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**WE DIDN'T
THINK IT WOULD
HAPPEN TO US**

**Mapping of CwC Activities along
the Central Mediterranean Route**



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ACRONYMS

ACTED Agency for Technical Cooperation and Development	MSF Doctors Without Borders
ALNAP Active Learning Network for Accountability and Performance	NGO Non-Governmental Organization
ARC American Refugee Committee (now known as Alight)	NRC Norwegian Refugee Council
ARCI Associazione Ricreativa Culturale Italiana	OCHA United Nations Office for the Coordination of Humanitarian Affairs
BBC British Broadcasting Service	PI Public Information
CDAC Communicating with Disaster Affected Communities Network	PoC Persons of Concern
CNARR Commission Nationale pour l'Accueil et la Réinsertion des Réfugiés et des Rapatriés (Chad)	RSD Refugee Status Determination
CTR Conseil Tunisien pour les Réfugiés	SGBV Sexual and Gender-Based Violence
CwC Communicating with Communities	SMS Short Message Service
DEMAC Diaspora Emergency Action and Coordination	StARs Saint Andrew's Refugee Services
DRC Danish Refugee Council	ToT Training of Trainers
FAQ Frequently Asked Question	TRS Telling the Real Story
GIZ Deutsche Gesellschaft für Internationale Zusammenarbeit	UASC Unaccompanied and Separated Children
GSMA Global System for Mobile Communications Association	UNHCR United Nations High Commissioner for Refugees
IEFTA International Film Talent Association	UNICEF United Nations Children's Fund
IFRC International Federation of the Red Cross and Red Crescent Societies	USD United States Dollar
IOM International Organization for Migration	WFP World Food Programme
JRS Jesuit Refugee Services	
MaM Migrants as Messengers	
MCD Media and Communications Division at IOM	
MENA Middle East and North Africa	

INTRODUCTION

This report was compiled at the request of the office of UNHCR's Special Envoy for the Central Mediterranean Situation to inform the development of a comprehensive strategy on Communicating with Communities (CwC) for the entire Central Mediterranean Route that would engage with the persons taking part in irregular migration as well as the diaspora in Europe. The main communities for the area covered by the office of the Special Envoy include persons from Eritrea, Somalia, Sudan and Ethiopia.

This report was compiled with an aim to:

- Map existing CwC activities and mechanisms across MENA and the Horn of Africa as they are interlinked;
- Assess existing CwC tools and their applicability for additional target audiences, catchment areas and messaging;
- Identify information gaps (both regarding messages disseminated and audiences reached) and suggest how to fill them with new tools and innovative forms of communication to rapidly expand dissemination to communities in countries of first asylum, transit and destination countries and within diaspora communities;
- Explore innovative ways of using digital tools and social media to amplify the outreach directly with refugees and other persons of concern including main diaspora groups, opinion leaders, influencers, and local Goodwill Ambassadors.

By definition, each communication strategy is determined by five elements: the sender, the message, the communication tools, the recipients and the effect. This study used a mix of methods to capture all these elements:

- ① **Communication Tools, Message:** A comprehensive desk review was carried out to map existing CwC materials and platforms in use across the pertinent regions.

- ② **Communicator, Message:** An online survey established the range of CwC activities performed by UNHCR offices in Algeria, Chad, Egypt, Ethiopia, Jordan (MENA Bureau), Italy, Sweden (Telling the Real Story), Sudan and Tunisia. The offices of Libya, Morocco, Niger, Rwanda and Somalia did not respond to the online questionnaire, so the researchers had to rely on the desk review alone and may therefore not have captured the full range of UNHCR CwC activities in those countries.

- ③ **Recipient, Effect:** A series of qualitative interviews with newly arrived asylum-seekers and migrants in Malta shed light on the levels of information and the information sources that reached the recipients.

Our thanks go to the offices who took part in the survey as well as the team of UNHCR Malta who went out of their way to organise the research team's access to reception and detention facilities and provided transport, interpretation and briefings at short notice. Without their support the field research would not have been possible.

The report consists of two parts. The first part maps and analyses UNHCR CwC activities in the region and is based on the desk review and survey. The second part is a kind of reality check. Based on the interviews conducted with new arrivals in Malta, it explores which of the CwC activities have reached this random selection of respondents from the intended target audience.



This symbol indicates good practices of UNHCR offices in the CwC context.



EXECUTIVE SUMMARY

The mapping of CwC activities in the main source and transit countries of asylum-seekers, refugees and migrants along the Central Mediterranean Route reveals a patchwork of communication interventions intended to inform and assist Persons of Concern (PoC).

Overall, UNHCR has considerable experience in CwC. They are in continuous contact with asylum-seekers and refugees and are very well aware of the information needs of PoC. They know which information sources PoC use and how they can be reached.

UNHCR as a whole uses an impressive range of information tools, including outreach workers, telephone infolines, posters, billboards, brochures, printed materials, videos and animation videos. Information is disseminated via websites, Facebook and Twitter accounts and blog posts. They use multiple languages to make sure that the intended

target audiences can be reached and understand the information on offer. No other organisation has such a large variety of CwC activities in the migration context, spanning such a huge area.

However, there is no consistent CwC policy in UNHCR. Whether and to which extent an office is investing in CwC seems to depend largely on the dedication and interest of individual staff members. The level of sophistication of CwC actions differs considerably as does CwC engagement over time, which is most likely due to staff rotation.



The need for objective information directed towards PoC is undeniable. The interviews in Malta once again proved that the migratory movement along the Central Mediterranean Route is largely information-driven. The persons of concern consult information sources before and during their journey, albeit the wrong ones. They are encouraged by the diaspora as well as smugglers to move on, but the information is false or incomplete and does not provide a sound basis for making an informed decision. The risks of irregular migration are played down, so persons of concern are not aware of the extent of suffering and the probability of becoming a victim of trafficking before they start the journey.

Hence, expectations are unrealistically high which leads to despair, suffering and aggression among PoC who find themselves stranded in detention or in very dire circumstances in Libya or, later, in Europe.

The counter-narrative UNHCR needs to provide should address the most widespread misconceptions in irregular migration. Persons of concern:

- Misjudge UNHCR'S role in Libya. They expect resettlement without understanding eligibility criteria or the limited availability of resettlement places in Europe;

- Have unrealistic expectations of life in Europe and, in most cases, are not aware of the concept of asylum procedures or the need for legal residency, nor do they know about the risks of being returned after all they have gone through;
- Underestimate the financial burden involved in irregular migration and that their entire family might end up impoverished because of the enormous sums they have to pay for ransom;
- Do not even consider alternative protection solutions because the dominant narrative is about going to Europe.

UNHCR responds to this overwhelming need for factual information with a piecemeal of CwC activities. They do convey useful and much-needed local service information but they neither address the dangers ahead nor irregular migration as such.

CwC interventions are isolated and not interconnected. They help people who are on the move already but do not address the smuggler narrative in a holistic way.

The positive exceptions are the campaigns Telling the Real Story (TRS) and Dangerous Crossings, which was initially aimed for the movements to and thru Yemen. This research showed that these are the only CwC activities about irregular migration which indeed reach their target audiences. The research team asked new arrivals in Malta whether they had ever been warned about the dangers of irregular migration. Without being prompted, approximately one out of ten Eritrean and Somali respondents reported that they had seen Telling the Real Story testimonials. (This figure only serves as a rough indicator as it originates from a small random sample in a qualitative study.) A smaller number of persons knew the Dangerous Crossings music video. No other related campaigns (such as IOM's Aware Migrants) were mentioned by the respondents.

TRS and Dangerous Crossings are the best information tools about irregular migration currently in existence. Yet, their outreach and impact do not suffice to create an efficient and credible counter-narrative against the massive volume of misinformation and disinformation spread by the smuggling/trafficking business and parts of the diaspora.

Most UNHCR offices use a large variety of social media platforms such as Facebook, Twitter, Instagram and YouTube to present its work and reach out to donors, journalists and partners. By contrast, only a few offices use social media specifically to reach out to refugees and asylum-seekers.

RECOMMENDATIONS

The following recommendations are based on the findings from this study, including suggestions made by the UNHCR offices themselves in the online survey.

Institutional Level

- CwC activities need to be scaled up and **mainstreamed** at the corporate level to go beyond the current random approach that is based on the know-how and commitment of individual staff members. UNHCR needs a CwC policy that prescribes obligatory measures and secures adequate resources. A feedback mechanism to measure the impact of CwC activities should also be created.
- Communicating with audiences spread thousands of kilometres apart, from countries of origin to diaspora communities in Europe, is a highly complex form of communication. UNHCR as an organisation has considerable experience in CwC, but it is distributed erratically. The organisation therefore needs to **build staff capacities** as widely as possible, in all operations and at all levels. The best way to do so is to develop an **advanced programme for CwC trainers** who would instruct and guide less experienced staff members, thus evening out the inconsistencies between offices.

Central Mediterranean Route

- Current UNHCR and TRS **awareness activities** are **no match for the flood of disinformation** PoC are exposed to. In order to enable PoC to make informed decisions, UNHCR needs to **expand the TRS approach**. The characteristics of the TRS approach include engagement with the communities in the countries of origin and the diaspora, the use of testimonials from community members, and consistent messaging through a multitude of channels. TRS-styled campaigns should be developed for all major groups using the Central Mediterranean Route.
- As digital platforms are accessible across borders, UNHCR offices can create synergies by **using the same platforms along the entire Central Mediterranean Route**. Currently, mobile tools such as apps, infolines, SMS, and social media platforms

are only used at the national level, if at all. UNHCR should also collect more data on the target audiences, including their access to mobile phones and their literacy levels.

- **Add new formats to the UNHCR / TRS family of products** by creating a regular professional **news show**, presented by personalities from the communities and using audio and video files from community members, interviews, news developments, etc. Different shows should be tailored to the different communities and produced in different languages (e.g. Somali, Tigrinya, etc).
- In addition to individual testimonials disseminated through TRS and Dangerous Crossings, it should produce **talk shows with VIP presenters** to raise awareness on **underreported topics** related to irregular migration. Potential topics include (1) the situation of families who have to pay excessive ransom, (2) the long-term effects of torture that survivors are experiencing, and (3) the persuasive techniques smuggling agents are using to recruit customers.
- UNHCR does not use the full potential of social media, especially the possibility to reiterate and reinforce communications by **cross-channel messaging**. All info products should be disseminated via the usual UNHCR and TRS channels (mainly Facebook and YouTube) with additional strategic boosts, i.e. paid dissemination to defined target audiences.
- CwC not only requires interventions at a large scale, such as TRS, but also at the country and field office level. Small offices who take the initiative to implement CwC activities currently are obliged to start each activity from scratch and without institutional assistance. These offices would benefit from an **electronic toolbox for the Central Mediterranean Route**, containing a handbook with practical tips, as well as **templates** for basic products such as posters, leaflets, short animated presentations, etc.

