

**FINAL EVALUATION
REPORT**

**EVALUATION OF AWARENESS RAISING
CAMPAIGNS FOR (POTENTIAL)
MIGRANTS**

**CENTER FOR
EVALUATION AND
DEVELOPMENT**

**MANNHEIMER
ZENTRUM FÜR
EVALUATION UND
ENTWICKLUNGS-
FORSCHUNG
(MZEEF)**

**CENTRE POUR
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**CENTRO PARA LA
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DESARROLLO**



Ministry of Foreign Affairs



Center for Evaluation
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Abbreviations

C4D	Community for Development
C4ED	Center for Evaluation and Development
COMO	Community Mobilizer
CSO	Civil Society Organization
DAC	Development Assistance Committee
DRC	Danish Refugee Council
DO	Diaspora Organization
EU	European Union
FGD	Focus Group Discussion
ICMPD	International Centre for Migration Policy Development
IDI	In-Depth Interview
IDP	Internally Displaced Person
IOM	International Organization for Migration
IR	Inception Report
KAP	Knowledge, Attitude, and Intended Practice
KII	Key Informant Interview
KRI	Kurdistan Region of Iraq
LGBTQ+	Lesbian, Gay, Bisexual, Transgender and Queer (or Questioning) and others
MFA	Ministry of Foreign Affairs
MMC	Mixed Migration Center
NAPTIP	National Agency for the Prohibition of Trafficking in Persons
NCFRMI	National Commission for Refugees, Migrants and Internally Displaced Persons
NGO	Non-Governmental Organizations
OECD	Organization for Economic Co-operation and Development
SBC	Social Behavioral Change
SoM	Smuggling of Migrants
SRHR	Sexual and Reproductive Health and Rights
TiP	Trafficking in Person
ToC	Theory of Change

ToR	Terms of Reference
UNHCR	United Nations High Commissioner for Refugees
WoM	Word of Mouth

Executive summary

In order to address increasing arrival of irregular migrants, The Netherlands have adopted an integrated approach that focuses on protecting human rights, preventing irregular migration, combating trafficking in persons and smuggling of migrants, and promoting return and reintegration. Campaigns that aim to raise awareness of potential migrants about the risks of irregular migration and the reality of life in the countries of destination and to promote legal alternatives are expected to contribute to these objectives.

Among the broad and varied portfolio of awareness-raising campaigns funded by The Netherlands, four campaigns were selected for this evaluation, namely the “Migration Communication Campaign (Phase 2)” implemented by Seefar in Nigeria and in Iraqi Kurdistan between May 2019 and April 2021; the “Information and Dialogue on Irregular Migration” implemented by Internews Europe in Afghanistan between May 2019 and June 2021; the “Diaspora Awareness Raising Campaign” implemented by the Danish Refugee Council (DRC) in Afghanistan (diaspora) between June 2019 and June 2022, and the “Trusted Sources” Campaign, implemented by the International Organization for Migration (IOM) in Nigeria between October 2019 and June 2022. All four campaigns used different approaches and activities, with a common aim, which is to strengthen migration cooperation and protection of the human rights of people on the move. The present evaluation report presents a comparative analysis of all four campaigns and draws conclusions about the extent to which different designs and approaches have been effective and efficient in changing the awareness, knowledge, attitudes, and behavior of (potential) migrants towards irregular migration.

The evaluation uses a purely qualitative design and aims at determining the extent to which the designs of the campaigns were relevant and responded to beneficiaries’ needs, the extent to which the campaigns were effective in achieving the intended outcomes, the impact of the achieved outcomes on the beneficiaries’ migration intentions and, to the extent possible, their sustainability.

The “**Migration Communication Campaign (Phase 2)**” was implemented in Nigeria and the Kurdistan Region of Iraq (KRI), and targeted people considered as ‘potential migrants’, both males and females, aged between 16 – 34 years as primary beneficiaries. The campaign was also designed to include a secondary audience, such as parents, family members and close friends, as well as other influencers such as teachers and community leaders. Campaign activities targeted the above-mentioned groups in Lagos, Edo, Abuja, and Kebbi states for Nigeria and in Erbil and Sulaymaniyah for KRI. Findings showed that the effectiveness of the “Migration Communication Campaign” in changing people’s behaviors towards irregular migration mainly lies in its design which took into account beneficiaries’ personal needs for information and opportunities. The campaign used relevant sources, mainly Word of Mouth (WOM) counsellors, to address those needs. This significantly altered people’s behaviors towards irregular migration.

Through the “**Trusted Sources**” Campaign, the International Organization for Migration trained government partners in several states in Nigeria who were used to lead community dialogue sessions whereby community members and potential migrants were informed about irregular migration. Furthermore, the campaign also trained returning migrants to tell their migration stories in the form of theater. Findings from the “Trusted Sources” campaign show that using

government partners and returnees as so called “Trusted Sources” and training them to lead community dialogue sessions and to perform theater was a very effective way of raising awareness of potential migrants on irregular migration. Results show that these ‘sources’ were generally trusted by the beneficiaries, which is an asset for the campaign. While beneficiaries were often not able to recall messages that were communicated through the campaign, the idea of irregular migration as a dangerous pathway that should be avoided was well ingrained in them.

The **“Diaspora Awareness Raising Campaign”** is an online campaign targeting Afghan (potential) migrants and was implemented by several Afghan Diaspora Organizations (DOs) based in Europe, guided and coordinated by the DRC, and supported by several research and social behavioral change consultancy partners. Based on the analysis of secondary project documents and primary data collected from project implementers and Afghan migrants, we found the campaign to be responsive towards beneficiaries’ needs. Its strength lied in having Afghan migrants (as part of implementing DOs and as DRC’s project staff) take the lead in the design and implementation of the project and in having multiple stakeholders with different areas of expertise participate in extensive, iterative needs and messaging assessments to inform the design and implementation of the campaign. Despite the online campaign’s efforts to segment target groups and tailor messages to different needs, the nature of public online media channels limited the campaign’s abilities to target specific campaign sub-groups and tailor messages to individual needs.

The **“Information and Dialogue on Irregular Migration”** campaign was implemented in Afghanistan by Internews Europe between May 2019 and June 2021. The campaign targeted potential migrants in rural areas of Afghanistan, especially males aged 18-26. Other vulnerable subgroups, including returning migrants, internally displaced persons (IDP), as well as women and other family members who may influence migration decisions of household members, were also targeted by the intervention. To reach these target groups, Internews used radio and social media communication tools. Selected journalists in Afghanistan were trained in order to ensure high quality, accurate, and conflict-sensitive coverage of migration awareness-raising communication.

Due to lack of access to beneficiaries and project staff as well as campaign material, the assessment of this campaign was limited to cost-efficiency. Findings indicate that the campaign could be very cost-efficient due to the high number of beneficiaries the campaign claims to have reached by using mass media channels. However, we also found that the project was not able to track and verify the actual number of beneficiaries reached, and assumptions made in the planning stage about the reach of the channel appear to be exaggerated and lack an evidence base. These limitations for measuring cost-efficiency exemplify one of the major challenges for campaigns which use mass-media channels: limitations in the evaluability of campaign effects.

We found that the differences between campaigns were large and implementation organizations had considerable leeway in preparing their own designs. This led to innovative approaches however project staff were sometimes unsure about the MFA’s priorities. This was especially clear regarding the question of prioritizing between prevention of irregular migration and protection of migrants. It is important for the MFA to define this as it will better guide implementing partners to design campaigns with a single priority. There are contradictions and mixed messaging that can result from lack of clarity regarding what a campaign is intended to achieve. For instance, if

beneficiaries perceive that a campaign simply wants to prevent them from migrating, they are less likely to find information that would protect them from risks credible. Clarity on this issue can ensure complementarity of distinct awareness campaigns.

One major overlooked source of opportunity that can be put into place relatively quickly is the currently missing knowledge exchange between different campaigns. Due to the varying experiences, knowledge base and skill sets within each project, we see considerable potential for preventing duplication of efforts and learning from each other. In general, awareness campaigns should be streamlined and have a central, robust theory of change which should be adapted by each implementing partner to their local socio-cultural context. The eclectic nature of current campaigns reduces their evaluability and comparability, which could be addressed by having standardized indicators and a regularly updated monitoring system.

Our comparison of campaign designs and effects explores the strengths and weaknesses of the disparate design approaches and implementation modalities and elaborates on the trade-offs. Besides generally positive outcomes of the awareness-raising campaigns, in particular for their provision of information, we found that several measures can be adopted to increase their relevance, effectiveness, efficiency, gender-sensitivity and sustainability. On the basis of responses from beneficiaries, key informants, project documents, cross-comparison and desk research, we present the following recommendations, which are discussed in detail in Section 5.

- Clearly define and prioritize between protection of migrants and prevention of migration.
- Set up a robust monitoring and financial reporting system that is regularly updated.
- Create a (unified and) robust theory of change through a participatory process.
- Ensure synergy between awareness campaigns and existing development interventions.
- Create and use guidelines and checklists to ensure gender-sensitivity of awareness campaigns.
- Run separate campaigns with a (primary) prevention or protection function.
- Enable campaigns to learn from each other through regular knowledge exchange.
- Develop capacity of local groups and institutions to act as messengers to increase sustainability.
- Implementing partners should combine different messaging channels to ensure interaction and engagement.
- Implementing partners should use participatory approaches in program design.

Migration is not an isolated phenomenon but rather a component of people's broader livelihood projects where life decisions are influenced by a range of interdependent historic, cultural familial, and socio-economic factors. Decision-making processes are multi-dimensional and dynamic – intentions develop as the lives of individuals progress and contexts change. Consequently, it should be expected that attitudes and behavior towards irregular migration will continue to evolve even after the end of the migration awareness campaigns and even if knowledge about migration risks and legal alternative is sustained.

1. Introduction

The number of people illegally crossing European borders has remained on the rise throughout 2021, as nearly 200,000 illegal crossings were recorded in 2021 (ICMPD, 2022). This number, according to ICMPD (ibid.), represents a 57% rise compared to 2020 and a 38% rise compared to 2019. By definition, irregular migration is when a person enters or lives in a country of which he or she is not a citizen in violation of its immigration laws and regulations (Castles et al., 2012). This phenomenon is particularly concerning as it not only involves significant risks to the irregular migrants themselves but may also pose logistical and security threats to receiving countries. To limit the risks that irregular migrants are exposed to, and more generally, to reduce the flow of irregular migrants, awareness-raising on irregular migration has been carried out by international organizations, civil society organizations, and governments (DG HOME, 2021). The aim of these awareness-raising campaigns is to counter misinformation by smugglers and facilitate safe migration decisions (Tjaden and Gninafon, 2022), either targeting potential irregular migrants in their countries of origin, or those who find themselves on the irregular migration journey.

As one of the major receiving countries of irregular migrants, the Netherlands has adopted an integrated approach to migration. The main pillars of this approach focus on protecting human rights; preventing irregular migration; combating trafficking in persons and smuggling of migrants; and promoting return and reintegration. This is expected to be achieved through campaigns that aim to raise awareness about the risks of irregular migration and the realities of life at destination, and through promoting legal alternatives. As part of this strategy, the Netherlands has funded migration awareness-raising campaigns in many countries in the Global South, including Nigeria, the Kurdistan Region of Iraq (KRI), and Afghanistan, via several implementing organizations and United Nations agencies (Schans and Optekamp 2016).

1.1 Campaigns Evaluated and individual Theories of Change

This report presents findings of an external evaluation of four awareness-raising campaigns funded by the Netherlands: the “Migration Communication Campaign (Phase 2)” implemented by Seefar in Nigeria and KRI between May 2019 and April 2021; the “Information and Dialogue on Irregular Migration” implemented by Internews in Afghanistan between May 2019 and June 2021; the “Diaspora Awareness Raising Campaign” implemented by the DRC in among the Afghanistan diaspora between June 2019 and June 2022 and the “Trusted Sources” campaign, implemented by the IOM in Nigeria between October 2019 and June 2022.

1.1.1 The “Migration Communication Campaign (Phase 2)”

The “Migration Communication Campaign” was implemented in Nigeria and KRI by Seefar between May 2019 and June 2022. Seefar justified this campaign based on the fact that Nigeria was registered as the major sending country for migrants that arrived irregularly in Italy in 2017 and remained among the top sending countries through 2018. Also, in the same period, Nigerians were within the top west African nationalities claiming asylum in the Netherlands. According to

Seefar, Nigerian migrants were often found to be victims of human trafficking, with a high risk of exploitation for female migrants. Regarding the KRI part of the campaign, Iraqi migrants were among the largest national groups arriving by sea in Greece in early years of what is often called the 'European Union (EU) migration crisis' in 2015. Seefar also found that the Netherlands continues to represent one of the preferred destinations for Iraqi Kurds, and that LGBTIQ+ people from KRI represent a significant share of all LGBTIQ+ arriving irregularly in the EU.

The Migration Communication Campaign targeted people considered 'potential migrants', classified as males and females (and in KRI diverse), aged between 16 – 34 years as primary beneficiaries. The campaign was also designed to include a secondary audience, such as parents, family members and close friends, as well as other influencers, such as teachers and community leaders. Campaign activities targeted the above-mentioned groups in Lagos, Edo, Abuja, and Kebbi states for Nigeria and in Erbil and Sulaymaniyah for KRI.

The design of the campaign was informed by extensive primary research on migrant decision making that Seefar has conducted since 2009 and by detailed evaluations of several types of migration communication campaigns from Africa and Asia. Based on their research, Seefar designed campaign messages which explained the physical and emotional risks of migrating irregularly and gave information on alternatives to irregular migration. Seefar also included messages on gender-based violence to inform women about the risk of sexual exploitation and human trafficking on the journey. Messages were communicated through a range of channels including Word-of-Mouth (WoM), face-to-face consultations, remote WoM and hotline consultations, community events, media engagement, online and social media outreach, and educational outreach.

The campaign used a theory of change, based on Seefar's previous research which suggests that people who have decided to migrate are likely to be influenced by changes in three areas:

- Perceptions of their home country and the economic opportunities available there.
- A better understanding of the risks of the journey.
- A better understanding of the reality of life after reaching destination.

Seefar therefore aimed at filling information gaps identified in these three areas by assuming that:

IF individuals contemplating irregular migration and community members who influence their decision are informed about the risks involved in the journey; the realities of life at destination; legal migration options; and local, national or regional alternatives,

THEN these potential migrants' knowledge will be better aligned with the reality which will lead to improved understanding of the risks of irregular migration and available alternatives to irregular migration.

THIS WILL IN TURN CONTRIBUTE TO empowering potential migrants to make informed decisions about irregular migration, thereby dissuading some of them from undertaking irregular migration journeys and encouraging others to explore legal migration options in favor of irregular ones and encouraging them to make better use of alternative opportunities locally, where available. Figure 1 illustrates the ToC used by Seefar.

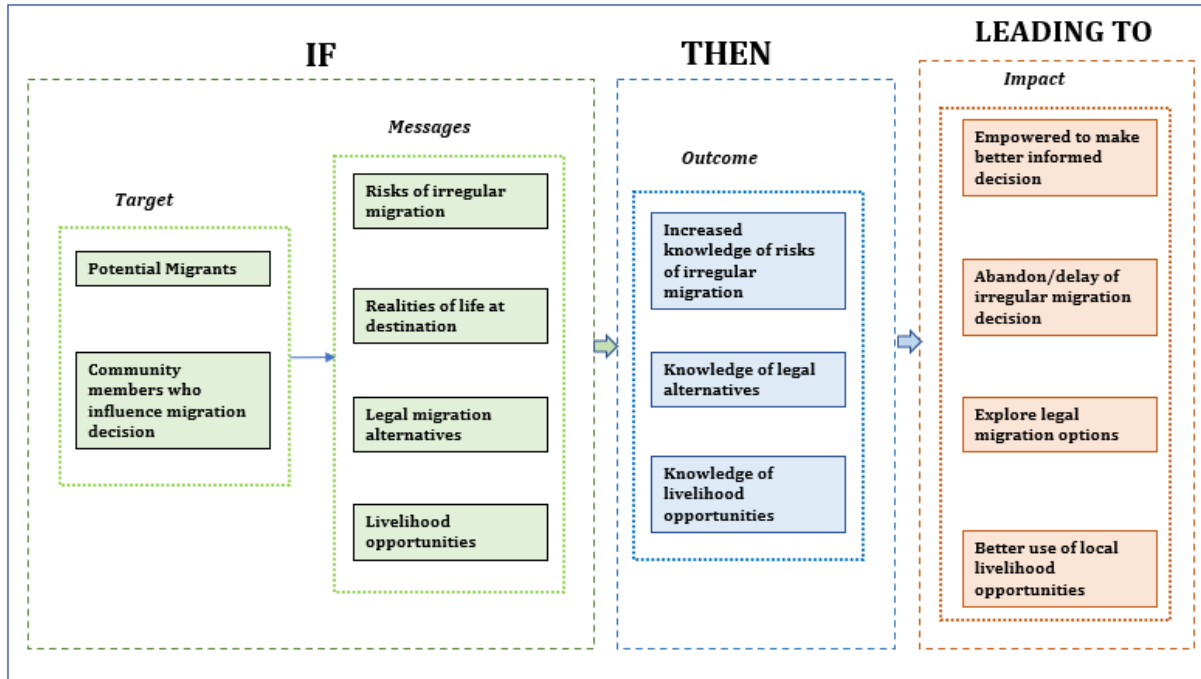


Figure 1. Theory of Change used by Seefar (C4ED own elaboration).

1.1.2 The “Trusted Sources” campaign

The “Trusted Sources” campaign intervened in a context of high levels of TiP and Smuggling of Migrants (SoM) in Nigeria. Its implementation was also motivated by the fact that weakened government structures in Libya and the presence of multiple non-state armed forces enable trafficking and smuggling rings and other criminal groups to exploit irregular migrants and place them in slave-like conditions. The IOM also found that as of 2019, Nigerian migrants made up to 6% of all migrants in Libya, making Nigerians the fifth largest migrant community in the country (IOM, 2022).

The “Trusted Sources” campaign targeted beneficiaries at different levels. The primary target audience was potential migrants aged 18-35 years from migration-prone communities in the states of Lagos, Edo, Ogun, and Delta. The secondary audience included key opinion leaders within target communities, such as families, religious and traditional leaders who play an influential role in the decision-making process of potential migrants. A tertiary target group was made of government partners, both at the federal and state levels, due to their key influential role and mandates in the area of migration, including in TiP and SoM.

The “Trusted Sources” campaign started by strengthening institutional capacities of governmental and non-governmental actors, communities of origin, networks of traditional and religious leaders, teachers, community dialogue facilitators, returnees, and other key stakeholders identified through a Knowledge, Attitude, and intended Practice (KAP) survey. Capacity building was then done to enable the selected partners to conduct migration awareness events such as community dialogue and community theater. The main aim of the intervention was to expand the evidence base for the prevention of TiP, to develop and review key strategic documents, and

support grassroots efforts by promoting home grown solutions and community action. The awareness-raising events included a Community for Development approach (C4D), which consisted of engaging returning migrants in performing theatre in order to inform the community about their experiences with irregular migration. Additionally, school-targeted information campaigns were carried out by forming migration clubs to inform the youth on the risks of irregular migration.

The IOM built the “Trusted Sources” intervention on the logic that:

IF capacity of state and non-state actors conducting evidence-based planning, implementation, and monitoring of social and behavioral change communication is enhanced, leading to effective and improved coordinated awareness-raising interventions in Nigeria, and if active involvement of returnees, community members, governmental and non-governmental actors in the design, planning and implementation of strategies, such as community-dialogue, peer education, and support groups is solicited,

THEN this will present a significant opportunity to identify, prevent, and reduce incidences of TiP and SoM, as well as for returnees and potential migrants to take advantage of available economic reintegration and livelihood opportunities in their communities. Figure 2 illustrates the ToC used by the IOM.

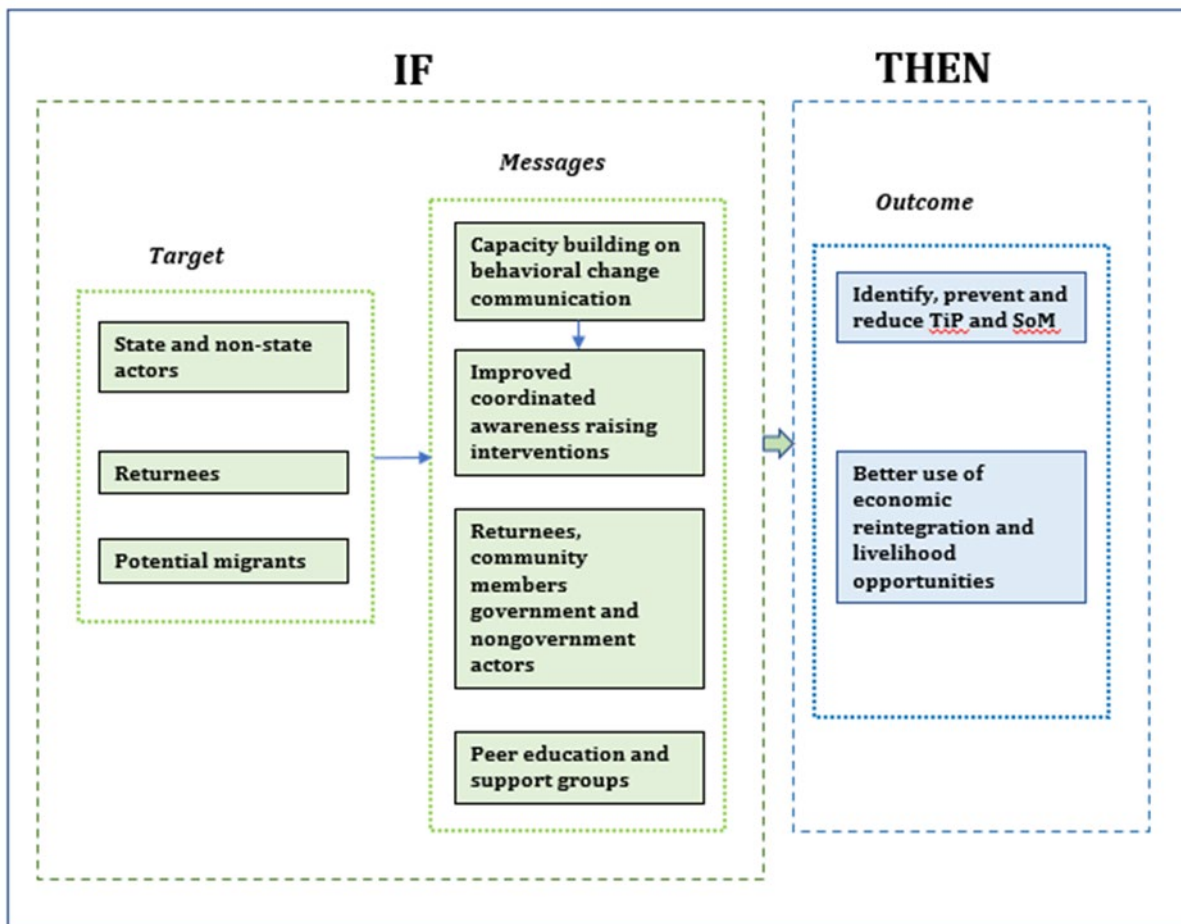


Figure 2. ToC used by the IOM. (C4ED own elaboration)

1.1.3 The “Diaspora Awareness Raising Campaign”

The DRC highlighted a set of social ills in Afghanistan that motivated the “Diaspora Awareness Raising Campaign”. Such ills include and are not limited to the continued and worsening security situation in Afghanistan, lack of rights, high unemployment, and environmental hazards. The DRC also noted that millions of Afghan migrants are present in the Islamic Republic of Iran and in Pakistan, among which most are undocumented and do not have access to assistance. Therefore, Pakistan and Iran constitute migration corridors to Europe for Afghans, facilitated by smugglers. The DRC also noted that Afghans were among the highest numbers of migrants arriving in Europe between 2016 and 2018. Further, the “Diaspora Awareness Raising Campaign” was motivated by the fact that irregular migration journeys involve risks of physical and sexual abuse, kidnapping, crime, and death. Also, according to the DRC, Afghanistan is one of the main countries of origin for both unaccompanied and separated children, and children in families seeking asylum in Europe, many of whom experienced sexual abuse and forced labor on the migration journey. The DRC noted prior existing knowledge of the risks of irregular migration among family members who support their children’s unaccompanied journey, and mixed knowledge of the risks among unaccompanied children themselves. Those who attempted the journey before, had knowledge of the risks, while most unaccompanied children had no idea of the risks of the irregular migration journey. The DRC also found a difference in the level of information between male and female migrants, with males much more likely to be aware of potential dangers.

The “Diaspora Awareness Raising Campaign” targeted the following groups:

- Primary audience: migrants and potential migrants, including women, families sending young boys, and young men taking on substantial debt.
- Influencing audience: diaspora members primarily, and potentially community leaders and direct family members in Afghanistan.
- Partners: these are diaspora organizations that have been identified as being well placed to deliver messages and protection information.

After conducting extensive research with the aim to understand why migrants adopt behaviors that make them susceptible to protection risks, and to uncover links between migrant profiles and protection risks and behaviors, the DRC determined segments within the migrant population who have similar information needs and/or who are relatively homogeneous, meaning they have similar characteristics that are unique to their group and are different from other segments and the migrant population in general. DOs¹ were used to convey protection messages mostly to migrants that are on the migration route using various social media platforms².

¹ Five Afghan Diaspora Organizations in Denmark, Germany, and The Netherlands were selected to design and communicate protection messages to Afghan migrants in transit and to provide relevant messages to those who made it to their destination (usually in Germany, Denmark, or the Netherlands)

² According to the DRC, Facebook and YouTube were mostly used to convey protection messages to the migrants in transit.

The focus of the Diaspora awareness Raising Campaign was on the migrants that were already on the migration road. Therefore, the DRC aimed to make the journey less dangerous for them by providing them with information that could help them avoid risk. Therefore, the ToC used by the DRC logic assumes that:

IF it is known which dangerous migration behaviors are open to influence and which actors can positively influence these behaviors, and if these influencers are ready and able to support and encourage migrants,

THEN potential migrants and migrants en route will be able to further reduce their exposure to protection risks. Figure 3 illustrates the ToC for the “Diaspora Awareness Raising Campaign”.

