

## NATIONAL EMN CONFERENCE 2019

### *Migration and Communication - Information Campaigns in Countries of Origin and Transit*

3 December 2019, 09:00 – 17:30

Diplomatic Academy of Vienna, Favoritenstraße 15a, 1040 Vienna, Austria

08:30 – 09:00	Registration
09:00 – 09:45	<p><b>Welcome and Opening</b></p> <p><b>Tobias Molander</b>, Head of International Migration, Austrian Federal Ministry of the Interior Representative of the European Commission Representative of the International Organization for Migration</p>
09:45 – 10:15	<p><b>“Don’t come” - A critical reflection on information and awareness-raising campaigns</b></p> <p><i>Information and awareness-raising campaigns seek to inform (potential) migrants and/or their communities and to influence their migration-related attitudes and behavior. There is a great variety in the use of communication channels (such as the internet, TV and radio, print-media, theatre and face-to-face), as well as a broad spectrum of campaign narratives. Based on concrete examples, this presentation offers an introduction to information and awareness-raising campaigns for (potential) migrants in third countries.</i></p> <p><b>Marieke Mol</b>, Senior Policy Officer, Dutch Ministry of Foreign Affairs, Co-Chair of the EMN Working Group on Information and Awareness-Raising Campaigns</p>
10:15 – 11:00	<p><b>Information and Awareness-Raising Campaigns – Facts and Assumptions</b></p> <p><i>Information and awareness-raising campaigns for (potential) migrants have become increasingly relevant amongst governments and international organizations. Despite their increased relevance and the growth in investment in such campaigns, we know little about their effectiveness. This intervention will examine how communication flows in the context of migration, explore assumptions made in the context of information and awareness-raising campaigns targeting (potential) migrants and assess the underlying evidence of their effectiveness. Special emphasis is put on the relevance of a tailor-made approach, taking into account differences between countries of origin and transit within different regions.</i></p> <p><b>Sandra Morgenstern</b>, Researcher, University of Konstanz</p>
11:00 – 11:30	Coffee Break
11:30 – 12:00	<p><b>An Introduction to the Design of Impact Evaluations</b></p> <p><i>This presentation will focus on the tools and methodologies for designing impact evaluations in the context of information and awareness-raising campaigns. It will explore the question of what an impact evaluation is, what types of evaluations there are and why it is important to evaluate projects and public policies before scaling-up and investing resources.</i></p> <p><b>Cillian Nolan</b>, Associate Director for Policy, J-PAL Europe</p>
12:00 – 13:00	<p><b>Panel 1: Communication and Behaviour Change</b></p> <p><i>The provision and framing of information in the form of text messages, leaflets, edutainment and other “nudges” is not a new phenomenon and has been tested in many fields beyond migration. The panel will provide insight into how communication can lead to behaviour change, what we can learn from the evidence provided by rigorous evaluations in other fields and elaborate on how this can be applied to the context of migration.</i></p> <p><b>Melita Hummel-Sunjic</b>, Executive Director, Transcultural Campaigning <b>Martin Kocher</b>, Scientific Director, Institute for Advanced Studies Vienna <b>Cillian Nolan</b>, Associate Director for Policy, J-PAL Europe</p>

13:00 – 14:00	Lunch Break
14:00 – 15:30	<p><b>Panel 2: Designing Adequate and Effective Campaigns</b></p> <p><i>The panel will showcase three Randomized Controlled Trials (RCT) of information and awareness-raising campaigns in Nigeria, Senegal and the Gambia. Each of the three initiatives differs in design, size and expected outcomes. The experts will discuss results and elaborate on how to better integrate evaluations in future information and awareness-raising campaigns.</i></p> <p><b>1. “Migrants as Messengers” in West Africa</b></p> <p><i>This presentation will focus on “Migrants as Messengers”, an information campaign in Senegal, which was recently evaluated through a RCT. This unique participatory campaign engaged returning migrants to share authentic first-hand stories about irregular migration with their local communities.</i></p> <p><b>Jasper Dag Tjaden</b>, Survey and Data Officer, IOM Global Migration Data Analysis Centre</p> <p><b>2. Irregular Migration and Misinformation in Nigeria</b></p> <p><i>This presentation will review an on-going RCT in Nigeria. The evaluation assesses the effects of providing information on risks and outcomes through door-to-door campaigning and via family members abroad on actual migration decisions.</i></p> <p><b>Bernd Beber</b>, Research Scientist, WZB Berlin Social Science Center  <b>Florian Foos</b>, Assistant Professor, London School of Economics and Political Science</p> <p><b>3. Information Gaps and Irregular Migration to Europe</b></p> <p><i>This presentation will focus on a RCT evaluating the impact of different policies to reduce irregular migration to Europe. The project works with (8,000) potential migrants from rural areas in the Gambia, the country in West Africa from which migrants are most likely to follow irregular routes.</i></p> <p><b>Catia Batista</b>, Associate Professor, Nova School of Business and Economics</p>
15:30 – 15:45	Coffee Break
15:45 – 16:30	<p><b>Panel 3: The Future of Information and Awareness-Raising Campaigns</b></p> <p><i>Based on the discussion of the day and their main takeaways, the panel will reflect on the future of information and awareness-raising campaigns at national and European level.</i></p> <p><b>Tobias Molander</b>, Head of International Migration, Austrian Federal Ministry of the Interior  <b>Alexis Nshimiyimana Neuberg</b>, Founder and Manager, Radio Africa TV  Representative of the European Commission  Representative of the International Organization for Migration</p>
16:30 – 17:30	Reception

The conference languages are German and English. A simultaneous translation (English-German) will be provided. Please note that with your participation, you agree with the publication of photos, videos or audio recordings taken during this event. For more information on the conference, please visit [www.emn.at](http://www.emn.at).