National offices along the routes

- In national offices, CwC activities are introduced in response to problems PoC are facing, directing them to **local services and assistance available**. This is much needed and must be continued and intensified in quantity and quality, using a wider and more sophisticated range of communication channels. There should also be dedicated CwC staff and interpreters in the main languages of PoC.
- UNHCR should develop **chatbots in the different languages** spoken by the main groups of concern in order to reply to routine enquiries about assistance and services. Experience shows that refugees

regularly ask the same questions, such as where to get certain types of assistance and how to access services. The same way large companies use chatbots to respond to routine enquiries, UNHCR can develop an automatic response system for triaging enquiries, thus augmenting its capacity to communicate with PoC. Moreover, it would drive additional traffic to the social media platforms and boost TRS outreach.

- National offices should also look for opportunities to advocate with host governments to create joint ownership of CwC activities.

UNHCR: FROM MASS INFORMATION TO CWC

For a long time, communication with the persons of concern was just considered a by-product of humanitarian operations. It is only in the past ten years that communication has been recognized as a key aspect of humanitarian work. The phrase “Communication is Aid” was coined by NGOs in 2011 and has since become a postulate of aid operations. The right information at the right time can save lives, help people find assistance, aid them in making informed decisions and mitigate risks.

In today’s world, information is pervasive and influences all aspects of life. Migratory movements are no exception. Many asylum-seekers and migrants report that they purchased a smart phone specifically for their journey as they constantly look for useful information. Smugglers know that and target them with misinformation in a very strategic way, while the counter-narrative by humanitarian organisations, including UNHCR, is less present and by far less “attractive”.

Within UNHCR, Community-Based Protection (formerly Community Services) was carrying out information activities long before the broader CwC concept was developed. Initially called “Mass Information”, it was a method to disseminate crucial information to refugees. Like all media information at the time it was one-directional. Mass information included printed communication tools (leaflets, brochures, posters, billboards) as well as radio and, in exceptional cases, TV.

As the philosophy of refugee protection evolved in sync with media technology, communication with refugees and asylum-seekers changed to a two-way process, a dialogue in which refugees are treated as equal partners. The concept of CwC was born. The more traditional telephone hotlines were complemented by online and multimedia channels (websites, social media, SMS, videos, podcasts, etc.) and are also being deployed more widely.

When UNHCR rolled out the Policy on Age Gender and Diversity (AGD) in 2018, CwC activities have been integrated within the overall Accountability to Affected Populations (AAP) Framework. CwC is a methodology to further strengthen UNHCR’s community-based and rights-based approach towards persons of concern. This approach echoes the Global Compact for Refugees.¹

Historically, CwC has never had a clear place within UNHCR’s organisational structure, and in different operations it may be allocated to different units, such as External Relations/Public Information or Community-Based Protection. It is an activity that traditionally covered information on protection and assistance services.

Well-crafted CwC strategies ensure that relevant information is made available to all persons of concern through accessible and inclusive communication mechanisms that work in both directions so UNHCR is informed about the needs and problems of the communities it works with. It requires specific technical skills which include reaching people with diverse needs and profiles, people on the move and individuals in situations where they are hard to reach.

¹ see <https://www.unhcr.org/events/conferences/5b6d574a7/global-compact-refugees-unhcr-quick-guide.html>

Communicating with Communities is still a developing domain when it comes to informing a certain target group along an entire route. Unlike informing sedentary populations in a camp or an urban setting, CwC in the context of mixed migration is a much greater challenge for several reasons:

- 1 The target population is on the move, dispersed in multiple countries and finding themselves at different stages of the refugee cycle;
- 2 Media access and consumption changes along the route (e.g. use of mobile phones and accessibility of internet)
- 3 Irregular migration is promoted as a desirable option by seemingly “credible” sources within their own community such as smugglers and diaspora. This narrative is much more alluring than the cautioning counter-narrative humanitarian organisations have to offer.

UNHCR’s TRS project has been widely recognised for setting new quality standards in campaigning related to irregular migration. Other organizations such as IOM, ICRC, UNICEF and a range of NGOs have also massively increased their levels of sophistication in CwC. The logical next step for UNHCR is to evolve and strengthen the TRS brand by developing new tools and methods that combine insights from advertising and marketing psychology, as well as modern outreach strategies.

METHODOLOGIES APPLIED IN THIS STUDY

This study aimed at mapping and analysing activities related to CwC along the trajectory of asylum-seekers and migrants using the Central Mediterranean Route. It covered Algeria, Chad, Egypt, Ethiopia, Libya, Morocco, Niger, Rwanda, Somalia, Sudan and Tunisia and, to some extent, Malta and Italy.

It applies a mix of research methodologies to obtain a 360-degree view of CwC activities, including the point of view of the communicator, the products and dissemination strategies, as well as the effects they have on the intended target audience.

ONLINE DESK REVIEW

Desk reviews are typically carried out in the beginning of a research project to establish the context of the study, provide benchmark information and to help develop productive questionnaires.

During the desk review the team browsed through a wide range of UNHCR and non-UNHCR sites to extract information relevant to CwC.

One research strategy applied was an emulation of the user experience: What would a PoC look for, how would they seek and find information? Thus, the team looked at sites available in the countries covered by this report and searched for keywords a PoC was likely to apply, such as *assistance, help, cash, information for refugees*, and so on. The research was conducted in English and French.

The other strategy was the search for background information. Reports on mass information and CwC by UNHCR and other agencies in the region as well as reports from other humanitarian emergencies were scanned for relevant information.

In a second tier, the research team studied the social media accounts of UNHCR and partner organisations in the region relevant to the Central Mediterranean Route in order to analyse whether content was related to CwC, gauge the number of followers, number of pages available, frequency of updates and the languages of posts.

Even though the desk review was meant to be a general precursor to the targeted online survey, in the cases where no questionnaires were received, the team tried to compensate for lacking UNHCR inputs with desk review findings.

ONLINE SURVEY

The online survey, carried out through Survey Monkey, consisted of 40 questions covering background information on CwC activities in each country, the target groups and the main communication channels used. Questionnaires were sent out to UNHCR offices in Africa, in Europe, the MENA Bureau and the Telling the Real Story Team. 12 responses were received.

The survey examined to what extent operations have a CwC strategy, a dedicated budget, the requisite human resources, including the use of outreach volunteers, and CwC training.

It aimed at identifying the key languages, target groups and “messaging” in each operation. The survey also identified the CwC tools present in each operation, such as the presence of infolines / helplines; the use of social media when reaching out to asylum-seekers and refugees; as well as which operations have deployed surveys to better understand the target groups’ communications preferences.

The survey also asked about the topics covered in CwC activities and whether each country had CwC coordination mechanisms with partners and other UNHCR operations. Finally, it also asked respondents to identify the challenges related to CwC work.

Responses to the survey were received from the following operations:

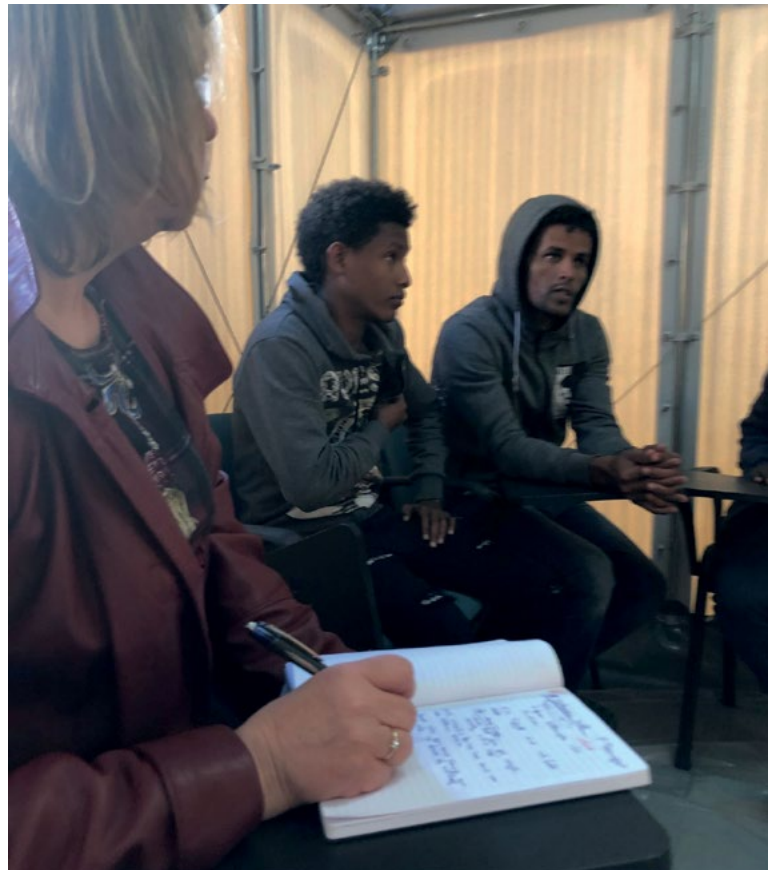
- **Africa:** Algeria, Chad, Egypt (Protection and External Relations), Ethiopia (TRS) Sudan (TRS / Khartoum and Kassala), and Tunisia.
- **Europe:** Italy and Malta.
- Responses were also collected from the Community-based protection unit at **MENA Bureau** and **Telling the Real Story** (TRS) in Stockholm.

INTERVIEWS WITH ASYLUM-SEEKERS IN MALTA

A Transcultural Campaigning research team conducted various forms of qualitative (semi-structured) interviews in Malta with groups of asylum-seekers from Eritrea, Somalia and Sudan on 12 and 13 December 2019. Interpreters were present at all discussions.

- 12 December: Marsalnitia Reception Centre, semi-closed facility; (28 Sudanese, 18 Eritreans, most of them visible traumatised)
- 13 December: Safi Detention Centre, closed facility; (8 Somali, 15 Eritreans)
- 14 December: Hal Far Tent Village open centre; (11 Sudanese, 36 Eritreans)

During this initial round of interviews no females were ready to participate in the interviews in spite of several attempts. While some initially agreed, they did then not show up. To compensate for this shortcoming, members of the team capitalized on a different assignment in Malta in January 2020 when they conducted filmed interviews with individual asylum seekers and extracted relevant statements.



In all, 13 women were interviewed, albeit of a different nationality composition than the men: 9 Nigerian, 1 Syrian, 2 Libyan (one of Palestinian origin) and 1 Sudanese female.

Given the overcrowded situation in the facilities, not all interviews could be conducted sitting in a circle in a separate room while recording the discussions in the manner of regular a focus group. In other instances, particularly in detention, the researchers had to improvise and interviewed groups of respondents standing up and without voice recording.

Participants were given open-ended questions that revolve around the topic of information levels and information tools at different stages of their journey, covering both the information they received and the information they are passing on to their relatives at home.

In qualitative research and with a random selection of respondents, results are considered reliable when “saturation point” is reached, i.e. when more interviews do not produce new information but reconfirm what has been said already. Given the consistency of responses within and across the three ethnic groups interviewed, the results of this survey are representative for all new arrivals of Eritreans, Somalis and Sudanese along the Central Mediterranean Route.