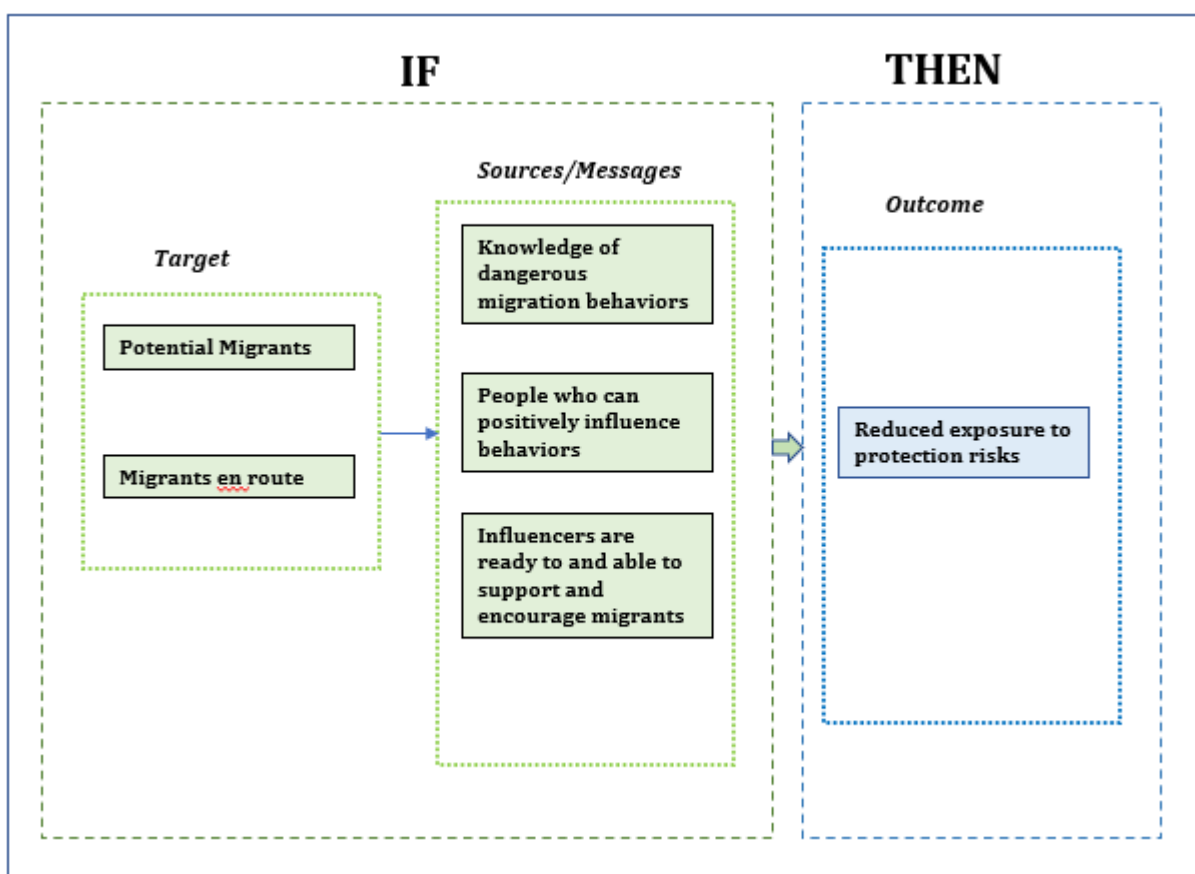


Figure 3. ToC of the DRC (C4ED own elaboration).

1.1.4 The “Information and Dialogue on Irregular Migration”

The “Information and Dialogue on Irregular Migration” campaign was implemented in Afghanistan by Internews Europe between May 2019 and June 2021. This campaign was driven by the fact that Afghans were among the top three countries of origin of applicants for international protection in the EU, and of new arrivals entering Greece. There were several factors identified by Internews as being likely to trigger migration out of Afghanistan, making the country one of the top priorities in terms of migration prevention. These factors included the deteriorating

security situation following the 2013-14 drawdown of international forces; the Taliban's territorial gains, and the resulting sharp reduction in economic growth rates as foreign military and civilian assistance decreased. Furthermore, policy changes in places like Pakistan and Iran where millions of Afghans have taken refuge, pushed them back to their homeland, with many returning migrants struggling to reintegrate. This raised the potential of those returning migrants to seek alternative migration destinations, such as Europe.

The campaign targeted potential migrants in rural areas of Afghanistan, especially males aged 18-26". Other vulnerable subgroups, including returning migrants, internally displaced persons (IDP), as well as women and other family members who may influence migration decisions of household members, were also targeted by the intervention. To reach these target groups, Internews used radio and social media communication tools which, according to them, are key trusted and influential sources for the target groups. Selected journalists in Afghanistan were trained in order to ensure high quality, accurate, and conflict-sensitive coverage of migration awareness-raising communication. The Salam Watandar radio broadcaster that was used for the occasion, maintained a radio network in all 34 provinces of Afghanistan, reaching over 21 million listeners, including those in the most remote areas. This network included 102 local radio stations before the recent Taliban takeover. 88 of them were reported to still be operational in October 2022.

The campaign's ToC can be reconstructed as:

IF the capacity of journalists to enhance reporting standards and to increase production of migration-related media content which presents accurate, useful information in an engaging way, is improved; and if more pertinent migration-related content is produced through widely accessible and effective media platforms, reaching diverse socioeconomic groups and geographic locations; and if potential irregular migrants and their communities are provided with the opportunity to engage in balanced dialogue and debate about irregular migration issues through the social networking forums they trust most,

THEN there will be greater awareness among potential irregular migrants and their communities of their rights, safe migration procedures, and alternatives in-country; of the risks of irregular migration including understanding of Trafficking in Person (TiP) and secondary migration; and better understanding of the negative experiences and risks faced by others who have returned to Afghanistan or are on the move toward Europe;

LEADING TO increased preference for safe, orderly migration opportunities and possible legal alternatives available in-country. Efforts made by other bodies involved in advocating to prevent irregular migration will also be bolstered by the outcomes achieved here, and thereby assisted to achieve more impact. Figure 4 illustrates the ToC used by Internews.

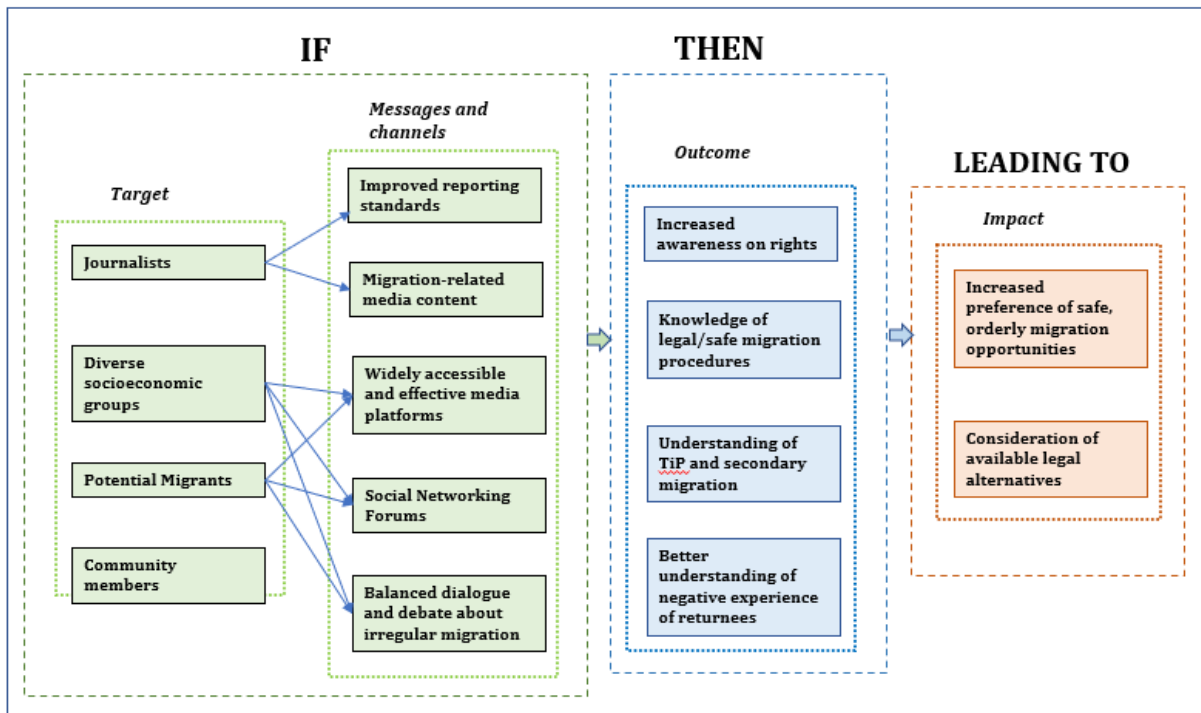


Figure 4. Theory of Change used by Internews (C4ED own elaboration)

1.2 Combined Theory of Change

Overall, two main themes emerged from all individual ToC: protection of migrants and deterrence of irregular migration. Both themes were achieved by providing different messages including information on the risk of irregular migration, the realities of life at destination, legal migration alternatives, and livelihood opportunities in the countries of origin. All four campaigns used different channels, including community events, WoM, radio broadcast, school events, and social media. Furthermore, the campaigns used different actors (sources), including community members, returning migrants, members of the diaspora, government partners, and journalists to deliver their message. The common aim was to protect migrants who are already en route or those who decide to start an irregular migration journey, and to persuade potential migrants who have not yet started the journey to either delay or cancel their migration plans and consider legal migration alternatives and/or consider local livelihood opportunities that are available to them. Figure 5 below illustrates the overall ToC we reconstructed to assess and compare the four campaigns.

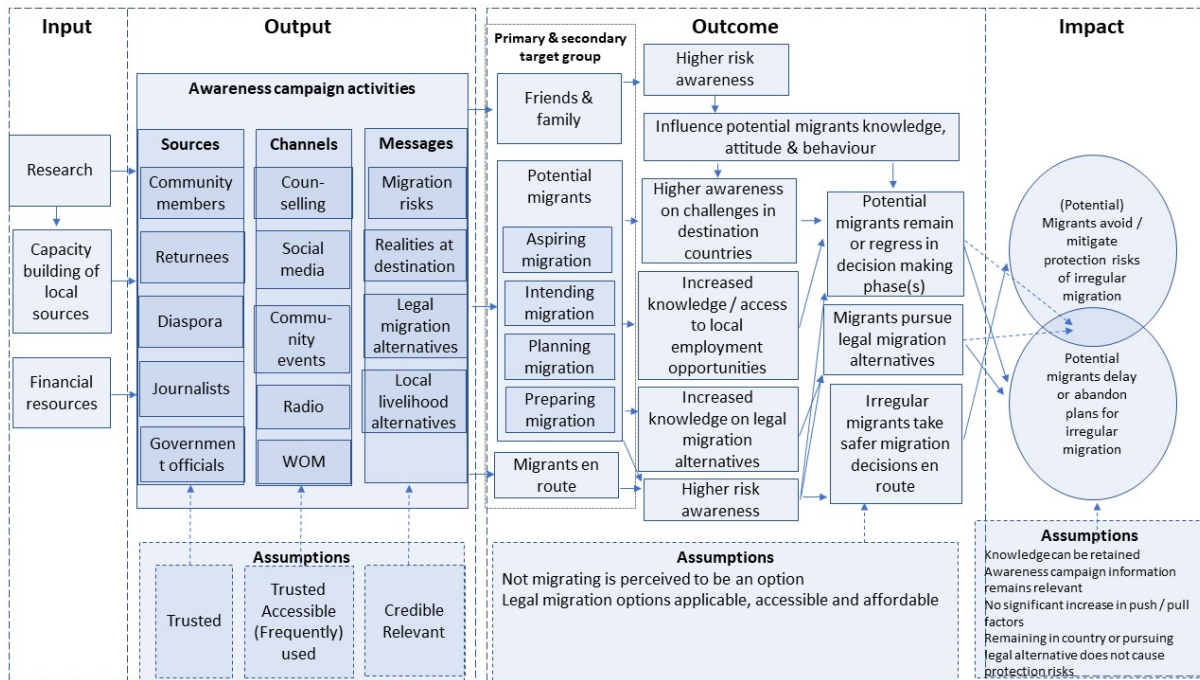


Figure 5. Reconstruction of the ToC used in the awareness-raising campaigns under evaluation

1.3 Challenges and mitigation

From the inception phase up until the reporting phase of the present evaluation, some challenges were encountered, and mitigation strategies were developed. This section provides an overview of the challenges encountered and the mitigation strategies that were developed in response to those challenges, as well as of limitations of the evaluation where no mitigation strategies could be developed.

1.3.1 The “Migration Communication Campaign (Phase 2)”

Collaboration with Seefar was very smooth, and all data were collected as planned in the Inception Report (IR). In Nigeria, data were collected in Lagos and Edo state. Beneficiaries were very eager to participate in the interviews and were very open to sharing their personal stories and to tell us what they learned during the campaign. As a result of the said eagerness, our team in Nigeria was able to conduct more interviews than initially planned. Instead of 15 planned in-depth interviews (IDIs) with beneficiaries in both states and 4 KIIs with national project staff members, 22 IDIs and 5 KIIs were conducted. More details on the sample size are provided in section 2.1.2. We found during data collection that a few respondents were no longer in the city where they were consulted and had moved to different cities in the country. Therefore, a few interviews were conducted remotely, representing less than 20% of the total sample size in Nigeria.

In KRI, data were collected in Sulaymaniyah and in Erbil. In these areas, beneficiaries were less eager to participate in interviews. Among those who agreed to participate, several respondents, especially women, did not agree to be recorded.

To mitigate this challenge, Seefar’s project coordinators assisted in reassuring beneficiaries on the purpose of the interviews and on their anonymity. This allowed us to reach our targeted sample size, but only two women agreed to take part in the interviews. Persons identifying as LGBTQ were identified but did not agree to participate in the interviews despite the intervention of Seefar national staff members, citing safety concerns.

1.3.2 The “Trusted Sources” Campaign

A team member from C4ED travelled to Nigeria to supervise data collection in Lagos and Ogun states for the “Trusted Sources” case study. During this field trip, meetings were held with the IOM, during which KIIs were conducted with the project team. The main challenge resided in finding beneficiaries of the campaign, as a logbook with the list of participants did not exist for most of the community theatre and community dialogue sessions. To mitigate this limitation, the Community Mobilizers (COMO) engaged in the campaign kindly helped to identify communities where beneficiaries could be met. This may be seen as a limitation to the study as only persons with and without intentions to migrate were interviewed. This is due to the fact that neither the evaluation team nor the implementing organization had resources devoted to track persons who decided to migrate even after attending the campaign’s activities. To mitigate the risk of bias in the selection of respondents, the communities to be sampled were purposively selected by the evaluation team from a larger sample provided by the IOM, and COMOs to be contacted were also purposively selected by the evaluation team. Finally, among the pool of beneficiaries that were presented by the COMOs, respondents were purposively selected by our field team.

1.3.3 The “Diaspora Awareness Raising Campaign”

We encountered the following challenges during the secondary and primary data collection for the DRC study, which limited the evaluability and robustness of findings for certain research questions:

Identification of / access to campaign beneficiaries: One limitation of the data collection for the DRC campaign was that the C4ED research team had initially no access to campaign beneficiaries. To mitigate this limitation, IDIs were held with Afghans who previously had been invited to participate in message testing of campaign material as well as Afghan diaspora participants who had been exposed to campaign material at a conference held in the Netherlands. For the purpose of message testing, DRC had contracted a research consultancy to show campaign material to potential migrants in Afghanistan as well as Afghan migrants (in transit and at destination) in Turkey and Germany. Message testing participants as well as those invited diaspora members who had participated in the conference and who were willing to participate in a follow-up interview with C4ED were included in the IDI sample for this study to stand in as proxies for campaign beneficiaries. Eventually, DRC was able to share contacts of and C4ED was able to interview a few beneficiaries who had actually visited DO websites and organically accessed campaign information. Consequently, findings for some EQs (Evaluation Questions) are not robust, as most interviewed respondents had not organically searched for and found campaign information via established channels, and as they had no interaction with DOs as campaign sources.

Delay of data collection, low response rate: Data collection for Afghan IDIs was delayed due to delays in and the limited number of provided contact details from the campaign and their consultancy partner. Another challenge which reduced the number of interviewed respondents and delayed data collection was the low response rate among potential respondents for beneficiaries (under 30%) and DOs (80%).

Lack of trust and connectivity issues during remote interviews: IDIs with Afghans in the country of origin, en route, and at destination had to be conducted remotely, which, at times reduced the quality of the interviews. Researchers could not ensure that interviews were held at safe and undisturbed spaces, and at times, connectivity was poor or cut off. In addition, some respondents, in particular irregular migrants in transit, showed suspicion towards interviewers. Some responses are possibly inaccurate or incomplete, as respondents may have hesitated to divulge illegalized actions and due to fear that honest answers may decrease their chances throughout their further migration journey.

Sensitivity of subject matter and emotional responses: On rare occasions, interviewed respondents showed strong emotional reactions recounting apparent traumatic events on their irregular migration journey. In those circumstances, the intended flow of the semi-structured interviews could not always be upheld, as the interviewers (as mitigation strategy) then let respondents freely talk and omitted potentially triggering interview questions.

1.3.4 The “Information and Dialogue on Irregular Migration”

Plannings for data collection for the “Information and Dialogue on Irregular Migration” case study in Afghanistan coincided with a particularly challenging and insecure period for Afghanistan. In August 2021, the Taliban took over the political system, following a retreat of international forces. This event was marked by high unpredictability of the processes surrounding the transition, newly imposed guidelines, and restrictions across the country, attacks on journalists, and a deteriorating economic situation, derived from both the internal instability and external economic pressures. There were high levels of violence reported in parts of the country, internal displacements, and migration of Afghans to neighboring countries. These circumstances prompted the evaluation team, in consultation with the implementing organization of the campaign to conclude that in-country data collection in Afghanistan was not feasible due to security concerns. It also became evident that interviewing Afghan journalists remotely would still carry a risk to their safety. Therefore, the only option left was to interview journalists who left the country amid the political turmoil and to analyze project related content that would be provided by Internews.

However, the response rate from Internews was well below expectations, and we were not provided with sufficient project content for our analysis. This was in spite of coming up with strategies to mitigate risks, to identify alternate respondents, and to accommodate delays on part of the implementing partner in our attempt to ensure a fair evaluation, while accounting for the difficult situation. Furthermore, we were unable to conduct Key Informant Interviews (KII) with the project staff that we requested. The present report therefore does not include an analysis of data collected for this case study. Background material from this case study were analyzed in the desk study phase and findings were provided in the desk study report.

1.4 Overarching limitations of the evaluation

For the “Migration Communication Campaign (phase 2)” and the “Trusted Sources” campaign, we only managed to speak to beneficiaries who did not migrate and were still present in their countries of origin. We were unable to reach people who despite participation in the campaign, still went on an irregular migration journey. We were, however, able to reach beneficiaries who had changed their intentions to migrate following their exposure to the awareness-raising campaigns, as well as those whose intentions remained unchanged (and who are therefore potential future migrants). Furthermore, due to the research design, we were not able to quantify changes (i.e., what proportion of people exposed to the campaigns migrated and what proportion delayed or changed their plans). However, we were able to identify all potential awareness-behavior patterns and can thus offer insights into when potential migrants change their intentions and when not. Our insights about respondents who did not change their plans may resemble patterns of persons who in fact migrated in spite of exposure to the campaigns (and whom we could therefore not interview).

Social desirability is a well-known limitation and challenge to social research (see Letkin et al., 2027) and therefore applies to the present evaluation. In our sampling strategy, we purposively selected our respondents among a pool of beneficiaries that was much larger than the sample size. Therefore, this allowed us to avoid interviewing beneficiaries that were more suitable from the implementing organizations’ perspective. Furthermore, it was clearly stated to all respondents that there were no negative implications for them and that they were not being compensated for participating in the study.

1.5 Scope of the report

As per the Terms of Reference (ToR) for the present evaluation, this report presents a comparative analysis of the four migration awareness campaigns drawing conclusions about the advantages and disadvantages of each approach. These four projects were chosen to be evaluated by the MFA because they had similar objectives, yet they used different approaches which enabled a comparative analysis. In addition, these campaigns were the only ones that were financed by the Dutch MFA at the time of selection that had a sole focus on awareness-raising.

Due to several limitations encountered during the study (see section 1.3) the report answers evaluation questions and provides recommendations related relevance, effectiveness, impact, gender and sustainability for the three campaigns, the “Migration Communication Campaign (phase 2)”, the “Trusted Sources” campaign, and the “Diaspora Awareness Raising Campaign”. For efficiency, a comparative analysis of the “Migration Communication Campaign (phase 2)” and the “Information and Dialogue on Irregular Migration” is provided along with respective recommendations.

1.6 Objective of the evaluation

As all four campaigns funded by The Netherlands being different in designs and approaches, the main objective of their evaluation is to draw conclusions on the extent to which different designs and approaches have been effective and efficient in changing the awareness, knowledge, attitudes, and behaviors of (potential) migrants towards irregular migration. The present report aims to comparatively analyze all four campaigns in order to draw conclusions about the advantages and disadvantages of each approach.

The Interim Report 1 submitted in April 2022 and the Interim Report 2 submitted in August 2022 answered the evaluation questions for the “Migration Communication Campaign (phase 2)”, the “Trusted Sources” campaign, and the “Diaspora Awareness Raising Campaign”. In Interim Report 1, the evaluation questions were not answered for the “Information and Dialogue on Irregular Migration”, and challenges related to this case study were highlighted.

2. Methodology

2.1. Sampling and data collection

The samples were drawn keeping three conditions in mind: feasibility, inclusiveness, and rigor. This study employed a rigorous purposive sampling procedure as opposed to seeking a large representative sample. Thereby, our aim was to reach the point of theoretical saturation where each new respondent adds little or no new information. The intention here was to identify all possible themes on a particular issue rather than to estimate the frequency of a particular theme. This allowed us to achieve depth at the cost of breadth. Given the differences in terms of design, approach, and target groups for all four campaigns covered under the current evaluation, the sampling necessarily differed between campaigns. In all cases, the samples included (1) respondents for IDIs, which were mainly beneficiaries of the awareness-raising campaigns, and (2) respondents for KIIs, which included management and staff from the respective implementing organizations of the various campaigns, country coordinators for each campaign, and other stakeholders. Specifics of each case study are discussed below. KIIs were also conducted with staff members of the MFA, including former members of the Migration and Development Division of the Department for Stabilization and Humanitarian Aid.

2.1.1 The “Migration Communication Campaign (phase 2)”

The team used by Seefar for the implementation of the campaign at country level was organized in two levels for each country: Project coordinators who were in charge of coordinating campaign activities at the state level (i.e., Lagos and Edo states in Nigeria, Sulaymaniyah and Erbil in KRI) and WoM counsellors who got in contact with beneficiaries. In addition to the local team, an international team of four staff members was in charge of the design of the campaign, liaison with the donor, project management and monitoring and evaluation. Our sample focused on four international staff, four country staff in Nigeria, and four country staff in KRI (see annex 5: List of Key Informants and role played in the project).

Data collection with beneficiaries and national project teams was conducted in a single round for each campaign by local teams that were hired and trained by C4ED in Nigeria and KRI. International project staff members were interviewed remotely by the C4ED evaluation team. Interview guides were designed to collect answers that feed into the evaluation questions. Interview guides for beneficiaries were translated into local languages. Interviews were audio recorded after respondents had signed an informed consent letter in case of interviews that were conducted in person or given verbal consent in case of interviews conducted remotely. Interviews recorded in local languages were transcribed and translated into English. At every stage of the process, a rigorous data monitoring system was implemented to ensure the highest accuracy of the data. All data, including audio recordings, informed consent letters, and transcripts were safely transferred and stored in C4ED’s secure database.

In Nigeria, IDIs were conducted with beneficiaries of the awareness-raising campaign in Lagos state and Edo state. Although some respondents were no longer living in those two states at the time of data collection and were interviewed remotely, they were still classified as respondents from the state where the beneficiaries took part in the campaign. In addition to IDIs, KIIs were conducted with Seefar national project coordinators (national staff) in both states and with Seefar international staff members at the central office. A total of 22 IDIs (10 in Edo and 12 in Lagos) and 4 KIIs were conducted in Nigeria. A summary of the sample size is presented in table 1 below. Limitations to the sampling in the “Migration Communication Campaign (phase 2)” case study include the fact that the states of Abuja and Kebbi, where campaign activities were also implemented, were not included.

In KRI, the two governorates where the campaign was implemented (Erbil and Sulaymaniyah), were also included in data collection. Similar to Nigeria, IDIs and KIIs were conducted in KRI, with a total of 14 IDIs (6 in Sulaymaniyah and 8 in Erbil) and 4 KIIs. A summary of the sample size in KRI is provided in Table 1.

Table 1. Sample size for the “Migration Communication Campaign (phase 2)”

Country	State	IDIs		KIIs
		Males	Females	
Nigeria	Lagos	6	6	2
	Edo	5	5	2
KRI	Sulaymaniyah	5	1	2
	Erbil	7	1	2
Seefar International Staff				4
Total		23	13	12

2.1.2 The “Trusted Sources” campaign

The team engaged by the IOM for the implementation of the campaign was organized in two levels: Community Mobilisers who coordinated campaign activities at the state level and Dialogue

Facilitators who facilitated community events, such as the community dialogue and the community theatre. Returnees were engaged to perform community theatre. In addition to the field team, a project team of four IOM staff members that were all based in Nigeria at the time of the project design and implementation oversaw the design, the management, liaison with the donor, and monitoring and evaluation of the campaign. In addition to beneficiaries, our samples included IOM project staff and four COMOs (Community Mobilizers) in all case studies (see annex 3: List of Key Informants and roles played in the project).

Data collection with beneficiaries and the COMOs was conducted in a single round by a local team that was hired, trained, and supervised by C4ED. IOM project staff members were interviewed in person in Lagos by a C4ED migration specialist. Interview guides were designed to gather information that related to the evaluation questions. Interview guides for beneficiaries were translated into local languages (including Pidgin³ and Yoruba⁴). Interviews were audio-recorded in local languages and transcribed and translated into English. At every stage of the process, a rigorous data monitoring system was implemented to ensure the highest accuracy of the data.

IDIs were conducted with beneficiaries of the awareness-raising campaign in Lagos and Ogun states. A total of 22 IDIs (10 in Ogun and 12 in Lagos) and eight KIIs (Key Informant Interviews) were conducted in Nigeria. The sample sizes are presented in Table 1 below.

Limitations to the sampling on the “Trusted Sources” campaign include the fact that the states of Edo and Delta where campaign activities were also implemented were not included. This is due to the limited amount of time allocated to the evaluation and the perception that a larger and more diversified sample size may not necessarily add value.

Table 2. Sample size for the “Trusted Sources” campaign.

State	IDIs		KIIs
	Males	Females	
Lagos	7	5	6 (incl. 4 project staff and 2 community mobilizers)
Ogun	6	4	2 (community mobilizers)
Total	22	8	

³ Pidgin English is a broken English that is spoken by most people in most English-speaking West African Countries, such as Nigeria, Ghana, and Cameroon.

⁴ Yoruba is one of the widely spoken local languages in Nigeria (together with Hausa and Igbo) and is mostly present in South-West Nigeria.

2.1.3 The “Diaspora Awareness Raising Campaign”

The campaign was coordinated by DRC staff from Europe and implemented by five partnering DOs residing in the Netherlands, Denmark, and Germany. In addition, the campaign was supported by several organizations conducting research and providing capacity development to DOs.

One limitation of the data collection for the DRC campaign was that the C4ED research team had limited access to contact information of campaign beneficiaries (see section 1.3.3). To mitigate this limitation, IDIs were held with Afghans who previously had been invited to participate in message testing of campaign material and Afghan diaspora members who had been exposed to campaign messaging during a conference. In addition, KIIs were held with two project staff from DRC, two staff of partnering consultancies responsible for conducting research and supporting capacity development, and representatives of four partnering Diaspora Organizations (see Annex 3: List of key informants and their roles in the project).

All data collection was conducted remotely. Remote data collection with this type of respondents comprised several limitations, including difficulty to establish trust (via phone / online), access difficulties and low response rates (e.g., disconnected numbers, respondents not picking up, respondents refusing to participate), challenges to collect written informed consent and less time available for phone interviews compared to physical interviews. These limitations could partially be mitigated by reducing the number of interview questions and audio recording verbal informed consent. The overall number of respondents interviewed was slightly lower (28) than originally planned (29).

