklet containing concise information on free movement, including the countries which are the part of the Schengen zone and the travel documents needed when enjoying visa-free travels⁸. The guide was updated in April 2018 and distributed.</p> <p>Furthermore, several videos, as part of the information campaigns were disseminated in the above mentioned period. Few of them to point:</p> <p>https://www.youtube.com/watch?v=kHoKEHN5byk https://www.youtube.com/watch?v=JprOHQj1Gts https://www.youtube.com/watch?v=cf8MqoxgcgM https://www.youtube.com/watch?v=F2XpX_w31r0</p> <p>Within the MFAEI the Visa Task Force Group was created. This group was in charge of preparing diverse actions on information campaigns on visa-free (2014, 2015, and 2018). Later on, a Taskforce group for communication within the ministry was created. It embodies diplomats from various divisions and has the mission to further strengthen the Ministry’s institutional capacities in the field of digital diplomacy, media and communication of critical messages to foreign/national audiences.</p> <p>In the first half of 2018, the Permanent Secretary of the National Committee for Combating Human Trafficking, supported by the International Organization for Migration in Moldova, in collaboration with the territorial committees for combating human trafficking, the institutions of the Agency for Consumer Protection, conducted Informative Campaigns “Invisible for us” in the region, mainly: Anenii Noi, Dubasari, Straseni, Ialoveni, and Calarasi. There have been disseminated thematic informative materials, including the Guide on free movement in the Schengen zone.</p>

⁸<http://www.mfa.gov.md/conditii-de-calatorie/>

	<p>The Bureau for Relations with Diaspora usually recommends to Diaspora members to consult the Guide regarding free movement of people to Schengen.</p> <p>At the moment of granting visa-free in 2014, the Border Police distributed the guide booklets.</p> <p>In 2014, the Ministry of Internal Affairs approved the Order Nr. 159 regarding the Action Plan on preventing and combating possible abuses that could occur as a result of the liberalization of the visa regime. According to the document, MIA ensures:</p> <ul style="list-style-type: none"> - Placement of information panels at the border crossing points, including at the territorial offices of the Bureau for Migration and Asylum; - Publishing information leaflets on the rights and obligations in countries with which the Republic of Moldova has a liberalized visa regime. <p>Also, Ministry of Internal Affairs collaborates with international organizations, such as IOM, UNHCR, FRONTEX, in the process of developing and implementing the informational campaign in the field of migration.</p> <p>Ministry of Health, Labour and Social Protection together with the National Employment Agency, starting from 2016 implemented the informational campaign „The week against trafficking in Human Beings”, which also included some measures related to prevention of the irregular migration phenomenon and risks of irregular migration.</p> <p>Nexus Moldova Center has 5 service centers created to support circular migration (located in Chisinau, Cahul, Edinet and Ungheni). Nexus mission is to help Moldovans to make informed decisions on migration. Nexus Service Centers offer practical solutions and services for all migration stages.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within the past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding</p>	<p>See Q.2</p>

sources, ways of monitoring and evaluation.	
4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.	<p>See Q.2</p> <p>General Inspectorate of the Border Police has participated in a lot of TV Shows and gave interviews on various topics: “Border crossing rules for Moldovan citizens”, “Losing documents abroad and how to return into the country”, “The term of stay of Moldovan citizens in other states”, “Crossing the border by foreign citizens”, “Documents and term of stay” etc.</p> <p>Also, General Inspectorate of the Border Police implemented the following actions:</p> <ul style="list-style-type: none"> - Participated in the distribution of informative leaflets on the rules and conditions of free movement in the EU; - Facilitated the access of the media representatives to the border, especially at the crossing points, for preparing the reports on the necessary documents and the procedure for crossing the border with the EU; - Updated the relevant information on the web page / social media; - Created two special sections on the Border Police website, where visitors can learn about the rules and conditions of the free movement in the EU.
5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?	<p>Communication through thematic videos with a targeted message on the importance and meaning of travelling without a visa in Europe. But it was also important to increase the awareness of the European integration process among Moldovan academic and business circles as well as civil society (universities, mass-media, academic circles, NGO, businesses).</p> <p>The Strategy on Communicating European Integration of the MFAEI – comprises a very practical Strategy for a detailed and targeted communication on the European Integration process, addressed to both internal and external audiences. It includes strengthening internally Communicators from line ministries and state agencies, and externally – making use of Moldovan Diplomatic Missions, Honorary Consulates, Moldovan Communities abroad.</p>
6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the	A particular assessment was not conducted, although the feedbacks and outcomes from different barometers of public opinion are usually considered. Furthermore, it is taken into account the evaluation of the risk of irregular migration at the border of Republic of Moldova, through different reports and evaluations, e.g. analytical reports on cross-border risks identified at the border of Republic of Moldova for the year 2017; the analytical report for the January-March 2018 on cross-border risks

