



AD HOC QUERY ON 2021.19 FR Ad hoc query on the elaboration of a national communication strategy on return and reintegration (part 2)

Requested by EMN NCP France on 9 April 2021

Responses from Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Slovakia, Slovenia, Spain, Sweden (21 in Total)

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1. Background information

The French Office for Immigration and Integration – OFII – is notably in charge of applications for voluntary returns and integration.

The communication tools put in place so far by the OFII and targeting applicants to these schemes as well as partners intervening on these topics are flyers, posters, Powerpoint presentations, videos of testimonies from returnees who set up a reintegration project, as well as a website (cf. <http://www.retourvolontaire.fr/>).

In 2021, the OFII would like to think of a new communication strategy on voluntary return and reintegration, followed by its operational application in 2022. The aim is to increase the efficiency of the return scheme and to notably reach target groups and inform them through other means of communication

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than the institutional ones traditionally used. For this purpose, the OFII would like to know which communication strategies have been implemented in other Member States, identify good practices and challenges, and, if possible, be provided with a critical analysis of the national strategies put in place.

This second Ad hoc Query on the national communication strategy on return and reintegration counts for 2 AHQs.

2. Questions

1. **Do you rely on third-country nationals presents on your territory (diaspora, association of foreign nationals, etc.) or third-country nationals who returned to their country of origin to set up your communication strategy? YES/NO**
2. **If you answered YES to question 1, indicate the motivations/reasoning behind this measure (i.e., aim, format, and the results if possible)**
3. **If you answered YES to question 1, do you promote testimonies on successful returns? YES/NO**
4. **If you answered YES to question 3, please indicate how you proceed (i.e. aim, format, and the results if possible)**
5. **Do you rely on actors from countries of origin (directors, artists, influencers) in the elaboration of your communication strategy? YES/NO**
6. **If you answered YES to question 5, please indicate the motivations/reasoning behind this measure (i.e. aim, format, and the results if possible)**
7. **Which tool/media do you use to successfully reach the third-country nationals in your country or those who returned in their country of origin (social networks, TV channels or radio of the country of origin, ...)?**
8. **If you answered to question 7, please indicate how you proceed (i.e. aim, format, and the results if possible).**

We would very much appreciate your responses by **7 May 2021**.

3. Responses

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		Wider Dissemination ²	
	EMN NCP Austria	Yes	<p>1. Third-country nationals who returned to their country of origin</p> <p>---</p> <p>Source: Ministry of the Interior</p> <p>2. Communication is more credible when real returnees are shown/give testimony.</p> <p>---</p> <p>Source: Ministry of the Interior</p> <p>3. YES</p> <p>---</p> <p>Source: Ministry of the Interior</p> <p>4. e.g. https://www.returnfromaustria.at/nigeria/nigeria_english.html</p>

¹ If possible at time of making the request, the Requesting EMN NCP should add their response(s) to the query. Otherwise, this should be done at the time of making the compilation.

² A default "Yes" is given for your response to be circulated further (e.g. to other EMN NCPs and their national network members). A "No" should be added here if you do not wish your response to be disseminated beyond other EMN NCPs. In case of "No" and wider dissemination beyond other EMN NCPs, then for the Compilation for Wider Dissemination the response should be removed and the following statement should be added in the relevant response box: "This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further."

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			<p>---</p> <p>Source: Ministry of the Interior</p> <p>5. NO</p> <p>---</p> <p>Source: Ministry of the Interior</p> <p>6.</p> <p>7. Flyers, posters, website, social media campaign is currently in preparation</p> <p>---</p> <p>Source: Ministry of the Interior</p> <p>8. A social media campaign is in preparation. A focus on Instagram and Facebook advertising is planned. Flyers, posters, information leaflets are made available to all stakeholders (police, accommodation, etc.).</p> <p>---</p> <p>Source: Ministry of the Interior</p>
	EMN NCP Belgium	Yes	<p>1. Yes.</p> <p>2. In the countries of origin: Fedasil relies on its partners IOM and Caritas International in order to gather information on return and reintegration and to form return stories: information about the person's stay, procedure and general life in Belgium, the reasons of his decision to return, the preparation in Belgium, the trip and the reception in the country of origin, the support he received</p>

