

NEWSLETTER

N° 2



THE IDEAL MIGRATION MEDIA CAMPAIGN

In November 2021, the Informational Material Workshop was held in Valletta (Malta). After long months of delay due to Covid-19, the partners reconnected physically warmly.

This meeting was dedicated to the review of the previous deliverables that led to the drafting of the Communication Plan which will serve to create the Media Campaign.

Partners spoke on the level of acceptability of reality by prospective migrants and suggested an emphasis on the risk realities.

IDEAL-M
Informant Diasporas in EurAfrica on Legal Migration.

PARTNERS

 **MIGRAFICA**

 **E.E.T.A.A.**
 HELLENIC AGENCY FOR LOCAL DEVELOPMENT AND LOCAL GOVERNMENT

 **ΕΛΛΗΝΙΚΟ ΦΟΡΟΥΜ ΜΕΤΑΝΑΣΤΩΝ** / **GREEK FORUM OF MIGRANTS**
www.migrant.gr

 **AFRICAN MEDIA ASSOCIATION MALTA**

 **UAM**
 Universidad Autónoma de Madrid

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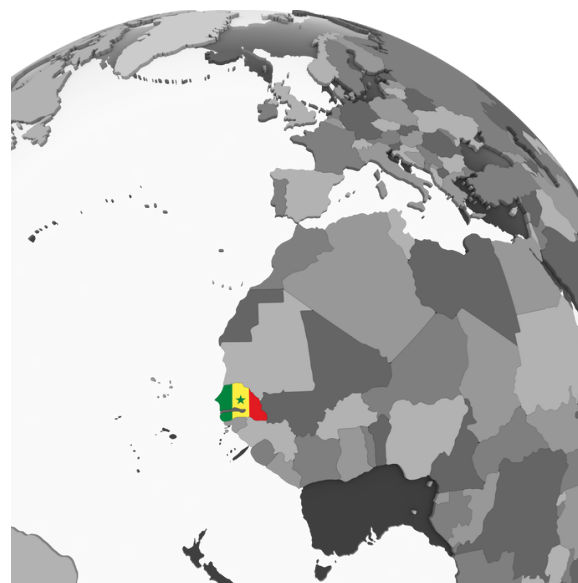
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PLAN YOUR SAFE JOURNEY : THE MESSAGES SENT TO YOUNG SENEGALE

During the workshops, six members of the diaspora residing in Malta shared their views about the role (positive and negative) that the diaspora plays in irregular migration.

It was a constructive exchange with many testimonies on the dangers of the crossing but also an opportunity to have opinions about the communication campaign.

Partners and research elements suggest that migrants should be informed at home about the Reception conditions of asylum seekers in Europe, as many prospective migrants are not aware of the European laws on migration. Messengers in Senegal could also be Religious leaders and local administrative officials.




**CREATE A ROBUST AND
TARGETED INFORMATION
CAMPAIGN
TOWARDS PROSPECTIVE
MIGRANTS FROM
SENEGAL EXPOSING
THEM TO THE REALITY OF
A DECISION TO EMBARK
UPON
ILLEGALLY ENTERING
THE EU**

WHAT IS THE NEXT STEP ?

The Media campaign will kick off on April 2022 with bill boards, radio shows, news articles, social media posts. They will be disseminated through out Senegal and Europe to tackle the issue of irregular migration, to inform about the business potentials in Senegal, to promote regular migration through education.

Idealmigration

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