<p>past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>identified at the border of the Republic of Moldova; the common report on evaluating security and risks on the Moldova-Ukrainian border for the year of 2017, but as well the evolving tendencies of risks for the year of 2018.</p> <p>It is also being considered to strengthen the Ministry's institutional capacities in the field of digital diplomacy, media and communication of critical messages to foreign/national audiences, by conducting an assessment of the Republic of Moldova's image abroad (especially in the European space).</p>
<p>7. What are the main overall challenges in the development and implementation of information campaigns related to the visa-free regime and/or Schengen rules in the context of your country?</p>	<p>One of the main challenges is the formulation of the correct messages for target group/audience (considering the age, topics of interests etc.), taking into account the evolving citizens' preferences when reading information and the usually accessed web pages.</p>

ROMANIA	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa-free regime and/or Schengen rules? If so, please describe briefly.</p>	<p>Strategic migration policy documents adopted in Romania (DECISION no. 780 of 23 September 2015 on the approval of the National Immigration Strategy for the period 2015-2018 and the Action Plan for 2015 for the implementation of the Strategy, and The Public Relations Strategy of the General Inspectorate for Immigration 2016-2019) contain provisions regarding communication strategy and actions for the prevention of irregular migration.</p> <p>Nowadays, the phenomenon of irregular migration is at a lower level due to the existence of a national legislative framework, harmonized with the European laws, as well as of activities for preventing and fighting illegal immigration carried out by the competent departments. At the same time, the Romanian authorities are working to create an environment that facilitates the integration of third-country nationals with a specific social policy, having the objective of creating a multicultural and welcoming society. It also conducts information and awareness campaigns regarding the phenomenon of immigration and integration of third-country nationals in order to create a positive image among the public opinion in Romania and to prevent illegal immigration.</p>

<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>General Inspectorate for Immigration (GII) acts as a contracting authority for the management of the national programme of Asylum Migration and Integration Funds (AMIF) and awards grants to different competent NGOs and international organizations acting in the field of migration and asylum in order to finance activities related to information and awareness campaigns.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>During the last years, GII has performed different activities (flyers and various information materials) on promoting the institution's legal attributions in order to raise the awareness of the promoted policies, the actions taken and the results obtained in the prevention and fight against the illegal immigration as well as social integration of third country nationals. These activities are mainly financed under AMIF.</p>

<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>The general aim of preventing and combating illegal immigration is achieved by promoting the legal channels of migration and specific awareness-raising activities on the negative consequences of irregular migration.</p>
<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>Activities involving direct contacts between immigration authorities and third-country nationals, both at the offices for the residence settlement within the institution's territorial units, as well as in accommodation and procedures centers for asylum seekers, represents the most effective channel used in information and communication campaigns because this manner assures a large scale dissemination of all necessary information regarding the rights, obligations and related aspects that concern foreigners in order to prevent irregular migration.</p>
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>At the end of the implementation phase, all projects on information campaigns are subject to results and impact assessments in terms of effectiveness and sustainability. The experience gained so far has shown that these specific programs have achieved their objectives by sending correct messages and discouraging the phenomenon of irregular migration. From the point of view of sustainability, the application of periodicity has been emphasized to ensure the up-to-date quality of the materials, as well as informing actively and continuously the third-country nationals.</p>

<p>7. What are the main overall challenges in the development and implementation of information campaigns related to visa-free regime and/or Schengen rules in the context of your country?</p>	<p>N/a</p>
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<p>UKRAINE</p>	
<p>1. Do strategic migration policy documents adopted by your country contain any provisions regarding communication strategy and/or communication actions for the prevention of irregular migration, in particular violation of the visa free regime and/or Schengen rules? If so, please describe briefly.</p>	<p>Yes, by the Strategy of the State Migration Policy of Ukraine for the period up to 2025 (Resolution of the Government of Ukraine of 12.07.2017, 2017 No. 482-r) and the Action Plan for 2018-2021 on the implementation of this Strategy (Resolution of the Government of Ukraine No. 602-r of 29.08.2018, 2013).</p> <p>The Strategy provides, in particular: "Raising public awareness of the opportunities of migration is an effective tool for promoting legal migration, as well as preventing irregular migration and trafficking in persons. Citizens of Ukraine should be aware of both the existing opportunities for legal employment abroad, the peculiarities of the migration legislation of the destination countries, and the possible risks associated with the irregular status. Official websites of interested state authorities, links with the Ukrainian diaspora; free social advertising on the Internet, etc. can be used for this."</p> <p>The Plan provides for constant awareness-raising among the population of Ukraine on the possible risks associated with irregular external labour migration, including getting in the situations related to human trafficking; reintegration into the society of labour migrants - citizens of Ukraine and their family members upon return to Ukraine; the rights of migrants to social security and state social insurance; other information, increases the level of awareness on migration issues. Main executors: the Ministry of Internal Affairs of Ukraine, the State Migration Service of Ukraine, the State Border Service of Ukraine and the Ministry of Education and Science of Ukraine.</p> <p>In May 2017, in the context of the communication strategy and / or activities aimed at preventing violations of the visa-free regime and / or the Schengen rules, an Action Plan was adopted to conduct an awareness-raising campaign for the citizens of</p>

