

FINAL EVALUATION OF THE PROJECT “PROMOTION OF POSITIVE CONTRIBUTIONS OF MIGRATION TO SUSTAINABLE DEVELOPMENT IN SOUTH AMERICA THROUGH THE MEDIA AND THEIR INTERACTION WITH IOM”

This evaluation brief presents a summary of the key findings, conclusions, and recommendations, as identified by the evaluator(s) for use by key stakeholders, including internally by IOM staff and externally by project partners. More details can be found in the full evaluation report.

Evaluation type:	Independent external evaluation
Evaluator(s):	Maximiliano Luft and David Pisano - ZIGLA
Field visit dates:	January 2022
Final report date:	31 January 2022
Commissioned by:	IOM - RO South America
Managed by:	IOM - RO South America

Evaluation purpose: The purpose of this external evaluation is to comply with accountability commitments to the Donor (Migration Resource Allocation Committee) while contributing to knowledge management at the IOM Regional Office in South America on the formulation, implementation and monitoring of communications initiatives in support of the migration and development agenda. This final and independent evaluation seeks to provide a comprehensive assessment of its performance, integrating the perspectives of different stakeholders in a way that is sensitive to rights, age, diversity and gender equality considerations.

Evaluation criteria: Relevance, coherence, effectiveness, efficiency, impact and sustainability

Evaluation methodology: Qualitative evaluation based on documentary review, semi-structured interviews and surveys.

PROJECT SUMMARY

In 2020, IOM's Migration Resource Allocation Committee (MIRAC) granted resources to its Regional Office for South America for the project "Promotion of positive contributions of migration to sustainable development in South America through the media and their interaction with IOM".

The purpose of this initiative was to promote the positive contributions of migration to sustainable development in South America through the media and its interaction with IOM. The initially planned duration of the project was 12 months, from August 1, 2020 to July 31, 2021. However, it was necessary to request an extension of six months, bringing the completion date to January 31, 2022, with a total implementation period of 18 months. As part of this review, some activities were modified and incorporated, in addition to being adapted to virtuality to ensure their execution in the context of the Covid-19 pandemic.

The proposed outcomes of the intervention were, on one hand, the dissemination of factual messages on the relationship between migration and sustainable development by the media in South America (Outcome 1), and, on the other hand, the consolidation of IOM in South America as one of the main sources of information and data in the area of Migration and Sustainable Development for national and international media (Outcome 2).

Project information:

Geographical coverage:	Argentina
Project type:	PM - Media and Communications
Project code:	AR99P0508
Gender marker:	1a
Project period:	1/08/2020 a 31/01/2022
Donor:	MIRAC
Budget:	USD 270.000

The expected outputs were:

1. Media professionals are equipped with the necessary and relevant guidance to build overall understanding of migration and development linkages.
2. Journalists from South America recognized and awarded by the IOM for their work on migration and sustainable development.
3. RO Buenos Aires and COs senior staff have new knowledge and strengthened competencies in the area of strategic and executive communication.
4. Migration and Sustainable Development-related key messages are disseminated through a digital campaign in South America.

KEY FINDINGS & CONCLUSIONS

The **RELEVANCE ANALYSIS** concludes that the project design was adequate according to its overall objective. From a causal logic analysis, it is identified that the expected results and products are conducive and relevant to the long-term outcome. Although there was no formal diagnosis, the design of the activities and lines of action was pertinent given the different problems that gave rationale to the project. At the same time, the criteria for selecting the participants of the various initiatives were in accordance with the results that the project expected to achieve and the gender approach has been reflected in the selected participants.

The **COHERENCE ANALYSIS** concludes that the design and implementation of the project were in line with IOM regulations, guidelines and standards. The project is aligned with the objectives of the Global Compact for Safe, Orderly and Regular Migration, the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda and IOM's Institutional Strategy for Migration and Sustainable Development. In addition, the transversal incorporation of the gender, human rights and sustainable development approach has been identified in all activities implemented.

Regarding the results achieved, it should be noted that at the time of submitting this report, the project had not yet been completed. For this reason, some indicators were not taken into account, but from the **EFFECTIVENESS ANALYSIS**, it is concluded that the project has been effective in the activities carried out, reaching a high level of achievement of the goals set at the beginning. The following are the main achievements related to this dimension: it succeeded in working on the relationship between migration and sustainable development from a positive perspective; it made possible a greater number of publications on the subject; it successfully awakened interest and generated incentives in a key population for the diffusion of messages related to migration; the creation of a network of journalists related to the subject of migration; and the positioning of IOM as a reference in the subject. It should also be emphasized that other results were generated in addition to those expected in the initial planning.