MAIN FINDINGS

TARGET AUDIENCES OF CWC ACTIVITIES

The main nationalities according to the survey respondents are Eritrea (7), Ethiopia (6), Somalia (5), Syria (5), South Sudan (4), Sudan (4), Nigeria (4), Yemen (4). Some countries are hosting different refugee populations. In Chad, 74% of refugees are Sudanese, and 22% are from the Central African Republic.² At the end of 2018, Jordan hosted 67,500 Iraqis, which was the second largest refugee population in the country after Syrians.³ In Niger at the end of 2018, there were over 55,000 Malians registered with UNHCR.⁴

For all offices, the main target groups are asylum-seekers and refugees. Many operations also endeavour to target UASC (7), women (6), SGBV survivors (5), elderly people (2), and people with disabilities (2). Three respondents also reach out specifically to migrants (Chad, Sudan and TRS).

The main languages in the respective countries covered by the survey are Arabic (all respondents), Tigrinya (all respondents but Algeria and Chad), French (all but Sudan), Amharic and Somali, with only one respondent listing Oromo (Egypt) and one Pidgin (TRS campaign).

MESSAGES DISSEMINATED BY UNHCR

Key messages of UNHCR offices directed to persons of concern include refugee rights, the explanation of asylum procedures and other protection services offered by UNHCR and its partners, how to access services, fraud awareness and awareness-raising about the risks of irregular migration.

UNHCR Chad and Ethiopia both reported using messaging that focused on the risks related to irregular movement and sharing alternatives, such as: *'Don't follow friends blindly'*; *'The ones who encourage you to go will be the first to desert you when things go wrong'*; and *'Inform yourself of the alternatives before making a decision'*.

² UNHCR Global Focus - Chad (2018)

³ UNHCR Global Focus - Jordan (2018)

⁴ UNHCR Global Focus - Niger (2018)

CWC WITHIN UNHCR'S OPERATIONAL STRUCTURES

All offices who took part in the survey responded that they have a **dedicated budget for CwC activities**. UNHCR Egypt has a stand-alone CwC budget of USD 50,000. UNHCR Sudan reported having USD 40,000 at their disposal, and UNHCR Ethiopia has USD 80-100,000 for CwC work, both covered under the Telling the Real Story project.

According to data obtained by the survey, the following offices have a defined **CwC Strategy**: UNHCR Chad, UNHCR Egypt, UNHCR Sudan (where a local strategy is also being developed for the sub-office in Kassala) and UNHCR Tunisia.

Five UNHCR offices have a dedicated **CwC position** in their staffing table, albeit of different seniority and under different titles: a Cultural Mediator for UNHCR Malta; three Protection Associates and one Protection Officer for Mixed Movements at UNHCR Chad; a PI Associate for UNHCR Rome; a CwC Officer for UNHCR Khartoum; and a Mass Communication Associate (at g6 level) for UNHCR Egypt.

In terms of **CwC training**, UNHCR Egypt staff received training for CwC activities when PI and protection staff participated in a MENA CwC workshop in 2017 and 2018 covering strategy development and innovative ways of engaging with communities and civil societies. The Cairo-based Mass Communication Associate visited UNHCR Lebanon's office for a two-day job-shadowing exercise with the CwC team there in 2019.

At UNHCR Tunisia, around 10 UNHCR and partner staff were trained on tools and mechanisms, including recommendations for how to enhance CwC. UNHCR Sudan's CwC Officer in Khartoum gave a short training to 14 staff on understanding community engagement for CwC and accountability for protection staff. UNHCR Malta staff also received CwC training.



UNHCR CWC ACTIVITIES OVERVIEW

Offices	Target Groups	Languages
UNHCR Chad, BO N'Djamena	Asylum-seekers, Refugees, Migrants	Arabic, English, French
UNHCR Italy	Asylum-seekers, Refugees, Survivors of SGBV	Amharic, Arabic, English, French, Tigrinya The operation deploys Cultural mediators for Arabic, as well as Eritrean and Ethiopian languages.
UNHCR Sudan, Kassala	Asylum-seekers, Refugees, Older persons, Persons with disabilities, Survivors of SGBV, Women, Unaccompanied and separated children (UASC)	Amharic, Arabic, English, Tigrinya, Tigray
UNHCR Sudan, Khartoum	Asylum-seekers, Refugees, Migrants, Unaccompanied and separated children (UASC)	Amharic, Arabic, Tigrinya
UNHCR Algeria	Asylum-seekers, Refugees, Survivors of SGBV, Women	Arabic, English, French
UNHCR Ethiopia	Asylum-seekers, Refugees, Survivors of SGBV, Women, Unaccompanied and separated children (UASC)	Dangerous Crossings prepared materials in Amharic, Oromo, Tigrinya, Somali and Arabic. TRS focuses on Tigrinya and Somali.
UNHCR HQ, UNHCR DER /TRS	Asylum-seekers, Refugees, Migrants, IDPs, Women, Unaccompanied and separated children (UASC)	Arabic, English, Pidgin, Somali, Tigrinya
UNHCR Egypt	Asylum-seekers, Refugees, Unaccompanied and separated children (UASC), Women, Older persons, Persons with disabilities, Survivors of SGBV	Amharic, Arabic, English, French, Oromo, Somali, Tigrinya
UNHCR Tunisia	Asylum-seekers, Refugees, Older persons, Persons with disabilities, Survivors of SGBV, Women, Unaccompanied and separated children (UASC)	Amharic, Arabic, English, French, Somali, Tigrinya

WORKING ON CWC WITH EXTERNAL PARTNERS

All respondents listed at least one or two dedicated partners for CwC.

Caritas is mentioned as a partner active with CwC in both Algeria and Egypt, while the national Red Cross societies are active in both Sudan and Chad. Jesuit Refugee Services (JRS) is active in both Malta and Ethiopia. UNHCR Egypt has the highest number of partners active with CwC.

Organisation	CwC Partners for UNHCR in							
	Algeria	Chad	Ethiopia	Egypt	Italy	Malta	Sudan	Tunisia
CNARR (government counterpart)		☑						
Conseil Tunisien pour les Réfugiés (protection partner)								☑
Danish Refugee Council (DRC)			☑					
Human Appeal International							☑	
Humanity & Inclusion (ex Handicap International)	☑							
IOM			☑	☑				
INTERSOS / "PartecipAzione" programme					☑			
Jesuit Refugee Services (JRS)			☑			☑		
Médecins du Monde	☑							
Migrant Women Association						☑		
MSF								
NRC			☑					
Red Cross / Red Crescent		☑					☑	
Refuge Egypt				☑				
Saint Andrew's Refugee Services (StARs)				☑				
Save the Children				☑				
Sudanese Organization for development							☑	
Terre des Hommes				☑				
UNICEF			☑					
WFP				☑				
ZOA			☑					

CWC COORDINATION MECHANISMS

Three respondents have a **national CwC coordination mechanism** in their country. In Egypt, a technical CwC inter-agency meeting, co-chaired by the operation's External Relations / PI and Community-based Protection units, has been meeting monthly since 2015.

UNHCR Chad and UNHCR Malta referred to the monthly inter-agency meetings as also raising CwC-related issues.



Though not necessarily relevant in the context of the Central Mediterranean Route, Greece should be pointed out here as a good practice example. The National CwC Working Group in Greece produced the CwC Handbook for Greece. The Working Group is chaired by UNHCR and Solidarity Now, and group members include: Caritas Athens, Hellenic Red Cross, The International Federation of the Red Cross and Red Crescent Societies (IFRC), Internews, Oxfam and Translators without Borders.

COMMUNICATING WITH COMMUNITIES

HANDBOOK FOR GREECE



Arwen Kidd / UNHCR

Version 1.1 - July 2016
Produced by the National CwC Working Group

⁵ Communicating with Communities, Handbook for Greece, Version 1.1, produced by the National CwC Working Group, July 2016. <https://data2.unhcr.org/en/documents/download/49596>

Five respondents reported to have a **regional CwC coordination mechanism** with their Bureau or with other HQ units.

As part of the Syria Operation, UNHCR Egypt previously benefited from a coordination with other UNHCR offices in the region, which was spearheaded by the MENA Bureau in Jordan. UNHCR's operation in Malta receives support from the Rome Regional Representation.

UNHCR Tunisia coordinates with the MENA Protection Service within the community-based protection team but would like to see that coordination enhanced further.

The UNHCR Chad operation provides information upon request to the Special Envoy's office about mixed movements.

All Telling the Real Story (TRS) staff in Ethiopia and Sudan coordinate with TRS in Stockholm as well as with their national offices to carry out their CwC work.

ASSESSING INFORMATION NEEDS

In general, UNHCR has a good overview of refugees' information needs and preferred channels of communication. Data on media use are systematically collected during annual participatory assessments, in focus group discussions or through dedicated surveys.

Annual Multi-Functional Team Participatory Assessments and focus group discussions are conducted in order to assess refugee needs in general and enhance community-based protection interventions. Communication-related issues are regularly included in these exchanges.

The Sudan office went one step further and chose CwC as a key topic for the 2019 Participatory Assessment. As a result, a survey was conducted to establish the refugees' communication needs.

- **UNHCR Algeria:** 2018 Participatory Assessment with specific focus on information and communication needs.
- **UNHCR Egypt:** Through various means: electronic, social media, community meetings and individual forums. A communication needs assessment conducted a few years ago which they are repeating.
- **UNHCR Ethiopia:** CwC officer (TRS Addis) has conducted a survey on preferred modes of communication at the various refugee platforms in Addis Ababa.

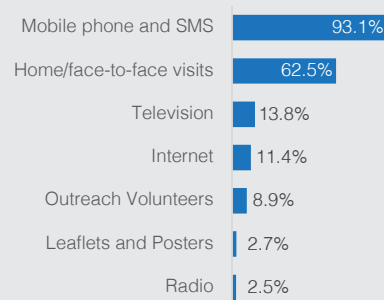


EXAMPLE FROM LEBANON: COMMUNICATING WITH COMMUNITIES FACT SHEET, DECEMBER 2018⁶

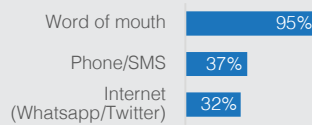
COMMUNICATION SURVEY

A Communication Survey was conducted in November 2014 by phone, surveying 1,500 refugees.

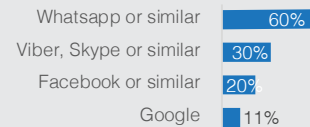
How refugees want to receive information



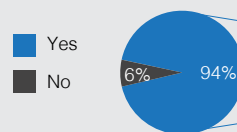
Means of sharing information



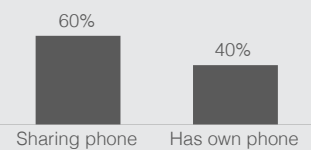
Internet sources



Has a mobile phone



Sharing phone with family/others



- **UNHCR Italy (Rome):** Some ad hoc initiatives promoted under the two partnerships, an online consultation portal and focus groups discussions but not with this specific focus on info/communication.
- **UNHCR Sudan:** In the 2019 Multi-Functional Team Participatory Assessment, CwC has been chosen as a thematic area. As part of this, a CwC survey is being administered to capture refugee information needs and preferences.
- **UNHCR Sudan (Kassala):** Communication with refugees was a mandatory question/area of attention in the recently concluded participatory assessment (November 2019).
- **UNHCR TRS:** Preparatory research was conducted with the aim of developing a tailored communication strategy for TRS. The survey fed into the various components of the project such as: demographic, geographical scope of the campaign, communication tools appropriate for each community, communication channels of the target audience, etc.