IDIs were conducted by a team of researchers (speaking relevant Afghan languages), which was stationed in Pakistan, and which was hired, trained, and supervised by C4ED. Interview guides were designed to collect answers that feed into the evaluation questions. Interview guides for IDIs were translated into the local languages Dari, Pashto, and Farsi. KII were conducted in English by a C4ED qualitative research specialist. All interviews were audio-recorded, transcribed and, if necessary, translated into English. At every stage of the process, a rigorous data monitoring system was implemented to ensure the highest accuracy of the data.

IDIs were conducted with 12 Afghan migrants (four living in Germany, three living in Turkey, two living in Sweden, and one living in Denmark) and eight potential migrants from Afghanistan. KII were conducted with four DRC and affiliated staff and four Diaspora organizations. The sample size is presented in Table 2 below.

Table 3. Sample size for the “Diaspora Awareness Raising Campaign”

Respondent Category	IDIs		KIIs
	Males	Females	
Potential migrant	5	3	
Migrant in transit	2		
Migrant at destination	5	5	

DRC staff and consultants		4
Partnering Diaspora Organizations		4
Total	20	8

2.1.4 The “Information and Dialogue on Irregular Migration”

Due to the safety conditions in Afghanistan, as explained in section 1.3.1, data were not collected for the “Information and Dialogue on Irregular Migration” campaign. Therefore, the evaluation questions for this case study could not be answered.

2.2. Data analysis

Qualitative content analysis was used to derive findings from the data collected in three steps: 1. Content analysis of each piece of data collected (i.e., examining each interview separately); 2. Deeper thematic analysis; 3. Comparison of the different interviews/qualitative material. Qualitative content analysis is a very useful starting point for carrying out process tracing (Gläser and Laudel, 2019) and thus helped us in carrying out the final analysis of all four campaigns.

Qualitative content analysis provides a systematic way of extracting information from interviews and other qualitative data, while ensuring openness to unexpected outcomes (Gläser and Laudel, 20019). Each interview data was coded in an iterative process that followed a coding structure developed on the basis of the evaluation questions and key themes outlined in the evaluation matrix. The evaluation team utilized MAXQDA software to structure and systematize each step. Next, the coded extracts were subjected to in-depth content analysis to identify and explain patterns, trends, and discrepancies in respondents’ views and behaviors, as well as meaningful relations between themes of interest under the evaluation questions.

This enabled us to conduct a case analysis and to elaborate on categories and subcategories within the coding system. We cross-analyzed all transcripts and interpreted text segments related to the same code. Using sequential steps of triangulation, we considered the individual interview fragments in relation to the full transcript in order to avoid isolation from the discussion context. We contrasted sequences from each interview with other interviews and data sources to identify trends and special cases. Stratifying the analysis according to gender, age, and country/region allowed us to identify contextual specificities and to develop nuanced findings. We completed the triangulation process within the qualitative data by cross-checking findings from the various types of tools we had employed in order to validate specific findings in relation to the evaluation questions.

To determine the extent to which the expected outcomes of each campaign were met, we used process tracing. This approach applies a Bayesian probability analysis to a single case study to establish a process chain connecting a specific process with a particular outcome and evaluating

how or whether an intervention contributed to behavioral and attitudinal change away from irregular migration. This enabled us to strategically combine the findings and describe the mechanisms that led to a particular effect. We thus validated each campaign's ToC by identifying one or multiple explanations for the connection between the campaign and an observed outcome. We examined the evidence available for confirming or rejecting these alternative explanations. In cases where multiple possible explanations connected a campaign and an outcome, confidence was assigned to the different possible explanations so that the most likely mechanism that led to a particular change could be identified.

The evidence was thereby not judged by sample size but rather by the probability of observing certain pieces of evidence. The probability was primarily determined qualitatively based on empirical observations that were supported by knowledge of contextual factors, such as through secondary literature and KIIs. In annex 3, we present the different results hypotheses and link them to evidence (or missing evidence) and the sources of information (or missing sources of information), and we provide the confidence level.

3. Findings

In this section, we present the findings divided by evaluation criteria. For each criterion, we describe findings for each individual campaign, followed by a cross-comparison of the campaigns. We then discuss the findings and present our recommendations drawing on our empirical insights, secondary literature, and cross-comparison among campaigns.

3.1. Relevance of the awareness-raising campaigns

Relevance refers to the extent to which the design and objectives of the campaigns responded to the needs of the beneficiaries and of the MFA as a donor for the campaign, and the extent to which the design of the campaign prioritized between protection of migrants and prevention of irregular migration. To determine whether the designs of the campaigns met the needs of the target populations, we first analyzed the needs of those target populations in terms of migration awareness. This includes an assessment of the factors that are likely to influence migration decisions in the target population. We also explored the extent to which all stakeholders, including beneficiaries and other members of the target populations were involved in the design of the various campaigns. Furthermore, we examined how the previously identified needs of the target populations were incorporated into the project design. Finally, we attempted to understand if the donor's prioritization between protection of migrants and prevention of irregular migration influenced the project design, and if so, to what extent.

3.1.1. The "Migration Communication Campaign (phase 2)"

In Nigeria and KRI, a variety of push factors of migration were identified from responses provided by project beneficiaries and project staff. The most prominent ones were related to the economic situation of the countries. Most youth reported that the main goal of migrating (irregularly) was

to search for a better life. Youth often complained about the lack of economic opportunities and the difficulty in accessing the few that are available. To some extent, security risks and financial insecurity were also push factors in both countries. While the existence of such push factors did not justify the use of irregular migration channels, respondents mentioned the difficulty of securing legal travel documentation, which prompts many youth aspiring for a better life to opt for irregular channels.

The “Migration Communication Campaign (phase 2)” built on lessons learned from the first phase of this campaign, which had been implemented in 2018. This first phase had been informed by needs assessments done through counselling research and monitoring and evaluation for several thousand irregular migrants, mostly in West Africa. Seefar also used its large database of qualitative interviews with irregular migrants in Nigeria and KRI, one of the largest databases according to Seefar, to inform the second phase of the campaign. Based on this, Seefar determined a target group considered particularly in need of migration information. Accordingly, young persons, aged 18 – 35 years were targeted by the campaign. This age group is particularly affected by unemployment and constitutes a major proportion of migrants. The choice of the target group was also motivated by the fact that on the one hand, young persons under 17 years of age are often still under the guidance of their parents, while those above 18 can already take decisions on their own. On the other hand, persons above the age of 34 often have more responsibilities and family commitments and hence cannot so easily make the decision to migrate irregularly.

The “Migration Communication Campaign (phase 2)” was designed by Seefar international staff, using lessons learned from need assessments and previous campaigns. National staff members who participated in implementing the campaign in the communities in Nigeria were not consulted in the design phase. However, Seefar reported collecting inputs from the local teams that had taken part in the first phase of the campaign. Most of them were counsellors that were part of the communities where the campaign had been implemented. Furthermore, on other aspects, such as the LGBTQ component, Seefar involved different Non-Governmental Organizations (NGO) and individuals who claimed to have experience in relation to LGBTQ+ related issues in KRI. Civil society was also consulted in both countries, mainly partners from previous campaigns.

Seefar was not fully confident about their understanding of the donor’s prioritization between the protection of migrants and the prevention of irregular migration. This, according to Seefar, was due to the donor’s difficulty of balancing between the political agenda of the government in terms of migration management, the opinion of the wider public, and the feasibility of a campaign that balances between protection of migrants and prevention of irregular migration. Seefar project staff were, however, clear and unanimous on the fact that the Dutch MFA as the donor of their campaign, did not in any ways explicitly influence or try to influence the prioritization in the design phase of the campaign. Therefore, the choices made by Seefar in the design of the campaign were informed by their background research mentioned earlier and their implicit understanding of the MFA’s expectations.

On the prioritization between protection of irregular migrants and prevention of irregular migration, Seefar did not necessarily target migrants en route, but campaign messages were designed to provide beneficiaries with the information that empowered them to make their own informed decision to either migrate safely or cancel irregular migration plans. Seefar international staff members did not fail to stress that prevention of irregular migration is intimately linked to

the protection of migrants in the sense that interventions that aim at protecting potential irregular migrants end up having prevention elements in them.

Our findings show that sources used in the campaign, mainly the WoM counsellors, were carefully selected in a way that created trust between sources and beneficiaries. Credibility and trustworthiness of the sources were improved by the fact that most of them were part of the very same communities where the campaign activities were implemented. To further improve the trustworthiness of the sources, communities were accessed with the approval of community leaders for whom community members reportedly have a lot of respect. Using one-on-one consultations, according to project staff, allowed the COMOs to quickly build trust with the beneficiaries. In addition, the fact that project staff were able to approach the beneficiaries in their local languages (or local dialects), reportedly increased their trustworthiness. According to key informants, this was particularly important in KRI, where beneficiaries tended to be more distrustful of authorities and institutional actors. In addition to counsellors, the project also targeted teachers and journalists as sources and messengers to pass on migration information. While limitations in our sampling approach did not permit us to collect in depth data about the (perceived) relevance of those sources, Seefar staff indicated that teachers seemed to be particularly responsive to the messaging and were in a good position to continue passing on information to a vulnerable subgroup (children) that was otherwise not directly accessible to the campaign.

The main channel used in the campaign was one-on-one consultations, also called WoM consultations, but other channels such as community events, educational outreach, and (social) media were also used. WoM consultations were especially suitable for communities with socio-cultural challenges or vulnerable populations, such as women. Using WoM consultations and face-to-face events also allowed beneficiaries to share their individual stories and ask specific questions. On the other hand, project staff suggested that remote consultations were better suited for LGBTQ persons, due to the higher level of anonymity required by this group. WoM consultations also allowed the project team to provide beneficiaries with information that were tailored to their specific needs. Social media was also used in the campaign, but mostly for the purpose of making respondents aware of the campaign and directing them to other channels (e.g., one-on-one consultations, community events) and in offering an alternative space for information and discussion. It was, however, observed by the campaign team that social media attracted an audience that was different from those who took part in face-to-face activities. Therefore, the use of different channels was seen as a way to access different segments of the target population.

3.1.2. The “Trusted Sources” Campaign

Respondents of the “Trusted Sources” campaign reported similar push factors of migration as the respondents for the “Migration Communication Campaign (phase 2)”. An additional push factor that emerged was peer influence. Respondents mentioned the influence that members of the Nigerian diaspora exert on their peers back in Nigeria, thereby inducing the desire and the decision to migrate. In some cases, potential migrants were deceived by their peers who did not provide them with true information on the realities of their lives overseas or on the realities of the migration journey.

The IOM used their advantage as a migration organization with a large portfolio of migration activities to identify the needs of the target population in terms of information and types of events that could better address those needs, prior to the implementation of the “Trusted Sources” campaign. The needs of the target audience were also explored through extensive research conducted by the IOM. The needs identified included strengthening the capacity of government and non-government actors that would be able to monitor and evaluate TiP and prevention of smuggling interventions. A need for more targeted interventions, such as peer education and community dialogue interventions, was also identified by the IOM. Previous projects conducted by the IOM, such as the EU-IOM joint initiative, allowed the project team to identify gaps, for example, in the extent of the implementation and the structure of the community events.

In the design phase of the project, the IOM consulted potential beneficiaries in a set of activities called Community for Development (C4D) whereby a bottom-up approach was used in working with the community; gathering their ideas about possible ways to address irregular migration; and identifying established structures within the community around which the campaign could be built. Messengers were also consulted, mainly government partners who coordinated the community events. They were consulted via the National Agency for the Prohibition of Trafficking in Persons (NAPTIP). The IOM also consulted the MFA as the donor for the campaign, but it was clear that the MFA did not influence or impose their prioritizations between protection of migrants and prevention of irregular migration on the design of the project. Finally, other government agencies, such as the National Commission for Refugees and Internally Displaced Migrants (NCFRMI), were also consulted by the IOM.

According to IOM project staff members, the main idea behind the “Trusted Sources” campaign was to protect people from risks to which they may be exposed when they decide to migrate irregularly. Therefore, protection of migrants was mainstreamed through all components of the campaign. However, we found that the campaign’s approach was also strongly oriented towards preventing irregular migration. Using a bottom-up approach, the project designed key positive messages that did not necessarily aim at scaring beneficiaries away from irregular migration, but to also show them the brighter side of not migrating irregularly. However, it became clear that separating protection of migrants from the prevention of irregular migration was nearly impossible. In conclusion, the campaign used an integrated approach, where provided information was aimed at preventing people from embarking on a journey that might be unsafe for them, and at the same time allowed them to adopt safer behaviors, if they decide to still embark on such a journey.

One of the major strengths of the “Trusted Sources” campaign, as its name indicates, is to select relevant sources and train them so that they are trusted by beneficiaries. Government partners were trained and acted as community mobilizers, and also returning migrants that performed community theater. Some of the factors that established the trustworthiness of these sources was the fact that they were mostly part of the communities where activities took place, and the returning migrants that performed theater were telling their own stories and sharing their experiences. The IOM further noted that having a community member who is influential in the community specifically for community dialogue, to lead the discussion, and, at the same time, having the government partner, who is also a community member, to support this facilitator, created ownership between government stakeholders and the community.

The main channels used in the “Trusted Sources” campaign were community dialogue and community theatre. Educational outreach, and radio broadcasts were also used, but not to the same extent as the first two channels. Community dialogue and community theatre were found to be very accessible and well suited to addressing the needs of the target group in terms of migration information. Among the reasons why the community dialogue, for instance, was impactful, we noted the fact that it allowed the campaign’s team to reach beneficiaries in remote communities. We also found that community theatre sessions were very forceful as they were performative, putting on the scene real stories of the performers that were usually returnees. Some beneficiaries remembered the messages through the community theatre vividly, which testifies to the adequacy and effectiveness of this channel.

3.1.3. The “Diaspora Awareness Raising Campaign”

For Afghan migrants, the main push factor for migration was conflict and the ongoing political instability in Afghanistan, followed by lack of economic opportunities. Lack of safety and security was mentioned by most respondents as the main factor that forced them to leave abruptly and without preparation. Other factors, including the country’s struggling economy, inequities, poverty, and lack of job opportunities, were also mentioned repeatedly as aspects influencing respondents’ migration decisions. For parents, being able to provide a better life for their children (including safety, better education, more freedoms and civil liberties, and better economic opportunities) was a common theme. For many respondents, the search for a better life abroad was linked to strong feelings of resignation and hopelessness with respondents saying there was no life, no hope, no future, endless war, and unresolvable political conflict in their home country.

Due to the nature of the “Diaspora Awareness Raising Campaign” that was mainly implemented by DOs, the selection of the target groups but also the type of campaign information to be published varied significantly. The material was based not only on prior research done by the different DOs, but also on their differing mandates, experiences, and fields of expertise. We found that the campaign material was based on extensive needs assessments carried out prior to the development of the material and continuous feedback loops throughout the implementation of the project. The high importance of research for this project is reflected in the allocated budget, the number of research consultancy partners, and the variety and frequency of data collection and reporting throughout project implementation. Research that informed the campaign included a number of surveys, interviews, focus group discussions, as well as reviews of secondary data on the situation of potential and actual Afghan migrants and their information needs, as well as their responses to campaign messages, which was conducted by both DRC consultancy partners and DOs.

Several stakeholders were involved in the design of the “Diaspora Awareness Raising Campaign”, including DOs mostly made up of Afghan migrants living in different European countries. DOs were supported by contracted consultancies who conducted research for different (needs) assessments and message testing and provided capacity development (including training and mentoring) for DOs. Furthermore, sectoral experts were consulted for specific campaign topics, when required. The DRC also facilitated feedback, experience exchange, and peer-to-peer support between (partnering) DOs, which was deemed very useful and a good learning opportunity by

many DOs. Project staff members at the DRC unanimously reported that MFA did not interfere in the project design vision or implementation modalities. The MFA call for proposals presented an overall framework for the project design. The DRC and DOs acknowledged that throughout project implementation, the donor was accommodating, flexible, and understanding towards communicated needs and suggestions by the DRC.

Among all the campaigns that were evaluated, the “Diaspora Awareness Raising Campaign” was the only campaign that exclusively focused on the protection of migrants. This was also confirmed by project staff members at the DRC who provided a clear and consistent framework, that the campaign prioritized protection of migrants over prevention of irregular migration. This prioritization was further reflected in the type of messaging and information which the campaign provided. Messaging did not only present risks and dangers during the journey, or challenges at destination but also included practical information on how to mitigate such risks and challenges through better preparation for the irregular migration journey. The campaign also provided guidance on how to behave during the journey and provided information on rights and available services along the journey and at destination. Nonetheless, and similar to the other awareness campaigns, project staff did acknowledge that protection and prevention cannot be completely separated and that activities aimed at protection may prevent some potential migrants from migrating – a fact which was confirmed by some of the target audience.

The “Diaspora Awareness Raising Campaign” was fully implemented online via social media. DOs were considered the main sources of information and were deemed adequate by the DRC due to their knowledge of the subject matter and closeness to the target audience. Determining the relevance and trustworthiness of the source of the campaign was challenging, for the fact that there was limited direct interaction between sources and (interviewed) target audience.⁵ Responses from interviews show that not all target audience was aware of the sources or knew that the authors of the messages were organizations of Afghan migrants. Whenever this became known, it seemed to have a positive impact on trustworthiness. Prior knowledge and recognition of DOs had a positive influence on trustworthiness. Some respondents said they did not fully trust campaign messages because they did not know the DOs, and others reported that they trusted organizations which they recognized. Despite some reported challenges of credibility and trustworthiness of DOs, many Afghan (potential) migrants also reported that they did trust the campaign material from the DOs. Respondents also reported that family and friends of Afghan diaspora in Europe were considered an important and trusted source of migration information. Consequently, we conclude that the credibility issues DOs faced were predominantly linked to the anonymity and limited engagement provided by the chosen campaign channel (social media), as well as the sensitive nature of migration campaign messages, and not by the nature of the campaign sources.

As indicated above, the main channels used in the “Diaspora Awareness Raising Campaign” was social media, mainly Facebook and YouTube. Both the DRC and DOs, as well as Afghan migrants found these channels adequate, as they were easy to access and frequently used to acquire information on migration. While existing literature tends to underline that online channels are

⁵ A majority of research respondents consisted of participants of the “message testing” exercises, which had not interacted with DOs. For those who accessed campaign material via social media, visibility of the DOs as hosts of media sites and authors of messages was also limited.

deemed to be less trusted, to have limitations regarding access and engagement of specific groups, and to often lack target group specificity (e.g., Haarman et al. 2020), these disadvantages were seldom felt by respondents in this study. For some, advantages of using online channels (e.g., reaching migrants in transit, reaching a large target group with relatively little resources) seemed to balance or outweigh disadvantages. Afghan migrants did not tend to be overly critical towards the trustworthiness of online information, with some emphasizing that information would be trusted, if the source was trusted. Other factors which increased trustworthiness of online information were references to trusted International (UN) Organizations, professional appearance (e.g., no spelling mistakes on website), confirmation by other sources, or confirmation of prior knowledge. While it was reported that the online campaign was accessed much more by young male target audience from urban areas, it cannot be denied that accessing migrants in different countries of transit via offline channels would be very difficult and less cost-effective to implement and may be very limited in its reach. Finally, while public channels may be less adequate to discuss sensitive topics (such as sexual exploitation and family planning) the DRC as well as DOs were optimistic that the campaign managed to successfully address such topics despite the limitations of the channel.

3.1.4. Cross-comparison of the relevance of all campaigns

Overall, we found that the different campaigns were carefully designed and informed either by data and lessons learned from previous campaigns and research on migration awareness-raising and/or by a proper needs assessment conducted as part of the projects. Seefar applied lessons learned from the “Migration Communication Campaign (phase 1)” and its large database of research on irregular migration to the design of phase 2 of the campaign. The IOM also built on experience from previous awareness-raising campaigns but in addition, conducted research among the campaign’s potential beneficiaries to inform the design of the “Trusted Sources” campaign. Due to a lack of previous experience of migration campaigns, unlike Seefar and IOM, the DRC mainly relied on thorough research conducted by contracted research consultancies, as well as, lived experience and research conducted by implementing DOs. Accordingly, we conclude that the “Trusted Sources” and “Diaspora Awareness Raising” campaigns conducted thorough needs assessments and involved potential beneficiaries by consulting them to inform project design, whereas the “Migration Communication Campaign (phase 2)” mostly relied on past campaigns and previously conducted research. Assessing information needs and directly involving beneficiaries during project planning is particularly important, as the push and pull factors of migration, as well as legal specificities and specific circumstances en route and at destination can change rapidly.

Finally, after talking to the various implementing organizations and members of the MFA, we concluded that an influence of the MFA on the design was limited to setting parameters in their grant frameworks and that the ministry otherwise avoided influencing the selection of target groups, channels, sources, or messages during the design phase of the campaigns.

We find that the MFA did not convey a clear message to the implementing organizations outlining the donor’s line of prioritization between protection of migrants or prevention of irregular

migration. The Dutch Migration Policy Framework⁶ and some comments from interviewed MFA staff also suggest that the MFA does not have its prioritizations well defined. The lack of clarity resulted in most of the implementing organizations not fully understanding what was more important for the MFA and trying very hard to combine both components in the same campaign, even when this was to some extent not necessary or convincing.⁷ Only the “Diaspora Awareness Raising” Campaign put a clear focus on protection while the other campaigns tried to prioritize both protection and prevention. Many scholars agree that it is difficult to assess where to draw the line between awareness-raising on protection risks and the deterrence of migration (Schans & Optekamp 2016).

We found that all three campaigns thoroughly considered differentiated needs of their target groups and adapted campaign activities accordingly by identifying and utilizing different channels, sources, and messages. We found some strengths and weaknesses in the selection of sources and channels for each campaign. The use of WoM counsellors in one-on-one consultations by Seefar was very effective in changing people’s minds on irregular migration and allowed to adapt messages according to beneficiaries’ needs on a case-by-case basis. This approach also allowed Seefar to address other beneficiaries’ needs beyond migration information, such as providing information on livelihood opportunities. One-on-one counselling, however, has some limitations in that the number of people consulted can be limited. On the other hand, the IOM used community theatre performed by returnees and community dialogue conducted by government partners. This was effective in that community dialogue facilitators were highly trusted by community members, and the stories told through theatre were perceived to be credible, as they portrayed true stories of the performers.⁸ The weakness of the campaign was that it often reached an audience that was not always the initial or intended target of the campaign. Although we only interviewed a small number of beneficiaries among those that were provided to us by the IOM, approximately two-third of them were above the age of 35. Many indicated to us that their participation resulted from the fact that campaign activities were brought to events/meetings that they were taking part in, or to other public places where they found themselves. While this may contribute to the sustainability of the project (see section 3.6.2), it is still seen as a shortcoming of the “Trusted Sources” campaign, which likely limited its effectiveness. Given the initial aim of the awareness-raising campaign to reduce irregular migration and protect migrants en route, reaching potential migrants is of utmost importance in order to reach this aim. Finally, the DRC through the DOs, mainly used social media to provide relevant information on safety and immigration rights to migrants in transit. Using social media has the strength of reaching large audiences but information may sometime not be trusted given the high rate of malicious activities on social media platforms. Similarly, the high levels of trust audiences tend to give members of

⁶ It consists of the two core policy documents: the Comprehensive Agenda on Migration (Ministry of Justice and Migration, 2018), which in turn is framed by the Netherlands’ policy on Foreign Trade and Development Cooperation (Ministry of Foreign Affairs, 2018).

⁷ While some scholars argue that the aim of risk awareness campaigns is to help mis- or uninformed potential migrants (Pécoud 2010), others dismiss this claim pointing to the deterrence function of these campaigns, with a primary aim to stop migrants rather than to help them (Oeppen 2016). One area where protection and prevention objectives are incompatible is when (potential) migrants with a legitimate claim for asylum have no option for legal migration, and awareness campaigns seek to deter them from irregular migrating.

⁸ Credibility of messages has been identified as an important factor for audience to change their attitude and behaviour (Home Office et al. 2017a; Hagen-Zanker & Mallett 2016; Haug 2008).

the Afghan diaspora could not be fully capitalized upon as part of the campaign, as DOs tended to be less visible to and engaging with target audiences. Evaluability of effects on behavioral change is extremely difficult for online campaigns. DRC struggled to measure behavioral change, not only because of the chosen campaign channel, but also partially because of their chosen target group and messages.⁹ Most campaign material (videos, stories) was shown in public spaces and supposed to be consumed with limited options for engaging the target audience. The DRC's internal evaluation shows that the campaign did not always reach its primary target audience (Afghan women) and that many viewers did not finish viewing messages and dropped out before the 10 second mark. This, as well as other research (e.g., European Commission, 2021) suggests that more interactive, more private, and one-on-one engagement are more successful in identifying and addressing intended target audiences and can be more effective in tailoring messages towards beneficiaries' information needs and that the beneficiaries can engage more meaningfully. Nonetheless, considering the much broader reach of online campaigns aimed at mass-communication, lower percentages of campaign participants demonstrating behavioral change may in absolute numbers still balance or exceed (offline) campaigns which tailor messages to individuals.

3.1.5. Recommendations on the relevance of the campaign.

To improve the relevance of awareness-raising campaigns, we recommend:

For the donor:

- Better define prioritizations between prevention of irregular migration and protection of migrants for implementing organizations and themselves.
- Choose awareness-raising campaigns that adapt to the specific context of the country or region of implementation. For example, protection campaigns should be prioritized in countries with high levels of insecurity (which are bound to have many asylum seekers with a legitimate claim and who should be protected en route rather than discouraged from leaving).
- In case protection of migrants and prevention of irregular migration have equal priorities, invest in campaigns that target either potential migrants or migrants en route, which may allow the achievement of better outcomes in terms of prevention of irregular migration or protection of migrants.

For the implementing organizations:

- Design campaigns that either prioritize protection of migrants or prevention of irregular migration. Trade-offs between those two goals and scenarios where the objective of prevention can stand in opposition to their project's objective of protection should be included in risks and mitigation strategies.

⁹ Measuring whether beneficiaries delay or abandon migration plans is much easier than measuring change in migration behavior en route or successful asylum applications of the campaign's target audience at countries of destination, as such processes often take long, and beneficiaries are hard to identify and keep track of.

- Conduct more background research that aims to better understand the contexts, including cultures and behaviors of target populations, in order to adapt the design of the campaign to the specifics of each target group.
- Consult national project teams, potential beneficiaries, and other relevant stakeholders (including, where possible, self-representative organizations of vulnerable groups) in the project design phase, which will help better tailor the design of the campaign to the target population's needs.
- Ensure that the defined target group is included in the interventions. This can be achieved by associating local youth committees or other community organizations that may facilitate the selection of the target audience.
- Implement interactive mechanisms when the campaign is fully online to allow more tailored messages towards and more active participation of beneficiaries in the campaign. For example, IOs can ensure a quick response to comments on YouTube videos with reliable information.

3.2. Effectiveness of the awareness-raising campaigns

In the context of migration, identifying a causal effect of a specific campaign towards their objectives has been described by some as 'difficult' or 'almost impossible' (European Migration Network 2012). Results may not be observable in the short term. Furthermore, observed outcomes may be influenced by numerous other factors that are external to the intervention and influence migration decisions (Hagen-Zanker 2015, De Haas 2011, IOM 2021a, Rapoport & Docquier 2006, Clemens and Ogden 2014).

Camprostini (2007) suggests that it is quite often impossible to determine the absolute truth regarding an intervention's (the example of a health promotion) effectiveness but rather do one's best in observing (measuring) its shadow (the evidence) and analyze and interpret this to better understand the realities. The effectiveness of the awareness-raising campaigns is addressed here by testing the level of knowledge gained by the beneficiaries and whether this can be attributed to the intervention, and also the extent to which the knowledge is likely to lead to a behavior change away from irregular migration.

