



EVALUATION BRIEF

26 July 2018

FINAL EVALUATION OF THE PROJECT “PREVENTING UNSAFE MIGRATION FROM ALBANIA TOWARDS EUROPEAN UNION MEMBER STATES”

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:	External final evaluation
Evaluator(s):	Rea Nepravishta, Consultant
Field visit dates:	13-26 June 2018
Final report date:	18 July 2018
Commissioned by:	IOM Mission in Albania
Managed by:	Alma Jani, Head of Office

Evaluation purpose: The purpose of this evaluation was to:

(i) Determine the extent to which the objectives of the campaign have been met and assess the likelihood of sustainability upon campaign completion; (ii) Identify IOM's institutional strengths and weaknesses in implementing the campaign; (iii) Identify needs for further information and awareness raising activities on the topic.

Evaluation criteria: Relevance, effectiveness and sustainability.

Evaluation methodology: Desk review of project documentation, in-depth interviews with all involved actors mentioned above, statistics collected on implementation of the project, questionnaires data analysis, focus groups, direct observations, IOM Albania social media (Facebook) page information elaboration, observation of related

PROJECT SUMMARY

The project comes as a continuation of a series of initiatives implemented by IOM Albania which aimed to inform and raise awareness among the public in Albania on the following issues: risks deriving from irregular migration, improve awareness on asylum, enhance information on the visa liberalization rules, and focus on alternatives to irregular migration. The campaigns were designed as a result of the increased number of asylum seekers coming from Albania in different EU countries, although Albania has been qualified as safe third country since 2012 by Belgium.

The present information campaign extended from October 2017 to March 2018 was held in close cooperation with the Albanian Authorities who, as demonstrated in the findings of this evaluation, have showed their interest and full collaboration in the management of it, particularly the Ministry of Interior and Border and Migration Police.

The project covered all of the 12 regions of Albania and the target groups were Regional Anti-trafficking Committees, including representatives from State authorities, civil society, teachers, high school students, border check points, and the community in public spaces. Interactive information sessions were held with this multitude of actors, succeeding to penetrate into the social fabric of each region in Albania. Information leaflets were also distributed. The project included a small component of media. The main objective was to

Project information:

Geographical coverage:	Albania
Project type:	Return Assistance to Migrants and Govt.
Project code:	RT.1368
Gender marker:	2a
Project period:	15 July 2017 to 14 July 2018
Donor:	Government of the Netherlands
Budget:	EUR 72,000

contribute to the increased awareness and understanding of regular migration: distributing the main message “there is no use in applying for asylum as your application will be rejected, and irregular migration has serious consequences”.

The following activities were implemented:

- (1) Elaboration of Information Campaign Strategy (preparing TORs, hiring consultant, preparation of the document);
- (2) Preparation of leaflets. (3) Launch event of the Information and Awareness Raising Campaign, and implementation of the campaign. (4) Media monitoring/research study (preparing TORs, hiring the consultant, preparation of the research study); outreach through audio-visual media; media workshop;
- (5) Workshops with local government units and other government agencies;
- (6) Workshops with the civil society organizations;
- (7) Outreach activities at high schools of Albania and at the community;
- (8) Workshops with high school teachers;
- (9) Evaluation of the campaign.

KEY FINDINGS & CONCLUSIONS

Out of the three project objectives of the campaign – asylum, visa liberalization rules and risks of irregular migration – it seems that the first have been very well absorbed by the targeted population. Particularly, the misperceptions on the concept of asylum have decreased significantly. As stated by the interviewees covered by this evaluation, it seems that if someone is asking for international protection based on unfounded reasons, or is breaking the visa free regime rules, she/he is doing it mainly deliberately (not as a consequence of lack of information). Regarding the component of consequences of irregular migration, it seems that target groups covered by this evaluation know automatically that there are risks, but the economic reasons for migrating prevail over the fear of possible dangers. That is why it seems like this component still needs to be present in future campaigns.



There is evidence that this campaign has had outstanding multiplying effects, as explained below:

- 1) The EU funded programme “Municipalities for Europe” has created 61 EU Corners in 61 Municipalities in Albania, providing information on the EU in the country. This programme has mainstreamed the discussion on irregular migration, related risks, unfounded asylum and visa liberalization rules in all the activities with the community in 61 Municipalities and distributed leaflets of IOM project. In addition to this, the programme has produced other 50,000 leaflets of the campaign out of which 30,000 leaflets were distributed locally by the staff of “Municipalities for Europe”.
- 2) Government authorities (Border and Migration Police) requested the printing of more 50,000 leaflets as part of the project. Leaflets were distributed in rural communities.
- 3) The activities of the project have been extensively publicized in the websites of the Ministry of Interior and Border and Migration Police. As a result of the present campaign, a high level awareness meeting was organized in June 2018 at the Prime Minister’s Office in the Centre for Openness and Dialogue presided by the Deputy Minister of Interiors
- 4) In the framework of the campaign, the Country Destination Guide for Belgium and Netherland with useful information on migration has been updated and will be circulated in 12 migration offices of the country.

5) The Centre for Information and Orientation on Social Rights, Migration, VET and Career in Kukes is a programme of the German Cooperation GIZ that has made use of the leaflet of the campaign. In February 2018, The GIZ programme has produced another leaflet called “Information on regular migration” which followed the model of the IOM campaign leaflet.

6) Some ongoing positive examples are the reintegration programmes funded by the Austrian Cooperation ADA and German Cooperation GIZ and implemented by Terre des hommes in Albania. The employees of these projects in several regions of the country are aware of the messages of the IOM campaign and are informing on daily basis the people and families on the IOM campaign messages.

KEY RECOMMENDATIONS

Key recommendations for all interested actors:

1. Promote regular ways of migration

- Create new programmes of regular migration that are beneficial for both migrants and States, including dedicated programmes for young people that want to study abroad. The condition to turn back in Albania upon completion of studies could be an option
- Promote and inform the wide population on existing ways to migrate regularly. This serves to prevent irregular migration from the start
- Administrative procedures for migrating regularly in EU countries, especially for work, are laborious and hard to access. It is recommended to provide administrative facilitations for Albanian citizens. Bilateral agreements between countries could be an option.

2. Enhance access to available services and concrete migration policies

- Future campaigns may focus on: demonstrating which are the available services and employment opportunities in the country which often are hard to be accessed by people living in remote and rural areas particularly stroke by poverty and unemployment
- Design reintegration programmes for returnees so that upon return people are not left alone and retry migration by all means. Reintegration programmes especially those targeting the most vulnerable groups are highly recommended.
- The upcoming National Strategy for Migration should be carefully coupled with a reasonable budget. If Albania is constantly losing its human capital, policies should focus on how to re-gain it. EU countries could also contribute in this process as part of the EU adhesion process.