

Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan

(PARIM - II)

■ Factsheet, May 2023

Donor: European Union (AMIF)
Co-donor and implementing partners:
Ministry of Interior, Austria
Ministry of Interior, Bulgaria
Ministry of Foreign Affairs, Finland
Ministry of Migration and Asylum, Greece
Federal Office for Migration and Refugees, Germany

Implementing partner: ICMPD
Duration: May 2023 – April 2025
Budget: 1,100,000 EUR

Overall objective: Raise awareness and influence the perception and behaviour of potential and intending Afghan and Pakistani migrants in Pakistan considering irregular pathways to Europe as well as key influencers affecting their decisions

BACKGROUND



Access to information about migration has become crucial in enabling potential migrants to make informed decisions regarding their migration trajectory. It is essential to bridge **the information gap and counteract misinformation on various aspects of irregular migration**, including economic factors, **dispelling myths propagated** by smugglers and trafficking networks, and guiding individuals through legal migration processes. This ensures that aspiring migrants have the necessary knowledge to make informed decisions.

As part of this initiative, the **European Union** funds awareness raising actions in Pakistan to provide **timely, reliable, and comprehensive information and guidance on all aspects of migration** to potential Afghan and Pakistani migrants. The Ministry of Interior of Austria, Ministry of Interior of Bulgaria, Ministry of Foreign Affairs of Finland, the Ministry of Migration and Asylum of Greece and the Federal Office for Migration and Refugees Germany co-fund and co-implement this project and ICMPD is the implementing partner. Project actions will be closely linked with the Migrant Resource Centres (MRCs) located within the Ministry of Overseas Pakistanis and Human Resource Development (MOPHRD) and the Labour and Human Resource Department, Government of Punjab (LHRD).

The project builds on **ICMPD's significant experience in Pakistan where it has been operating two Migrant Resource Centres (MRCs) in Islamabad and Lahore since 2016**. The MRCs have received support from the EU and the AMIF 2020 call through the PARIM-I project in 2021-2022. The **MRCs have established themselves as trusted institutions and partners for providing information provision on migration in Pakistan**. They raise awareness about the risks and consequences of irregular migration, inform potential migrants and their families about existing legal migration pathways, and highlight available possibilities.

OBJECTIVES



The primary objective of this project is **to raise awareness and influence the perception and behaviour of potential and intending Afghan and Pakistani migrants in Pakistan who are considering irregular pathways to Europe. The project aims to target key influencers**, such as families, friends, community leaders, returnees, private sector, media and teachers, who play a significant role in shaping their decisions.

The project seeks to achieve three outcomes: (1) an increase in safe and legal migration from Pakistan, (2) a reduction in irregular migration from Pakistan to the EU and other countries, and (3) improved access to information and support for Afghans in Pakistan, including information on humanitarian admission programmes.

ACTIVITIES



Building upon the previous project funded by AMIF, titled “Awareness raising and information campaigns on the risks of irregular migration in Pakistan,” this project will focus on disseminating information and raising awareness among potential Afghan and Pakistani migrants in Pakistan. The campaign will utilise **three levels of intervention: mass media, community outreach and personal counselling**. The project will provide balanced information about the risks and consequences of irregular migration, legal pathways for migration, skills development opportunities in Pakistan and the legal, social, and economic realities faced by irregular migrants in Europe. The aim is to create awareness at the community level and in still personal behavioural changes through community outreach and individual consultation sessions.

To ensure sustainability, the project will establish **networks and platforms among various stakeholders and “allies” to enhance their capacity for raising awareness**. This includes collaboration with the Government of Pakistan, local government entities, civil society organisations, youth volunteers, and local media.

Recognising the importance of thorough research for effective information and awareness campaigns, the project will conduct a preparatory analysis focusing on two migratory developments in Pakistan. Firstly, it will examine the **migration context of Afghans in Khyber Pakhtunkhwa (KP)** to identify target audiences and participants, their profile, contexts, characteristics, information needs, push and pull factors influencing their mobility, and other factors affecting their decision making processes. Secondly, the research will delve deeper into the role of **Pakistani returnees as influential figures in shaping migration trajectories**, particularly in Punjab. **A comprehensive evaluation of the campaign activities** will be conducted to allow for adaptability during the project’s duration and to identify valuable lessons for future campaigns.

EXPECTED OUTCOMES



Management, Coordination, Monitoring and Evaluation

- Change in the knowledge, attitudes and intentions (KAIs) of potential migrants (Pakistanis and Afghans in Pakistan) concerning irregular and legal migration
- Change in their potential behaviours as regards migration and movement out of Pakistan

Preparatory Analysis

- Better understanding of the perceptions, behaviour and approaches of potential and intending migrants from Pakistan, particularly Afghans, who consider irregular migration to Europe
- Increased potential for outreach to intending and departing migrants by identifying key features relevant for the campaign target groups (Afghans in Pakistan and returnees as influencers of Pakistani migrants)
- Robust empirical framework that impact on the knowledge, attitudes and intentions of potential migrants in Pakistan

Information and awareness raising campaign

- An increase in outreach to potential migrants and returnees regarding migration and reintegration via information campaigns as well as counselling and other advisory services
- An increase in the capacities of migration stakeholders in conducting and disseminating information campaigns as well as designing and implementing advisory and counselling services (includes capacity building of staff of civil society organisations, media representatives, government counterparts and community activists or volunteers)
- Migration Media Awards conducted

TO FIND OUT MORE, PLEASE CONTACT

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