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			<p>and his reintegration project, the results of his reintegration and his general feeling towards his return.</p> <p>Fedasil also tries to gather direct quotes and, more importantly, a nice picture of the person(s) at their home, or at their new job.</p> <p>In the respect of GDPR, the person has to give his authorization for publishing personal information and personal image on the website and/or social media and/or printed material. We generally use aliases, and if need be, pictures where the person is not recognizable, or in certain cases stock images.</p> <p>In 2019, a survey was conducted in Belgium with specific target groups (among which third-country nationals) in order to evaluate the communication tools on voluntary return, and improve them accordingly.</p> <p>3. Fedasil publishes regularly new return stories on its website for voluntary return and shares some of them (approximately 5 a year) on social media.</p> <p>Return stories (as well as some video material) are also used for information sessions and trainings.</p> <p>4. See answer 2.2., first bullet point.</p> <p>5. Yes.</p> <p>6. In 2018, Fedasil (through IOM) called in professional photographers working in the countries of origin in order to gather more quality photos of returnees. Those were used to promote return stories online, and more importantly to produce large format posters disseminated in reception facilities and various organisations.</p> <p>On occasions, a director working in a country of origin is called upon to produce video material with testimonies of returnees and reintegration workers (also through IOM and Caritas International).</p>
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			<p>7. Mostly through the websites www.voluntaryreturn.be, www.fedasilinfo.be (only accessible in Belgium), www.factaboutbelgium.be and www.sefor.be, through printed materials disseminated in strategic places, hotlines, and through social workers, return counsellors and outreachers in the field.</p> <p>Note: The social media pages of Fedasil are generally not considered to be aiming at third-country nationals – even though some of them might consult them – but rather to a general public</p> <p>8. Regarding the website: optimized for mobile (mostly used by the target group to get information instead of a computer), and basic information available in up to 18 languages.</p> <p>Regarding the printed materials, are targeted: reception locations, city administrations, nonprofit organisations, etc.</p>
	<p>EMN NCP Bulgaria</p>	<p>Yes</p>	<p>1. Yes, International Organization for migration (IOM) relies on third-country nationals who returned to their country of origin.</p> <p>2. N/A</p> <p>3. Yes</p> <p>4. IOM posts information and shares results on its social network.</p> <p>5. IOM shares and posts the photos from the return and reintegration process provided by IOM offices in the countries of origin to increase the awareness of return and reintegration possibilities.</p> <p>6. Most of the migrants, who have been returned and provided with reintegration assistance consider the provided IOM assistance as effective and valuable.</p> <p>7. IOM uses social networks to successfully reach the third-country nationals.</p>

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			8. Social networks are very reliable to keep in touch and communicate with migrants as per IOM perspectives.
	EMN NCP Croatia	Yes	<p>1. No. Croatian AVRR program is first ever AVRR programme in Croatia and communication strategy has general direction to reach wider audience. There are no significant TCN diaspora or TCN associations in Croatia that would be a specific target of AVRR communication strategy in Croatia.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5. NO.</p> <p>6.</p> <p>7. Internet (dedicated multilingual website www.avrr.hr and croatia.iom.int) and communication applications such as Signal, dedicated phone lines, hard copy outreach materials such as multilingual leaflets and posters.</p> <p>8. Multilingual posters and leaflets are placed at key locations where beneficiaries are present, providing basic information of AVRR and pointing them to www.avrr.hr website or dedicated phone line available 24/7 where they can receive more and detailed information about AVRR.</p>

