

NEWSLETTER

N° 3

**YOU
★ ARE
HOME**

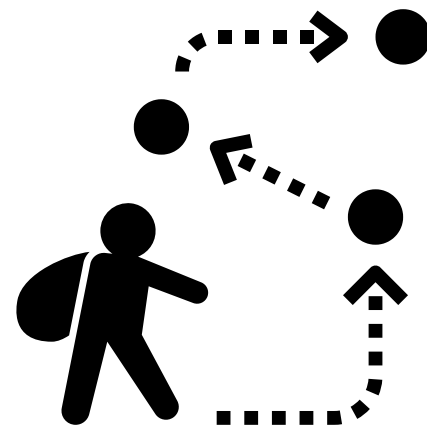


EXECUTION OF THE MEDIA CAMPAIGN !

After long months of hard work, the consortium behind IDEAL-M (Informant Diaspora in EuroAfrica for Legal Migration) is proud to announce the execution of the IDEAL-M media campaign online and on the field in Senegal.

The target groups of the campaign are prospective Senegalese migrants and their families who get more insights about how travelling irregularly can be dangerous, the availabilities of safe routes, and even better, the huge number of business opportunities that can be found staying in their lovely home country!!!

In the campaign, a message is also sent to the diasporas responsible of misleading messages on the realities of life in Europe.



PARTNERS

 **MIGRAFICA**

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

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www.migrant.gr

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ASSOCIATION MALTA**

 **UAM**
Universidad Autónoma
de Madrid

 **AFRICA 2007**



Πανεπιστήμιο Πελοποννήσου
University of the Peloponnese

THE CAMPAIGN'S THEMES AND LANGUAGES

The campaign is divided in four main themes that speak directly to the audience targeted. Messages are diffused in French and in Wolof.

A- YOU ARE HOME

Senegal is your home and you can create your own Paris, New York, or any other city where you wish to live in staying in your lovely land and shaping it as you wish.

B- A BETTER SENEGAL

Young Influencers based in Senegal will share the campaign in their platforms, and so encouraging young prospective migrants to seek jobs opportunities in their land.

D- WHY LEAVE HOME?

Emotional messages by mums will touch the heart of prospective migrants, messages combined with video testimonies of returnees.

Idealmigration

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**Bousculez chez vous!
Faucon, vendez, économisez, ajoutez des actions
et regardez votre petite entreprise
se développer.
#Vous êtes chez vous #Un meilleur Sénégal.**

For more information
abettersenegal.com

#YouAreHome

C- REMAIN ALIVE

The campaign messages urge prospective migrants not to fall to the lies of smugglers, and such becoming mere statistics.



**Lu tolok 55 000 domi Afrig jaar nañu ci youu suuf
bi jeum Oroob tax ba ñi leen di jalalé am ci
koppar gu tollu ci 150 millions ci dollars**

For more information
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#YouAreHome