Concerning the **EFFICIENCY ANALYSIS**, it is highlighted that the management, role assignment, communication and coordination processes between the project staff and the various partners have been efficient, and strengths were identified in these relationships that allowed to ensure and, in some cases, increase the results generated. With the exception of the virtual events that did not take place, there were no significant delays due to coordination difficulties. Undoubtedly, the main alliance generated by the project was with the Gabo Foundation, which became a strategic partner for IOM. With the other actors involved, such as the Muchnik consulting firm and the Global Migration Academy, there was also consensus when it came to implementing activities, in addition to fluid coordination and communication. Regarding the current context, the project was able to adapt satisfactorily to the conditions given by the Covid-19 pandemic and no significant inefficiencies in the achievement of the proposed goals were recognized.

In general terms, from the **IMPACT ANALYSIS** it is concluded that there are certain signs of change in the perceptions and knowledge of the actors who have participated in the training and mentoring activities implemented during the project. However, it is concluded that the level of contribution that the trainings have in modifying the way in the media disseminates messages on migration and sustainable development could be limited.

Therefore, the necessity of continuing to continue implementing training and dissemination activities in order to achieve a significant impact on the media is emphasized. On the other hand, it should be noted that most of the trained journalists claim to have incorporated a rights, diversity and/or gender approach to their journalistic work.

As regards the **SUSTAINABILITY ANALYSIS**, it is concluded that there are favorable conditions for the results and benefits generated by the project to be sustainable over time, but it will be necessary for the organization to continue working along these guidelines. The sustainability of results and the possibility of their amplification is favored by the consolidation of a network of journalists who have been sensibilized and conscientized, who can act as replicators of factual messages and who will keep IOM as a reference as the main source of information on the subject. Another aspect that contributes to the replication of results resides in the development of administrative and human resource capacities, which has taken place inside IOM. However, one of the main obstacles to sustainability is the need for financial resources to carry out new projects.

KEY RECOMMENDATIONS

1. [IOM Team - Donors - Partners]. Continue to engage and follow the media in order to facilitate the continuation of work with journalists already trained and others who do not belong to the group of people trained but who could be interested in the subject matter.
2. [IOM Team - Donors - Partners]. Develop a diagnostic to detect specific needs and priorities in relation to the target population and expected results.
3. [IOM Team] Deepen the gender approach in the collection and management of information.
4. [IOM Team]. Establish collaborative work spaces with other offices and with headquarters, to share experiences and best practices for the development of future projects.
5. [IOM Team] Once the various lines of action that are pending completion have been completed, and with the final calculation of the indicators, analyze the scope of the project in order to detect possible gaps.
6. [IOM Team] For future implementations, a conscious and realistic exercise should be implemented when setting project goals, especially those for the medium or long term.
7. [IOM Team] Maintain media monitoring to detect contextual situations that will serve as a guide for future implementations.
8. [IOM Team]. To avoid discrepancies in the objectives and expected results of mentoring, it is recommended to have an internal staff available to conduct these activities in future implementations.
9. [IOM Team - Partners]. Review the study plans considering the time load of journalists and IOM staff, as well as the amount of information and materials provided.
10. [IOM Team - Partners] Consider the expertise of individuals and institutions when searching for partners, prioritizing experience with the target audience and with the specific topic to be worked on.
11. [IOM Team - Partners] Design data collection instruments in advance, so as to allow for prior and subsequent analysis and also to take into account other characteristics of the target population. Consider the inclusion of gender perspective in all forms.
12. [IOM Team]. Enhance the incorporation and implementation of the gender and diversity approach in future implementations or activities.
13. [IOM Team]. Maintain a continuous follow-up and constant communication with the network of journalists that has been established as a result of their participation in the different initiatives of the project.
14. [IOM Team - Partners - Donors] Continue to approach journalists and the media through frequent invitations to new courses, training and awards. Return to in-person modalities when possible.
15. [IOM Team - Partners - Donors] Continue with the promotion of digital awareness campaigns addressing different aspects of the topic and considering the contexts of each of the countries in the region.