3.2.1. The "Migration Communication Campaign (phase 2)".

The "Migration Communication Campaign (phase 2)" was very effective on awareness and knowledge. In Nigeria as well as in KRI, most respondents were able to recall specific risks and dangers of irregular migration that they learned through the campaign. Respondents were also well aware of the realities of life in destination countries and were able to name many of them. This further testified to the fact that the "Migration Communication Campaign (phase 2)" was very effective in providing beneficiaries with relevant migration information. Furthermore, the campaign also proved to be effective in informing some beneficiaries on livelihood alternatives in Nigeria and in KRI. Seefar provided relevant information on livelihood opportunities that was tailored to the needs of each beneficiary. Some beneficiaries reported being informed about

training opportunities in their areas of interest, or, for instance, on how to secure funding to start a business. The challenge with the approach used by Seefar resides in the fact that on the one hand, information was only relevant for a minority of beneficiaries who had good profiles for training, employment, or business opportunities, leaving the majority of beneficiaries without much information on livelihood opportunities. On the other hand, after referring beneficiaries to livelihood alternatives, Seefar was unable to further support them with such opportunities. We note, however, that referring beneficiaries to livelihood alternatives was not in the initial scope of the “Migration Communication Campaign (phase 2)” and hence, Seefar did not possess resources to further accompany beneficiaries who were interested in livelihood opportunities. This was also the case with legal migration alternatives, where Seefar often referred beneficiaries to, but was unable to accompany them in application processes. Information on legal migration alternatives was found to be useful in the sense that many beneficiaries were willing to consider legal alternatives that they were ignorant of before the campaign which may reduce or at least delay irregular migration intentions. Still, many respondents also reported that legal migration was not an option for them as they were not eligible or did not have the necessary money or time to embark on the process.

In Nigeria, most beneficiaries of the “Migration Communication Campaign (phase 2)” who previously contemplated irregular migration were no longer willing to migrate after learning the risks and dangers associated with irregular migration, coupled with the realities of life at destination. Some of those who learned useful information on livelihood opportunities mostly did not start a new activity but had more hopes in staying in their country. In KRI, not considering or dropping irregular migration intentions for many respondents appeared to be a result of their responsibilities towards their families. Many respondents reported reflecting back on their lives after participating in the counselling sessions. In KRI, the campaign also seems to have had a role in reinforcing legal migration attitudes for beneficiaries who stated that they had had plans to migrate illegally prior to their participation in the campaign. For beneficiaries in Nigeria, the plans to migrate seemed to remain for many, but irregular migration plans seemed to have dropped considerably, while for KRI, some were still willing to migrate irregularly even after attending the campaign.

While migration seems to be a general trend in Nigeria and in KRI where most young people aspire for a better life in foreign countries, one of the main reasons for choosing irregular migration, as outlined by respondents in Nigeria, is the difficulty for securing legal documentation, especially a visa. Therefore, Seefar informed migrants, especially those with high potentials for securing a visa, on legal migration alternatives that were relevant for them. Many respondents in Nigeria were willing to try legal migration pathways after participating in the campaign, instead of irregular migration routes that they have previously considered. In KRI however, the relevance of legal migration alternatives was mainly undermined by factors such as the high cost associated with the application process and its length. Legal migration alternatives were therefore not very relevant for KRI beneficiaries who had their minds made up on the impossibility of securing legal travel documentation. In practice, given the complications of legal migration procedures, such information may prove useless for beneficiaries, most of whom do lack the required profile to be accepted in a certain visa category. Furthermore, information on legal migration sometimes tend to produce an unintended effect where some beneficiaries start to contemplate different destinations where they think legal migration procedures may be successful. This has the

potential in the long term, to turn into irregular migration journeys to such destinations when the legal migration procedure fails, or the applicant cannot meet the requirements (see Friebel et al., 2018). In cases where the beneficiary reaches a new destination that is different from their initially planned destination, just because it was easier to legally migrate there, this may result in migrants not being able to fully integrate into the new country and build a life there.

Messages used in the “Migration Communication Campaign (phase 2)” were either positive or negative. Positive messages were related to the livelihood opportunities in the countries of origin, and also to the legal migration alternatives. On the other hand, negative messages were related to the risks and dangers of irregular migration and to the realities of life at destination. We found that negative messages were most vividly remembered by respondents in Nigeria and KRI as compared to positive messages. Some respondents seemed to have changed their migration plans based on the effect of negative messages on them. Others were influenced by positive messages and practical information to seek legal migration pathways. Also, the information channels used by Seefar including one-on-one consultations, community events, which were the most accessed by our respondents, proved to be effective in informing beneficiaries on irregular migration. However, the use of one-on-one consultations was preferred by beneficiaries and was highly effective as compared to other channels. While for respondents in Nigeria, this preference was mostly because WoM counsellors were trusted, in KRI the reason for preferring one-on-one consultations was mainly related to the belief of beneficiaries that WoM had no other interest besides providing them with useful information.

When some beneficiaries of the “Migration Communication Campaign (phase 2)” did not completely drop their migration plans, they shifted from irregular migration plans to legal migration plans, except for a few beneficiaries in KRI who were still contemplating irregular migration as their only option to leave the country. In Nigeria, Europe was given as the most common destination for irregular migrants, without a clear idea of a specific country. Canada and the United States were also mentioned. Respondents in KRI were a bit more specific on their contemplated destinations, often naming countries such as the United Kingdom, Germany, Japan, or Finland. We found that, while a few respondents reported changing their contemplated destination after being exposed to the campaign, the campaign did not have a significant effect on the choice of destination country for those who still wanted to migrate. In Nigeria, a few respondents were willing to travel to Canada instead of Europe, but this was only for the few respondents whose profile was suitable for the Canadian immigration program.

One of the major enablers of success for the “Migration Communication Campaign (phase 2)” was the selection of people that acted as WoM counsellors. Seefar did a thorough job in selecting counsellors, many of whom were well trained, had good understanding of and remained updated on migration related issues, livelihood alternatives, and legal migration options. This contributed to the effectiveness of the campaign. Another enabler of success for the campaign was the fact that it was able to offer personalized counselling to beneficiaries and addressed their individual needs, with the possibility of linking some of them to livelihood opportunities.

The COVID-19 pandemic affected the course of the campaign. However, given Seefar’s experience on remote interventions, most activities were shifted online or over the phone. On the positive side, this increased the number of beneficiaries that were consulted. On the negative side, Seefar noted a significant loss of influence on shifting from a face-to-face to over the phone intervention

and remarked on increased challenges in reaching women. This was particularly relevant in Nigeria, as beneficiaries there clearly showed a preference for face-to-face over remote consultations. A further barrier to the success of the campaign was the fact that it was only able to refer beneficiaries to livelihood opportunities but was limited when it came to helping them access those opportunities. Seefar noted that many of the beneficiaries that were referred to skill trainings, for instance, were not admitted, and the campaign was unable to further assist them. A similar issue was observed with legal migration options when some of the beneficiaries who decided to go for legal options and applied for a visa were rejected.

3.2.2. The “Trusted Sources” Campaign

Although most respondents from a pool of “Trusted Sources” campaign’s beneficiaries reported that the information provided through the campaign was new to them, many were unable to mention specific messages that they learned through the campaign. The take-home message for most beneficiaries was that irregular migration entails risks and dangers and should be avoided. On the realities of life at destination countries, there were disparities between answers from different respondents. Beneficiaries mentioned, for instance, the risk of facing discrimination, human exploitation, prostitution, and many other relevant risks. The variation in the type of knowledge shown by respondents may indicate the fact that the campaign did not explicitly aim at providing beneficiaries with specific knowledge on the risks of irregular migration and on the realities of life at destination, but instead reinforced the belief that irregular migration is dangerous and should be avoided. This is further confirmed by the fact that beneficiaries were often unable to mention specific livelihood alternatives in Nigeria or legal migration alternatives that they learned of through the campaign.

Since most beneficiaries of the “Trusted Sources” Campaign that were interviewed were beyond the age limit of the set target group and reportedly had no intention to migrate, assessing the effects of the campaign on attitudes and behaviors was challenging. Most beneficiaries who were interviewed did not see themselves as potential migrants given their advanced age. Therefore, a change of their own migration behavior and attitude was not foreseen. However, most beneficiaries who did not see themselves as potential migrants anymore reported having a significant impact on migration behaviors and attitudes of potential migrants within their communities. Consequently, such beneficiaries may in turn affect and change migration behavior of others. However, establishing the plausibility of this assumption was beyond the scope of the study.

We found that information on legal migration alternatives was often requested by beneficiaries of the “Trusted Sources” Campaign. However, the information provided by the campaign was mostly general and not tailored to the specific needs of beneficiaries. Information provided was limited to indicating, for instance, where to apply for a passport, where to verify the authenticity of migration information, including on job opportunities abroad, and where to get counselling on immigration in general. Therefore, beneficiaries were only able to mention, for instance, the steps to follow to acquire proper travel documentations but were unable to mention any actual legal migration opportunities.

On the effectiveness of campaign messages, we found that the channel through which messages are communicated can significantly affect their effectiveness. Messages communicated through

community theatre, which told the true stories of returning migrants who performed the theatre sessions, were highly trusted by beneficiaries. Furthermore, we found that messages also communicated through community dialogue sessions were trusted by beneficiaries probably because of the level of trust that they had for dialogue facilitators. It was therefore clear that the effectiveness of campaign messages was linked to the effectiveness of the communication channels and that of the campaign messengers.

Community dialogue and community theatre were the two channels used by most of the “Trusted Sources” campaign respondents. When asked why those channels were effective, beneficiaries mentioned, among other reasons, the way the information sessions were organized. Some mentioned that they were fun, others mentioned that engaging people who had actually experienced the dangers and risks of irregular migration made the channels even more effective. Another factor that contributed to the effectiveness of the community theatre was the fact that messages were communicated in a way that bridged the language barriers and allowed everyone to understand regardless of language differences. Training received by dialogue facilitators seems to have increased the consistency of the campaign, ensuring that the same messages are articulated across different communities. On the other hand, engaging returnees to perform community theatre and training government partners to act as community mobilizers and community dialogue facilitators was indeed a strong approach in raising awareness on irregular migration. Our findings show that messengers were well trained to communicate to the beneficiaries in a very simple and understandable language, which increased their effectiveness.

No effects of the “Trusted Sources” campaign on the choice of destination country was observed. This is mainly due to the fact that most beneficiaries that were interviewed were over the target age limit and did not have migration plans, but also to the fact that the project did not actively refer beneficiaries to specific legal migration alternatives.

The IOM’s experience on migration communication appeared to be a major enabler of success for the “Trusted Sources” campaign. This campaign was implemented in coordination with other IOM projects, with inputs from a thematic team that looked into cross-learning and shared best practices using an approach developed through previous programs. Furthermore, the IOM also used lessons from projects in other countries, such as the community dialogue that was developed in Ethiopia, to inform the “Trusted Sources” campaign. Handbooks used in other countries were also contextualized and used in the campaign. However, we found a few factors that acted against the success of the campaign. One of them was the duration of implementation. Project staff members believed that for a proper and more successful implementation of such a campaign, more time is needed. This would allow repeat events in communities, which would offer the possibility for beneficiaries to attend multiple times, if they wish to, or refer other potential migrants to future events. The COVID-19 pandemic also acted against the success of the campaign in two ways. Firstly, at the peak of the pandemic, community events were not possible, which prompted a halt of activities or a shift to radio broadcast. Secondly, the pandemic affected the country’s economy with an increase in unemployment which may trigger more departures despite an increased awareness on the risks and dangers of irregular migration.

3.2.3. The “Diaspora Awareness Raising Campaign”

Data on the effectiveness of the “Diaspora Awareness Raising Campaign” was mainly collected through DOs and viewers of campaign material. The campaign was fully implemented online, therefore beneficiaries who had accessed and viewed campaign messages were difficult to identify and engage as respondents for this study. We found that the campaign provided information on risks of irregular migration, the situation at the place of destination, and legal migration alternatives. Given the design of the campaign which did not aim for beneficiaries to abandon their migration plans, information on livelihood opportunities in the country of origin was not provided by the project. Viewers of campaign material were able to recall information about the different campaign topics they had been exposed to. The level of detail of recollection varied. However, based on some responses, it can be deduced that campaign messages provided specific information on different topics and included practical recommendations for concrete action.

As the campaign did not specifically aim for beneficiaries to abandon or delay their irregular migration plans, few indicators of behavior change were observed regarding irregular migration intentions. A migrant in transit indicated for instance his willingness to return to his home country after learning about the realities of life at destination. However, given other challenges experienced by the same migrant during his journey, it is unclear whether the change of migration intention should be (solely) attributed to the campaign. Other interviewed migrants en route reported that they intended to continue with their migration journey, and potential migrants in Afghanistan mostly reported that they saw irregular migration as their only option. Despite respondents finding the campaign information on dangers of irregular migration useful, we could not find evidence among interviewed respondents and in project data on actual changes towards safer migration behavior during beneficiaries’ preparation of their irregular migration journey or in transit. We conclude that this lack of evidence is rather a testimony of the difficulty of accessing such campaign beneficiaries and evaluating such change in behavior instead of proof of a lack of effectiveness of the campaign.

As part of the “Diaspora Awareness Raising Campaign”, some of the DOs provided information on legal migration alternatives, in particular family reunion with migrants at destination and asylum processes in European countries of destination. Due to previously mentioned limitations in the sampling of respondents, findings on relevance of information and the effect of the campaign on increased access to legal alternatives are limited. On the one hand, most interviewed respondents thought such information was interesting and useful. In fact, project documentation showed the highest increase in knowledge on messages informing about reasons for asylum rejections, followed by messages informing about legal processes of family-reunification. Responses not only show that information was new but also that there were relatively low levels of prior knowledge on these topics, in particularly compared to prior knowledge on dangers of migration which proved to be the highest among all migration topics. However, little evidence could be found on whether beneficiaries intended to apply such knowledge, and no data could be collected on potential effects of the campaign on beneficiaries’ access to legal migration pathways or success rates of asylum applications. One lawyer of an implementing DO, however, underlined that they would see it as a conflict of interest for their campaign to refer beneficiaries to legal service providers.

In general, viewers of the “Diaspora Awareness Raising Campaign” messages usually responded positively to campaign messages that they were exposed to. Respondents often found campaign messages useful to them and to their peers, appreciated the fact that messages were based on facts, and found that most information was new to them and likely to most Afghan migrants. Factors which increased trustworthiness of messages were links with and references to known International Organizations which have the reputation of being unbiased towards (irregular) migration (such as UNCHR and WHO). Factors which undermined trust in messages were at times individual circumstances and experiences, as was the case for one interviewed migrant at destination who could not fully trust the information of family-reunification because of her negative past experiences with legal alternatives.

As mentioned earlier, the “Diaspora Awareness Raising Campaign” was fully online, using social media platforms such as Facebook, YouTube, and Instagram to share campaign material (videos, pictures, audios, chatbot). Therefore, the majority of study respondents who viewed campaign material in a trial setting and at a conference could not elaborate on their perception of the effectiveness of specific DO social media channels. However, all respondents did have opinions on access to, frequency of use, and level of trust towards online media in general. The interviews suggest that online media is one of the most used channels to access information on migration, which is also supported by secondary literature (Aslany et al. 2021). However, some access restrictions were noted, and some DOs faced challenges reaching their intended target audience. Social media analysis reports showed that not all audience members were people who intend to migrate or were already on the move, and some implementers faced challenges reaching their targeted sub-group (women residing in Afghanistan). In addition, material developed for (mass) media consumption was limited in tailoring campaign messages to individual target audience members’ needs. However, considering the wide reach of online campaigns, these access restrictions and constraints to addressing individual information needs may still be limited when considering the absolute numbers of beneficiaries which can be reached via online campaigns. We also found a variation in the level of trust for online channels. While some respondents considered online channels in general useful and trusted, others specified that their level of trust would depend on the trustworthiness of the source. For some, trustworthiness increased when DOs as sources were already known to them and when they had a professional online appearance (e.g., depiction of text without grammatical errors). It is noteworthy that the campaign originally intended to use offline channels to complement online activities, but that, the regime-change in Afghanistan and the onset of COVID-19 reportedly prevented the DRC and implementing DOs from utilizing such offline channels.

There are several indications that the campaign had a limited effect on beneficiaries’ choice of destination. Firstly, campaign documents as well as interviewed project staff and DO members underline that the project was not designed to change attitudes or migration behavior towards or away from a certain country of destination. This approach is further supported by the campaign messaging, most of which does not provide information on specific countries of destination, but informs generally either about Europe as a destination, or about the situations en route. Lastly, many respondents elaborated on influencing factors for the choice of destination country, many of which are unlikely or even impossible to be influenced by the “Diaspora Awareness Raising campaign”. Europe was often mentioned by respondents as a place of destination without naming a specific country. On the reason for choosing Europe as a destination, it appears that respondents

had very little information on specific European countries and just needed a place with more safety, economic opportunities, and general acceptance as a refugee.

Project staff saw the use of Afghan Diaspora Organizations as main implementers, as well as the overall approach utilized (which emphasized research-based messaging and following a social behavioral change mode) as strong enablers for the success of the campaign. Getting Afghan migrants to contribute both in the form of implementing DOs and as DRC project staff, and making use of their experiences, knowledge of Afghan languages and culture as well as their close ties and good networks to the campaign's target group and their commitment to the cause were seen as important factors for the project's success. On the barriers to the effectiveness of the "Diaspora Awareness Raising Campaign", COVID-19 and the regime change in Afghanistan were often mentioned. Not only did the regime change disconnect DRC and DOs from partners and sources of migration information within Afghanistan, it also greatly affected the situation of (potential) migrants in Afghanistan and of migrants en route. The campaign messages had to be adjusted in short periods of time (sometimes by abandoning lengthy processes of message-testing) in order to address the immediate (and changing) migration needs of the target audience. The limitation of financial resources (i.e., project funds) available to the DOs as well as their institutional capacities were also seen as a factor that weakened the campaign's outputs.

3.2.4. Cross-comparison of the effectiveness of all Campaigns

The different designs used in the various campaigns produced variations in the 'measurability' of their effectiveness and make direct comparison difficult. While the approach used by Seeefar in the "Migration Communication Campaign (phase 2)" was more focused on providing tailored information to potential migrants on a case-by-case basis, the "Trusted Sources" campaign and the "Diaspora Awareness Raising Campaign" provided less tailored information to a larger target audience. The inability of many interviewed "Trusted Sources" campaign beneficiaries to remember specific campaign messages as well as the high drop-out rate of viewers watching messages from the "Diaspora Awareness Raising Campaign" indicate that the one-on-one counselling channels used by the "Migration Communication Campaign" has the highest success rate of increasing knowledge of individual campaign participants. However, this approach has the weakness of only reaching a limited number of beneficiaries as compared to the main channels used by the "Trusted Sources" campaign and the "Diaspora Awareness Raising Campaign" (community theatre and social media) which lean towards mass-communication. Smaller increases in the knowledge of campaign participants in the case of the latter two campaigns may in some way be offset by the larger number of campaign participants. Yet, given the limitations of this study (see sections 1.4 and 2) and its qualitative design, no final conclusions on and quantifications of varying levels of effectiveness across the three campaigns can be provided.

Lessons learnt from other studies and evaluations suggest that for campaigns to have an effect, messengers or sources of migration information need to be trusted (e.g., Fiedler 2020; Hagen-Zanker & Mallett 2016; Schans & Optekamp 2016, Tjaden et al. 2018). We concluded that all main sources / messengers (diaspora, returnees, governmental and non-governmental community members) were trusted in their communication of messages. Despite some studies suggesting that diaspora members are sometimes not fully trusted when they are perceived to be gatekeepers (REACH, 2020), most literature finds diaspora a trustworthy and frequently used source of migration information (Aslany et al. 2021; European Commission 2018). However, by

implementing the campaign fully online and focusing on sharing information in form of (impersonal) mass-media communication (videos, texts, chat-bot), we found that the “Diaspora Awareness Raising Campaign” could not fully capitalize on the credibility of diaspora as sources of migration information. Depending on the country of origin, returnees can sometimes experience high levels of stigma as compatriots who have “failed” on the migration journey (European Commission 2018). However, our findings show that returnees as messengers in the “Trusted Sources” campaign were perceived to be credible and their messages relevant, in particular because they were able to share their real-life experiences. These findings are in line with findings from other evaluations, such as Tjaden & Dunsch 2021 on the importance of peer communication. In addition, by supporting the re-integration of returning migrants, the campaign may contribute to a broader impact of changing the migration culture towards a culture where returning is considered a more viable option. Identification with messengers as “peers” seems to be one explanation why potential migrants have more trust in community members than institutions such as media and the government (*ibid.*). Studies show that comparatively low levels of trust are given to governments, both of countries of origin and destination (see Brekke & Thorbjørnsrud 2020; REACH 2020; Tjaden & Dunsch 2021). We found that by using (low-ranking) local, community-based government employees as messengers, the “Trusted Sources” campaign managed to evade (strong) association of their messengers with government institutions, and messengers were instead perceived to be trusted community members.

Campaign messages varied greatly, within and among the three campaigns. What became apparent from our findings is that individuals have different information needs and different prior knowledge on migration. Some (potential) migrants may look for information on scholarship programs or how to apply for family re-unification, others for local job opportunities, yet others for ways to prepare for their irregular migration journey, or what to expect at their country of destination. We find that each message is legitimate so long as it can reach its specific target audience. This is particularly true considering that the stated objective of all campaigns was for the audience to make informed decisions on migration. Despite literature documenting that target audiences are often already aware of migration risks but decide to migrate irregularly anyway (Alpes and Sørensen 2015; cited in Schans & Optekamp 2016; Hernández-Carretero & Carling 2012; Mbaye 2014; Arcand & Mbaye 2013; Van Bommel 2019; Ryo, 2013), we found that most interviewed beneficiaries welcomed the information on risks. The beneficiaries overwhelmingly reported that they and /or their peers were not fully aware of such dangers and that (more) information on such topics is in fact needed. In this way, our findings are in line with other evaluations on migration awareness campaigns which confirm the need for and effectiveness of campaign messages which focus on the risks of irregular migration (e.g., Tjaden & Dunsch 2021). Just as for messengers and channels, the credibility of messages has been identified as an important factor for audience to change their attitude and behavior (Hagen-Zanker & Mallett 2016; Haug 2008).

While overall campaign messages were reported to be trusted, we also have some indication that messages may be less trusted and accepted, if they contradict prior knowledge and experience. In this, our findings are consistent with other research, (e.g., by REACH 2020) that found that most people trusted campaign information when campaigns shared information respondents had heard before. Accordingly, in addition to changing prior attitudes and plans towards migration we also found that messages can reinforce beliefs and behavior (e.g., preference for legal migration),

and at times have no effect at all, in particular when the audience feels messages do not apply to their own situation. Factors which, according to campaign respondents, increased trust were messages which narrated real experiences, which used facts with references to trusted and impartial international organizations as well as messages which were associated with trusted messengers and channels.

We found that campaigns had limited to no effect on the choices of destination of the target audience. This is unsurprising, as the campaigns did not aim to influence beneficiaries' preference. Interviews with campaign beneficiaries indicate that in rare cases specific pieces of migration information can (temporarily) change people's reported preference. However, the interviews also indicate, that other factors are much more likely to influence the country of destination of migrants. On the one hand, preferences for specific countries are reportedly based on a variety of factors, many of which are unlikely to be influenced by the awareness-raising campaigns (residence of family members, perceived livelihood conditions, perceived success rate of asylum applications, perceived culture towards immigrants). On the other hand, potential migrants often have no strong preference and sometimes no preference at all for a specific European country. Consequently, interviews showed that (potential) migrants are also quick to change their preference (e.g., for practical reasons). Lastly, our findings also suggest that migration plans tend to change throughout the migration journey. Migrants may end up wherever their budget allows, where smugglers or European authorities put them, where travel companions convince them to go, or where they themselves perceive to be welcomed upon arrival and decide to remain. These findings are in line with existing literature which concludes that the choice of the country of destination of irregular migrants tends to change throughout the journey based on practical challenges and opportunities (Hagen-Zanker & Mallett 2016; Fiedler 2020; Kuschminder et al. 2015).

While we found that all three campaigns were effective in increasing knowledge on migration, changes in attitudinal and behavioral change are difficult to evaluate and to compare for different reasons. Most data supporting behavioral change of beneficiaries could be collected from the "Migration Communication Campaign (phase 2). This can be explained, on the one hand, by the timing of the evaluation, which allowed us to interview beneficiaries after they had been exposed to the campaign for a certain duration. For the "Trusted Sources" campaign and the "Diaspora Awareness Raising campaign", respondents often had only recently been exposed to the campaign (which may not allow enough time to measure change in behavior). More importantly, the campaigns and our research sample included many respondents who were not part of the main target group (persons with no migration intentions or plans or beneficiaries who had not fully been exposed to the campaign). In addition, it can be argued that behavioral changes of migrants en route are more difficult to measure than changes in migration intentions of potential migrants. What can be noted is that all three campaigns have scope to strengthen their assessment of attitudinal and behavioral change as part of their campaigns' monitoring and evaluation frameworks.

Annex 3 presents the different results hypothesis for all 3 campaigns and links them to evidence (or missing evidence) and the sources of information (or missing sources of information), and our assigned confidence level.

3.2.5. Recommendations on the effectiveness of the campaign.

In order to improve the effectiveness of awareness-raising campaigns, we recommend:

For the donor:

- To capitalize on the frequent use of online channels for migration information and to combat misinformation support the creation/operation of popular and trusted online venues for the diffusion of migration information by neutral third parties. This can be a website or channel operated by a source known and perceived to be trusted by target audiences and on which factual information is regularly published (also beyond the lifespan of the campaign) in order to inform migrants and potential migrants that actively seek information.
- Aim at creating a balance between face-to-face events and online content in each awareness-raising campaign, which may allow members of the community to benefit from migration awareness communication and migrants in each stage of migration to access relevant information.

For the implementing organizations:

- Tailor monitoring and evaluation activities to better measure campaign effects on attitudes and behavior of beneficiaries. This may allow readjustments of the approach in the course of implementation, if needed.
- Combine public social media campaigns with more private and more interactive media channels online (e.g., individual and group consulting, e.g., via WhatsApp, Facebook / YouTube live sessions) and / or offline (in-country) communication events to increase effectiveness and mitigate disadvantages of online mass-media campaigns.
- Tailor the campaign messages to the primary target audience and closely monitor whether messages reach intended audiences. Older audiences may still be relevant for the campaign but may need a different set of messages than those that are disseminated to younger audiences that are seen as potential migrants. Campaign activities (messages, channels, messengers) should be reviewed and adapted throughout the project implementation if they fail to reach the intended primary target audience.

3.3. Efficiency of the Awareness Raising campaigns

As one of the DAC criteria, efficiency describes to what extent the project's results are delivered in an economic and timely way. In the following sections, we first focus on evaluating the economic side of efficiency which is the transformation of inputs into outputs, outcomes, and impacts. Subsequently, we review the timeliness of the campaigns by assessing whether and to what extent the results were achieved within the intended timeframe, whether timeframes were realistic and appropriate, and if and to what extent timeframes were adjusted during the interventions and why.