Another important source of information on media use by refugees is anecdotal evidence obtained through face-to-face contacts in various forms such as home visits, visits to community and reception centres, and exchanges.

At least four operations deploy **outreach volunteers** as part of their CwC strategy.

- **UNHCR Chad** uses 100 volunteers to collect and analyse data on persons on the move but also to disseminate information. They refer persons in need of protection to the relevant partners.
- **In Khartoum,** UNHCR Sudan works with 80 community volunteers to bridge the gap between PoC and humanitarian services, as well as seeking community-based solutions to problems they face. They also identify cases and incidents that warrant protection attention and refer them to UNHCR and partners. Another 58 outreach volunteers are used in the **Kassala** sub-office.
- **In Addis Ababa,** some 20 general protection and child protection volunteers work to disseminate information through testimony screenings, focus group discussions, and so on.
- **UNHCR Egypt** partners deploy some 100 volunteers for information dissemination, as part of their work with community mobilization, community empowerment follow-up activities and other support functions.

⁶ Communicating with Communities In Lebanon [fact sheet](#), December 2018.

TYPES OF CWC INFORMATION MATERIALS

BROCHURES AND LEAFLETS

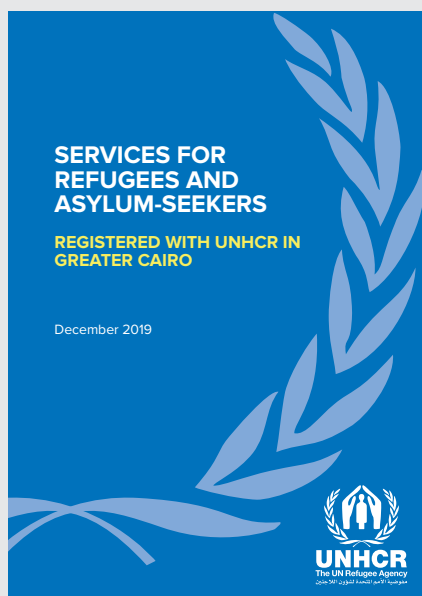
Printed materials are the most common tools used by UNHCR offices for CwC purposes. All survey respondents use brochures and leaflets to disseminate information among communities. Typically, these printed materials include information about:

- asylum procedures;
- protection services;
- SGBV services for survivors;
- access to infolines;
- the risks of irregular movements;
- fraud awareness.

Refugee camps and reception centres are the most common place to distribute printed materials. Many respondents also reported disseminating materials through UNHCR partner offices, at community events and schools and during interactions by staff/outreach volunteers with communities.



Here asylum seekers and refugees can find UNHCR information materials online. This includes detailed guidelines, information on procedures and processes and lists of emergency addresses.



- [Arabic](#)
- [English](#)
- [French](#)



UNHCR Egypt regularly prints service brochures which include detailed guidelines on asylum procedures and processes and emergency addresses. The brochures available are in Arabic, French and English. The CwC information materials for asylum-seekers and refugees are also available as PDFs on a dedicated page on UNHCR Egypt's website.⁷

POSTERS AND BILLBOARDS

The second most commonly used type of printed materials are posters. Nine respondents reported using posters, and three respondents reported using billboards. The Kassala office reported using notice boards.

In Chad, billboards with relevant information are placed at entry/exit border points when traveling by road, and videos are shown on buses, for instance between N'Djamena - Abeche and N'Djamena - Bongor - Moundou - Sarh. There are posters in the community centers, the CNARR office and at the registration area in the camps.

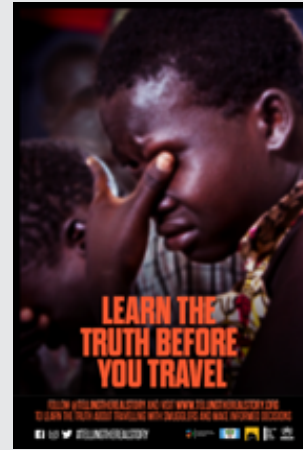
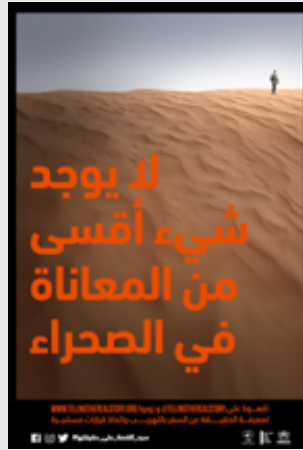
Telling the Real Story poster campaign

In 2019, Telling the Real Story produced a series of nine posters to warn people about the risks of using smugglers. The posters were designed with taglines in English, Tigrinya, Arabic, and Somali, each relevant for the local context.

The posters are being displayed in Ethiopia, Nigeria, Somalia, and Sudan and encourage people to visit the TRS website and social media channels to learn the truth about travelling with smugglers, encouraging them to make informed decisions about their future. Two versions of the posters exist for use both internationally and in each specific country, for which they carry the relevant partner logos.

⁷ <https://www.unhcr.org/eg/info-for-refugees/information-materials>

TRS POSTERS DISPLAYED IN ETHIOPIA AND SUDAN



DANGEROUS CROSSINGS BILLBOARD CAMPAIGN



Dangerous Crossings billboard campaign

A series of billboards were used as part of the Dangerous Crossings regional campaign targeting refugees and migrants in Djibouti and Ethiopia. With taglines in Amharic, Tigrinya, Oromo, French and Arabic, the messaging for the campaign was focused around the dangerous reality of the situations people on the move find themselves in, as well as featuring images of the artists who participated in the campaign.

ANIMATIONS

UNHCR Egypt, Sudan, Italy and Chad use animations to convey messaging for awareness-raising about the risks about irregular migration, rights and procedures, and information sharing on alternatives. UNHCR Egypt's Facebook page posts animations in both Arabic and English.

The Telling the Real Story campaign has created country-specific animations in Arabic, Tigrinya, Somali and Pidgin that warn about the dangers of irregular movement. The Arabic-language animation 'Amir's Story' has had 300k views since its release on the Dangerous Crossings Facebook page in December 2019.

ANIMATIONS



'Bereket's Story', an animation from Telling the Real Story in Tigrinya and subtitled in Arabic



'Amir's Story' Arabic animation from Telling the Real Story / Arab Voices on the Move



'Said's Story', a Somali animation from Telling the Real Story Somalia



'Di Joni', a Pidgin animation from Telling the Real Story Nigeria

VIDEOS AND MULTIMEDIA

Many survey respondents reported using different multimedia tools, most notably performances, animations and information videos. However, some respondents are not using audio-visual tools at all.

Key messages disseminated using multimedia include:

- refugee rights;
- awareness-raising about the risks of irregular migration;
- access to services.

UNHCR Egypt's [information materials website](#) includes videos explaining important procedures for asylum-seekers. Many more videos are also available through [UNHCR Egypt's YouTube channel](#).



UNHCR Egypt instruction video for the registration of Syrian refugees in Egypt.

UNHCR applies a multimedia approach in a variety of locations in online and offline variations. The Chad office reported using video on buses.

THE USE OF PHONES AND SMS

The use of infolines / helplines in order to inexpensively improve access of coordinated communication and feedback from the diverse communities of refugees has expanded rapidly over the past few years among UNHCR operations. Nine respondents reported that there is at least one infoline active in their country. UNHCR's own Infoline / helplines are operational in Algeria, Egypt and Sudan.

While some operations are still handling calls through mobile phones, others have established professional in-house call centres based on Cisco or similar technology to enable structured analysis and reporting while making information more accessible to asylum-seekers and refugees.

The **use of SMS** is increasingly seen as an effective tool for reaching refugees, and can be used in order to expand the functions of the helpline.

Two country offices carried out surveys to determine the use of smartphones by PoC, an important element in terms of the fact that WhatsApp trees can be considered of growing importance in CwC.

In Algeria, UNHCR works with its partners to expand outreach activities to populations of concern living in and outside of Algiers. Those include telephone information, protection hotlines as well as SMS systems.⁸

UNHCR's local partner in Tunisia, Conseil Tunisien pour les Réfugiés (CTR), also runs a hotline.



UNHCR's infolines in Egypt were established in 2015

They operate out of Cairo and Alexandria and offer services in all the main languages spoken by the communities (Arabic, English, French, Tigrinya, Amharic, Oromo and Somali). They answer over 1,000 calls per day. In addition, two partners, StARS and PSTIC, also run dedicated hotlines.

In Italy there are three hotlines: one run by ARCI, a national association of social solidarity that works for the promotion of human rights at the local and national level, an Anti-trafficking toll-free number, and an anti-discrimination toll-free number.

⁸ From UNHCR Algeria factsheet, October 2019

INTERNET AND SOCIAL MEDIA

Africa is the world's fastest growing market for mobile technology. Mobile phones are being replaced by smartphones at an enormous pace. Prices for phones and for online access are declining across Africa while the use of social media is growing exponentially. UNHCR is increasingly using online tools and mobile technologies to access and inform PoC.



help.unhcr.org website

UNHCR has developed a website format to provide information to persons of concern in different countries. The information covers 36 countries in Latin America, Europe and Asia. Search is possible by country of residence or under thematic areas, such as scholarships for refugees or help for stateless persons.

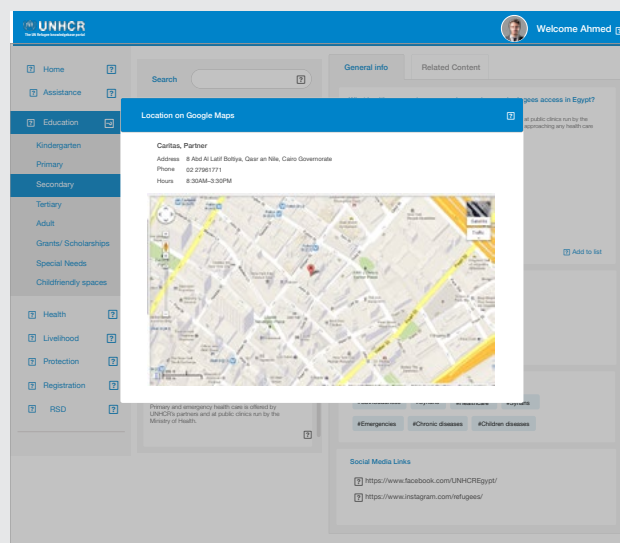
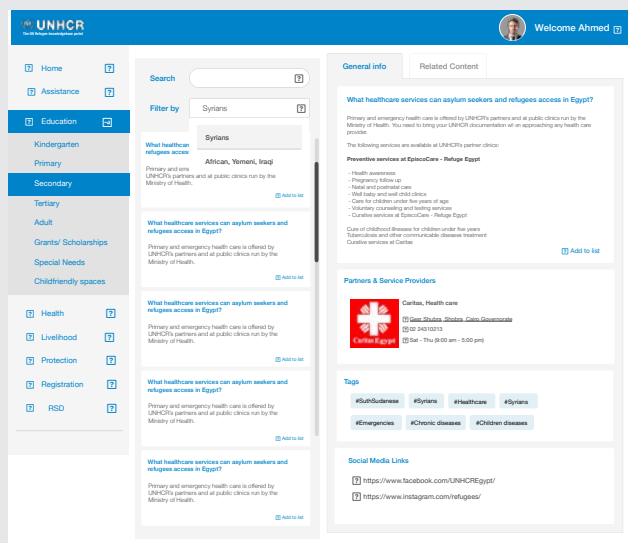
In the region covered by this study, UNHCR Niger has deployed the [Help website](#), which is available in French. It provides information to refugees and asylum-seekers about their rights, obligations and services available to them in Niger. Contact phone numbers are given for UNHCR and one of its partners on the site.



