

NATIONAL EMN CONFERENCE 2019

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

3 December 2019, 09:00 – 17:30

08:30 – 09:00	Registration
09:00 – 09:45	<p>Welcome and Opening</p> <p>Representative of the Austrian Federal Ministry of the Interior Representative of the European Commission Representative of the International Organization for Migration</p>
Part 1	
09:45 – 10:15	<p>Overview of Information Campaigns for (Potential) Migrants</p> <p><i>Information campaigns are purposive attempts to inform, persuade and motivate behaviour by reaching audiences through organized communication activities. Related to migration, these can include internet-based campaigns, TV and video, radio, the print media, workshops and theatre, hotlines and information centers, as well as word of mouth peer-to-peer network campaigns. Based on concrete examples and a mapping exercise undertaken by the EMN, this presentation will provide an overview of existing information campaigns for (potential) migrants in third countries, highlighting the importance of a tailor-made approach, taking into account differences between country of origin and transit within different regions.</i></p> <p>Marieke Mol, Senior Policy Officer and Co-Chair of the EMN Working Group on Information and Awareness Raising Campaigns, Dutch Ministry of Foreign Affairs</p>
10:15 – 10:45	<p>Migration and Communication: The Underlying Assumption</p> <p><i>Some qualitative evidence suggests that information campaigns have very limited effects on migrants' decisions to leave, as other factors play a more important role. Other studies indicate that migrants underestimate physical and financial risks, overestimating their chances of successfully reaching the destinations and acquiring legal status, and have vague or inaccurate perceptions of what life is like afterwards. For any discussion on the effectiveness of information campaigns, it is crucial to understand and discuss these assumptions as well as examine how communication flows in the context of migration.</i></p> <p>Catia Batista, Associate Professor, Nova School of Business and Economics</p>
10:45 – 11:15	<p>Do Information Campaigns Work?</p> <p><i>Information campaigns for (potential) migrants have become increasingly relevant amongst governments and international organizations, but despite the growth in investment in information campaigns and their increased relevance, there is a severe lack of evidence of their effectiveness. Policymakers thus rely on partial information rather than rigorous measurement and analysis. The intervention will explore the evidence-base of information campaigns and highlight our current state of knowledge of their effectiveness.</i></p> <p>Sandra Morgenstern, Researcher, University of Konstanz (tbc)</p>
11:15 – 11:45	Coffee Break

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.

Part 2	
11:45 – 13:00	<p>Panel: Communication and Behaviour Change</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. Three presentations and a panel discussion 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 style="text-align: center;">Martin Kocher, Scientific Director, Institute for Advanced Studies Vienna Cillian Nolan, Associate Director for Policy, J-PAL Europe Melita Hummel-Sunjic, Executive Director, Transcultural Campaigning</p>
13:00 – 14:00	Lunch Break
Part 3	
14:00 – 14:30	<p>An Introduction to the Design of Impact Evaluations</p> <p><i>This session will focus on the tools and methodologies for designing impact evaluation in the context of information 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 style="text-align: center;">Cillian Nolan, Associate Director for Policy, J-PAL Europe</p>
14:30 – 15:00	<p>Irregular Migration and Misinformation in Nigeria</p> <p><i>With a basic understanding of the different types of impact evaluations, this presentation will review an on-going Randomized Controlled Trial (RCT) which assesses the effects of providing information on risks and outcomes through door-to-door campaigning and via family members abroad on actual migration decisions in Nigeria.</i></p> <p style="text-align: center;">Florian Foos, Assistant Professor, London School of Economics and Political Science Bernd Beber, Research Scientist, WZB Berlin Social Science Center</p>
15:00 – 15:30	<p>Migrants as Messengers in West Africa</p> <p><i>“Migrants as Messengers”, an information campaign in Senegal, was recently evaluated through a RCT. The study aimed at providing robust evidence on the impact of a peer-to-peer awareness raising campaign on informed and safe migration choices among (potential) migrants in West Africa. This unique participatory campaign engaged returning migrants to share authentic first-hand stories about irregular migration with their local communities. Both methodological aspects of the evaluations as well as outcomes of the intervention will be discussed.</i></p> <p style="text-align: center;">Jasper Dag Tjaden, Survey and Data Officer, IOM Global Migration Data Analysis Centre</p>
Part 4	
15:30 – 16:30	<p>Panel: The Future of Information Campaigns</p> <p><i>Based on the discussion of the day and main takeaways, the panel will reflect on the future of information campaigns at national and European level.</i></p> <p style="text-align: center;">Alexis Nshimiyimana Neuberg, Founder and Manager, Radio Africa TV Representative of the Austrian Federal Ministry of the Interior Representative of the European Commission Representative of the International Organization for Migration</p>
16:30 – 17:30	Reception