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	<p>EMN REG Practitioners Cyprus</p>	<p>Yes</p>	<p>1. No 2. N/A 3. N/A 4. 5. No 6. N/A</p> <p>7. In Cyprus, IOM implements the national AVRR programme since 2016. Communication/outreach tools put in place in the past years include: a toll-free line for migrants, posters and flyers with basic programme information in 10 languages, representing the main nationalities assisted, A5 project leaflet, a best practice bulletin that features key reintegration stories, an AVRR information video for migrants and a short ad video, dissemination of project promotional material, as well as frequent updates/posts on social media accounts and office website. They have all been effective in reaching out both to migrants and local stakeholders; the most effective being the toll-free line and social media.</p> <p>8. Please see Q 7</p>
	<p>EMN NCP Czech Republic</p>	<p>Yes</p>	<p>1. Mol: No SUZ: No. IOM: Yes</p> <p>2. Mol: N/A SUZ:N/A</p>

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			<p>IOM: Migrant communities is one of the most effective channels for such campaign. That's why we target all migrants, not only those in need.</p> <p>3. MoI: N/A SUZ: N/A IOM: Yes, as mentioned above.</p> <p>4. MoI: N/A SUZ: N/A IOM: Beneficiaries who are willing to share their stories (and sign the consent) are encouraged to record short videos where they describe the experience in their own words.</p> <p>5. MoI: No SUZ: No IOM: Not yet, but we are considering it</p> <p>6. MoI: N/A SUZ: N/A IOM: N/A</p> <p>7. MoI: Information about Voluntary Return are available on the dedicated website of the Ministry of the Interior: Voluntary Returns organised by the Department of Asylum and Migration Policy - Aktuální informace o migraci (mvcr.cz) where also contact details are published. Staff of the MoI provide information face to face and also in detention centres, where the Return Counselors of the Return Unit are placed. SUZ: Face-to-face methodology in accommodation centers run by the RFA MOI. Considering the fact that the RFA MOI is not a provider of any reintegration program in the countries of origin, we are not specifically relying on the third-country nationals in their countries of origin or third-country nationals in general as propagators of any targeted communication strategy with regard to the agenda of voluntary returns and reintegration in the country of origin.</p>
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			<p>IOM: Its almost exclusively FB. We have considered "V kontaktě", however it was impossible to procure in Russia in line with AMIF and IOM financial rules.</p> <p>8. MoI: See above SUZ: See above</p> <p>IOM: We have created a page dedicated to raising awareness of the program. A subcontracted team of experts systematically feeds the target group with relevant information based on prefabricated and approved plan. The campaign tailored to ensure maximum reach and engagement in the target group. All posts are published in the most relevant languages reflecting the migration reality in CZ - Russian, Mongolian, Vietnamese, and English. The same goes for the post-engagements.</p> <p>The statistical reports show a very good results. We also created a dedicated web page that will also be available in all mentioned languages (EN and CZ version were published so far, MN, VN and RU versions are being finalized). Five promotional videos were created by professional production teams and published on FB. Videos describing real stories of returns are progressively created and published (with consents). Leaflets and posters are distributed in cooperation with our partner organizations.</p>
	<p>EMN NCP Estonia</p>	<p>Yes</p>	<ol style="list-style-type: none"> 1. No, there is no communication strategy in place. 2. N/A 3. The IOM Estonian Office promote in their homepage testimonies of returnees. Currently their website is under redesign. 4. N/A 5. No, there is no communication strategy.

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			<p>6. N/A</p> <p>7. There is no communication strategy in place.</p> <p>8. N/A</p>
	EMN REG Practitioners Finland	Yes	<p>1. No</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5. No</p> <p>6.</p> <p>7. Social media in the MS, especially Facebook.</p> <p>8. Finnish Immigration Service has an AVR Facebook site in Arabic which has already 1 400 followers. We use the site to share information about AVR and new things like projects etc. Also via FB account we get a lot of private messages asking more information.</p>
	EMN REG Practitioners France	Yes	<p>1. The OFII has made several movies using the testimonies of successful reintegration projects, but in some countries they were perceived as being at odds with the language used by third-country nationals, too scripted, and fake.</p>