3.3.1. Economic Efficiency

This analysis¹⁰ of economic efficiency relies significantly on the budgets, evaluations, and other complementary documents available to C4ED that provide the necessary data. In the following section we first discuss the numerical and financial data available per project as well as limitations based on available information, before we present findings and comparisons of the cost-efficiency of the two evaluable campaigns (the “Migration Communication Campaign (phase 2)” and the “Information and Dialogue on Irregular Migration” Campaign) in the following sub-sections.

Numerical data consist of indicators that are used to measure inputs, outputs, or outcomes. The “Migration Communication Campaign (phase 2)” and the “Information and Dialogue on Irregular Migration” provide numerical data on the input-, output-, and outcome-level using different data collection approaches. Seefar provides data using a representative endline survey with beneficiaries as respondents, Internews provides numeric data using a representative randomized audience survey. The “Diaspora Awareness Raising Campaign” and the “Trusted Sources” campaign only ended in June 2022 and the financial reports were not available at the time this report was written. This also means that the final numeric data for these two campaigns are not available. Without definitive financial data, we would rely solely on budgeted costs per output/outcome, which can vary significantly from actual expenditures, particularly because campaigns have had to adjust their strategy and budgets during the COVID-19 outbreak. The lack of numerical data means that budgeted costs would have to be related to expected or targeted project outputs/outcomes, which would not allow us to assess project efficiency, but rather the efficiency expected at the time of project planning. Therefore, cost efficiency and a comparative analysis are only presented here for the “Migration Communication Campaign (phase 2)” and the “Information and Dialogue on Irregular Migration”.

General limitations based on available information of the two campaigns are as follows: In case of the “Migration Communication Campaign (phase 2)”, we have numeric data on the input-, output-, and partly on the outcome-level, which could enable us to relate financial data to the output- and to the outcome-level. For the numeric data on the outcome-level we rely on the results of the final project evaluation that took place between March and April 2021. The financial data has been audited by an independent auditor. The “Information and Dialogue on Irregular Migration” campaign provided numeric data and financial data on the input-, output- and outcome-level. The project conducted an endline survey that captured numeric data on the outcome level. The financial data was audited by an independent auditor. In both cases we rely on numeric output data that was collected by the respective implementers, meaning that it is not possible for C4ED to verify the data. For the analysis we assume that the reported numbers are objective and, as stated by the implementers, representative.

3.3.1.1 The “Migration Communication Campaign (phase 2)”

For the analysis of the “Migration Communication Campaign (phase 2)” we use the information provided in the financial report and *Final Evaluation – Migration Communication Campaign in*

¹⁰ The guidance for the analysis and data requirement is the *Tools and Methods for Evaluating the Efficiency of Development Interventions* by Palenberg (2011).

Nigeria and Iraqi Kurdistan. The numeric data presented in the final evaluation report separate between eleven outputs related to five different components in each project country. In contrast to this, the financial report differentiates the expenditures only between four components, leaving out the educational outreach component in Nigeria and the LGBTQI+ component in KRI. Additionally, the expenditures allocated to two of the components, WOM Counselling (Component 1) and community outreach (Component 2), are not consistently disaggregated.

While there is no disaggregated financial data on the output-level, the evaluation report provides numeric data on short-term outcomes and longer-term outcomes. All measured outcome variables are related to the effect of consultations on the consultees (Component 1), while outcomes related to the other components were not numerically evaluated. Combined with the fact that financial data was not always disaggregated between Component 1 and Component 2, any type of cost-efficiency analysis based on the reported financial and numeric data will come with significant limitations. However, it is still possible to compare the cost-efficiency of Component 1 between the “Migration Communication Campaign (phase 2)” in Nigeria and KRI as we can assume that the analysis of both would have the same limitations. To do so, we treat the cases in which the financial data is not disaggregated between Component 1 and Component 2 as costs for Component 1 only.

For the analysis we apply the Benchmarking of Unit Costs analysis (see Palenberg, 2011) to calculate the cost per unit (successfully reached beneficiary) for each of the outcomes related to Component 1 given the aforementioned limitations. The first step is to gather and adapt the available numeric data. The final evaluation report provides data on the percentage of successfully reached consultees regarding their short-term and long-term outcomes. Short-term outcomes were measured using monitoring forms with a representative random sample of consultation beneficiaries (3,599 in Nigeria and 3,120 in KRI). The long-term outcomes were measured using a representative random sample of 1,399 beneficiaries in Nigeria and 1,267 in KRI. A total of 11,429 individuals in Nigeria and 7,469 in KRI were consultation beneficiaries. Based on the data, we calculate the number of successfully reached respondents. As a second step we add up the expenditures that were allocated to Component 1 and the expenditures that were allocated to Component 1 as well as Component 2. Thereafter, we calculate the unit cost per successfully reached beneficiary per short-term outcome and long-term outcome. Since all outcomes are reached with the same activity, one-on-one consultations, it is not possible to disaggregate costs between all outcomes that are supposed to be reached during the consultations. Table 4. *Disaggregated cost per outcome for Nigeria and KRI* disintegrates the cost per outcome for Nigeria and KRI.

Table 4. Disaggregated cost per outcome for Nigeria and KRI

Outcome	Expenditures for Component 1 (in €)	Successfully reached beneficiaries	Cost per successfully reached beneficiary (in €)
Nigeria			
Short-term outcome I		8914.62	24

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<i>% of consultees who reported increased awareness of risks of irregular migration after the consultation</i>			
Short-term outcome II			
<i>% of consultees who reported increased awareness of legal alternatives to irregular migration</i>		9143.2	24
<hr/>			
Long-term outcome I			
<i>% of consultees who reported abandoning their irregular migration plan</i>	218,202.25 ¹¹	4457.31	49
<hr/>			
Long-term outcome II			
<i>% of consultees who reported changing or delaying their irregular migration plan</i>		2742.96	80
<hr/>			
Long-term outcome III			
<i>% of consultees who reported considering legal alternatives to irregular migration</i>		9943.23	22
KRI			
<hr/>			
Short-term outcome I			
<i>% of consultees who reported increased awareness of risks of irregular migration after the consultation</i>		3585.12	92
<hr/>			
Short-term outcome II	328,313.51 ¹²		
<i>% of consultees who reported increased awareness of legal alternatives to irregular migration</i>		4257.33	77
<hr/>			
Long-term outcome I		3286.36	100

¹¹ From which €210,336.75 are not clearly divided between Component 1 and Component 2

¹² From which €293,232.58 are not clearly divided between Component 1 and Component 2

<i>% of consultees who reported abandoning their irregular migration plan</i>			
Long-term outcome II			
<i>% of consultees who reported changing or delaying their irregular migration plan</i>		3435.74	96
Long-term outcome III			
<i>% of consultees who reported considering legal alternatives to irregular migration</i>		5676.44	58

It is important to note that the expenditures and therefore the cost per successfully reached beneficiary do not include any costs not directly linked to Component 1, like costs for monitoring and evaluation or preliminary studies that might have influenced the number of reached beneficiaries. A significant cost point is the overall management of the project, other project direct costs, and the overhead costs; together they amount to €1,100,004 from the total project expenditures of €1,994,402.

Results: In Nigeria it was possible to reach a total of 11,429 individuals as consultees with expenditures of €218,202, compared with 7,469 individuals in KRI with expenditures of €328,313.

Short-term outcome 1 is achieved for a consultee when he/she reports an increased awareness of risks of irregular migration after the consultation, while short-term outcome 2 is achieved when a consultee reports to have an increased awareness of legal alternatives to irregular migration. In Nigeria, the cost per successfully consulted beneficiary is similar for both short-term outcomes. Relative to the costs incurred for the short-term outcomes in Nigeria, the cost per successfully informed beneficiary in KRI is more than three times higher. In KRI, short-term outcome 1 was less successfully achieved compared to short-term outcome 2; 15.73% more respondents did not report an increased awareness of risks of irregular migration after the consultation.

As might be expected, the costs per successfully reached beneficiary is higher for long-term outcomes, except for long-term outcome III, which is in both cases even less costly to achieve per beneficiary compared to any other outcome.

In general, it was possible to reach more beneficiaries successfully with less expenditures in Nigeria compared to KRI. In Nigeria €24 were spent on average for the short-term outcomes and €50 on average for the long-term outcomes per successfully reached beneficiary. For KRI it cost €84 per successfully reached beneficiary for the short-term outcomes on average and nearly the same for the long-term outcomes (€84).

However, it is important to note that even though project outcomes are the same in Nigeria and KRI, the country-specific context in which those outcomes are reached is different. In 2020, the

adjusted net national income per capita in Iraq was nearly twice as high compared to the net national income per capita in Nigeria which consequently results in higher implementation costs in KRI (World Bank 2022). In addition, qualitative findings indicate that compared to Nigeria the catchment population in KRI is more reluctant to participate in campaign activities and more skeptical towards migration messaging. These findings suggest that socio-cultural differences between the countries of the intervention can affect effectiveness, and through that the cost-efficiency of campaigns.

3.3.1.2 “Information and Dialogue on Irregular Migration” Campaign

For the analysis of the “Information and Dialogue on Irregular Migration” Campaign, we use the final financial report¹³ and the budget¹⁴ provided by Internews. The budget allocates each expenditure to the respective output, cross-cutting project costs or operational costs. The budget also estimates the percentage of cross-cutting project costs related to each output.

The final project narrative report separates the numeric data between two outcomes and four outputs that are measured with two indicators each. The financial report also differentiates between two outcomes. Outcome 1 is divided into two outputs; these outputs are identical with the two outcome indicators used to measure Outcome 1 presented in the final project narrative report. This is not the case for Outcome 2, here the financial report allocates expenditures to two outputs according to the narrative report while the final project narrative report uses two outcome indicators. Therefore, we need to add up the expenditures allocated to the outputs of Outcome 2 to be able to relate the financial data to the numeric data.

Based on the financial and numeric data available, we apply the Benchmarking of Unit Costs analysis to calculate the cost per unit for each of the four outcome indicators. To do so, numeric data is provided in the final project narrative report. This data was collected during a representative endline survey with 3,081 participants who were randomly selected in 15 target provinces. 90% of the participants were active listeners of the Salam Watandar radio network and therefore exposed to Information and Dialogue on Irregular Migration activities. Internews estimates the audience they reach based on the radio stations and the population footprint of the broadcast area to 15 million, while they define all Afghans as potential migrants¹⁵. Based on the numeric data from the survey and the total population that were claimed to have been reached through the Information and Dialogue on Irregular Migration activities, we can estimate how many potential migrants were successfully reached for the corresponding outcome indicators. When relating the estimation to the financial data, we can calculate the unit cost per successfully

¹³ *IDIM-A-Final-Financial Report_ May19-Jan21 28th October 2021*

¹⁴ *4000002650_Internews_Information and Dialogue on Irregular Migration_Budget*

¹⁵ Each of these assumptions is almost certainly flawed and must be treated with caution, as we discuss later. To put it simply, not everyone within the footprint of a broadcast area listens to this radio station (especially since FM radio stations have a smaller reach) and not everyone wishes to migrate. However, it is not possible for us to conclusively establish the correct numbers and we have used the figures claimed by Internews in our analysis.

reached potential migrant without or with cross-cutting project costs. Only for Outcome 1.1, we don't rely on survey data. Table 5: Disaggregated cost per outcome for the "Information and Dialogue on Irregular Migration".

Table 5: Disaggregated cost per outcome for the "Information and Dialogue on Irregular Migration"

Outcome	Expenditures (<i>without estimated cross-cutting project costs/with estimated cross-cutting project costs</i>)	Unit	Cost per unit / Cost per unit with cross-cutting project costs
Outcome 1: Improved access to quality information on migration and migration related issues			
Outcome 1.1 <i>% of reports and programs produced meeting Internews quality standard</i>	€51,646 / € 89,238	52 reports and programs produced meet the Internews quality standard	€ 993.19 per report/ € 1,716.11 per report
Outcome 1.2 <i>% of potential migrants reached through information campaigns with NL funding who report the information produced by the project is accurate and relevant to their needs</i>	€177,691 / € 257,228	12,750,000 successfully reached potential migrants	€ 1.18 per 100 successfully reached potential migrants / € 1.71 per 100 successfully reached potential migrants
Outcome 2: Increased engagement between migrants and their communities on the risks of irregular migration, their rights, and possible legal alternatives			

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<p>Outcome 2.1 <i>% Percentage of potential migrants who demonstrate knowledge of safe migration procedures, the risks of irregular migration, understanding of TiP and secondary migration through the project</i></p>	<p>€ 686,105 / € 1,004,322.89</p>	<p>12,750,000 successfully reached potential migrants</p>	<p>€ 5.38 per 100 successfully reached potential migrants / € 7.88 per 100 successfully reached potential migrants</p>
<p>Outcome 2.2 <i>% Percentage of potential migrants amongst target audiences either abandoning, delaying or seriously reconsidering their plan to migrate irregularly to Europe, through the project</i></p>		<p>14,550,000 successfully reached potential migrants</p>	<p>per 100 successfully reached potential migrants / € 6.90 per 100 successfully reached potential migrants</p>
			€ 4.72

Table 5: Disaggregated cost per outcome for the “Information and Dialogue on Irregular Migration” shows expenditures and cost per unit or cost per 100 successfully reached potential migrants without and with the cross-cutting project costs. Apart from cross-cutting project costs that could be related to specific outputs, the project also had operational costs and indirect costs. The two types of cost amount to €662,709, the cross-cutting project costs to €435,347, and the expenditures for all outputs to €915,442.

Results: The estimated outreach of the Salam Watandar radio network radio programs is 15 million listeners. Information and Dialogue on Irregular Migration also defines all Afghans and therefore all listeners as potential migrants. Thus, the cost per potential migrant successfully reached is generally low and the cost per successfully reached outcome according to the representative endline survey as well. The least cost per successfully reached migrant is the outcome indicator 1.2 with €1.71 per 100 potential migrants who reported that the information produced by the project is accurate and relevant to their needs including cross-cutting project costs. Outcome 2.1 and Outcome 2.2 are both reached with the same expenditure of €1,004,322.89 including cross-cutting project costs. Outcome 2.1, with a cost of €7.88 per 100 potential migrants who demonstrate knowledge of safe migration procedures, the risks of irregular migration, understanding of TiP and secondary migration through “Dialogue on Irregular Migration” campaign is more costly compared to outcome 2.2 with a cost of €6.90 per 100 potential migrants

amongst target audiences either abandoning, delaying or seriously reconsidering their plan to migrate irregularly to Europe, through the Information and Dialogue on Irregular Migration project.

It needs to be considered that the low costs are due to the strong assumptions derived from the reported numerical data and final evaluation report for the purpose of the analysis that all 15 million listeners of the Salam Watandar radio network a) listen to and follow the broadcasts of the Information and Dialogue on Irregular Migration project and b) are potential migrants. This is an exceptional claim not backed up with sufficient evidence and should be seen with skepticism, as the global average for people even *wishing* to migrate is around 30% (Migali & Scipioni, 2018).

3.3.1.3 Cross-comparison of the efficiency of the campaigns

For both projects, we used the Benchmarking of Unit Cost approach, and we calculated the unit cost per successfully reached person (beneficiary or potential migrant). While the methodological approach was similar, comparing the cost-efficiency between the two projects is not possible for various methodological reasons:

- The “Migration Awareness Raising Campaign (phase 2)” does not clearly separate the budget between all outcomes, which results in strong limitations in the analysis.
- In both projects, not all project outcomes measured with numerical data are represented consistently in the financial data.
- The “Migration Awareness Raising Campaign (phase 2)” evaluates the project outcomes by interviewing a sample of their direct beneficiaries, while Internews uses a sample of potential beneficiaries.
- The two campaigns’ indicators have similarities, but they are not comparable since their phrasing and therefore logic is not streamlined.

Apart from the given methodological reasons, both project logics have inherently different approaches: While the “Migration Awareness Raising Campaign (phase 2)” uses personal consultations as their main channel of communication, the “Information and Dialogue on Irregular Migration” campaign uses radio broadcasts as their channel that can reach a wide audience without direct personal interactions. These different channels also reflect on the measured outcomes. In the case of the “Migration Awareness Raising Campaign (phase 2)”, long-term outcomes I and II measure if the consultations actually resulted in a behavioral change of beneficiaries, i.e., in changing, delaying or even abandoning their irregular migration plans. The outcomes of the “Information and Dialogue on Irregular Migration” campaign are more related to the relevance of their outputs (Outcome 1.2), to increase their listeners knowledge (Outcome 2.1) or to make their audience reconsider their migration plans (Outcome 2.2). Even though the indicator for Outcome 2.2 includes the abandoning or delaying migration plans, it does not disaggregate between reconsidering, changing, or abandoning them.

3.3.2. Timeliness: comparative analysis

Project documentation shows that all three projects were able to implement the campaigns within the set timeframes. Due to unforeseen, external circumstances (Covid-19; take-over of power by the Taliban in Afghanistan), projects had to adapt activities, which at times led to requests and approval of non-cost extensions for the projects. Still, we found some indication that implementing

partners felt that different timelines would have been more efficient or effective for their campaigns. On the one hand, different DOs of the “Diaspora Awareness Raising Campaign” felt that the timeline for the development of tools was too long for them, straining their scarce human resources for continuous progress report writing, while they were not implementing activities. This also forced them to invest more time for onboarding of new campaign staff due to the high turnover of volunteer staff at these organisations. Project staff from the “Trusted Sources” Campaign, on the other hand, argued that effects of campaigns would have materialized more strongly, if the target group could have been exposed to information more frequently over a longer period of time. Similarly, project staff of the “Migration Communication Campaign (phase 2)” argued that ideally, awareness campaigns should be ongoing to ensure lasting effects (see also section 3.6.1).

3.3.3. Recommendations on efficiency of the campaigns

Donors and implementing organizations should consider that for a comprehensive cost-efficiency analysis, the approach needs to be embedded in the project design in order to compare the cost-efficiency of different projects. As in the example above, even when using a less rigorous approach, such as the Benchmarking Unit Costs analysis, and adapting the analysis to the available data, the results do not provide a suitable basis for conclusions. Furthermore, cost-efficiency analyses are sensitive to the project context, indicators used to measure project outputs/outcomes, and underlying assumptions by the project, such as the number of beneficiaries reached. To make projects comparable, indicators and underlying assumptions need to be aligned during the project design phase. During implementation, financial reporting and measurement of indicators must be in accordance with the ToC throughout the life of the project. Although context-specific limitations remain when comparing project cost-efficiency, more meaningful conclusions could be drawn from the results then.

- To plan and implement migration awareness campaigns in a time-efficient way, donors and implementing partners should carefully consider the optimum duration of the campaigns during the design phase. Project designs should also consider allocation of time to measure whether campaign effects have materialized and to what extent campaign outputs and outcomes are sustainable.
- Projects should have streamlined and comparable indicators which would allow a meaningful estimate of the efficiency of individual projects. It would be very useful to have a unified ToC, which is then adapted to local contexts.
- Key assumptions regarding projected numbers of beneficiaries should be evaluated carefully and implementing organizations should be asked to provide evidence where the numbers appear inflated/implausible.

3.4. Impact of the Awareness Raising Campaigns

To analyze the impact of the awareness-raising campaigns, we assessed whether the planned outcomes of the campaigns were achieved, to what extent the outcomes observed were the result of (caused by) the campaigns, and what other intended and unintended outcomes the campaigns might have had. The results help to verify or adjust the ToC, used by the campaigns. To do so, we

looked at the extent to which the campaigns contributed to decreasing irregular migration and to protecting migrants en route from the risks and dangers of the journey and at unintended effects of the campaigns. Given the prominence of external factors that are likely to influence migration behaviors and decision making, the evaluation looks at the extent to which such external factors acted as enablers or barriers for the success of the campaigns.

3.4.1. The “Migration Communication Campaign (phase 2)”

The “Migration Communication Campaign (phase 2)” predominantly targeted potential migrants, meaning persons that are either at the aspiration stage, the intention stage, the planning stage, or the preparation stage of migration (see annex 2: model of migration decision making in 5 steps). Therefore, it is difficult to determine whether the intervention protected people against violence, exploitation, or abuse during transit. It was, however, found that most beneficiaries that were interviewed showed increased knowledge of general risks of irregular migration and to some extent, of specific risks of irregular migration, as outlined in section 3.2.1 above. It was further found that several of the respondents did not sustain their irregular migration plans after participating in the campaign. Therefore, even though the campaign did not explicitly target migrants en route, it can be assumed that by preventing people from migrating, the campaign ultimately protected them from future violence, exploitation, and abuse on route.

Many beneficiaries of the “Migration Communication Campaign (phase 2)” reported abandoning their irregular migration plans after attending the campaign. Although intentions to migrate are rather common among young Nigerians, it seems that the campaign contributed to making several potential migrants drop their irregular migration plans and to opt for legal migration alternatives instead. For a minority of campaign beneficiaries, especially in KRI, the campaign did not change their irregular migration intentions, as they still aspired to migrate irregularly or had already intended to migrate legally. However, for some of the beneficiaries, the delay or abandonment of irregular migration plans was not the fruit of the campaign, but the result of other factors, such as family responsibilities or their economic situation. For those who did not have irregular migration plans, the campaign was found to have reinforced their intentions to migrate legally or to not migrate at all.

No unintended negative impacts of the campaign, such as people with legal or no migration plans resorting to irregular migration plans after the campaign, was found. This is an important finding as awareness campaigns, when poorly designed, can have the perverse effect of making the theme salient, but without the intended effect on behavior change. For example, an awareness campaign utilizing anti-corruption messaging in Nigeria was found to make people despondent about corruption and reduced their motivation to address the problem (Cheeseman and Peiffer, 2020).

In the course of its implementation, very limited unintended positive effects of the campaign were observed. The major one was related to the LGBTQ+ component. It appeared, especially in KRI, that members of the LGBTQ+ community had a very limited support network. Given the need for LGBTQ+ support, Seefar was able to build a referral network for LGBTQ+ persons in KRI. LGBTQ+ actors were then brought together in a workshop, and a WhatsApp group was created where different actors could exchange and better refer LGBTQ persons to the help that they need.

Another unintended effect of the campaign was the fact that some of the teachers that were trained for the educational outreach were also helped by the information they received, as they proved to also be potential migrants.

3.4.2. “Trusted Sources” Campaign

The “Trusted Sources” campaign initially targeted potential migrants and community members in Nigeria. Therefore, it was difficult to measure its impact on the protection and resilience against violence or abuse during transit. Also, given the fact that most respondents were over the target age and were no longer considered as potential migrants, the impact of the campaign was hardly measurable on this category of respondents. In general, beneficiaries of the campaign that were interviewed reported having no future irregular migration plans. For the few respondents who still had migration plans, irregular migration was not an option to be considered. For a few of them, participating in the campaign promoted a change or temporary pause of their irregular migration plans.

It was also noticed that beneficiaries who previously were willing to travel at all costs were no longer desperate to leave the country. This is, however, linked to the economic situation of the country which acts as an external factor against the achievements of the campaign. Even though the timing and the profile of the campaign participants did not allow to measure the impacts of the campaign on irregular migration, the high level of trust of the campaign by beneficiaries might foster a spread of information and caution against irregular migration in the target communities, which may potentially reduce irregular departures from those communities.

As stated above, such impacts of the “Trusted Sources” campaign might be observable in the longer term. The approach used fostered the campaign’s potential sustainability (see section 3.6.2), potentially leading to effects and impacts in the longer term. At the time of data collection for the present evaluation, no unintended effects of the “Trusted Sources” campaign could be observed. Revisiting the campaign locations a few months or years after the implementation may allow to detect further impacts of the campaign.

3.4.3. The “Diaspora Awareness Raising Campaign”

The limitations regarding the timing of the study and the sampling of campaign beneficiaries previously mentioned limit the assessment of the campaign’s contribution towards protection and resilience against violence, exploitation, or abuse during transit, which was the clear intention of the project. While increase in knowledge could be confirmed by the study, no evidence on actual reported change in the behaviors of respondents exposed to campaign material could be collected. Since only three migrants en route could be interviewed, data is not robust enough to validate the campaign’s assumption of beneficiaries changing their behavior en route.

The study limitations previously mentioned also limit the assessment of the campaign’s contribution towards decreasing irregular migration. Proposal documents and project staff underlined that the goal of the campaign was not to decrease irregular migration, however, as

acknowledged by the DRC, for some audience members, the campaign messages may still change migration plans. What is worth noting is that most potential migrants felt that irregular migration was the only option they (and many Afghans) had.

No unintended effects resulting from the campaign were reported by interviewed Afghan (potential) migrants. However, considering that the respondent sample was mainly made of beneficiaries who viewed campaign material under test conditions, the information on unintended effects which could be collected for this study cannot be considered robust. For DOs involved in the implementation, the campaign had a positive unintended effect. They became more professional by increasing their technical capacities and credibility with both potential donors and their target audience. The DRC also benefited from the project as they started applying campaign approaches beyond the project, identified and better utilized synergies within the organization, and improved on the organization's provision of services for migrants en route.

It is important to note that despite efforts from the DRC and DOs to clarify campaign intentions, some target audience members still had wrong perceptions about the DOs role and intent. Some target audience members assumed the organization to be smugglers and tried to engage the organization to facilitate their irregular migration plans, whereas other target audience members assumed DOs were acting on behalf of a government and trying to discourage (irregular) migration. While there is no evidence of negative effects created by such misconceptions among the target audience, this still exemplifies the challenges (online) campaigns can face with regard to target group engagement, credibility, and messaging.

3.4.4. Cross-comparison of the impact of all campaigns

Measuring the impacts of awareness-raising campaigns appears to be challenging, especially soon after the end of the implementation. For the campaigns that are evaluated, the "Migration Communication Campaign (phase 2)" was the one for which most impacts were observed. This is related to the approach used by this campaign, which consisted of engaging with beneficiaries on a one-on-one basis. This approach allowed to determine how migration intentions were impacted by the campaign. The "Trusted Sources" campaign was more open to the wider public, which resulted in people from all age groups reached by the campaign, many of whom were no longer consider as potential migrants. Hence, our sample also mainly included beneficiaries that were above the target age group. While those audience members are unlikely to change their migration behavior, they may be able to influence migration behavior of potential migrants within their families and communities and thereby contribute to the prevention of irregular migration and / or protection of migrants en route. Similarly, little evidence could be gathered also about effects of the "Diaspora Awareness Raising Campaign" on actual irregular migration (intentions) or on resilience against violence, exploitation, or abuse during transit. Considering the design of the campaign, it is assumed that it contributes more to the latter and less to the former. More research would have to be conducted to verify this hypothesis. However, it is important to note that impacts of an awareness-raising campaign may take some time to be observed. It has been noted that, although quantifiable indicators are easier to establish, qualitative indicators of development awareness-raising activities are more challenging to measure and that sometimes the impact on

societal perceptions can only be evaluated well after project activities have ended (Capacity4dev 2015).

Moreover, it needs to be stressed that migration behavior is influenced by a multitude of factors (Hagen-Zanker 2015, De Haas 2011, IOM 2021a, Rapoport & Docquier 2006). It is thus likely that other factors have contributed towards or worked against the aspired overall impacts of the awareness campaigns (protecting and/or deterring) (potential) migrants. For instance, in 2020 the COVID-19 pandemic led to a drop in international migration to OECD countries of more than 30% in 2020 and an even larger drop in asylum applications (OECD, 2022). In other cases, for example, with rapidly deteriorating security conditions in countries of origin, such as in the wake of the Taliban takeover of power in Afghanistan in 2021, potential migrants are likely to opt for irregular migration over staying due to the precarity of their situation.

