



EVALUATION BRIEF

December 2020

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

This evaluation brief presents a summary of the key findings, conclusions, and recommendations, as identified by the evaluator 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):	Xaira Shurdha ,Consultant
Evaluation period:	01-29 December 2020
Final report date:	24 December 2020
Commissioned by:	IOM Mission in Albania
Managed by:	Alma Jani, Head of Office

PROJECT SUMMARY

Following the recommendation of the European Commission in 2018, where it was requested that “Albania considers migration as a core issue and develops a cross-cutting migration strategy”- in June 2019, the government of Albania approved the “National Strategy on Migration and the Action Plan 2019-2022”. This strategy presents the vision, specific goals and objectives, the main products expected, the institutional coordination needed and monitoring mechanisms. In the action Plan for the implementation of the strategy, under the action B 3.1 a, is stated the continuous need for “regular awareness-raising campaigns to inform Albanian citizens of the rules and conditions of visa-free travel in the EU, of regular migration opportunities and of the consequences of irregular migration (including unfounded asylum applications)”.

In line with the above, IOM with the support of the Netherlands’ Government - the Repatriation and Departure Service, undertook the project “Preventing unsafe migration from Albania towards European Union member states”- Follow up campaign, that run during the period January – December 2020. It aimed information dissemination and awareness raising on visa-free regime movement, risks and consequences of unsafe migration, as well as encourage youth to benefit from sustainable self-development opportunities, which increase their employability as a secure path for a better future.

The actual campaign, built on the previous two initiatives in 2015 & 2017 and covered 12 regions in Albania and it was implemented in close coordination with Albanian state institutions responsible for migration management. IOM coordinated the project by applying its know-how and operated in two directions (1) the preparation of a Campaign Strategy Guide, handed over to the Ministry of Interior to be used in the future as a tool to organize

Evaluation purpose: purpose of the evaluation was to (1) to determine the extent to which the objectives of the information and awareness raising campaign have been met and assess the likelihood of sustainability upon campaign completion (2) to identify IOM’s institutional strengths and weaknesses in implementing the campaign; and (3) to identify needs for further information and awareness raising activities on prevention of irregular emigration from Albania. The methodology was mainly based on desk review, in-depth interviews, evaluation questionnaires elaboration and analyzing.

Evaluation criteria: “Relevance, effectiveness, efficiency, impact, and sustainability”

Evaluation methodology: Desk research of strategies, reports and review of program documentation, existing data gathered during the monitoring of the campaign from the management team and secondary available sources such as web and social media platforms search. In depth interviews with the main stakeholders, online survey & data elaboration of 3687 respondents comments and feedback.

Project information:

Geographical coverage:	Albania
Project type:	Protection and Assistance to Vulnerable Migrants (PX)
Project code:	PX.0130
Gender marker:	Gender marker 0
Project period:	01 January 2020 to 31 December 2020
Donor:	Government of the Netherland

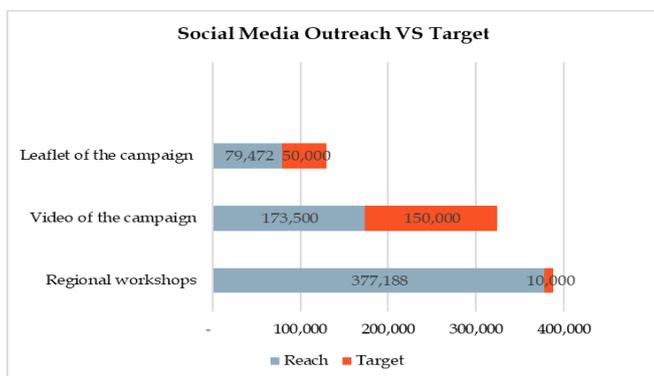
awareness raising campaigns for irregular migration (2) the organization of a nation-wide information and awareness raising campaign , with tools highly conducive and a high level of involvement from the partners - Ministry of Interior, Ministry of Educations Sports and Youth, Ministry of Health and Social Protection, Ministry for Europe and Foreign Affairs and several departments/institutions under these ministries.