	<p>Ukraine regarding their rights and obligations under the EU visa-free regime for Ukraine. Also, the authorities and regional state administrations have developed appropriate internal Action Plans. Reporting is conducted quarterly.</p> <p>Details are provided below in Q 4.</p>
<p>2. Which authorities in your country are usually responsible for developing and implementing information campaigns in the field of migration? Are other stakeholders (civil society organisations, diaspora, local authorities, international organizations, partners in countries of origin/destination, private sector etc.) engaged in the process of developing and implementing such information campaigns? How is the coordination between various stakeholders ensured?</p>	<p>Depending on the sphere of competence and objectives, information campaigns are conducted by the State Migration Service of Ukraine, the Ministry of Social Policy of Ukraine, the Ministry of Information Policy of Ukraine, the Ministry of Foreign Affairs of Ukraine, the Ministry of Education of Ukraine and regional state administrations etc.</p> <p>Coordination of actions is carried out, if necessary, in accordance with the instructions of the Government of Ukraine, by creating working groups, conducting meetings, joint meetings and creating joint action plans.</p> <p>Public councils of government bodies, representatives of other interested non-governmental organizations, representatives of the diaspora, local authorities, international organizations, representatives of the private sector are involved in conducting the campaigns.</p>
<p>3. Did your country implement an information campaign (s) targeted at preventing irregular migration within past ten years? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding</p>	<p>Yes, information campaigns are conducted on a regular basis (as a rule - with the beginning of the academic year) aimed at increasing the awareness of foreigners of migration rules in Ukraine. The audience is mainly students of higher educational institutions - foreign citizens since the education in Ukrainian higher educational institutions is the basis for a temporary stay of more than 70% of foreigners in Ukraine. Such campaigns are held at the local level at the place of study of foreigners with the involvement of specialized units of higher education institutions.</p>

<p>sources, ways of monitoring and evaluation.</p>	
<p>4. Has your country implemented any specific information campaign aimed at the preventing violation of the visa-free regime and/or Schengen rules? If so, please provide a brief overview of the objectives, target audiences, main messages, communication channels, scope (duration, national/local), funding sources, ways of monitoring and evaluation.</p>	<p>Since May 11, 2017, an awareness-raising campaign has been conducted for the citizens of Ukraine regarding their rights and obligations within the framework of the introduction of the EU visa-free regime for Ukraine. The Government of Ukraine approved the corresponding Action Plan. The authorities and regional state administrations developed internal plans. Reporting is conducted quarterly.</p> <p>The Working Group on the coordination of activities and prompt decision-making within the framework of the campaign (headed by the Ministry of Foreign Affairs of Ukraine) was established.</p> <p>The campaign is also conducted by the Ministry of Information Policy of Ukraine (PR) within the framework of the Communication Strategy for European Integration for 2018-2021 (approved on October 25, 2017) and the Action Plan for 2018 (the plan is adopted for each year). Financing is from the state budget. Target audience: tourists, families, business, students, and employees.</p> <p>Key signals of Ukraine-EU visa-free regime campaign:</p> <ol style="list-style-type: none"> 1. Applicable only to owners of biometric passports. 2. It assumes short-term stay in European countries up to 90 days within 180 days. 3. When crossing the border, you should have documents confirming: the purpose of the trip, availability of residence, sufficient financial means, intention to return, and medical insurance policy. 4. It is necessary to apply for a visa for a long period of stay in the EU. 5. Does not give the right to a residence permit, employment or studying in the EU. 6. Violation of the period of stay in the EU entails a further ban on entry. <p>Duration of the campaign: from May 2017 until reaching the maximum awareness of citizens of Ukraine of their rights and responsibilities within the framework of Ukraine-EU visa-free regime.</p> <p>The EU Delegation in Ukraine provides significant support for the campaign through the involvement of the PR agency Change Communications (EU funding).</p>

Thus, the Agency developed the concept of an information campaign. The document is intended for a broad target audience both at the central and local level, with the involvement of all information resources and direct cooperation with the Ministry of Foreign Affairs (as coordinator) and central authorities.