No unintended effects could be detected among interviewed beneficiaries. However, findings from the “Diaspora Awareness Raising Campaign” give some indication that the broader the scope of communication of a campaign is, the more room it leaves for it to reach people which a) are not intended as target audience, or b) misunderstand messages and their intent. While we cannot postulate that more tailored one-on-one communication approaches leave less room for unintended effects, it is safe to assume that those effects are bound to be more isolated and easier to mitigate.

Some literature suggests that migration awareness campaigns (including those aimed to prevent irregular migration) can in fact aid preparation for irregular migration and inadvertently increase migration (Van Bommel 2015). We could find no evidence to support this hypothesis for the campaigns under evaluation. No interviewed beneficiary stated that the information provided by the campaigns increased their willingness or accelerated their plans to irregularly migrate. This was the case not only for the “Trusted Sources” and “Migration Communication” campaigns, which aim to deter irregular migration, but also for the “Diaspora Awareness Raising Campaign” which indeed seeks to help (potential) migrants to better prepare for their journey (and by that become more resilient against violence and exploitation en route).

UNHCR (2016) noted that “it is important that messages [of migration awareness campaigns] be phrased in a way that does not inadvertently discourage persons fleeing conflict and persecution from seeking asylum abroad”. While our findings do confirm that it is impossible for the campaigns to distinguish between their target group members with and without a legitimate claim for asylum, we also found no evidence where campaign information actually discouraged potential migrants in need of protection and with a legitimate claim to asylum.

3.4.5. Recommendations on the impact of the campaign

The impact of an intervention mainly depends on the extent of its effectiveness which in turn depends on its relevance. Also, sustainable effects are likely to produce more impacts. Therefore, if awareness-raising campaigns are more effective and if outcomes are sustainable, the campaigns will likely have more impacts. We do not provide specific recommendations for the impacts of the campaign, as a proper implementation of our recommendations on relevance, effectiveness, and sustainability will improve the impact of the campaigns. It is also to be noted that the impacts of

awareness-raising campaigns depend on multiple other external factors that cannot be controlled by the campaigns. Examples include conflict, socio-economic changes, and political instability.

3.5. Gender approach for the awareness-raising campaigns

To assess to what extent gender was considered by the four projects, we first look at the extent to which the projects were designed, planned, and implemented in a gender-sensitive way. We analyze those planning and implementation approaches amidst gender-based risks and needs of the projects' target sub-groups and assess to what extent the different projects were able or hindered to respond to those needs in the light of those risks and barriers. Finally, we draw conclusions on gender principles and approaches utilized by the different campaigns.

3.5.1. The "Migration Communication Campaign (phase 2)"

As section 3.1.1 elaborates, while participation of the target audiences (including vulnerable groups, such as women, girls, boys and people identifying as LGBTQ+) during the design stage may have been low, learnings and evaluations from the predecessor campaign and other research conducted by Seefar on similar topics in the project's catchment areas contributed to informing the campaign on the diverse needs of potential migrants in Nigeria and KRI. One indicator supporting this hypothesis is the high level of awareness of differentiated needs of the project's target audiences, both by international and national project staff, which became apparent during key informant interviews. In addition, project staff underlined the organization's approach in which differentiated needs of target group segments of different gender identities, ages, and sexual orientation were considered during project planning. Another indication that diverse needs of the target audience were considered in the project design in a systematic way was provided by Seefar by explaining that *gender mainstreaming document and protocols* were in place for the implementation of the campaign. With regard to setting specific indicators and disaggregated target figures for different groups, Seefar reported that certain output targets had been set for women.

The campaign appeared to follow established good practices for gender mainstreaming not only during project planning but also during project implementation. Regarding diversity and representation among project staff, Seefar confirmed that both male and female as well as LGBTQ+ staff had been working on the campaign. While recruitment of male and female staff had been planned from the beginning, the inclusion of LGBTQ+ staff was recounted as something that was not planned but that was embraced once it became apparent during the project implementation. In addition to representation, we also inquired about the level of awareness, knowledge, and expertise of project staff regarding gender/LGBTQ+ issues. While the project had reportedly not recruited a designated gender expert, Seefar confirmed that both national project staff and local counsellors had been trained on gender/LGBTQ+ issues. In addition, one recruited national staff in KRI had a track record on working on LGBTQ+ issues.

Regarding the gender sensitivity of implemented activities, Seefar staff members were able to name multiple examples of ways in which gender and sexual identity were considered throughout the implementation of the campaign. These examples included working with women's organizations to facilitate access and to mobilize the participation of female target audiences;

organizing female only events in KRI; organizing football events to target vulnerable adolescent boys in Nigeria; and considering gender/LGBTQ sensitive communication and messaging. Key informants also provided information on how the project paid attention to the strengths and weaknesses of specific channels for specific groups (e.g., organizing football events for under-age boys and organizing women's only events at women's centers). In addition to having set some target indicators for female participation during the project planning, the project also monitored and reported results differentiated by gender and self-identification as LGBTQ+. While the campaign had decided against establishing a comprehensive feedback and complaint mechanism, the project provided several ways to receive direct and indirect feedback from beneficiaries throughout project implementation. This was done through regular (quantitative) check-backs, qualitative interviews, voluntary feedback forms after counselling sessions, project evaluations, as well as consultation with and exchange between counsellors. The latter was mentioned as a particularly valuable asset for the project in identifying and responding to needs of (vulnerable) beneficiaries and was identified as the trigger for Seefar to become aware of the needs of the LGBTQ+ community in KRI and the necessity to target them specifically in the so called second phase of the campaign.

The diversity and inclusiveness of outputs was very difficult to measure. On the one hand, the strategy of the "Migration Communication campaign (phase 2)" relied on "closed" one-on-one counselling sessions which made us depend on accounts of outputs by staff and beneficiaries. On the other hand, the response rates of vulnerable groups among beneficiary respondents were rather low. No LGBTQ person and only two women in our sample agreed to being interviewed by our research team in KRI. In addition, our sampling approach excluded children. Accordingly, the scope of our findings is limited. The vast majority of beneficiary respondents mentioned that messages were useful to them. A few mentioned that messages and information considered issues related to women and LGBTQ+ persons. In addition, project staff explained how different messages were tailored to different groups and individuals. These accounts on outputs by project staff and beneficiaries along with the fact that diversity among messengers was considered, and staff and messengers were trained on communicating with vulnerable groups and about specific issues suggests that outputs were in fact diverse and tailored to beneficiaries' needs, including those who can be considered marginalized and vulnerable, such as LGBTQ+ persons, women, boys, and girls.

According to campaign staff, the project faced challenges related to access to, engagement of, and effects on women. The socio-cultural root cause for these challenges may be described as limited freedoms and independence for women. The project responded to access challenges, among others, by working with women's families and women's community organizations, by creating female only spaces, (1:1 counselling with female counsellors, female community events) and by trying to create "safe spaces" in mixed environments. In this context, the COVID-19 pandemic and its ramifications aggravated challenges regarding the access to and engagement of women. While Seefar was satisfied with the contingency strategies the project had applied since the start of the pandemic and the continuation of outputs and outcomes during that time, several project staff members noted that switching to remote activities had negative implications for reaching women. In particular in KRI, staff reported women having limited decision-making power, which may have limited the effects of information campaigns on them and their families. A project staff member

explained that this was a lesson learned and a reason for Seefar to nowadays move more towards strengthening the psychosocial aspects of promoting behavioral change within their campaigns.

Another barrier the project encountered according to respondents was the stigmatization and marginalization of the LGBTQ+ community within KRI. As project staff elaborated, this caused challenges, not only for inclusive staffing and representation among messengers, but also made it more difficult for project staff to access and mobilize this group. (Fear of) stigmatization also prevented the project from collecting disaggregated data by non-binary gender identity and sexual orientation. This in turn made it difficult to measure and assess the extent to which the project had a positive effect on those different groups within the LGBTQ+ community and how. To partially mitigate this evidence gap, the project, among others, provided voluntary feedback forms to self-identified LGBTQ+ persons after the counselling sessions, which, according to Seefar, were filled out by approximately 50% of the project participants. Safeguarding also became an issue in accessing children who were vulnerable towards misinformation and were being pressured into irregular migration. According to one staff, Seefar made the choice that the project would not directly target children, among others, because of safeguarding considerations. As a mitigation strategy to (indirectly) access those vulnerable populations in need of information, the project introduced training teachers for educational outreach in Nigerian schools.

Finally, lack of awareness among LGBTQ+ persons and lack of established support structures (both presumably caused by the high levels of stigmatization within KRI) may also be considered, if not a barrier, then at least a challenge for the project to be able to provide and facilitate the required (in-country) support to this vulnerable group. As one staff reported in-country legal, social, and medical support structures were virtually non-existent or at least not known to the project staff and partially had to be established throughout the project. In addition, some LGBTQ+ persons were reportedly not fully aware of their identities. This lack of awareness could also indicate that beneficiaries may also not be fully aware of their specific needs which in turn may be a challenge for counsellors to advise them how those specific needs and rights could be met either in or outside of their home countries.

Interviewed project staff members were not aware of certain theoretical approaches that were intentionally used to tackle the issue of gender. What we would conclude based on the project documentation and the interviews we conducted is that Seefar consistently considered gender as a cross-cutting issue throughout the different steps of the project cycle and adopted many standard operating procedures to comply with conventional gender mainstreaming standards that are prevalent in the field of development cooperation (e.g., ensuring representation and training among staff, having gender-disaggregated targets, and reporting and providing “female only” activities). This conventional approach in development cooperation often focusses on a binary depiction of gender identity (male / female) as well as support for women and girls. It is also apparent that Seefar in some ways tried to move beyond this approach by including LGBTQ+ persons in their target group in KRI and by researching and targeting specific needs and vulnerabilities of boys and men. The project seemingly does not use specific approaches related to empowerment or societal transformation. However, some responses suggest that barriers related to lack of empowerment had been identified and that by moving towards psychosocial support of beneficiaries within and beyond the lifespan of the project, Seefar may be moving more

towards strengthening empowerment concepts and practices within their migration awareness campaigns.

3.5.2. The “Trusted Sources” Campaign

It was indicated by project team members as well as project documentation that the IOM as an organization is committed to implementing campaigns that follow a gender-sensitive approach. In the design phase of the project a gender-specific needs assessment was conducted, reportedly using internal tools and guidelines within the UN on gender analysis. In addition, various women’s organizations were consulted during the planning of the campaign. Among other stakeholders that were involved to ensure that the design of the campaign is gender-sensitive, the project team cited the Ministry of Women Affairs and Social Development, which took the lead on some project components.

The implementation, according to the IOM, also followed a gender-sensitive approach. Starting with the selection of the COMOs and community dialogue facilitators, it was noted that teams were balanced consisting of male and female mobilizers / facilitators. Furthermore, the target audiences for the activities were selected in such a way that a balance was found between the participation of male and female beneficiaries. Utilized channels considered accessibility and engagement of women and men, for instance, whereas community dialogue sessions were planned to attract more male participants, community theater was planned to engage women.

In Nigeria, the cultural context is challenging for persons who identify as LGBTQ+, as they are hardly accepted within the society. This was confirmed by the project team, who added that persons who identify as members of the LGBTQ+ community are hardly identifiable in the society and often do not display this identity. Therefore, the campaign did not include messages targeting needs and vulnerabilities of LGBTQ+ persons. This can be seen as a limitation of the campaign which does neither try to address needs of LGBTQ+ persons nor try to be gender-sensitive towards this group within their messaging.

Our finding based on the project documentation and the interviews conducted is that the IOM considered gender as a cross-cutting issue throughout the different steps of the project cycle and adopted procedures in line with conventional gender mainstreaming standards that are prevalent in the field of development cooperation (e.g. conducting gender-sensitive needs assessments, consulting self-representative organizations and experts on gender during project planning, ensuring gender-disaggregated monitoring and reporting, adapting campaign activities to meet different needs). The IOM approach used a binary understanding of gender identity (male / female) and did not design or implement activities sensitive towards LGBTQ+ persons.

The project’s focus on the participation of local stakeholders throughout design, testing, and implementation of communication strategies, as well as the lack of evidence pointing to “gender exploitative” or “gender transformative” project implementation suggests that the campaign was “gender accommodating”, meaning that it recognized and responded to existing gender norms and inequities and sought to implement strategies that adjust to these norms. While planning documents suggest that messages would shift away from further victimizing victims of trafficking to not undermine their agency and increase vulnerabilities and stigmatization, the project does

not use specific approaches or activities to specifically support the empowerment of such vulnerable groups (including women and girls, boys, LGBTQ+ persons) within their communities.

3.5.3. The “Diaspora Awareness Raising” Campaign

DRC’s extensive research among target audiences to inform the project design and tailor campaign messages included data collection among men and women to assess their differentiated needs. Nonetheless, key informants acknowledged that some gaps may exist for the assessment of needs of some vulnerable groups due to DRC’s considerations on ethicality and do no harm which prevented the project from interviewing underage boys and girls, and people identifying as LGBTQ+.¹⁶ The project design could also not consider messages addressing specific needs of people identifying as LGBTQ+. This limitation was reportedly based on cultural constraints, in particular, stigmatization and marginalization of LGBTQ+ persons within the Afghan community. As key informants elaborated, this prevented DOs from addressing issues specifically related to LGBTQ+ in their campaigns and prevented them from accessing Afghan migrants identifying as LGBTQ+ for research purposes.

Campaign activities were implemented by relatively small, local DOs. This may explain why gender inclusion in the project design seems to be less standardized and systematic than for some campaigns directly implemented by international NGOs or UN organizations. The campaign, for example, did not consider setting specific target indicators for different groups. However, it did consider disaggregation of monitoring and evaluation data by gender (mainly binary (male / female¹⁷)). Regarding diversity and representation among project staff, DRC confirmed that among DOs both male and female staff, many with Afghan migration background, had been working on the campaign. However, diversity of project staff, including representation of different genders had neither been planned nor enforced by DRC. In addition to representation, we also inquired about the level of awareness, knowledge, and expertise of project staff regarding gender (and to a lesser extent LGBTQ+) issues. Interviewed DOs demonstrated not only a high level of awareness of differentiated needs of the project’s target audience but also a high level of commitment to respond to those needs in their campaigns. While the project had reportedly not recruited a designated gender expert, key informants confirmed and demonstrated that both DRC and DO project staff were well aware of such issues, based on the staff’s lived experience, the research conducted during the project implementation, and the mentoring sessions provided by a DRC consultancy partner. Feedback by beneficiaries on the campaign material was collected through comment sections on social media and incorporated feedback questions of the campaign material, as well as surveys and qualitative interviews as part of the message testing. The project staff confirmed that feedback would be collected and analyzed by differentiating between male and female (and for some tools a third) gender. However, at the time of writing this report, no data could be analyzed on level of engagement and content of feedback provided by beneficiaries (including vulnerable sub-groups).

¹⁶ However, it is worth to point out that not all vulnerable target-sub-groups were relevant for all DO campaigns, as some DOs chose sub-groups that are not considered vulnerable (such as young adult males).

¹⁷ According to respondents, some data collected by DOs was also non-binary (by adding a third category “other to data collection tools”). This approach is further contextualized under section 3.2.4.5.

Regarding the gender sensitivity of implemented activities, both DRC and DO staff were able to name multiple examples of ways in which gender was considered throughout the implementation of the campaign. These examples included using a female Afghan production company for a campaign targeted at women of reproductive age and ensuring participation and employing strategies to encourage engagement of women and LGBTQ+ persons during a conference. In addition, project staff underlined the organization's approach in which differentiated needs of target sub-groups, including men and women of certain ages were considered in the project messaging.

These efforts on gender inclusion in the project design and gender-responsiveness in the project implementation are also reflected in the diversity and inclusiveness of campaign outputs. One barrier the campaign tackled was how to publicly address culturally sensitive topics, such as Sexual and Reproductive Health and Rights (SRHR). According to the key informants interviewed, much effort was put into designing and testing messages to be able to present them in a culturally sensitive manner. According to respondents, this effort paid off, and messages on this topic were well received. While topics related to specific needs, and risks of LGBTQ+ persons could not be addressed, utilization of gender-neutral language was still considered throughout the campaign. The campaign messages also considered representation and visibility of different target audience sub-groups. Interviewed Afghan migrants who had been exposed to different campaign messages considered the messages to be inclusive and useful to Afghans, including vulnerable groups. However, considering that our sample did not include members of vulnerable groups, such as LGBTQ+ persons or under-age boys and girls, further research would be required to present more robust findings on inclusivity and relevance of campaign messages to all these sub-groups.

Interviewed DRC and DO staff members were not aware of specific theoretical approaches that were intentionally used to tackle the issue of gender. What we conclude based on the project documentation and the interviews conducted is that DRC and DOs considered gender sensitivity as a cross-cutting issue throughout the different steps of the project cycle and adopted procedures in line with conventional gender mainstreaming standards that are prevalent in the field of development cooperation (e.g. having representation among staff, ensuring gender-disaggregated monitoring and reporting, adapting campaign activities and products to meet different needs etc.). This conventional approach in development cooperation often focusses on a binary depiction of gender identity (male / female). In addition, giving Afghan DOs agency over the campaign, and accompanying their campaign implementation with in-depth mentoring and repeated message testing seemingly also ensured that the campaign was culturally sensitive and appropriate. This means the campaign was mostly "gender accommodating", meaning that it recognized and responded to existing gender norms and inequities and sought to implement strategies that adjust to these norms. However, some efforts of DRC may also be considered indirectly "gender transformative". This can be said for decisions such as publicly talking about SRHR, adding a "third" gender to surveys, and inviting a representative of the LGBTQ+ community to speak about challenges of LGBTQ+ migrants at their conference. The project seemingly did not use specific approaches related to supporting the empowerment of vulnerable groups (such as women and girls, boys, LGBTQ+ persons) within their communities. However, further research into the adopted SBC methodology of the campaign and its aim to tackle (changes in) family decisions, may show that this methodology indeed does have an empowerment component, which potentially could have been strengthened in the "Diaspora Awareness Raising Campaign".

3.5.4. Comparative analysis of the gender approach for all campaigns

Comparing the different awareness-raising campaigns, we conclude that all three campaigns considered gender in a differentiated manner throughout the project cycles, each project demonstrating different strengths and good practices in their understanding and implementation of gender-sensitive campaigns. All campaigns considered gender as a cross-cutting issue throughout the different steps of the project cycle and (to different degrees) adopted procedures in line with conventional gender mainstreaming standards that are prevalent in the field of development cooperation. It could be observed that the two internationally or globally operating organizations IOM and Seefar adopt a more systematic and standardized approach, both using internal guidelines to ensure gender-sensitivity throughout the project cycles. Local Diaspora Organizations supported by the DRC considered gender in a less systematic way but still showed much awareness and motivation to implement a gender sensitive campaign.

All three campaigns struggled to address LGBTQ+ topics in their respective countries and among their respective target groups due to social stigmatization. The response of the “Trusted Sources” campaign to these challenges was to limit its gender approach to having a binary understanding of gender, not considering non-binary gender identity or sexual orientation. The “Migration Communication Campaign” as well as the “Diaspora Awareness Raising Campaign” on the other hand demonstrated that communication campaigns can manage to address LGBTQ+ persons despite cultural sensitivities and stigmatization. We consider the “Migration Communication Campaign” in KRI a good practice how to identify the needs of and engage with persons identifying as LGBTQ+. We consider the “Migration Awareness Campaign (phase 2)” in KRI a good practice how to identify the needs of and engage with persons identifying as LGBTQ+. The “Diaspora Awareness Raising Campaign,” on the other hand shows good examples how implementing partners can think about gender-sensitive campaigns which are inclusive of LGBTQ+ persons in their messaging and how even small steps and considerations can contribute to challenging attitudinal barriers around LGBTQ+ and by that contribute to transforming societies to become more inclusive and accepting of diversity. Both campaigns demonstrate that cultural sensitivities around LGBTQ+ is not a strong argument to exclude this dimension when designing and implementing gender-sensitive projects.

Finally, it is noteworthy that all three campaigns underlined the importance of family and community structures for their target audience to make migration decisions. Still, campaigns put limited efforts into empowering vulnerable groups (women, boys, girls, LGBTQ+ persons) within their families and communities for them to make (their own) informed migration choices. This limitation was raised by staff from the “Migration Communication Campaign (phase 2)” and the “Diaspora Awareness Raising Campaign” who also voiced plans or ideas to strengthen self-efficacy by providing psychosocial support or by using the “social behavioral change model” in a way that would target family decision making. The “Migration Communication Campaign” on the other hand included such an empowerment approach primarily for their vulnerable messengers (returnees) by providing psychosocial support and resilience building for them.

3.5.5. Recommendations for gender-sensitivity of campaigns

To continue and strengthen gender-sensitive awareness-raising campaigns which respond to diverse needs including those of the most vulnerable, we recommend the following:

For the donor:

- Expectations on gender sensitivity of projects should be in line with the capacities of implementing partners. Performance of local community-based organizations should not be evaluated against capacities of international organizations. Experienced, highly professional organizations can be held to higher standards for gender-sensitive programming.
- People identifying as LGBTQ+ are highly vulnerable within communities in most countries of the Global South. Still, development projects often fail to address their needs and vulnerabilities in fear of being inappropriate towards or unaccommodating of the local culture. Continue funding projects with local ownership which have a progressive understanding of gender and which pilot action to include vulnerable LGBTQ+ persons within the project design and implementation. Support action which expands the evidence base and good practices on how to mainstream LGBTQ+ aspects in development projects.

For implementing partners:

- If internal guidelines are not available, project staff should consult publicly available guidelines and checklists to ensure gender-sensitive project planning and implementation (incl. gender assessments, budgeting, representation and trainings, indicator development and reporting standards).
- Consider the inclusion of LGBTQ+ persons in the target group. Not every campaign needs to focus on targeting specific information needs of LGBTQ+ persons as a sub-group. Small steps can be done by any project to become more sensitive of LGBTQ+ persons (e.g., using gender-neutral language, considering campaign communication channels that provide “safe spaces”, providing training to sensitize project staff on LGBTQ+ issues and migration).
- Review which action can be undertaken by migration awareness campaigns to not only inform vulnerable target groups but also to empower them to carry out informed migration decisions.

3.6. Sustainability of the Awareness Raising Campaigns

It is a gold standard in the field of development co-operation that net benefits of interventions should continue beyond their lifespan (OECD, 2019). Development interventions are supposed to ensure the sustainability of inputs (financial or otherwise) after they end as well as the sustainability of their outcomes and impacts. However, for all of those dimensions, there are limitations that emerge for (migration) awareness campaigns due to their nature and the context within which they operate. To evaluate the sustainability of the different campaigns, we assessed their strategy and performance towards the sustainability of inputs (i.e., continuation of activities) and the sustainability of outcomes (i.e., lasting change in knowledge and behavior).

For the sake of comparability, and considering the limitations for measuring actual sustainability, we focused on assessing prospective sustainability (i.e., the net benefits for key stakeholders that are likely to continue into the future). Prospective sustainability assesses how likely it is that any

planned or current positive effects of the intervention will continue, (usually) assuming that current conditions hold (OECD, 2021). The focus lies on assessing the stability and relative permanence of any positive effects realized, and the conditions for their continuation, such as institutional sustainability, economic and financial sustainability, and social and cultural sustainability.

3.6.1. The “Migration Communication Campaign (phase 2)”

Seefar staff elaborated on the organization’s challenges and limitations for measuring sustainability and shared their views on donor’s expectations and perceived realities for both sustained project input (i.e., continued need for financial resources and likelihood of sustained activities without those) and sustained outcomes (i.e., likelihood of knowledge being sustained and relevant, as well as likelihood of long-term behavioral change). The latter included some guesswork on the side of project staff, who found options for measuring sustainability rather limited. Staff explained that the project had a budget for so-called check-backs with the project beneficiaries three to six months after they had participated in the campaign, but no resources to measure sustainability of outcomes one, two, or three years after the project ended and the funding had stopped.

While the project introduced capacity development of journalists, teachers, and local counsellors, several project staff members also voiced their concerns that awareness campaign activities should not be expected to be sustained by those local community members without sustained financial inputs, and that continuous investment would be necessary to uphold campaign activities. Seefar voiced concern about the likelihood of sustained behavioral change of communication campaigns and emphasized the need for re-engagement of audiences to have sustained awareness. Despite these challenges and limitations for measuring and fulfilling sustainability criteria, some data could be collected to indicate sustainability of the campaign’s inputs, outputs, and outcomes.

Regarding sustained project activities beyond the funding provided by the MFA, project staff reported that their general organizational strategy was to (learn, adapt and) continue activities with support of funding from different donors. Project staff members also reported that they had acquired funding for successor projects for both KRI and Nigeria for a certain period of time.

While the project introduced capacity development of journalists, teachers and local counsellors, project staff remained skeptical about the continuation of activities by those local community members without continued financial inputs. The stakeholders and activities which project staff considered the most likely to continue without further funding was trained teachers in Nigeria and their continued awareness-raising at schools. Concerning counsellors, Seefar recounted receiving reports of a few counsellors who continued counselling on a voluntary basis. In comparison to teachers and counsellors, project staff seemed most skeptical about journalists who reportedly were still reliant on financial resources by the implementing partner to continue activities since the campaign ended.

When asked about the necessity for a continuation of the awareness-raising campaign, respondents in KRI and Nigeria clearly expressed the need for continuation of project activities. Whenever respondents explained their reasoning, most referred to other potential migrants being

in need of receiving the same information that they had received, and some referred to their need to be updated with new migration related information such as laws and opportunities. Most beneficiaries also reported talking to other people in their networks about what they learned in the awareness-raising campaign, which may also extend the range of beneficiaries and improve the sustainability of the inputs.

With regard to sustained project outcomes, project staff reported to have collected some evidence which indicated knowledge sustained over longer periods of time. Our qualitative research among project participants to some extent supports those findings. In KRI as well as in Nigeria, a few respondents who indicated that their participation in the campaign was more than a year ago, had troubles recounting specifics about the kinds of information the campaign had provided through the counselling sessions. Yet, those respondents tended to take away a general message, or (at least) one general piece of information from the counselling session and indicated that their intentions had not changed since their exposure to the campaign, and that they were not likely to change their intention in the future.

3.6.2. The “Trusted Sources” Campaign

The approach followed by the campaign which consisted of using local government representatives that were trained to act as community mobilizers and dialogue facilitators and returnees has the potential to contribute to its sustainability. The project allowed those partners to take ownership in the campaign by actively participating in its design and implementation. Materials that were used in the campaign were developed and owned by these stakeholders and can continued to be used by them. This increases their likelihood of continued activities after the campaign has ended.

It was foreseen by the project team that community leaders that were also included in the campaign may contribute to the sustainability of its outcomes. It is often the case in Nigeria that young persons who go on irregular migration journeys do so with the blessing of their community leaders. Targeting these leaders was a way for the campaign not only to increase its impacts, but also the sustainability of its outcomes, as community members would continue to consult and seek blessings from community leaders.

It has also been observed that returning migrants who performed in the community theatre were requested to perform in different events in their community, which allowed them to continue sharing their stories and raising awareness, and at the same time earning an income. These theatre troupes that were formed by the campaign continued to perform community theatre in the frame of the campaign and also started training and performing independently of the campaign.

Other activities were also taken over by governmental or other organizations and continue to be implemented independently from the campaign (such as the “*network of traditional and religious leaders*” which the *Delta State task force against human trafficking* volunteered to chair).

At the time of data collection, the campaign had just ended. This limited the possibility to assess the sustainability of its effects. Staff members of the project team believed that the effects of the campaign would be sustainable in the long term but remained careful in the absence of endline results that the IOM itself is still gathering.