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			<p>The African diaspora with a regular status, in particular the personalities of cultural and religious communities, associations, etc., are an audience that the OFII has tried to reach out to in the past but without success.</p> <p>2. The idea was that communication by actors associated with the implementation of voluntary return and reintegration measures is less effective in raising interest in these schemes than the information and advice provided by trusted personalities in neutral contexts, who were not physically present and who were not involved in the procedure and its implementation, such as cultural and religious community figures and diaspora organizations. The OFII concluded an agreement with an association of nationals from a West African country to promote return and reintegration within this community. The OFII also financed an officer from this community, in charge of promoting job vacancies in this country, but without any success (the agreement was thus terminated).</p> <p>3. YES. See above.</p> <p>4. The testimonies of third-country nationals who benefited from the assisted return and reintegration program are presented on the OFII website dedicated to voluntary return in two ways:</p> <ul style="list-style-type: none">- A written summary that presents the background of the person who testifies: their profile and initial professional training, the difficulties they encountered due to their irregular status in France, the reintegration project they developed with the help of the OFII, and how this project was carried out and evolved once they returned to their country of origin;- A video in which the person concerned talks about their daily life in their country of origin after their return: they talk about their feelings regarding their decision to return to their country of origin and presents their daily life, in particular how their reintegration project was carried out, as well as their plans for the future. They also explain the difficulties they encountered in France, how they learned about the assisted return and reintegration program offered by the OFII, and how the return procedure was carried out. These videos are short (about 3 minute-long) and are available in French and English, and in Arabic for the testimonies of Tunisian and Moroccan nationals. In some countries, the videos are considered out of touch with the language and the world view.
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			<p>5. NO</p> <p>6. n/a</p> <p>7. The OFII's communication, including its digital communication, remains institutional (Facebook and Twitter pages of the OFII and/or of its representations abroad).</p> <p>8. N/a</p>
	EMN NCP Hungary	Yes	<p>1. No communication strategy in place.</p> <p>2. N/A</p> <p>3. N/A</p> <p>4. N/A</p> <p>5. N/A</p> <p>6. N/A</p> <p>7. N/A</p> <p>8. N/A</p>
	EMN NCP Ireland	No	<p>This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further.</p>

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	<p>EMN REG Practitioners Italy</p>	<p>Yes</p>	<ol style="list-style-type: none"> 1. yes 2. 3. In the Operating- Training Manual, produced in the framework of the in Part 1 mentioned RE.VI.TA project, successful reintegration stories were published, regarding migrants who returned into their country of origin. The in Part 1 mentioned AVRIT project also produced a video concerning migrants going to return to their countries of origin, in order to promote successful returns. 4. See reply n. 3 5. NO 6. 7. See part 1, Reply Nr.1 8. See part 1, Reply Nr.1
	<p>EMN NCP Latvia</p>	<p>Yes</p>	<ol style="list-style-type: none"> 1. No. 2. N/a 3. N/a 4. N/a 5. No.

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			<p>6. N/a</p> <p>7. N/a</p> <p>8. N/a</p>
	EMN NCP Lithuania	Yes	<p>1. Yes, on territory.</p> <p>2. Possibility to reach them.</p> <p>3. Not currently. This has been done in the past when Reintegration component was part of Assisted Voluntary Return Project.</p> <p>4. N/a</p> <p>5. No.</p> <p>6. N/a</p> <p>7. The most successful tool reported by IOM Vilnius is flyers.</p> <p>8. Flyers are distributed to the governmental institutions issuing Decisions for Voluntary Return, Foreigners' Reception Centers, local authorities and NGO's working with migrants with the aim to inform every third-country resident issued with the Decision about the possibility to request for AVR provided they fall under the eligibility for AVR. The results have not been assest, although IOM Vilnius reports that most of the beneficiaries are directed by Lithuanian authorities.</p>

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	EMN NCP Luxembourg	Yes	<ol style="list-style-type: none"> 1. NO. Information sessions are regularly organized by the IOM in the international protection seekers reception centers. The IOM assures a weekly permanence in Luxembourg, in their office outside the reception centers. The information concerning the voluntary return program is in principle given, either by information sessions, individual counselling by IOM and NGO's (i.e. Red Cross, Caritas ASTI, CLAE,). 2. N/A. 3. No. 4. N/A. 5. No. 6. N/A. 7. None of the above. 8. N/A.
	EMN REG Practitioners Netherlands	Yes	<ol style="list-style-type: none"> 1. No 2. 3. 4. 5. No