The Agency developed and provided for distribution and use of central and local authorities posters and infographics (https://openeurope.in.ua/upload/Openeurope_poster_brochure_out.pdf, <https://openeurope.in.ua/subjects/dlya-ekspertov-1/kreativnye-materialy-43>), videos (social advertising) <https://openeurope.in.ua/upload/Greeting%20video.mp4>; <https://openeurope.in.ua/upload/How%20to%20cross%20borders.mp4>, <https://openeurope.in.ua/upload/Advantages%20v2-1.mp4>).

In the context of the implementation of the Action Plan and the cooperation of the central bodies and the Agency, mobile operators were involved (sms communication with Ukrainian citizens crossing the border), key Ukrainian banks (posters in 58 branches and 24 offices, infographics in Facebook (audience of 25,000), PJSC "Ukrainian Railways" (posters at railway stations and in the high-speed trains), insurance company AXA Insurance (posters in branches), private postal company (social ads in branches, infographics in social networks), PJSC International airlines of Ukraine (infographics in Facebook - audience of 100 000).

The Agency also developed a website dedicated to explaining to Ukrainians their rights and obligations (<https://openeurope.in.ua/>). The website provides detailed information and provides an opportunity to apply for clarifications. The authorities (the Ministry of Foreign Affairs, the State Migration Service and the State Border Service) have developed a guidebook "*We Travel on Visa-Free: Question-Answer*".

Central and local authorities posted on their official websites banners and headings on clarifying the key requirements of Ukraine-EU visa-free regime, as well as links to the website "Open Europe" (<https://openeurope.in.ua/>).

Information was also placed:

- ✓ on the websites of the Legal Aid Coordination Center under the Ministry of Justice and regional centers for the provision of free secondary legal aid (23 websites);
- ✓ in the premises of libraries, theaters, specialized educational institutions, museums, nature reserves, etc. (Ministry of Culture);
- ✓ in the branches of tour operators and hotels - a total circulation of 1800 pcs (Ministry of Economic Development);
- ✓ in health facilities of state and municipal forms of ownership, higher education institutions and regional/ district education departments (Ministry of Health, Ministry of Education and Science);

	<ul style="list-style-type: none"> ✓ at the state border checkpoints (State Border Service); ✓ in the territorial bodies / units of the State Migration Service; ✓ in the centers of the administrative services provision. <p>The Ministry of Foreign Affairs provided for the placement of external social advertising (billboards (more than 1000), city lights (about 700), posters) in the center and regions of Ukraine, on websites of news agencies, and also on television. Financing is provided for the production of social advertising.</p> <p>Two permanent hot telephone lines have been established in the Ministry of Foreign Affairs: +38 044 238 15 15 (Department of Consular Service), +38 044 238 18 12 (Department of the EU and NATO). As of June 2017, three additional telephone lines and a separate e-mail address were created: bezviz@mfa.gov.ua to respond to citizens' requests. Monitoring and evaluation of the effectiveness of the information campaign is ongoing.</p>
<p>5. Regarding specifically the mix of communication channels that have been used in campaigns implemented in your country, which of these channels are considered to be most effective and why?</p>	<p>In Ukraine, television channels and social networks are the most popular. However, in any case, the communication channels are selected depending on the purpose and target audience. The Migration Service also successfully uses direct communications with citizens who apply for administrative services to the units.</p>
<p>6. Has your country conducted an evaluation of the results and impact of any of the information campaigns implemented in the past, in particular to assess their effectiveness and sustainability? If so, what were the main outcomes/lessons learned from this evaluation?</p>	<p>The State Migration Service monitors the influence of information campaigns on the situation, in particular, on the number and subject of citizens' complaints based on content analysis of social networks and the like. Depending on the results, changes are introduced to the campaign.</p>

<p>7. What are the main overall challenges in the development and implementation of information campaigns related to the visa-free regime and/or Schengen rules in the context of your country?</p>	<p>There is no official EU information (on a regular basis) on the dynamics of changes in the migration situation with Ukrainian citizens in the EU countries - in particular the number and main causes of violations of migration legislation by Ukrainian citizens - this makes it difficult to formulate campaign goals and create key messages.</p>
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