The Knowledgebase for Refugees

The Knowledgebase for Refugees is a website with an extensive online database originally initiated by UNHCR Egypt as a resource to facilitate answers to calls to the Infoline. It is currently under further development by Telling the Real Story. The Knowledgebase for Refugees 2.0 will be launched in early 2020, primarily for countries in MENA, and aims to provide to be up-to-date, accurate and consistent information hub initially built-in English and Arabic, to be further developed it into the multilingual platform. The information contained in a centralised database is curated for specific countries, easy to check and updated data available in two sets: One which is accessible to UNHCR staff only, so they can quickly retrieve relevant information on protection and services for their work with refugees. The larger segment of the database, however, will be publicly accessible on a dedicated website and served through restful API to another platform including mobile app.

THE KNOWLEDGEBASE FOR REFUGEES



UNHCR Egypt’s website with dedicated CwC section

The website for UNHCR Egypt contains a dedicated CwC section comprising of an RSD page where asylum-seekers can find out about the status of their Refugee Determination Procedure and a page specifically for information materials, as well as video tutorials explaining important procedures for refugees and asylum-seekers. The page also links to UNHCR Egypt’s YouTube channel.



Lebanon’s website [Refugees-Lebanon.org](https://www.refugees-lebanon.org)⁹ is dedicated to CwC and managed by UNHCR Lebanon to offer information about humanitarian services. It includes a Q&A section, leaflets and posters and media in Arabic and English. It also links to the Refugees Lebanon YouTube channel, which has more information videos.

The website contains information about the ‘Ask Nour’ chatbot, a service available through the Facebook app for getting information about health services in Lebanon.

⁹ <https://www.refugees-lebanon.org/>

Relevant social media platforms per country

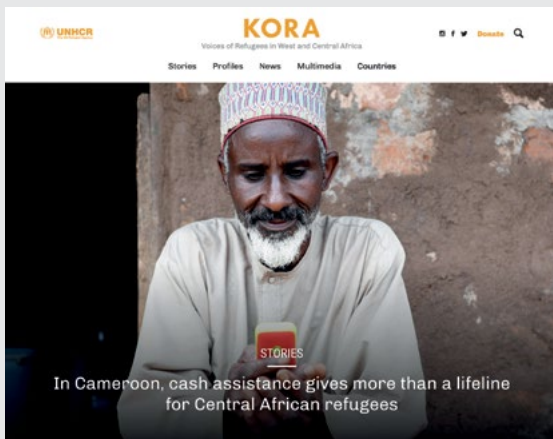
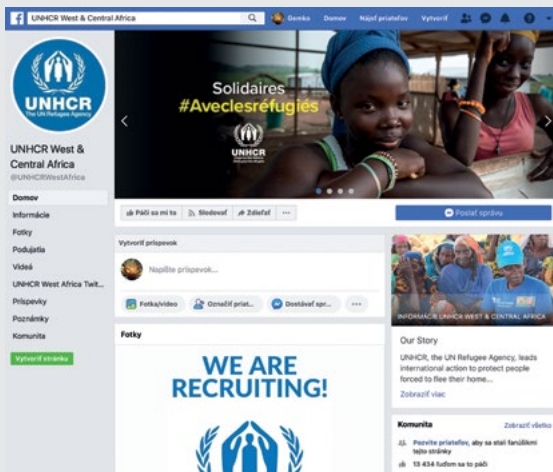
While UNHCR Chad and Rome have a dedicated **social media strategy**, and one is being devised in Tunisia, UNHCR Egypt was the only respondent to have conducted any **surveys about refugees’ use of social media**. This information was included in the communication needs assessment and the returns survey in 2018.

UNHCR Algeria runs a Twitter page, [@unhcralgeria](https://twitter.com/unhcralgeria), with 2k followers, and its posts are currently focused on donors and the public.

UNHCR Egypt has three different Facebook pages: A general account for the office [UNHCR Egypt General Facebook Page](https://www.facebook.com/UNHCREgypt/) with 53k followers, and two Facebook pages for refugees and asylum seekers, [@RefugeesEgypt](https://www.facebook.com/RefugeesEgypt/) with 24k followers, posting in English, French, Somali, Amharic, Oromo, Tigrinya and others, as well as [@RefugeesEgyptAR](https://www.facebook.com/RefugeesEgyptAR/) with 65k followers, posting in Arabic. [UNHCR Egypt Instagram](https://www.instagram.com/UNHCREgypt/) with 6.1k followers, and its Twitter account [@UNHCREgypt](https://twitter.com/UNHCREgypt) with 6.7k followers, are primarily aimed for the general public and donors.

UNHCR Chad’s social media accounts are primarily focused on External Relations and donors. Its Facebook page [@UNHCRChad](https://www.facebook.com/UNHCRChad/) has 13k followers. Chad is also covered by UNHCR’s West and Central Africa page, [@UNHCRWestAfrica](https://www.facebook.com/UNHCRWestAfrica/), which has 13k followers.

EXAMPLES OF SOCIAL MEDIA AND WEBSITES



UNHCR Chad's Twitter account [@UnhcrTchad](#) has 3.8k followers.

UNHCR Ethiopia's Facebook page has 20k followers. Its Twitter account [@UNHCREthiopia](#) has 7.8k followers. Much of the content is focused on donors and the public. Its **Jesuit Refugee Services Ethiopia (JRS) partner website**¹⁰ has no CwC content. Refugees in Ethiopia are being reached on social media through the Telling the Real Story platforms.

UNHCR Libya's Facebook page, [@UNHCRTripoli](#), has 20k followers. The posts focus on the operation's activities, with limited information for refugees themselves. Their Twitter page, [@UNHCRLibya](#), has 27k followers. Not many of the posts target refugees.

UNHCR Morocco has two Facebook pages publishing in French: [@unhcrmaroc](#) has 11k followers and posts content aimed at donors and the public, while [@HCRmaroc](#) was created in 2016 and has 2.4k followers. This page posts much less frequently, but the posts are aimed more at refugees and often advertise job openings for refugees or educational opportunities. Its Twitter account [@UNHCRMorocco](#) with 1.6k followers does not address refugees directly.

UNHCR's West Africa Facebook page [@UNHCRWestAfrica](#) covers Niger. It currently has some 13k followers, with posts in English and French. The Niger Office Twitter page [@UNHCRNiger](#) has 5.8k followers, and UNHCR West & Central Africa's Twitter page [@UNHCRWestAfrica](#) has 7.8k followers. None of the platforms focus on CwC.

Kora: Voices of Refugees in West and Central Africa is UNHCR's blog dedicated to refugees, Internally Displaced Persons and Stateless people in West and Central Africa. It is a platform to listen to the voices of these men, women and children who, despite all odds and in the face of extreme hardship, show inspiring strength.

KORA recognises their suffering but most importantly honours their resilience and appetite for life.¹¹ The blog does not seem to have been updated since February 2019, and only intermittently updated before that. Stories are available in English and French.

UNHCR Somalia has active social media accounts. Its Facebook page [@unhcrsom](#) has 12k followers, and its Twitter account [@UNHCRSom](#) has over 78k followers. However, posts are written in English and do not directly address refugees.

¹⁰ <https://jrs.net/en/country/ethiopia/>

¹¹ <http://kora.unhcr.org/>

UNHCR partner ARC has a Horn of Africa regional Facebook page, [@archornofafrica](#), with 2.9k followers. The page contains many posts about community consultations. ARC has rebranded as Alight, which is reflected on their website.¹² Although the homepage doesn't contain CwC content, it does describe an interesting CwC tool called [@KujaKujaGlobal](#), a feedback mechanism used to collect real-time responses from the communities Alight works with.

UNHCR Rwanda's Facebook page, [@UNHCR Rwanda](#), has 918 followers. All its posts are in English, and much recent content is about the ETM and a visit from the Norwegian Minister of Development. The page seems to be mostly news and donor focused. Its Twitter page [@RefugeesRwanda](#) has 8.2k followers and is also donor focused in terms of its content.

UNHCR Sudan does not itself run social media platforms, but refugees in Sudan are addressed through TRS tools.

UNHCR Tunisia has neither a Facebook nor Twitter page.¹³

UNHCR Italy's Facebook page [@UNHCRItaly](#) has 143k followers but targets other audiences than PoC and runs only a few posts related to CwC. The same is true for the Twitter page, [@UNHCRItaly](#), with its 50k followers. 19k persons follow UNHCR Italy on Instagram, but similarly few posts are related to CwC. The YouTube channel has 1.8k subscribers but does not target PoC.

UNHCR Malta's Facebook page [@unhcrmalta](#) has 7k followers. A few of its posts are relevant for CwC. Its Twitter account, [@UNHCRMalta](#), has 3.8k followers, and also has few posts covering CwC. Its partner Jesuit Refugee Services (JRS) Malta's [website](#) contains some links of relevance to asylum-seekers, and also posts a few written refugee stories. Its Facebook page [@jrsmaltapage](#) with 3.4k followers doesn't have posts for CwC.

The research team also looked at IOM operations in relevant countries, but they all appear to be focused on external relations and donors. A notable exemption is IOM in Tunisia, which runs the [Centre de Ressources pour Migrants website](#). The site contains practical migration-related content and resources in Arabic and French, including a directory. The website also gives the addresses of several physical resource centres across Tunisia.

¹² <https://wearealight.org/our-work/somalia/>

¹³ **ACTED Tunisia** conducted a research project which ended in September 2019 on "[Cross Border Migration – Collaborative Info-Collection and Analysis \(CICA\), Tunisia](#)". It could be useful to look at the findings of this report once they are published.

APPS FOR INFORMING REFUGEES AND ASYLUM-SEEKERS

Africans may still possess considerably fewer mobile phones and smartphones than refugees and migrants from other regions, but the use of mobile technologies is rapidly growing. The interviews with new arrivals in Malta revealed that they all acquired mobile phones early on during their journey and used them for getting information from friends and relatives.

Websites do not play a big role in information gathering, but Facebook does. En route, they keep looking for information on services and assistance and keep each other informed. They will consult apps if those are kept up-to-date, easy to navigate and contain useful, practical information, notably addresses and phone numbers of UNHCR and other humanitarian organisations. According to the UNHCR Innovation Service, "refugees still prefer to speak with UNHCR staff and partners face-to-face, even when this information is made available online. That's because rumors, changing rules and regulations, and fluctuating asylum policies have led refugees to seek accurate and up-to-date information from trusted sources".¹⁴



Services Advisor

UNHCR offices in Turkey and Jordan have deployed the [Services Advisor](#) app developed by PeaceGeeks, a Canadian nonprofit organization that builds digital tools to empower communities.¹⁵

Users search for specific information and services they need (e.g. Cash, Education, Food, Health, Livelihoods, Non-food Items, Protection, Shelter, Water Sanitation and Hygiene) and Services Advisor shows them up-to-date information on the location of specific humanitarian service providers.