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			<p>6.</p> <p>7.</p> <p>8.</p>
	EMN NCP Poland	Yes	<p>1. Yes</p> <p>2. Engagement of diaspora representatives increases programme's credibility; they might help design a communication message in a way that is more comprehensible for other migrants.</p> <p>3. Yes</p> <p>4. Narrative/written testimonies, illustrated with beneficiaries' photos, their newly set up businesses etc. were published in a form of booklet or posted on social media. Short films were made in the country of return about return and reintegration process.</p> <p>5. No</p> <p>6.</p> <p>7. Social networks, social media, migrant media, migrant associations.</p> <p>8. By conducting outreach visits, publishing articles/press ads, organising workshops for migrant community leaders and providing their representatives with AVRR info materials.</p>

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	<p>EMN REG Practitioners Slovakia</p>	<p>Yes</p>	<p>1. YES Former returnees were the most frequently used source of referral among migrants who registered into Slovak AVRR programme in 2020. IOM Slovakia publishes their testimonies on AVRR website www.avr.iom.sk .</p> <p>2. See answer above.</p> <p>3. YES, stories of return in the form of short articles with pictures and in the form of videos are published on the website of Slovak AVRR programme.</p> <p>4. The stories are produced based on results of reintegration monitoring. In selected case who express interest in cooperation, IOM missions in countries of origin are asked to shoot short videos 3-5 minutes depicting migrants' reintegration stories. Testimonies from compatriots tend to reduce initial distrust and uncertainty often faced by the returnees when they are first in touch with AVRR staff or when they are considering whether to contact AVRR.</p> <p>5. NO</p> <p>6. N/A</p> <p>7. See response to Q 1.1 in part 1 of the AHQ.</p> <p>8. See response to Q 1.1 in part 1 of the AHQ.</p>
	<p>EMN NCP Slovenia</p>	<p>Yes</p>	<p>1. No</p> <p>2. /</p> <p>3. /</p>

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			<p>4. /</p> <p>5. No</p> <p>6. /</p> <p>7.</p> <p>Currently in Slovenia the AVRR programs do not run, since the contract between the Police and IOM has expired and it has not been extended. The Slovenian Police who has the legal authorization to enforce returns from the country, both voluntary and enforced is working on joining the ERRIN program.</p> <p>8. Information not available.</p>
	EMN NCP Spain	Yes	<p>1. Yes, among NGOs and entities who managed voluntary return projects there are associations of foreign nationals.</p> <p>2. The main reasons are:</p> <ul style="list-style-type: none"> -Associations of foreign nationals are key part of Spanish voluntary return programs - Communication and exchange of information between peers is easier, fastest and on occasion more useful, due to the fact of a better trust relationship an understanding between peers. -Information provided by associations of foreign nationals can reach more people than State authorities in some target groups, such as irregular third-country nationals. <p>3. Yes</p> <p>4. A few NGOs, who managed voluntary return projects, posting on their social networks and websites testimonies of returnees.</p>

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			<p>Testimonies from relatives and friends, who have already returned or know returnees, is one of the most common mention ways to get to know about voluntary return among applicants.</p> <p>5. No</p> <p>6.</p> <p>7. Mainly by website, and social networks</p> <p>8.</p>
	EMN NCP Sweden	Yes	<p>1. Not applicable as there is currently no communication strategy on return or reintegration in Sweden. See Q2, part I, however on the video testimonies that have been developed within the ERRIN pilot on Sustainable Reintegration in Afghanistan.</p> <p>2. Not applicable</p> <p>3. N/A but as mentioned above, Q3 part I, there are plans to explore the possibilities to develop video testimonies on successful returns.</p> <p>4. Not applicable</p> <p>5. Not applicable</p> <p>6. Not applicable</p>

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			<p>7. To date, the key tools used are the ones mentioned Q1, part I to reach the third-country nationals in SE. No information is currently organized to reach those who returned in their country of origin.</p> <p>8. Not applicable</p>
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