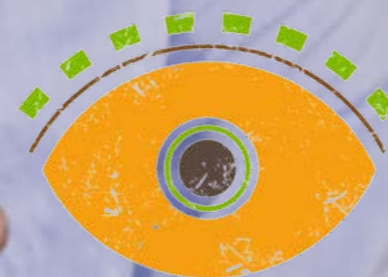


AWARE MIGRANTS CAMPAIGN 2016 / 2023

INFORMING ON RISKS OF IRREGULAR
MIGRATION AND PROMOTING
SAFE MIGRATION AND POSITIVE
ALTERNATIVES ALONG CENTRAL
AND WESTERN MEDITERRANEAN
ROUTES



**AWARE
MIGRANTS**

OVERVIEW



WHY THE AWARE MIGRANTS CAMPAIGN?

The “Aware Migrants” information campaign was launched in 2016 by IOM, with funding from the Italian Ministry of the Interior, to raise awareness among migrants and their communities about the risks of irregular migration along African routes across the desert and the Mediterranean.

This campaign is based on years of experience at the landing points in Italy, and on the experience of IOM offices in transit countries, where the organization’s officials talk to migrants and collect their stories and experiences. A worrying fact emerges from these stories: migrants increasingly say that **the journey has proved to be far more dangerous and traumatic than they expected**. While aware that the migratory journey could be dangerous, many migrants reveal that they lack knowledge about the extent to which it could be dangerous.

The “Aware Migrants” campaign was created to fill such information gap and to inform migrants about the real risks associated with the journey, putting them in the conditions of making a free and conscious decision. Therefore, by recognizing the value of individual choice for migration, the campaign provided a realistic picture of the risks faced during the journey.

WHERE?

The projects geographical coverage expanded from one phase to another reaching not only countries of origin but also countries of transit where there is an urgent need to support national counterparts in better migration management. Since 2021, the campaign was included under the RDPP-NA programme, reinforcing on one hand its ownership from EU Member States perspective and on the other hand allowing further synergies with assistance and protection initiatives implemented in the same framework.



Fase 1 : 2016 / 2018
Fase 2 : 2018 / 2020
Fase 3 : 2021 / 2023

THE APPROACH?

Through the years the project evolved, built on lessons learned and recommendations and continued to innovate whenever there was the opportunity. “Aware Migrants” was always tailored to the context and was based on several pillars: Unbranded, from migrants to migrants and communities, from a digital to a grass-root approach, through multichannel communication tools. The project had the capacity to scale down and scale up, engaging and addressing the needs of all the actors and stakeholders involved: local communities, potential migrants, migrants in transit and governmental and non governmental stakeholders. The project worked resolutely on information and prevention but it also worked on social cohesion and assistance. It involved agents of change, including youth, media and influencers.

The project addressed the topic of migration on both individual and collective levels to contribute to a possible change of mentalities, of perceptions and of intentions.



The project created synergies with other awareness-raising initiatives and gained support from other EU member States such as Austria and Germany.

HIGHLIGHTS

CLICK ON IMAGES
TO LEARN MORE

**530,000
PEOPLE
SENSITIZED**

on the risks of
irregular migration and
alternatives

Synergies with at
least 3 other IOM
information campaigns:

IOM X
CinemArena
MaM

**HUNDREDS
OF LOCAL
PARTNERS
ENGAGED**



**MORE THAN 300 EVENTS
AND OUTREACH
ACTIVITIES**

including festivals, social cohesion activities,
workshops in schools, exhibitions and competitions



**400
TRAINED
ON SKILLS
BUILDING**



**FOCUS ON
YOUTH**

soccer, chess,
social theatre
and schools
competitions



**320.000
FOLLOWERS**

through the digital
campaign

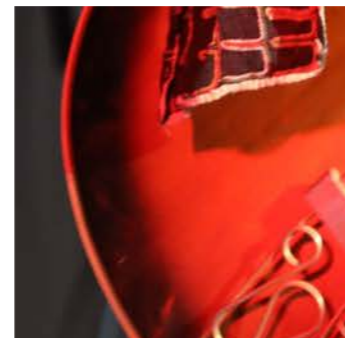
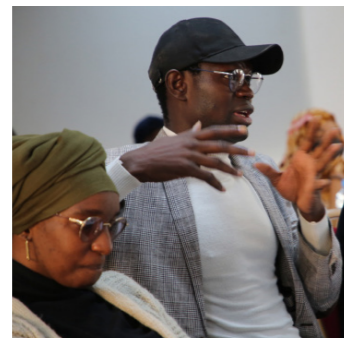


**21 MUSIC,
5 MOVIES,
4 TV SPOTS,
4 PODCASTS**



**MORE
THAN 1200
JOURNALISTS
EMPOWERED**

from more than 10 countries



**ABOUT 100
ARTISTS,
MUSICIANS
AND
INFLUENCERS**



**MORE
THAN 200
TESTIMONIES
PRODUCED**

10 trainings in Italy,
9 trainings in target
countries,
2 workshops in Italy,
3 competitions for
journalists



1 online training
8 events online with
international journalists
3 networking
platforms for
journalists created

About **300** radio
programs broadcast
and more than **50**
RADIOS involved



**INFORMATION
MATERIAL**

comics, handbooks
and card games



LESSONS LEARNED

Since 2017, several monitoring and evaluation (M&E) tools were established, and it became possible to gather feedback from local communities and potential migrants and evaluate how the campaign is being implemented. Surveys to assess both intentions and level of awareness were developed and feedback was collected through the Community Response Map. Monitoring visits were carried out in 2023 by IOM staff in Mauritania and Niger.

Although the project has already taken advantage of past evaluations, impact studies and recommendations from other awareness-raising initiatives, it seemed important to carry out a specific final evaluation to assess the project during all of its phases. An internal independent final evaluation was carried out by two IOM evaluators based on OECD criteria. The evaluation looked at all project phases through the desk review but mainly focused on the last phase with the following main recommendations:

To learn more, read the evaluation brief [HERE](#) !