¹⁴ 'Is your app the best way to help refugees? Improving the collaboration between humanitarian actors and the tech industry', UNHCR Innovation Service (October 2016)

¹⁵ <https://peacegeeks.org/services-advisor>

An app relevant for the Central Mediterranean Route is MigApp, a tool by IOM providing migrants with information, access to services and programmes, and a space to communicate. Originally launched in 2017 in English, Arabic, French and Spanish, the app was updated in 2018 and now supports Chinese, Russian, Italian and Portuguese.¹⁶

The Apps for refugees website is a directory of free apps available for refugees.¹⁷ It was launched in 2015 and covers apps from Africa, Asia and Europe. Apps listed cover a variety of issues such as health, education and translation. It is not evident from the website whether those apps are up-to-date and how many people are using them.

Signpost was launched by the International Rescue Committee and Mercy Corps in 2015 in response to the increasing number of refugees arriving in Europe.¹⁸ Signpost is now operating two websites:

- 1 Refugee.info provides information to refugees in Europe, including FAQs and a services map. Over 50% of the team operating the website are refugees themselves. Refuge.info was operating in Bulgaria, Italy, Greece and Serbia.
 - a) Bulgaria: Information was provided in Arabic, English, Farsi and Urdu. Information is no longer being updated, but Signpost helped the Foundation for Access to Rights create a new site for refugees in Bulgaria: refugeelife.bg.
 - b) Greece: Information is available in Arabic, English, Farsi, French and Urdu. However, as of August 2019, information is no longer being updated.
 - c) Italy: Information is available in English.
 - d) Serbia: Information is available in Arabic, English, Farsi, French and Urdu. As of May 2019, the service list for Serbia is no longer being updated.
- 2 Khabrona.info provides information in Arabic and English for vulnerable people in Jordan, including Syrian refugees.

ENGAGING WITH CELEBRITIES

UNHCR has successfully engaged Goodwill Ambassadors (sometimes also called High-Profile Supporters) for reaching out to PoC. Having celebrities lend their voices to a cause is an effective means of delivering a message to a wider audience and with more credibility and visibility than from institutional sources. Regional VIPs such as South Sudanese refugee track and field athlete Yiech Pur Biel, or Armenian-Lebanese TV personality Neshan, have been instrumental in raising awareness during CwC campaigns.

The Telling the Real Story campaign has had the support of several popular individuals. In 2017, Somali-British singer-songwriter, actor and music producer Aar Maanta joined the Telling the Real Story campaign as a high-profile supporter on a visit to the Somali refugee community in Jijiga, Ethiopia.

The Dangerous Crossings campaign collaborated with numerous celebrities. Quite unusually, refugees were approached by UNHCR before the making of the song to discuss the importance of using famous artists and had a word in selecting them. Ethiopian singer-songwriter Betty G was also present at the launch of the campaign in Addis Ababa.

The action-documentary film *Beyond the Raging Sea* (2019) follows the gripping story of two high-profile Egyptians, Omar Samra and Omar Nour, on their attempt to row across the Atlantic Ocean, while simultaneously raising awareness about the plight of refugees. Since the launch of the film, both Samra and Nour have been continuing their work to highlight the risks associated with irregular crossings and are being nominated as High Profile Supporters for TRS / Arab Voices on the Move.

Malian singer-songwriter Rokia Traoré was appointed a UNHCR Regional Goodwill Ambassador for West and Central Africa in 2015.

¹⁶ <https://www.iom.int/migapp>

¹⁷ <http://appsforrefugees.com/>

¹⁸ <http://www.signpost.ngo/>

DIASPORA ENGAGEMENT

Engagement with diaspora groups is an important element of Telling the Real Story's approach. It capitalises on the connection and credibility the diaspora enjoys with communities in their home countries. Their testimonials about the dangers of irregular migration are the most persuasive and powerful tool in this type of campaign.

The efficacy of this approach is also discussed in a paper by the Danish Refugee Council Diaspora Programme, Diaspora Emergency Action and Coordination (DEMAC) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), which outlines how the diaspora constitutes an important actor to engage in any 'whole-of-society' approach. It recommends information-sharing between the diaspora and refugee populations in order to support informed decision-making on issues of displacement and highlights electronic media platforms as a channel that can be used to achieve this.¹⁹

DEDICATED CWC STRATEGIES



MENA Bureau has focused on developing CwC from the beginning of the Syria Crisis, holding regular meetings with the relevant offices in Turkey, Lebanon, Jordan, Iraq and Egypt. By 2017, the MENA Bureau had developed a strategy built on the existing effective and innovative activities undertaken by the countries and which emphasizes the need to step up two-way communication with PoC affected by the Syria and Iraq situations.

“The Regional Communication with Communities Strategy aims to ensure that persons of concern have the trusted source of information they need to access protection and assistance programmes and make informed decisions. At the same time, the strategy identifies tools and approaches so that persons of concern are able to convey information and feedback to UNHCR and partners about their protection situation, their needs, and the effectiveness and quality of our programmes/activities.”²⁰

Regional Communication with Communities Strategy: Syria and Iraq situations, October 2017

¹⁹ DRC Diaspora Programme, DEMAC & GIZ's Recommendations on behalf of diasporas to the Global Compact on Refugees' Programme of Action

²⁰ Regional Communication with Communities Strategy: Syria and Iraq situations, October 2017

COMPREHENSIVE AWARENESS CAMPAIGNS

Increased mixed migration movements from the Horn of Africa in particular have led to the development of specific awareness campaigns for the people in the Horn of Africa, including Telling the Real Story (TRS), which addresses the movements to Europe, and Dangerous Crossings, initially aimed at the route through Yemen but which is also relevant for people crossing through Libya.

Both are complex campaigns, using a multitude of dissemination channels and sustained over a period of time, given that attitude change is a multifaceted process that takes time.



Telling the Real Story

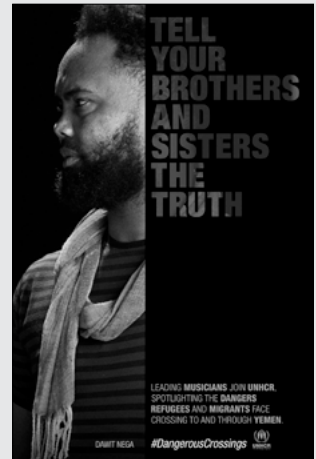
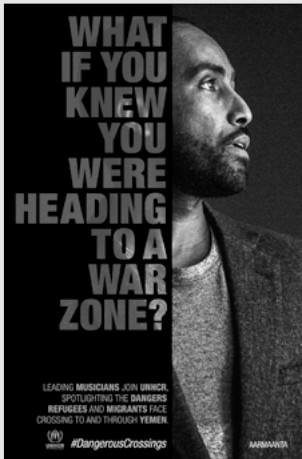
Telling the Real Story (TRS) is a community-based platform disseminating stories about experiences of Eritrean, Somali and Nigerian refugees, migrants, and asylum-seekers en route to and in Europe. They are telling the “real” story, which means they are openly addressing the problems and difficulties they are facing instead of telling embellished success stories. The campaign does not impose messages or conclusions but prompts intra-community dialogue about the pros and cons of irregular movements.

The theory of change behind TRS postulates that attitude change cannot be enforced from outside actors but needs to grow from within a society. Hence, TRS is not deterring people from leaving their country but provides factual and accurate information about irregular migration from eye witnesses. It empowers people to make informed decisions and provides an efficient counter-narrative to the propaganda of smugglers and provides alternatives. This holistic approach makes TRS the most successful CwC campaign in the field of irregular migration.

Through the TRS approach the communities start sharing factual information about the full scope of the dangers associated with irregular movement to Europe, reveal the challenges and problems related to living in Europe, and debunk the myths about life in Europe. The project also informs about safe legal pathways and also identifies and informs about local solutions.²¹

²¹ <http://tellingtherealstory.org/>

DANGEROUS CROSSINGS



TRS has staff deployed in Ethiopia, Somalia, Sudan and Nigeria. They work with both urban communities and refugees in the camps. In Jijiga Camp in Ethiopia, the project gives livelihood training and provides startup capital to would-be entrepreneurs. In Somalia, TRS has offered career counselling sessions and provided advice on the local market.

The campaign disseminates its messages using a range of tools, including filmed testimonials, talks, musical performances, animations and storybooks for children, which are available online in Somali and Tigrinya. There is also a poster campaign with country- and language- specific messaging.

In addition to Telling the Real Story's website, the project runs a number of social media platforms, including Twitter, Instagram, Youtube and Facebook, for which it has four language versions:

- [@tellingtherealstory](#) with 23K followers in English
- [@tellingtherealstorytigrinya](#) with 40K followers in Tigrinya
- [@TahriibkaSomalida](#) with 49K followers in Somali
- [@tellingtherealstorynigeria](#) with 4.1K followers in Pidgin



Dangerous Crossings

In February 2017, UNHCR launched a major information campaign to raise awareness in the Horn of Africa about the dangers of crossing to and through Yemen using famous musicians as messengers.

The campaign is centred around the song and [music video](#) 'Dangerous Crossings', produced by UNHCR and directed by Egyptian film director Amr Salama.²² The song and video feature prominent artists from the region, namely: Maryam Mursal and Aarmaanta from Somalia, Yeshie Demalash, Dawit Nega and Tadele Roba from Ethiopia, and Hany Adel from Egypt.

The lyrics were based on suggestions from refugees collected during focus group discussions with the artists and resonate extremely well with the target audience. The music video and its series of "Behind the Scenes" clips of the making of the video have been nominated for some 30 awards globally, winning several prestigious awards.

The regional campaign featured local-language versions of the song and country-specific information resources, including a poster campaign and local TV and radio coverage. Video testimonials from people who had made the crossing to or through Yemen also formed a key component of the initial campaign.

²² Dangerous Crossings Music Video, <https://www.youtube.com/watch?v=kNFITTBDDYGO>

Since the launch of the campaign, the music video has been watched over 3 million times on YouTube, Facebook and other social media.

The campaign's social media include four Facebook pages in multiple languages as well as Instagram and Twitter:

- [@DangerousCrossings](#) with 39k followers in English
- [@HalistaTahriibka](#) with 19k followers in Somali
- [@AdegegnaGuzo](#) with 8k followers in Tigrinya, Amharic and Oromo
- [@DangerousCrossingsArabic](#) with 11k followers in Arabic

IOM “Aware Migrants” campaign

IOM's **online** campaign, “Aware Migrants”, addresses migrants in transit and potential migrants in their countries of origin and aims to raise awareness on migration. It includes videos describing the dangers of making the journey to Europe and offers some information on alternatives to migration.

The Aware Migrants website is available in English, French and Arabic. Unlike TRS or Dangerous Crossings it does not distinguish between nationalities of origin but addresses migrants as such.²³

The campaign, run by IOM and funded by the Italian Ministry of Interior, Department of Civil Liberties and Immigration, has the technical and creative support of Horace communication agency.

While [@AwareMigrants](#) has an impressive amount of likes on Facebook (over 265,000 likes), the Youtube account has only 150 subscribers.