Many beneficiaries also reported talking to members of their communities about what they had learned on irregular migration. Therefore, it is expected that the knowledge acquired through the campaign will be perpetuated through in the communities.

Limitations to the sustainability of the campaign effects include external factors that are likely to affect people's migration decision making. The most prevalent one mentioned by beneficiaries and project staff is the economic situation of the country. In the absence of economic opportunities, many youth are vulnerable, and despite being aware of the risks and dangers of irregular migration, may still embark on such journeys. To address this limitation, project staff suggest that when awareness-raising campaigns are paired with other livelihood and skills development programs, potential migrants are likely to become more resilient to economic challenges as they are guided and assisted to secure an income.

3.6.3. The "Diaspora Awareness Raising Campaign"

Campaign outputs were deemed to be highly sustainable by project staff, as it relied heavily on existing capacities of DOs, put a focus on their capacity development, and utilized online channels. As project staff confirmed, all three factors are likely to increase the sustainability of campaign outputs, even if no further funding is acquired, as DOs are willing and capable to continue sharing campaign messages with their existing resources. Nonetheless, DOs also emphasized that activities could only continue on a smaller scale without additional funding, and several DOs had interest or plans to seek funding for continuation or follow-up of campaign activities. According to project staff, an exit strategy was not part of the campaign designs.

Campaign staff also assessed that need for migration information for Afghan migrants and potential migrants would prevail, and that dangers and opportunities would remain similar to the current situation. Some project staff did acknowledge that some specific information of the produced campaign material may be outdated after a few years, however, respondents were confident that most information (e.g., English phrases, SRHR, dangers en route) would remain valid for the years to come.

The actual sustainability of outcomes was not possible to evaluate considering the timeline of the study and its access limitations to beneficiaries. Nonetheless, most interviewed Afghan migrants mentioned that they did or would pass on campaign information they have consumed to family and friends. This indicates that campaign audience will act as multipliers to spread campaign information beyond the lifespan of the campaign.

3.6.4. Comparative analysis of the sustainability of all Campaigns

The projects have different expectations on the sustainability of outputs, and these are visible in different project designs. The "Migration Communication Campaign (phase 2)" considers sustainability of outputs without further provision of resources unrealistic and, accordingly, focuses mainly on awareness-raising among their primary target group (potential migrants). The "Trusted Sources" and the "Diaspora Awareness Raising Campaign", on the other hand, consider continuation of outputs as realistic and accordingly, put a stronger focus on capacity development of messengers and channels (e.g., Diaspora Organizations, government agencies, community leaders, journalists, schools/teachers) in addition to directly raising awareness among their

primary target groups of (potential) migrants. However, those three campaigns fail to measure sustainability, which leaves their claim of sustainability of outputs as an unproven assumption.

Seefar questions whether expectations on project sustainability set for the sector of development cooperation should be applied for migration awareness campaigns. This criticism is understandable, considering that traditional communication campaigns, by definition, are not meant to last forever. In addition, implementers of development projects often deem donor expectations on sustainability unrealistic, and donors rarely expect to see proof for claims of continued project outputs and outcomes.

Nonetheless, data from our primary research of all three campaigns gives some indication that capacity development of local implementers can have a positive effect on sustainability of campaign outputs beyond the lifetime of the project. However, the timing of this evaluation severely limits its possibilities to measure actual sustainability of outputs, and further research would be required to have conclusive findings.

Promoting local capacity development and ownership can improve the sustainability of development interventions (OECD 2021). In addition, literature suggests that applying community-based and participatory approaches can increase local buy-in and ownership, which in turn can increase the likelihood of sustained project outputs (Wismer & Mitchell 2005). While all projects applied participatory approaches to different extents, the “Diaspora Awareness Raising Campaign” and the “Trusted Sources Campaign” allowed local implementers the most autonomy and agency over campaign messaging and target group selection. This strategy seems to have paid off also in terms of the sustainability of outputs by messengers who are committed to continue what they started.

Evidence on the actual sustainability of outcomes (with regard to sustained knowledge and long-term change in migration behavior) is scarce and can mostly be found in the “Migration Awareness campaign”. This does not mean that the other campaigns did not have sustained outcomes, but that evaluability was severely limited at the time of this study. In addition, the “Migration Awareness Raising Campaign (phase 2)” seemed to be the only campaign that included measuring sustained knowledge and behavioral change in their own monitoring and evaluation framework. While the actual sustainability of outcomes would require more research, some assumptions based on secondary literature can be made for the prospective sustainability of behavioral change. Many studies show that there are numerous factors that can influence migration behavior (Hagen-Zanker 2015, De Haas 2011, IOM 2021a, Rapoport & Docquier 2006). We postulate that the same factors which can hinder a positive effect of migration awareness campaigns in the first place, such as shocks and events which act as push-factors at countries of origin (e.g. family pressures, economic or environmental shocks, or escalation of military conflict), events which act as pull factors by decreasing outcome risks and increasing rewards at destination countries (e.g. new asylum laws and procedures, safe arrival of family members at destination), or which decrease risks and hardships en route (e.g. by acquiring necessary funds for front-up payment, by connecting with known and trusted smugglers) can also reduce any lasting effects of the campaign. Migration is not an isolated phenomenon but rather a component of people’s broader livelihood projects where life decisions are influenced by a range of interdependent historic, cultural familial, and socio-economic factors. Decision-making processes are multi-dimensional and dynamic – intentions develop as the lives of individuals progress and contexts change

(Ravenstein, 1885). Consequently, it should be expected that attitudes and behavior towards irregular migration will continue to evolve even after the end of the migration awareness campaigns and even if knowledge about migration risks and legal alternative is sustained.

3.6.5. Recommendation for the sustainability of the campaigns

To define, measure, and improve the likelihood of the sustainability of migration awareness campaigns, we recommend the following:

For the donor:

- Donors' expectations about awareness campaigns' sustainability of outputs and outcomes should be realistic and measurable. Accepting lower campaign goals / targets for sustainability which are planned to be measured / evaluated is preferable over accepting high goals / targets whose fulfilment are not put to the test.
- Donors must provide the necessary financial resources for implementing partners to evaluate sustainability, part of such resources are likely to be required after the end of the project.
- Capacity development of local groups and organizations acting as channels and messengers for spreading migration information should be further explored. Measuring the effects of capacity development on campaign sustainability should be included in the campaigns' monitoring and evaluation plans in order to increase the evidence base about effects and limitations of local capacity development for sustained campaign outputs.
- Campaigns / messages which prioritize protection over prevention are less disputed and can encounter higher levels of ownership among local implementers, which may in turn, increase chances of sustained implementation of activities, even without financial incentives provided by the campaigns.

For implementing organizations:

- Include exit strategies in the planning and implementation of the campaigns to increase the chances of sustainability of outputs.
- Giving local implementers / messengers ownership over campaign messaging can increase the sustainability of campaign outputs.

4. Conclusion

The main objective of the evaluation of the awareness-raising campaigns funded by the Netherlands was to comparatively study and draw conclusions about the extent to which different designs and approaches have been effective and efficient to change the awareness, knowledge, attitudes, and behavior of (potential) migrants towards irregular migration. Given limitations related to the "Information and Dialogue on Irregular Migration" campaign (see section 1.3.1), results and a comparative analysis of the other three awareness-raising campaigns have been presented in the present report. The campaigns evaluated included the "Migration

Communication Campaign (phase 2)” implemented by Seefar in Nigeria and KRI, the “Trusted Sources” campaign implemented by the IOM in Nigeria, and the “Diaspora Awareness Raising Campaign” implemented by the DRC for potential Afghan migrants and Afghan migrants in transit or who arrived in their destination countries in Europe. An analysis of efficiency was performed for the “Information and Dialogue on Irregular Migration” campaign and the “Migration Communication Campaign (phase 2)”. An analysis of the efficiency of the “Diaspora Awareness Raising Campaign” and the “Trusted Sources” campaign was not possible, due to the lack of final financial reports.

The findings show that the effectiveness of an awareness-raising campaign is highly dependent on its design, which includes the choice of messengers, the choice of communication channels, and the choice of messages to be used in the campaign. Involving potential beneficiaries as well as other stakeholders, such as donors, local governments, and community leaders can also contribute to the relevance of the awareness-raising campaign, which in turn improves its effectiveness.

The “Migration Communication Campaign (phase 2)” mainly used a one-on-one approach to reach out to beneficiaries who were identified as potential migrants. The campaign was able to tailor messages according to beneficiaries’ specific needs and informed them about the risks and dangers of irregular migration, the realities of life at destination, the legal migration alternatives and livelihood opportunities in their country of origin. Most beneficiaries were able to recall campaign messages and showed a lot of trust in them. Providing beneficiaries with information on livelihood opportunities based on their personal circumstances and skills was highly appreciated by beneficiaries and seen as a strength of the campaign. While it is true that migration decisions can be influenced by several external factors, it was found that beneficiaries of the campaign who had irregular migration plans in the past often changed their minds after participating in the campaign. Because the design of the campaign was mostly turned towards potential migrants, we recommend that the campaign should further focus on preventing irregular migration for two reasons: 1) when irregular migration is prevented, people are protected from the dangers and risks associated with it. 2) the approach used in the campaign was more suitable to reach out to people who have not migrated yet, while it would be logistically challenging to reach people who are already on the migration journey.

The “Trusted Sources” campaign was found to be quite effective in changing beneficiaries’ minds on irregular migration. Although few of them were able to recall information received through the campaign, the consideration of irregular migration as a dangerous journey that should not be attempted was well established among them. Most beneficiaries were not well informed about existing legal migration alternatives, but strongly believed that legal migration was the best alternative for those who choose to leave the country. The success of the campaign in changing peoples’ minds on irregular migration lies in the approach used, engaging government partners that were trained beforehand to lead and conduct community awareness-raising events and returning migrants to perform community theatre events. The selection of these sources that were highly trusted by the beneficiaries was found to be a major factor behind the success of the campaign. In order to improve the effectiveness of the “Trusted Sources” campaign, we recommend to carefully select the target population to ensure that the right messages are disseminated to the right audience. A separation of the audience with potential migrants (aged 18

– 35) on the one side and older community members (aged above 35) on the other side would allow the campaign to better tailor messages to the needs of the audiences and enhance the effectiveness of the campaign.

The “Diaspora Awareness Raising Campaign” was found to be effective in increasing knowledge of its target group. Many respondents could remember information, including practical guidance to minimize risks or pursuing legal migration alternatives, and found this information useful. Due to limitations in the primary and secondary data collection, few conclusions could be drawn on the campaign’s effectiveness on change in attitudes and behavior. Although Afghan respondents preferred legal migration alternatives, many saw irregular migration as the only option for them and their compatriots (with respondents stating that they or others were not eligible or had not the time or money to pursue legal migration pathways). The success of the campaign is based, among others, on established Afghan Diaspora Organizations taking a leading role in the design and implementation of the project. This has not only increased the relevance and effectiveness of the campaign but might also contribute to the sustainability of campaign outputs after funding via MFA / DRC ends. Using only online channels has advantages and disadvantages. One major advantage is that the highly vulnerable group of migrants in transit can be reached within a feasible campaign budget. Some of the disadvantages of using online channels, (such as limited target specificity, limitations in measuring effectiveness, and limitations in addressing sensitive topics) could be mitigated by complementary offline activities, as originally intended by project and DO staff. To improve the effectiveness of the “Diaspora Awareness Raising Campaign”, we recommend that online activities should be more interactive fostering the audience’s active participation. Furthermore, combining social media outreach with more secure dissemination channels online (individual WhatsApp messages and secure WhatsApp groups) and offline (in-country communication events) may mitigate some of the disadvantages of public online channels.

While the campaigns mostly followed a gender-sensitive approach, we found that the cultural context in the countries of implementation did not always make implementation of a gender-sensitive campaign easy. In order to continue and strengthen gender-sensitive awareness-raising campaigns which respond to diverse needs including those of the most vulnerable groups, we recommended that expectations on gender sensitivity of projects should be in line with the capacities of implementing partners; that performance of local community-based organizations should not be evaluated against capacities of international organizations, and that experienced, highly professional organizations can be held to higher standards for gender-sensitive programming. Furthermore, projects with local ownership which have a progressive understanding of gender and which pilot action to include vulnerable LGBTQ+ persons within the project design and implementation should continue to be funded, and action which expands the evidence base and good practices on how to mainstream LGBTQ+ persons in development projects should be supported.

Finally, donors’ expectations about awareness campaigns’ sustainability of outputs and outcomes should be realistic and measurable. Accepting lower campaign goals / targets for sustainability which are planned to be measured / evaluated is preferable over accepting high goals / targets whose fulfilment are not put to the test.

To provide a better view of all the advantages and disadvantages of using each channel, annex 5 provides a summary with the pros and cons of each channels, sources and messages used in the various campaigns.

5. Recommendations

The following section summarizes our recommendations for the planning and implementation of future migration awareness campaigns which are based on our cross-comparison of the campaigns under evaluation, feedback from beneficiaries and project staff and our desk study.

Clearly define and prioritize between prevention and protection. This is an important task and central to the design of the awareness campaigns. Based on KIIs we judge that some internal discussion would be necessary for the MFA to arrive at a prioritization, following which this can be communicated to implementing partners. A clearly defined prioritization between prevention of irregular migration and protection of migrants will better guide implementing partners to design campaigns with a single priority.

Run separate campaigns with a (primary) prevention or protection function. If both prevention and protection are considered important, awareness campaigns should be clearly informed about their intended purpose. It may be feasible to have campaigns focused on protection of irregular migrants in countries with high insecurity (or with a higher proportion of accepted asylum applications) and countries which are (relatively) secure and where legal migration and local livelihood opportunities are a viable option. It is important to understand that awareness by itself is insufficient and can be overwhelmed by push factors such as conflict and instability. For instance, in cases such as Afghanistan, despite the risks, irregular migration might be seen by (potential) migrants as less risky than staying.

Enable campaigns to learn from each other through regular knowledge exchange. Each campaign had different strategies to develop their outputs, for example looking at the database of interviews, research done by consultants, etc. Exchange of this knowledge would strengthen each campaign and prevent a duplication of efforts spent in independently developing similar tools. The experience gained from projects that are at an advanced stage would also help those currently at an earlier stage.

Ensure synergy between awareness campaigns and existing development interventions. As pointed out to us, even when respondents were informed about other opportunities, IPs (implementing partners) could not support beneficiaries in taking advantage of them. Having awareness campaigns partner with livelihood or educational interventions would create an intake pool for those interventions and be advantageous for awareness campaign beneficiaries. This synergy is not difficult to achieve as often the same areas are targeted by different donors or interventions. This partnership can be built in at the proposal stage itself. For campaigns focused on protection of irregular migrants, partnership with humanitarian organizations may also increase the credibility of the messaging and complement material needs with information needs.

Develop a (unified and) robust theory of change through a participatory process. This ToC must acknowledge the limitations of awareness campaigns, e.g., the difficulty of awareness translating to meaningful behavioral change. The lack of measurability of the prevention function

in terms of the number of (potential) migrants dissuaded from irregular migration can at best be indirectly estimated in terms of reduced arrival numbers from a particular country. So, these campaigns must be pursued with the full knowledge that their impact will be non-measurable in terms of behavior change. Indicators for this would have to be tailored to identify an increase in awareness. Increased awareness has the potential to change behavior but considering the complexity of push and pull factors and external factors related to migration decision-making means indicators must be tailored to measure increase in awareness.

Implementing partners should use participatory approaches in program design. Using participatory approaches during the project design phase, where a broad spectrum of actors (first and foremost beneficiaries), are consulted and where campaign messengers have agency over messaging, included is bound to increase the ability of the campaign to identify and tailor messaging to information needs of different target groups. This would significantly increase the relevance of the campaigns to beneficiary needs.

Implementing partners should combine different messaging channels to ensure interaction and engagement. Campaigns offering in-person one-on-one consultations should supplement these by offering online consultations which are lower-cost and better designed to protect the privacy of vulnerable groups such as LGBTQ individuals or women who may be hesitant to attend in-person consultation. Similarly, online or social media campaigns should be designed to allow the audience to ask questions and receive quick and reliable information. Such access to reliable information and psychosocial support is especially important for migrants in transit.

Set up a robust monitoring and financial reporting system that is regularly updated. To increase efficiency throughout the implementation of the campaigns, MFA and implementing organizations first need to ensure that cost-efficiency can be assessed. For a comprehensive cost-efficiency analysis, the approach needs to be embedded in the project design. Financial reporting and measurement of indicators must be in accordance with the ToC throughout the life of the project. For the MFA to compare cost-efficiency of different projects, indicators and underlying assumptions need to be aligned during the project design phase. However, it also needs to be considered that such comparisons need to account for the different contexts. This monitoring system should also include feedback from beneficiaries, so that messaging and content can be quickly adapted and revised to accommodate their needs. This can be as simple as a short satisfaction survey and telephone recall survey three-months after exposure to the campaign.

Create and use guidelines and checklists to ensure gender-sensitivity of awareness campaigns. Both MFA and implementing partners should consider to what extent they can include LGBTQ+ persons in the target group of migration their migration awareness campaigns. This does not mean that every campaign needs to focus on targeting specific information needs of LGBTQ+ persons as a sub-group. For vulnerable groups, campaigns should consider supplementary activities which empower individuals within their families and communities to carry out their informed migration choices. Where internal guidelines or checklists regarding are not available, publicly available guidelines can be easily adapted to the project context.

Develop capacity of local groups and institutions to act as messengers to increase sustainability. To define, measure, and improve the likelihood of **sustainability** of migration

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awareness campaigns, we first advise the MFA to have realistic and measurable expectations about sustainability of outputs and outcomes. Accepting lower campaign goals / targets for sustainability which are planned to be measured / evaluated is preferable over accepting high goals / targets whose fulfilment are not put to the test. In addition, the MFA must provide the necessary financial resources for implementing partners to evaluate sustainability, some of which are likely to be required after the end of the project. Measuring the effect of capacity development on campaign sustainability should be included in the campaigns' monitoring and evaluation plans.

Table 6 List of recommendations

No.	Stage	Key criteria	Proposed Recommendation	Responsible	Timeline
Priority 1					
1	Program design	Relevance, Effectiveness, Efficiency	Create a (unified and) robust theory of change	Implementing partners, (MFA)	Short
2	Program design, implementation	Relevance, Effectiveness	Use participatory approaches in program design and implementation	Implementing partners	Medium
3	Program design, monitoring	Efficiency, Effectiveness	Set up a robust monitoring and financial reporting system that is regularly updated	Implementing partners	Medium
4	Program design, implementation	Relevance, Effectiveness	Ensure synergy between awareness campaigns and existing development interventions	MFA, other development agencies, implementing organisations	Medium
Priority 2					
5	Program design	Relevance, Effectiveness	Clearly define and prioritize between protection of migrants and prevention of migration	MFA	Short
6	Program design	Relevance, Effectiveness	Run separate campaigns with a (primary) prevention or protection function.	MFA	Short
7	Program design, implementation	Relevance, Effectiveness, Gender	Create and use guidelines and checklists to ensure gender-sensitivity of awareness campaigns	Implementing organisation	Medium
8	Program design, implementation	Effectiveness, Sustainability	Develop capacity of local groups and institutions to act as messengers to increase ownership and sustainability.	Implementing organisation	Medium
Priority 3					
9	Program design, implementation	Relevance, Effectiveness	Combine different messaging channels to ensure interaction and engagement	Implementing organisation	Medium
10	Programme implementation	Efficiency, Sustainability	Enable campaigns to learn from each other through regular knowledge exchange.	MFA, Implementing organisation	Medium

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7. Annexes

Annex 1: Evaluation matrix

Evaluation question	Judgement Criteria	Indicators	Source of information	Data collection method	Findings (S8b-) section
1. Relevance: is the intervention doing the right things?					
1.1. To what extent do the projects build on lessons learned from existing literature and evidence on the effectiveness of awareness-raising campaigns, including the WODC report?	Assessment of relevance of chosen project designs and implementation modalities based on lessons learnt from other campaigns evaluations and migration studies	[cross cutting theme addressed throughout all criteria; allocation of specific lessons learnt to specific EQ (Evaluation Questions) will depend on the information available from other campaign evaluations / studies and gathered during the desk review]	Project documentation, migration studies, other migration awareness campaign evaluations,	Desk review	3 (cross-cutting)
1.2. To what extent have the projects been able to respond to the needs of the target population?	Needs of the target population in terms of migration information and migration decisions and the extent to which projects are able to address those	<ul style="list-style-type: none"> - Similarities and differences between target groups choices in different campaigns - Need of target groups for (more) risk information as identified by other studies / evaluations, project implementers, and beneficiaries - Influencing factors on migration decisions as identified by other studies / evaluations, project implementers and beneficiaries - Differentiated needs of vulnerable target sub-groups (within the framework of migration awareness campaigns) as identified by other studies / evaluations, project implementers - Extent of (heterogeneous) needs analyses conducted during project development - Assessment of projects' response to needs based on projects' needs assessments and lessons learnt by other studies / evaluations 	Migration studies, other migration awareness campaign evaluations, project documents, project implementers, donor, other stakeholders, and beneficiaries	Desk review, KII, IDI	3.1 (3.11-3.1.5)

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1.3. To what extent have the projects identified sources, channels and messages that are influential in migrants' decision-making processes in the specific contexts in the design phase?	Adequacy of sources, channels, and messages with regards to migration decision making	- Increased knowledge of and access to livelihood alternatives and legal migration pathways among beneficiaries	Project implementers and donors, migration studies, migration awareness campaign evaluations,	KII, IDIs and desk review	3.1 (3.11-3.15)
1.3.1. To what extent have stakeholders participated in the project design?	Stakeholders' involvements in and contribution to the project design	- Extent of stakeholder consultation and involvement (incl. vulnerable catchment population) during project planning (incl. needs and risk assessments) - Reflection / consideration of identified target population's needs in project designs	Project implementers, project coordinators and donor, project planning documents	KII, desk review	3.1 (3.11-3.15)
1.4. Do the projects' designs give more weight to either protection of migrants or prevention of irregular migration?	Prioritization between protection of migrants and prevention of irregular migration in project design	- Extent to which project design focused on protection of migrants - Extent to which project design focused on prevention of irregular migration;	Project Implementers, project documents	KII, desk review	3.1 (3.11-3.15)
1.5. How did donor priorities influence prioritization between protection of migrants and prevention of irregular migration and what are the effects of their prioritization on the project design?	Influence of donor's expectations about protection and prevention on project objectives and project designs	- Donor communication on priorities and requirements for implementing partners - Implementers' understanding of explicit and implicit donor expectations - donor's influence on prioritization as reported by implementers - Identified communalities, frictions, and trade-offs for awareness campaigns pursuing protection and/or deterrence objectives	Project implementer, donor, migration studies, migration awareness campaign evaluations,	KII, desk review	3.1 (3.11-3.15)
2. Effectiveness: is the intervention achieving its objectives?					

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<p>2.1. To what extent did the programs increase awareness and knowledge among (potential) migrants and their communities of the risks of irregular migration, the situation at the place of destination, legal migration alternatives and livelihood alternatives in the country of origin?</p>	<p>Programs' contribution in increasing awareness of the risks of irregular migration, situation at destination, legal migration options and livelihood alternatives among potential migrants and their communities</p>	<ul style="list-style-type: none"> - Extent of increase and type of knowledge of: - General risks and dangers of irregular migration - Specific risks and dangers of irregular migration incl. prevention and mitigation strategies - Livelihood alternatives - Legal migration alternatives - Life at destination 	<p>Project beneficiaries</p>	<p>IDI</p>	<p>3.2 (3.21-3.25)</p>
<p>2.2. To what extent did the programs increase attitudinal and behavioral change away from irregular migration?</p>	<p>Programs' ability to increase knowledge that is likely to induce behavior change away from irregular migration</p>	<ul style="list-style-type: none"> - Likelihood that programs' messages can lead to a change of behavior away from irregular migration, - Extent to which programs contributed to increase of knowledge that is likely to induce behavior change away from irregular migration. 	<p>Project beneficiaries, Project implementers, other stakeholders</p>	<p>IDI, KII</p>	<p>3.2 (3.21-3.25)</p>
<p>2.3. In what way are projects able to refer the target population to livelihood alternatives or legal migration pathways?</p>	<p>Project's ability to refer beneficiaries to livelihood alternatives or legal migration pathways</p>	<ul style="list-style-type: none"> - Relevance of livelihood information to beneficiaries (e.g., new information, matching beneficiaries' needs and priorities) - Extent of (increased) access to livelihood opportunities - Relevance of information on legal alternatives to beneficiaries (e.g., new information, matching beneficiaries' needs and priorities) - Extent of (increased) access to legal alternatives (e.g., financial resources, administrative capacities, fitting eligibility criteria etc.) 	<p>Project beneficiaries</p>	<p>IDI</p>	<p>3.2 (3.21-3.25)</p>
<p>2.4. What sources are most effective in delivering messages to potential migrants, and why? (I.e., diaspora, returnees, social workers, community members, religious leaders, word of mouth)</p>	<p>Trusted sources and preference for delivering information on irregular migration by the target population</p>	<ul style="list-style-type: none"> - Perceived trustworthiness of sources by beneficiaries - Extent to which beneficiaries identify with sources - Factors undermining /increasing trust and identification of beneficiaries with sources 	<p>Project beneficiaries, project implementers</p>	<p>IDI, KII, desk review</p>	<p>3.2 (3.21-3.25)</p>

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2.5. Which communication channels are most effective, and why? (i.e., social media, radio, word of mouth, face-to-face consultations, remote consultations, community events, movies)	Channels were trusted, accessed, and used more / less for delivering information on irregular migration	<ul style="list-style-type: none"> - Perceived trustworthiness of channels - extent of access to channels for different target (sub) groups - Extent and frequency of use of channels by different target (sub) groups 	Project beneficiaries, project implementers	IDI, KII	3.2 (3.21-3.25)
2.6. What messages are most effective, and why? (i.e., positive vs. negative messages, messages about risks of the journey vs. messages about life at destination)	Messages (i.e., positive vs. negative messages, messages about risks of the journey vs. messages about life at destination) that were more / less convincing for beneficiaries and why?	<ul style="list-style-type: none"> - Perceived credibility of different messages (positive / negative, risk of journey / life at destination) - Ability to remember different messages ((positive / negative, risk of journey / life at destination) - Perceived relevance of different messages (risk of journey / life at destination) to individual's situation - Factors undermining /increasing trust of and identification with messages 	Project beneficiaries, migration studies, migration awareness campaign evaluations,	IDI, desk review	3.2 (3.21-3.25)
2.7 Did the campaigns affect the choice of potential migrants' destination country?	Influence of information about destination on choice of destination	<ul style="list-style-type: none"> -Extent to which project messages address life at destination - Influence of messages on choice of destination as reported by beneficiaries - Other factors influencing decisions about destination prior departure and/or en route 	Project beneficiaries, migration studies, migration awareness campaign evaluations,	IDI, desk review	3.2 (3.21-3.25)
2.8. Which enablers and/or barriers, if any, influenced the effectiveness of the sources, communication channels and messages?	Enablers and barriers that possibly influence / actually influenced effectiveness of sources, channels and messages	<ul style="list-style-type: none"> - Perceived barriers to trustworthiness of sources, channels, and messages by beneficiaries - Perceived factors that increased trustworthiness of sources, channels, and messages by beneficiaries 	Project beneficiaries, project implementers, migration studies, migration awareness campaign evaluations,	IDI, KII, desk review	3.2 (3.21-3.25)