The activities undertaken during the awareness raising follow- up campaign were: (1) the TOR’s and hiring of a communication expert (2) Elaboration of the Campaign Strategy Guide (3) Informative leaflet preparation and disseminated in 100,000 copies (4) a video spot preparation and transmitted in social media as well as two local media TV (5) regional workshops in 12 regions with different target groups.

KEY FINDINGS & CONCLUSIONS

As referring to the first outcome of the project, in terms of improving the capacities of the authorities in charge of migration management to conduct awareness raising activities and improve prevention of irregular migration, based on the in depth interviews it results that it was used the "strategy of involvement" in all activities in order to increase their capacities. The Campaign Strategy Guide was handover to the Mol representatives and was prepared in the same time as a capacity building tool for the line ministries to enhance its communication with citizens and to raise awareness on different issues of strategic importance providing them with a specific knowledge on how to elaborate an information and awareness raising campaign .During its preparation, different consultations took place between the expert and the representatives of the project partners from the government institutions and they commented on the draft several times. The government officials interviewed, stressed their readiness to apply their knowledge and the skills gained and to engage in similar campaigns on yearly bases.

The second outcome of the project, was the improvement of the prevention on irregular migration and its potential risks due to the increased awareness of citizens, through the implementation of the follow up campaign on preventing unsafe migration from Albania towards the European union member states. (1)The dissemination of information through the leaflet and video, due to the Covid19 restriction took place via social media through the social platforms of Ministry of Interior, IOM, Ministry for Europe and External Affairs, Albanian state police, NGO's, etc. (2) All the workshops were posted also in social media platforms of IOM and the above stakeholders involved, played "the multiplier effect" ensuring the transmission of the messages consistently in other activities organized as part of their regular functions and social gatherings with the participation of schools and universities representatives, community leaders, local NGO's, businesses, and other local stakeholders. The outreach of citizens was higher than the targeted in the beginning of the project



In terms of gender participation, the majority of respondents toward the migration issues was female with 69% and only 28% male citizens. The primary target of campaign audience was the youth aged 14-35 years old. From the survey data elaboration, results that the main respondents 38% were from this category, meaning that the target was reached and the information totally reached this audience. The evaluation questionnaire was filled by

3687 citizens in less than two weeks. When asked, on the level of information about the migration issues, only 11% are not at all informed and 19 % are very informed. The previous and actual informative campaigns have played a very important role in the information on migration issues, therefore a majority of 70% is moderately informed. In terms of perceptions, when asked about the regular migration issues level of information, 55.3% recognize to be somehow informed and 31.4% very much informed.. But in terms of attitude change, after having received the informative materials on the regular migration, 47.1% express a partial impact on their decision to migrate regularly from the information received, meanwhile 15.6 % reflect a higher impact from the materials.

When they were asked about a possible change in attitude about the irregular migration, 38% of respondents show willingness to skip the irregular ways of migrating and 29.2% are somehow ready to change their attitude. Therefore, we can deduct that this campaign has affected a considerable part of the target group aimed since the beginning of the campaign.

KEY RECOMMENDATIONS

- Advocacy with government ministries, to allocate a budget line specific for the awareness raising on migration issues, especially in Mol, MESY, MEEA. EU countries could also contribute in this process as part of the EU integration process.
- Further promotion and information of the wide population on updated opportunities to immigrate regularly. In focus could also be the available services and employment opportunities within the country which often are hard to be accessed by people living in remote and rural areas.
- Projection of direct activities outreaching in the field the students who are the final beneficiary of the messages of the campaign. The multiplier effect works, but it would have a much bigger effect if the students are reached directly.
- In accordance with the Ministry of Education, Sports and Youth to sign an agreement on lecturing at least once per year as an extra-curricular topic the Migration Issues in high schools including opportunities inside and abroad.
- Consideration of the mass media TV channel as one of the most effective ways of reaching massive target audience. Interviews in TV or social media from experts of migration, for example on VET, on working abroad, positive examples from returnees etc.
- Direct activities with community centers with students and parents as well, are strongly advised especially in the regions where the migration issues are a big problem such as in the North Albania.