Its Twitter account [@AwareMigrants](#) has 698 followers (end of 2019).

When the research team interviewed new arrivals in Malta, none of the respondents mentioned Aware Migrants, whereas several of them were familiar with TRS and Dangerous Crossings.

IOM Migrants as Messengers (MaM)

IOM's campaign “Migrants as Messengers was a peer-to-peer information and messaging campaign where returning migrants shared with their communities and families the dangers, trauma and abuse that many experienced while attempting irregular migration.” The project aimed at raising awareness on safe migration was implemented in Senegal, Guinea and Nigeria from December 2017 to March 2019. It was one of a growing number of information campaigns on the potential risks of irregular migration of West Africans.

Echoing experiences from the Telling the Real Story campaign design, it does not provide information from institutional sources but uses the testimonies of migrant returnees to instill discussions in source communities of irregular migration. With their personal experience they are seen as the most credible messengers to counter misinformation spread by migrant smuggling networks.

The campaign centered on hall events, where screened video testimonies are followed by interactive questions and answers sessions with migrant returnees. It was part of a growing number of information campaigns designed to raise awareness of the potential risks of irregular migration in West Africa and to have been launched in recent years.

Recommendations following an impact evaluation of the campaign, which was directed at migrants, showed that:

- There is a need for migration information
- Peer-to-peer messaging works
- Targeting is key
- Empowering returnees is important
- Follow-up actions can strengthen the message
- Evaluation should not be an afterthought and that “Every campaign is an opportunity to provide new insights when evaluation is an integral part of the campaigns’ planning and implementation from the beginning.”²⁴

²³ See <https://awaremigrants.org/>

²⁴ See more ‘Migrants As Messengers’ - The Impact Of Peer-to-peer Communication On Potential Migrants In Senegal - Impact Evaluation Report, IOM / GMDAC, December 2019

INTERVIEWS WITH NEW ARRIVALS IN MALTA

113 qualitative interviews with relatively newly arrived asylum-seekers from Eritrea, Somalia and Sudan were conducted in Malta on 12 and 13 December 2019 (for methodological details see page 10).

Only adult male respondents were ready or available to talk to the researchers. It should be noted that only 5 % of the new arrivals in Malta are women. The majority, with very few exceptions, were in an age range of 18 to 29 years.

Among all nationalities, the majority of respondents had several years of primary school and a minority had more than five years of education, with very few schooled up to university level.

The purpose of these interviews was to assess information levels and information tools at the different stages of their journey, covering both the information they received and the information they are passing on to their relatives at home.

OPERATIONAL CONTEXT

Malta is one of the five European countries receiving arrivals of refugees and migrants who have departed from Libya along the Central Mediterranean Route as part of a desperate journey towards Europe. The other main countries of arrivals are, in order of number of people received in 2019: Greece, Spain, Italy, and Cyprus.

The most common nationalities among first-time asylum applications in Malta are from Sudan, Syria, The Gambia, Eritrea, and Somalia. The nationalities granted international protection are primarily Syria and Libya, followed by nationals from Eritrea, Somalia and Sudan.

2019 witnessed the largest number of arrivals by boat to Malta, with 3,309 new arrivals by December 2019.²⁵ This is partly the result of increased rescues by the Armed Forces of Malta of boats that have departed from Libya and have reached the Maltese Search and Rescue Region, and the acceptance of people from, for instance, the Ocean Viking rescue boat in September following an agreement with other EU countries for their distribution. The largest number in 2019 came

from Sudan, followed by Eritrea and Nigeria, with 16% being unaccompanied male minors - children travelling without family members. In 2018, the largest number of new arrivals came from Eritrea and Nigeria, with no significant number recorded from Sudan.²⁶

The new arrivals are placed at six different centres, which have come under increasing pressure due to the increase of number of arrivals in 2019; the largest being the Safi Detention Centre, the Hal Far Tent Village, and the Initial Reception Centre, all which were visited by the research team.

For the past two years, transfers have taken place of people disembarked in Malta to other EU member states.

MAIN FINDINGS

MIXED MIGRATION PATTERNS

Irregular movements of all East Africans via Libya and the Central Mediterranean Route follow the same pattern of a perilous journey during which they are exposed to different kinds of abuse as well as trafficking and exploitation.

At home they engage smugglers, often through brokers, for what appears to be fixed and affordable price, with some having been offered to travel with little payment or for free if they bring others with them. The contacts of the brokers and smugglers tend to be shared by friends through phone or social media, sometimes by friends who have already left their hometown. Eritreans and Somalis rarely inform their families about their plans but leave without saying good-bye, as otherwise they fear they will be stopped from going.

People smuggling is a consensual, albeit illegal, transaction between a transport service provider and a customer. It breaches national laws because it facilitates illegal entry or stay in a country, but it does not victimize

²⁵ <https://data2.unhcr.org/en/situations/mediterranean>

²⁶ UNHCR Malta Factsheet (August 2019)

the smuggled person as such. Smuggling turns into trafficking of humans if the transaction contains elements of coercion and deceit. The trafficked person becomes a victim. Along the Central Mediterranean Route the distinctions between smugglers and traffickers are blurred.

All interviewees started their journey under the assumption that they were paying for transport services. It is sometimes in Sudan, sometimes only upon arrival in Libya, that they realize they have become victims of traffickers who were asking for much more money than originally agreed. The traffickers start physically mistreating or abusing their victims and share videos of the torture with the families at home, asking for ransom.

Abuse includes beatings and electrocutions as well as verbal abuse and humiliation.

The victims are often traded between different groups of traffickers along the way, and each time the price goes up. Some who cannot pay or who have skills needed by the traffickers (drivers, interpreters, car mechanics) are able to work off their debts. It is a well-known fact that many females and sometimes males are raped or forced into prostitution. Such facts however usually are not shared publicly and, consequently, did not come up in the focus group discussions in Malta.

Escape is rarely an option: the victims find themselves in unknown areas where most do not speak the languages, with little money, guarded by well-connected networks of smugglers and traffickers (who are in contact and let each other know of such escapes so they watch out for them and bring them back).

For some the harrowing boat ride had taken some three days to Malta – but for others more. People are not given food, only some drinking water.

LEVEL OF INFORMATION PRIOR TO DEPARTURE

Prior to departure, none of the respondents had information about the Common European Asylum System. A few had heard about the real extent of dangers in Libya but did not think it would affect them personally. Information sources are media and the diaspora, and friends who left already.



Most respondents say that more information about the dangers would not change migration patterns for two reasons: (1) People leave because of the political and security situation in their home country and are prepared to take risks; (2) When they hear messages about the real extent of difficulties en route and upon arrival they doubt their credibility.

Of all groups, Eritreans were most informed about the situation in Libya as they heard stories from the diaspora. Many had seen torture videos or were aware of the crowd-funded ransom payments. Some of them were aware of information provided through UNHCR's campaign Telling the Real Story (TRS). Somalis appeared to be the least informed group.

INFORMATION TOOLS

In Eritrea and Somalia, accessibility to internet differs and not everyone has a mobile phone. Traditional media (radio, TV) are readily available. In Sudan and Ethiopia, practically all respondents acquired smartphones and started using multiple social media and messaging platforms including Facebook, Messenger, Instagram, and Twitter as well as Viber, WhatsApp and IMO. Snapchat is less common.

SUDANESE AND SOUTH SUDANESE: <i>"We have to choose between the risks."</i>	ERITREANS: <i>"We left to seek freedom and lost it again here."</i>
MOTIVATION FOR LEAVING	
<ul style="list-style-type: none"> • Respondents decided to leave conflict areas in search of protection, a better life, good education, food security, social security and rule of law. • Several persons mentioned war, and that that they had political problems, at school and university. • Some said the family took the decision that they should leave. One person left because he "tried to help mother" who is in a refugee camp. • Respondents from South Sudan spoke about the ever deteriorating political and security situation in their country. • Several respondents had tried to stay in Egypt, work and study but did not succeed for lack of financial means. 	<ul style="list-style-type: none"> • Respondents left in search of freedom and afraid of unlimited years of military service. "The choice is to live or die, in Eritrea or on the way." • Only one respondent was on secondary migration from Sudan, some had come through Ethiopia – all others came directly from Eritrea and had just transited Sudan. Many would have liked to stay in Sudan if there had been safety and economic opportunities, but they believe that Sudan is rounding up Eritreans and sending them back.
SITUATION IN LIBYA	
<ul style="list-style-type: none"> • The Libyan experience was harrowing for all of the respondents. They were treated like slaves, beaten, held for ransom. Most young men had not known about the situation in Libya before they got there. • Respondents indicated that there is no possibility to go back from Libya even if one wanted to. The only direction of escape was to Europe. 	<ul style="list-style-type: none"> • Respondents spoke about the beatings by various smuggling groups as well as ransom demands "We know – we were the victims." • One respondent went to UNHCR in Libya for support but said he was not helped.
LEVELS OF PRE-DEPARTURE INFORMATION	
<ul style="list-style-type: none"> • Many have friends and family in European countries and heard that life was good there. They did not conduct any research on Europe specifically and did not know that Malta existed; they were only aware of UK, France, Italy and Germany. • The respondents had underestimated the problems they would encounter during the journey, but "It is better to take a risk than to stay." 	<ul style="list-style-type: none"> • Eritreans have been leaving the country for Europe since the 1970s and many have families across the globe. The respondents were in touch with the diaspora who told them that Europe is safe, and that you can get refugee status. Those who had been told that would be very difficult, did not believe it. "We did not expect that this would happen to us." • All respondents knew about abductions and that Eritreans are being held for ransom. "It had been explained to us before." However, they underestimated the probability that it would happen to them. They had seen videos of people being tortured so the family would pay ransom. A number of participants were aware of Telling the Real Story. No other CwC initiatives were mentioned. • Respondents mentioned the shipwreck in 2013 when a boat sank outside Lampedusa and hundreds of Eritreans lost their lives, as an example of drownings they heard about.
INFORMATION TOOLS IN USE	
<ul style="list-style-type: none"> • In Sudan: Internet, notably Facebook and YouTube, TV and newspapers. • En route: All respondents are using mobile phones throughout the journey and are familiar with the whole range of tools such as Facebook, WhatsApp, Instagram, Twitter and IMO. • In Libya: They have little contact with the world as internet is too expensive. When in detention they do not have any outside contacts. 	<ul style="list-style-type: none"> • In Eritrea: Responses about accessibility of internet and use of mobile phones were vague; several mentioned that internet is hard to access and very expensive. However, Sat TV and several diaspora radio stations are accessible and are being followed. • En route: In Sudan and Ethiopia they usually obtain mobile phones and then use the full range of social media platforms, most notably Facebook, Viber, IMO, WhatsApp, Instagram and Twitter.
EXPERIENCE WITH SMUGGLERS/TRAFFICKERS	
<ul style="list-style-type: none"> • Practically all respondents came to Libya with smugglers. The original negotiated price was between 5,000 and 12,000 Sudanese Pounds (EUR 100 – 240) and they were taken to Libya in trucks or small cars. • Upon arrival, many respondents were held in horrific conditions, locked in the dark, and with little water or food. They were held for ransom and had to pay many times the original price. 	<ul style="list-style-type: none"> • Most do not tell their families that they are planning to leave. The majority left Eritrea with smugglers who asked for more money than agreed once they arrived in eastern Sudan. Others had left from Ethiopia. "We had no plan – we just left". • Most of them have been held in captivity until their families managed to raise enough money for the ransom. As families normally lack financial means in Eritrea, they turn to the diaspora who keeps collecting and sending money to save lives. Ransom is between 2,500 and 10,000 USD and beyond.