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2.9. Was the information considered novel and useful? Did it increase awareness or just reinforce previous messaging?	Perceived relevance of information to beneficiaries	<ul style="list-style-type: none"> - Perceived credibility of different information - Ability to remember different information - Similarities with / contrast to prior knowledge on irregular migration - Reported added value / lack of added value of different information 	Project beneficiaries	IDI	3.2 (3.21-3.25)
2.10. To what extent was the COVID-19 pandemic an enabler or a barrier?	Effect of the COVID-19 on the implementation of campaigns and migration decisions of beneficiaries	<ul style="list-style-type: none"> - COVID-19 influence on project implementation and monitoring as perceived by implementers - COVID-19 influence on irregular migration decisions as perceived by beneficiaries and implementers 	Project beneficiaries, project implementers	IDI, KII	3.2 (3.21-3.25)
3. Efficiency: how well are resources being used?					
3.1. Which sources and/or communication channels delivered results in the most economical way?	Cost-efficiency of chosen implementation modalities and limitations and trade-offs regarding (measuring) economic efficiency of projects	<ul style="list-style-type: none"> - Cost per project beneficiary - Cost per beneficiary for each source and/or channel - Limitations of cost-effectiveness calculations and comparison between campaigns / implementation modalities - Choices and trade-offs made in the design stage and during implementation with regard to economic efficiency 	Project progress reports, financial reports, Project implementers	Document analysis, KII	3.3 (3.3.1, 3.3.3)

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3.2. To what extent were results achieved within the intended timeframe?	Timeliness of results achievement by the awareness-raising campaigns	<ul style="list-style-type: none"> - Adequacy of timeframes as perceived by implementers and donors - Ability to implement project activities according to timeframe - Internal and external barriers and challenges for timely delivery of project outputs and outcomes - Contingency and mitigation strategies to respond to risks and barriers 	Project implementers, donors, project (monitoring) documents	KII desk review	3.3 (3.3.2, 3.3.3)
3.3. Was the chosen approach the most effective in the specific context, compared to the other options?	Projects suitability as compared to other options	<ul style="list-style-type: none"> - Projects were suitable in the context of the various countries as compared to other migration prevention options 	Project progress report, literature	Desk review	3.3 (3.3.3)
4. Impact: what difference does the intervention make?					
4.1. Do awareness-raising campaigns increase people's protection and their resilience against violence, exploitation, or abuse during transit?	Potential of awareness-raising campaigns to increase protection and resilience against violence, exploitation, and abuse	<ul style="list-style-type: none"> - Increase of general risk awareness '- Increase of specific risk awareness and prevention / mitigation strategies - Reported behavioral change prior departure - Reported behavioral change en route 	Project beneficiaries, project implementers, project documents	IDI, KII, desk review	3.4 (3.4.1-3.4.5)
4.2. What are some of the promising practices that have emerged, what have been the enablers of success?	Good / bad practices and enablers of / barriers for success as perceived by implementers and donor	<ul style="list-style-type: none"> - Perceived good / bad practices and stakeholders' conclusions / recommendations - Expected / unexpected barriers for success - Expected / unexpected enablers for success 	answered by EQ 2.8	KII	3.4 (3.4.1-3.4.5)

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4.3. To what extent can the campaigns be expected to contribute to a decrease in irregular migration?	Successes and limitations for project's impact on behavioral change based on beneficiary feedback and lessons learnt from previous awareness campaigns and other migration studies	<ul style="list-style-type: none"> - Limitations for evaluability of migration awareness campaigns - External factors influencing migration behavior (as enablers / barriers for success) - Beneficiaries' (directly reported and by proxy inferred) stagnation / progression / regression in their migration intentions 	Migration studies, migration awareness campaign evaluations, project beneficiaries, Project implementers	Desk review, IDI, KII	3.4 (3.4.1-3.4.5)
4.4. Which unintended effects/impacts of the projects can be identified?	Unexpected effects as reported by key informants and beneficiaries, and (potential) risk of unintended effects based on literature review	<ul style="list-style-type: none"> - Reported actual unintended effects - Applicability of lessons learnt from other migration awareness campaign evaluations and migration studies - Identification of risks for unintended effects based on chosen project designs and implementing partners 	Migration studies, migration awareness campaign evaluations, project planning documents, project beneficiaries, project implementers, other stakeholders	Desk review, IDI, KII	3.4 (3.4.1-3.4.5)
5. Gender					
5.1. Have assumptions and potential risks about gender norms, roles and relations been included in the (design of the) projects? To what extent do the projects respond to the needs of men, women, and other key groups?	Relevance of the project for (vulnerable) sub-groups (women, men, boys, girls LGBTQ+) with focus on project planning and design	<ul style="list-style-type: none"> - Extent of participatory, gender-sensitive program development (including stakeholder involvement, situation analysis, needs assessment, risk analysis, project design) - Extent of gender-responsive budgeting, - Prevalence gender-sensitive indicators - Extent of gender-sensitive activities 	Migration studies, migration awareness campaign evaluations, project documentation, project implementers	Desk review, KII	3.5 (3.5.1-3.5.5)

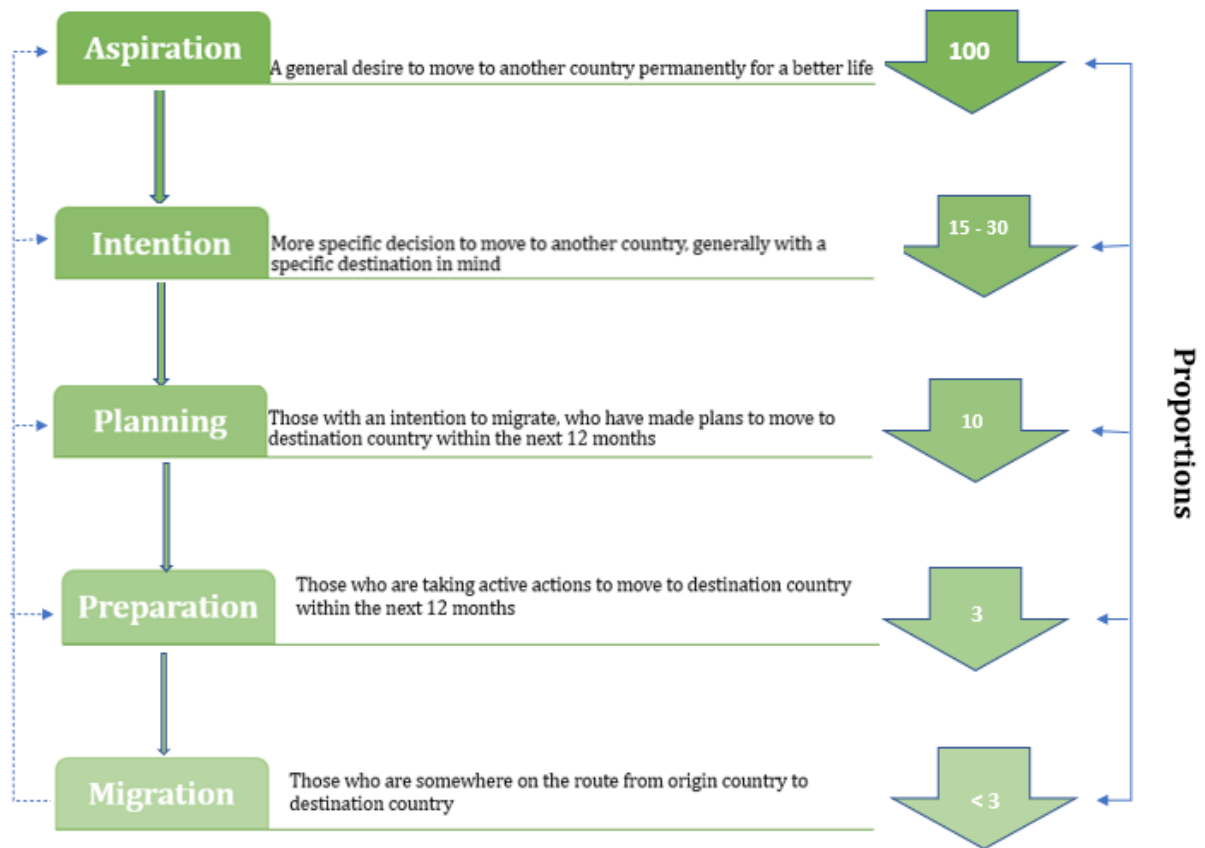
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5.2. To what extent did the projects mainstream gender considerations in the implementation of the interventions?	Relevance of the project for (vulnerable) sub-groups (women, men, boys, girls LGBTQ+) with focus on project implementation, monitoring and evaluation	<ul style="list-style-type: none"> - Extent of gender-responsive project staffing (representation, expertise, trainings) - Extent of gender-sensitive implementation of activities - Extent of gendered participatory monitoring and evaluation and feedback approaches - Prevalence of gender-disaggregated monitoring and reporting, and gender-sensitive evaluation - Project adaptations and lessons learnt 	Project documentation, project implementers	Desk review, KII	3.5 (3.5.1-3.5.5)
5.3. Which gender roles, norms and relations supported or hindered the projects?	Manner in which considerations of roles and norms for different (vulnerable) sub-groups (women, men, boys, girls LGBTQ+) supported or hindered the projects.	<ul style="list-style-type: none"> - Gender-specific barriers / opportunities for migration awareness campaigns - Projects' mitigation / contingency strategies related to barriers 	Migration studies, migration awareness campaign evaluations, project documentation, project implementers	Desk review, KII	3.5 (3.5.1-3.5.5)
5.4 Which gender equality principles and approaches did the projects use?	Synthesis of sum of different projects' planning, design, and implementation modalities to situate the projects within established gender-related frameworks in order to evaluate their "gender sensitivity"	<ul style="list-style-type: none"> - Traditional (binary) vs, non-traditional (non-binary) understanding of gender - Equality vs. equity principles - Gender exploitative vs. accommodating vs. transformative project designs - Consideration of different stages of empowerment for project implementation 	Project documents, project implementers,	Desk review, KII	3.5 (3.5.1-3.5.5)
5.5. To what extent has the inclusion of gender issues lead to better quality of outputs?	Extent to which vulnerable sub-groups trust, identify with, and are represented by messages and messengers	<ul style="list-style-type: none"> - Prevalence of gender-sensitive messages -visibility of women / men, LGBTQ community in messages - Diversity of messengers - Subjective assessment of "good quality" of outputs (messengers, channels, messages) by project implementers and beneficiaries related to gender 	project documents, project implementers, beneficiaries	Desk review, KII, IDI	3.5 (3.5.1-3.5.5)
6. Sustainability: will the benefits last?					

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6.1. What does sustainability mean in the context of awareness-raising campaigns, and how can it be measured? How does this relate to the donor's expectations regarding sustainability?	Assessment of feasibility and appropriateness for applying the principle of sustainability to migration awareness campaigns	<ul style="list-style-type: none"> - Risks, and trade-offs for sustainability of inputs of migration awareness campaigns within a development context - Limitations for sustainability of outcomes of migration awareness campaigns within a development context 	Project documents, project implementers and other stakeholders	Desk review, KII	3.6 (3.6.1-3.6.5)
6.2. To what extent are the projects expected to have a sustainable effect? What factors will require attention in order to improve the expected sustainability of the projects' outcomes?	Assessment of the project's prospective (and where possible actual) sustainability of inputs and outcomes in the light of limitations for sustainable awareness campaigns and trade-offs with other criteria	<ul style="list-style-type: none"> - Projects' approaches towards sustainability - extent of prospective (/actual) sustainability of inputs of the projects (local ownership, capacity, and financial resources) - Extent of prospective (/actual) sustainability of outcomes of projects (knowledge, behavioral change) - (potential) Trade-offs with other criteria (e.g., relevance, cost-effectiveness) 	Project documents, project beneficiaries, project implementers and other stakeholders	Desk review, IDI, KII	3.6 (3.6.1-3.6.5)

Annex 2: A model of migration decision making in 5 steps



Source: C4ED own elaboration based on secondary literature on migration decision-making.

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Annex 3: Process Tracing

Hypothesis 1	Alternative Hypothesis 2	Alternative Hypothesis 3	Evidence	Sources (From strongest to weakest)	Confidence Level
Migration Communication Campaign (phase 2)					
There was a significant increase in knowledge about irregular migration (risks, life at destination)	2a: There was only a limited increase in knowledge about irregular migration	3a: Beneficiaries were not interested in messages about irregular migration	There was a high participation rate of beneficiaries in dialogue sessions	- Financial report - Testimonies from project staff - Attendance record (missing)	High
	2b: There was no increase in knowledge about irregular migration (N.I.I.I.)	3b: Beneficiaries did not believe messages on irregular migration	There was a low participation of beneficiaries in dialogue sessions		Medium
			There was no participation of beneficiaries in dialogue sessions		Low
			Beneficiaries recalled the risks of irregular migration	- Interviews with beneficiaries	
			Beneficiaries believed that the risks of irregular migration were real	- Interviews with beneficiaries	
There was a significant increased in knowledge about legal migration alternatives	2c: There was only a limited knowledge of legal migration alternatives	3c: Beneficiaries were not interested legal migration alternatives	There was a high turn over of beneficiaries in dialogue sessions		High
	2d: There was no knowledge of legal migration alternatives	3d: Beneficiaries did not believe information about legal migration alternatives	There was a low participation of beneficiaries in dialogue sessions		Medium
			No participation of beneficiaries in dialogue sessions		Low
			Beneficiaries remembered legal migration options		
			Beneficiaries were willing to try legal migration alternatives	-Interviews with beneficiaries - Testimonies from project staff	
			Beneficiaries were not willing to try legal migration alternatives		
			(some) beneficiaries changed destination country	-Interviews with beneficiaries	
There was an increased in access to livelihood opportunities	2e: There was only a limited access to livelihood opportunities	3e: Beneficiaries were interested in livelihood opportunities	Beneficiaries started new economic activities		High
	2f: There was no access to livelihood opportunities	3f: Beneficiaries were not interested in livelihood opportunities	Beneficiaries had plans to start new economic activities	- Interviews with beneficiaries - Interviews with project staff	Medium
			Beneficiaries were willing to gain more information on livelihood alternatives	- Interviews with beneficiaries - Testimonies from project staff	Low
A decrease of irregular migration was observed	2g: No decrease of irregular migration was observed	3g: Beneficiaries did not intend to migrate in the first place	Beneficiaries reported abandoning their irregular migration plans	- Interviews with beneficiaries - Testimonies from project staff	High
	2h: An increase of irregular migration was observed	3h: Beneficiaries position on irregular migration remains unknown	Beneficiaries changed their migration stage (see annex 2)	- Interviews with beneficiaries	Medium
			Beneficiaries' behavior is highly unpredictable and depends on other external factors	- Literature review - Interviews with project staff - Interviews with beneficiaries	Low

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Hypothesis 1	Alternative Hypothesis 2	Alternative Hypothesis 3	Evidence	Sources (From strongest to weakest)	Confidence Level
Trusted Sources Campaign					
There was a significant increase in knowledge about irregular migration (risks, life at destination)	2a: There was only a limited increase in knowledge of irregular migration	3a: Beneficiaries were not interested in messages about irregular migration	There was a high participation rate of beneficiaries in dialogue sessions	staff - Financial report (missing) - Attendance record (missing)	High
	2b: There was no increase in knowledge about irregular	3b: Beneficiaries did not believe messages about irregular migration	Low participation of beneficiaries in dialogue sessions		Medium
			No participation of beneficiaries in dialogue sessions		Low
			Beneficiaries remembered the risks of irregular migration		
			Beneficiaries believed that the risks of irregular migration were real	- Interviews with beneficiaries	
There was a significant increase in knowledge about legal migration alternatives	2c: There was only a limited increase in knowledge about legal migration alternatives	3c: Beneficiaries were not interested messages about legal migration alternatives	There was a high turn over of beneficiaries in dialogue sessions		High
	2d: There was no knowledge of legal migration alternatives	3d: Beneficiaries did not believe messages about legal migration alternatives	There was a low participation of beneficiaries in dialogue sessions		Medium
			There was no participation of beneficiaries in dialogue sessions		Low
			(Some) beneficiaries remembered legal migration options	- Interviews with beneficiaries	
			Beneficiaries were willing to try legal migration alternatives	- Interviews with beneficiaries - Interviews with project	
			Beneficiaries were not willing to try legal migration alternatives		
			Beneficiaries change destination country		
There was a significant increase in access to livelihood opportunities	2e: There was only a limited increase in access to livelihood opportunities	3e: Beneficiaries were not interested in messages on livelihood opportunities	Beneficiaries started new economic activities		High
	2f: There was no access to livelihood opportunities	3f: Beneficiaries did not believe that they could access livelihood opportunities	Beneficiaries had plans to start new economic activities		Medium
			The campaign did not provide information on livelihood opportunities	- Project material - Interviews with project staff - Interviews with beneficiaries	Low
A decrease of irregular migration was observed	2g: No decrease of irregular migration was observed	3g: (some) Beneficiaries did not intend to migrate in the first place	Beneficiaries reported abandoning their irregular migration plans	- Interviews with beneficiaries - Testimonies from project staff	High
	2h: An increase of irregular migration was observed	3h: Beneficiaries position on irregular migration remains unknown	Beneficiaries changed their migration stage (see annex 2)	- Interviews with beneficiaries	Medium
			Beneficiaries' behavior is highly unpredictable and depends on other external factors	- Literature review - Interviews with project staff - Interviews with beneficiaries	Low

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Hypothesis 1	Alternative Hypothesis 2	Alternative Hypothesis 3	Evidence	Sources (From strongest to weakest)	Confidence Level
Diaspora Awareness Raising Campaign					
There was a significant increase in knowledge about irregular migration (risks, life at destination)	2a: There was only a limited increase in knowledge of irregular migration	3a: Beneficiaries were not interested in messages about irregular migration	Campaign material recorded high numbers on views online	- Interviews with project staff - Interviews with beneficiaries	High
	2b: There was no increase in knowledge about irregular migration	3b: Beneficiaries did not believe messages about irregular migration	Campaign material recorded numbers on views online		Medium
			Campaign material online were not viewed		Low
			Beneficiaries remembered the risks of irregular migration	- Interviews with beneficiaries	
			Beneficiaries believed that the risks of irregular migration were real	- Interviews with beneficiaries	
There was a significant increased in knowledge about legal migration alternatives	2c: There was only a limited knowledge of legal migration alternatives	3c: Beneficiaries were not interested legal migration alternatives	Campaign material recorded high numbers on views online		High
	2d: There was no knowledge of legal migration alternatives	3d: Beneficiaries did not believe messages on legal migration alternatives	Campaign material recorded numbers on views online		Medium
		3e: Messages about legal migration alternatives were not relevant for the beneficiaries	Campaign material online were not viewed		Low
			Beneficiaries remembered messages on legal migration options		
			Beneficiaries were willing to try legal migration alternatives		
			Beneficiaries were not willing to try legal migration alternatives		
			Beneficiaries changed their destination counties		
			Beneficiaries were in transit and intended to continue their journey	- Interviews with beneficiaries	
There was a significant increase in access to livelihood opportunities same	2e: There was only a limited access to livelihood opportunities	3f: Beneficiaries were interested in messages on livelihood opportunities	Beneficiaries started new economic activities		High
	2f: There was no access to livelihood opportunities	3g: Beneficiaries were not interested in messages on livelihood opportunities	Beneficiaries had plans to start new economic activities		The Medium
		3h: The campaign did not provide information on livelihood opportunities	Information on livelihood opportunities were not part of the campaign	- Project material - Interview with project staff - Interviews with beneficiaries	Low
A decrease of irregular migration was observed	2g: No decrease of irregular migration was observed	3g: (some) Beneficiaries did not intend to migrate in the first place	Beneficiaries reported abandoning their irregular migration plans		High
	2h: An increase of irregular migration was observed	3h: Beneficiaries position on irregular migration remains unknown	Beneficiaries changed their migration stage (see annex 2)		Medium
			(Some) beneficiaries abandoned their journey and returned to their countries	- Interviews with beneficiaries	Low

colors link the hypothesis to the evidence, the sources of information and the confidence level.

Annex 4: List of Key Informants and their roles

No	Level	Country	Region	Role played in the campaign
“Migration Communication” Campaign				
1	Seefar	Nigeria	National	National coordinator and WoM counsellor
2	Seefar	Nigeria	National	Local Migration Expert
3	Seefar	Nigeria	National	National coordinator
4	Seefar	Nigeria	National	Migration team lead
5	Seefar	KRI	National	Counsellor
6	Seefar	KRI	National	National coordinator
7	Seefar	KRI	National	Local Migration Expert
8	Seefar	KRI	National	Migration expert, team lead
9	Seefar	n/a	International	Project Director
10	Seefar	n/a	International	Project coordination
11	Seefar	n/a	International	Donor liaison and design
12	Seefar	n/a	International	Monitoring and Evaluation
“Trusted Sources” Campaign				
1	IOM	Nigeria	National	Project Manager
2	IOM	Nigeria	National	Project Lead
3	IOM	Nigeria	National	Team-lead
4	IOM	Nigeria	National	Monitoring and Evaluation
5	Government Partner	Nigeria	Lagos	Community Mobilizer
6	Government Partner	Nigeria	Lagos	Community Mobilizer
7	Government Partner	Nigeria	Ogun state	Community Mobilizer
8	Government Partner	Nigeria	Ogun state	Community Mobilizer
“Diaspora Awareness Raising” Campaign				
1	DRC	Netherlands	n/a	Project Coordinator
2	DRC	Netherlands	n/a	Project Officer
3	Diaspora Organisation	Netherlands	n/a	Representative of Keihan
4	Diaspora Organisation	Germany	n/a	Representative of Abad
5	Diaspora Organisation	Germany	n/a	Representative of Mrastrah
6	DRC Consultancy Partner	n/a	n/a	Representative of the Mixed Migration Centre
7	DRC Consultancy Partner	n/a	n/a	Representative of Results in Health

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Annex 5: Pros and cons of channels, sources and messages used in the campaigns

	Pros	Cons
Channels		
Social media (DRC, SEEFAR)	<ul style="list-style-type: none"> • Low cost • Wide reach incl. reach of people at various stages of the migration process • Possibility to sustain messaging beyond the project with limited resources 	<ul style="list-style-type: none"> • Difficult to reach intended target group • Difficult to tailor messages to individual needs • superficial / short-term exposure to campaign (media) material may be insufficient to induce behavioral change • Most difficult to measure campaign effectiveness (on behavioral change) compared to other channels • Lower level of trust due to limitations for personal interaction • Difficult to address sensitive messages in public spaces • difficult to reach certain sub-groups (e.g. rural, very poor, women/girls); difficulty to engage vulnerable groups in public spaces,
Word of Mouth (Seefar)	<ul style="list-style-type: none"> • Personal engagement creates high levels of trust • Easier to reach intended target group • Possible to tailor the message according to beneficiaries' needs. In-depth engagement presents a good basis to induce behavioral change • Easiest to measure project effectiveness compared to other channels • Possible to discuss sensitive topics in private • Easier to engage vulnerable groups in private compared to public channels • WoM may be sustainable when the WoM counsellor becomes well known and trusted by community members 	<ul style="list-style-type: none"> • Limited reach as compared to other channels • High costs per beneficiary to support one-on-one engagement
Community dialogue (IOM, Seefar)	<ul style="list-style-type: none"> • Reaches large amounts of beneficiaries in a single event 	<ul style="list-style-type: none"> • Hardly take into account specific beneficiaries' needs
Community Theater (IOM)	<ul style="list-style-type: none"> • Bridges language barriers 	<ul style="list-style-type: none"> • Difficult to reach intended target group

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	<ul style="list-style-type: none"> Often relates true stories of the performers 	<ul style="list-style-type: none"> Difficult to tailor messages to individual needs Difficult to address sensitive messages in public spaces More difficult to measure campaign effectiveness (on behavioral change) compared to one-on-one channel
Traditional media (Internews, Seefar)	<ul style="list-style-type: none"> Reaches a large audience Reaches remote areas that may be inaccessible for face-to-face events 	<ul style="list-style-type: none"> Difficult to tailor messages to individual needs Difficult to address sensitive messages in public spaces
School outreach (Seefar)	<ul style="list-style-type: none"> Reaches out to younger audiences who might not yet have migration plans Teacher may also benefit from school outreach campaigns 	<ul style="list-style-type: none"> Implementation requires more coordination with national, local and school authorities which may be cost and time consuming
Diaspora organizations (DRC)	<ul style="list-style-type: none"> Allow the tailoring of the intervention according to organizations specific expertise 	<ul style="list-style-type: none"> Requires more funds to be sustainable
Sources		
Diaspora organizations (DRC)	<ul style="list-style-type: none"> Are trusted by beneficiaries as “peers” and as they experienced their personal migration stories 	<ul style="list-style-type: none"> In person interaction with beneficiaries (potential migrants, migrants en route) difficult
Returning migrants (IOM)	<ul style="list-style-type: none"> Are trusted by beneficiaries when they tell their personal migration stories 	<ul style="list-style-type: none"> Present the risk of being underpaid or exploited as may seek to use any opportunity to reintegrate into society. In person interaction with migrants en route is difficult
Community members as WOM Counselors (IOM)	<ul style="list-style-type: none"> Rapidly build trust with beneficiaries WoM counsellors are able to tailor messages according to specific beneficiaries needs Sustainable beyond the project 	<ul style="list-style-type: none"> WoM counsellors can only reach a limited number of beneficiaries. WoM sessions may turn into counselling on issues other than irregular migration (the example of LGBTQ persons in KRI)
Community Dialogue Facilitators	<ul style="list-style-type: none"> Reaches a larger audience at community level Is often trusted by community members Sustainable 	<ul style="list-style-type: none"> Hardly take into account personal circumstances of beneficiaries
Journalists	<ul style="list-style-type: none"> Few journalists can be used to reach a large audience 	<ul style="list-style-type: none"> May not address personal and sensitive issues Messaging may become redundant after some time
Teachers	<ul style="list-style-type: none"> Teachers can be well connected and trusted by school pupil Teachers themselves may benefit from the messages that are trained to communicate 	<ul style="list-style-type: none"> It may be challenging to tailor messages according to need as the audience often do not show migration intentions

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Government officials	<ul style="list-style-type: none"> • Can be cost effective for the campaign as they are often paid by government funds. 	<ul style="list-style-type: none"> • May be less trusted by beneficiaries as compared to other sources
Messages		
Realities of life at destination	<ul style="list-style-type: none"> • When well designed, messages can be very effective • Negative messages (on realities of life at destination) tend to have more effect on potential migrants 	<ul style="list-style-type: none"> • May not be effective at all stages of migration (May be less impactful for migrants on the final stages of migration)
Local livelihood opportunities	<ul style="list-style-type: none"> • Can be very effective for migrants at the early stages of migration 	<ul style="list-style-type: none"> • Campaigns are often unable to support beneficiaries with access to opportunities
Legal migration alternatives	<ul style="list-style-type: none"> • Provide a safer alternative for beneficiaries 	<ul style="list-style-type: none"> • Many potential irregular migrants do not meet the requirements for legal migration, therefore find information less useful.
Risks and dangers of irregular migration	<ul style="list-style-type: none"> • Are mostly well trusted by beneficiaries • Are easier to design and illustrate with examples • Have both a deterrent and protective function and are therefore useful to both potential and actual migrants. 	<ul style="list-style-type: none"> • Are sometimes seen as common knowledge by migrants • Some potential migrants may still choose to migrate despite knowing the risks

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