<p>SUDANESE AND SOUTH SUDANESE: <i>"We have to choose between the risks."</i></p>	<p>ERITREANS: <i>"We left to seek freedom and lost it again here."</i></p>
<ul style="list-style-type: none"> • Practically all respondents mentioned that those who cannot pay ransom are forced to work for their debts and a considerable number experienced it themselves. Smugglers need workers to run their business, so they pick professionals among the victims to work for them as drivers, mechanics or interpreters. • Participants were asked why the phenomenon of ransom payments was not widely known in Sudan given that so many Sudanese families have to bail out their sons. They explained that with the security situation in Sudan, particularly in Darfur, families who had that kind of money could not tell anyone because they themselves would then be robbed. • For the boat trip from Libya to Europe respondents paid between 2,000 and 3,000 Libyan Dinar (EUR 1,260 - 1,890). The more crowded the boat, the lower the price. 	<ul style="list-style-type: none"> • Not a single respondent said that they were taken to destination for the agreed amount on a voluntary basis. They were all held against their will at some stage and suffered many forms of physical and mental abuse (beatings, electrocution, forced labour). Most of them are stuck in Libya between several months and several years. • Some respondents were sold on to other trafficking networks and the price went up again. • If they escape, other traffickers will apprehend them and make calls to find out who they ran away from. In that sense there is no competition among traffickers, but they have divided up the "market".
<p>EXPECTATIONS OF EUROPE</p>	
<ul style="list-style-type: none"> • Respondents heard from friends and family who live in France or Germany that life in Europe is good. They feel that only Malta is difficult but that they can find a better life in other European countries. • Respondents said they did find safety, but no work, no education opportunities and worse hygienic conditions in the detention and reception centres in Malta than in Darfur, and they deplored what they described as lack of medical care in the centres where they had been housed. They had expected a different welcome. • They complained about racism in Malta. Some of them applied for jobs online and were found qualified. Only when the employers saw the candidate was black, he was refused the position. • Respondents also claimed that Maltese authorities decide asylum cases along racial criteria. "Asylum-seekers who are not black are more likely to get a status than us." They feel that black people are treated particularly brutally by Maltese police and suffer abuse. • Some said they thought that their human rights would be respected in Europe but now they were detained for no reason, "like in Libya." 	<ul style="list-style-type: none"> • Respondents want to rebuild their lives, study, have a place to live. • Many were disappointed with Malta and want to move on to other EU countries as life is better there. • Those interviewed in the detention centre said that they had not seen anything of Malta yet. • They complained that in Malta there were not enough interpreters and they could not explain their cases to the authorities.
<p>REPORTING BACK</p>	
<ul style="list-style-type: none"> • Most respondents said they did not tell their families how they really felt in Malta so as not to worry them. Moreover, they felt that, "If we tell them they will not believe us." 	<ul style="list-style-type: none"> • They can call home on landlines, but it is expensive and only very short calls are possible for five Euros a month, made available by the Maltese Red Cross.
<p>ADVICE TO YOUNGER SIBLINGS</p>	
<ul style="list-style-type: none"> • The majority of respondents would advise their younger brothers and sisters not to come to Europe in an irregular manner, but they think their recommendations would be ignored: "There is no perspective in Africa." 	<ul style="list-style-type: none"> • The majority of respondents would advise against irregular migration to Europe. • "If the choice is life or death, die in Eritrea. Every Eritrean needs to be buried in Eritrean soil." • "We do not want our brother[s] to suffer, but the situation is bad and makes them leave."
<p>WHAT TOOLS OF INFORMATION TO USE FOR CWC</p>	
<ul style="list-style-type: none"> • Facebook, videos, SMS, WhatsApp. • Respondents said that testimonials might have credibility "among educated people". But negative stories are sometimes not believed. Therefore, it would be good if there was more knowledge / more information / and more warnings. 	<ul style="list-style-type: none"> • Respondents recommend programs broadcast via ERISAT, such as videos. but they doubt that information can change anything about leaving Eritrea. • However, Sudan seems an option for some. One respondent explicitly mentioned he wished he could have stayed in Sudan, but he had no access to information about opportunities and life prospects there. • "We do not trust the information unless we try for ourselves." • "Eritreans have no choice but to leave."

SOMALIS: <i>"We took the risk, we didn't know anything."</i>	WOMEN'S VOICES: <i>"You cannot sleep with both eyes shut in Libya."</i>
MOTIVATION FOR LEAVING	
<ul style="list-style-type: none"> • Respondents are looking for a better future, stability, education and jobs. 	<ul style="list-style-type: none"> • Family played a big role in all interviews with women. If they stated that they left for economic reasons, the purpose is sending money to the family back home. • Mothers with children coming from crisis region hoped to get their children to safety.
SITUATION IN LIBYA	
<ul style="list-style-type: none"> • Respondents said they were not aware of the extent of problems black people are facing in Libya. 	<ul style="list-style-type: none"> • The situation in Libya is even more traumatic for women than for men. All respondents said it was impossible for them to move around freely, they never felt safe even for a day. They felt endangered both by the overall security situation and ongoing fighting, but even more by being vulnerable as women. • Most of the women said they saw people being threatened or killed by armed attackers. One woman said that practically all migrant women in the country had to engage in prostitution for survival.
LEVELS OF PRE-DEPARTURE INFORMATION	
<ul style="list-style-type: none"> • The majority had very little information about the situation in Libya. "We took the risk; we did not know anything." • Those who had information got it from friends and relatives in Europe. No one proactively tried to find out about the situation before. • Some said they knew from the diaspora that in Europe one could get documents and refugee status. They also heard that there were organisations helping asylum-seekers. 	<ul style="list-style-type: none"> • Women seem to be planning less in advance than men. They go with the flow. When life in Libya proved unsustainable, they decided to leave for Europe. As voiced by one respondent: "I thought of crossings because other people did".
INFORMATION TOOLS IN USE	
<ul style="list-style-type: none"> • In Somalia: TV, radio, notably BBC programmes in Somali language. Most people use mobile phones and social media as well. • En route: Once they left Somalia, they all got mobile phones and started using social media and messaging platforms. 	<ul style="list-style-type: none"> • For decision making, women seem to rely largely on oral information received from fellow travellers and people who gained their trust. None of the respondents researched the route in advance but relied on other people's statements.
EXPERIENCE WITH SMUGGLERS/TRAFFICKERS	
<ul style="list-style-type: none"> • Smugglers agree on one price with the clients in Somalia and the respondents trusted them. Once they leave Somali territory, the smugglers started torturing them for more money. 	<ul style="list-style-type: none"> • The respondents were not very outspoken about their experiences with smugglers and traffickers but some admitted to having been lured with the promise of good jobs.
EXPECTATIONS OF EUROPE	
<ul style="list-style-type: none"> • They did not know that Malta even existed and are disappointed with the treatment: "I have been here for three months. I have no information, no assistance, and I have health problems." • They never expected to end up in detention in Europe. 	<ul style="list-style-type: none"> • Europe is a big disappointment for all female respondents. A large proportion of women ends up in prostitution. The majority regrets coming and would like to return if they had the chance. They neither found jobs nor safety for themselves and their children.
REPORTING BACK	
<ul style="list-style-type: none"> • Vague answers about what they are letting their families at home know about their situation. 	
ADVICE TO YOUNGER SIBLINGS	
<ul style="list-style-type: none"> • About half of respondents would advise their younger siblings against irregular migration to Europe. The other half says that if their brothers and sisters wanted freedom they should try to come. Anything was better than life in Somalia. 	
WHAT TOOLS OF INFORMATION TO USE FOR CWC	
<ul style="list-style-type: none"> • BBC programmes 	

ANNEXES

ANNEX 1: AGENCIES WORKING ON CWC

Different organisations have worked on particular projects related to CwC and migration information-related topics, including the following:

BBC MEDIA ACTION

The BBC's international development charity [BBC Media Action](#) specializes in supporting media and communication efforts that strengthen governance, improve people's health, increase their resilience and improve humanitarian response. Many of BBC Media Action's projects are designed to improve editorial quality and raise the production standards of programme-makers - from community radio stations to national broadcasters. Its more recent humanitarian information projects include the "Voices of Refugees - Information and communication needs of refugees in Greece and Germany" research project.

CDAC NETWORK

The [CDAC Network](#) is a UK-based, communication-focused global alliance of some 30 humanitarian, media development, social innovation, technology, and telecommunication organisations, of which UNHCR is a member. It represents a new collaboration aimed at making aid more effective through communication, information exchange and community engagement, aiming to recognise information and two-way communication as aid.

FILM AID

Community outreach through mobile cinemas is a method used by [Film Aid](#), a US-based film NGO, to educate and entertain displaced people and in order to develop skills among refugees. They focus on producing and distributing community-based films; in Africa, their engagement has been focused on Kenya (Kakuma and Dadaab), and previously in Uganda and Tanzania.

INTERNEWS

As an international non-profit organization, [Internews](#) aims to empower people worldwide through helping develop media environments and to incubate sustainable local media organizations, including radio and television stations, newspapers, mobile news networks, and online news sites, focusing largely on the Americas, Asia and southern and eastern Africa.

IEFTA

The [International Emerging Film Talent Association](#) (IEFTA) is a Monaco-based, non-governmental organisation founded with the purpose of discovering and developing film talent from emerging regions, globally. IEFTA collaborates with UNHCR on the Refugee Voices in Film project, which screens films highlighting the refugee issue at film festivals around the world. It has also worked on awareness campaigns for refugees, including the *Dangerous Crossings* campaign and Telling the Real Story, as well as producing the documentary film *Beyond the Raging Sea* in collaboration with UNHCR.

LA FONDATION HIRONDELLE

Radio is the preferred media of the Swiss non-profit organization [La Fondation Hironnelle](#). They produce and broadcast information and dialogue programs on radio targeting particular audiences and messages; their work in the region has focused on child protection and the crisis impacting Mali through the broadcast of the daily radio program 'Studio Tamani'. Other projects are running in DRC, Liberia, South Sudan and Niger.

TECHFUGEES

Germany is the focus of Techfugees, a global organisation aimed at building a "sustainable ecosystem of tech for refugee solutions". They support the inclusion of refugees and displaced persons into the tech industry. In 2019, Techfugees collaborated with Integreat, the largest multilingual app for refugees in Germany, in order to provide relevant local information to refugees in any German city they find themselves in. Techfugees is working to scale up the app for mobilisation in other European countries.

TRANSCULTURAL CAMPAIGNING

[Transcultural Campaigning](#) is a full-service communication agency specialising in strategic communication across geographical, cultural and linguistic barriers. It focuses on non-profit projects reaching out to migrants and refugees in countries of origin, transit and destination. Its work includes the design, implementation and evaluation of culturally-sensitive campaigns for attitude change; policy consulting; market, opinion and motivation research as well as training programs for implementers of transcultural communication.

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