

Awareness raising and information campaigns on the risks of irregular migration in Pakistan (PARIM-II)

Factsheet | May 2024



BACKGROUND

The European Union, in collaboration with the governments of Austria, Bulgaria, Finland, Germany, and Greece, funds a significant project, PARIM-II, aimed at providing **accurate and comprehensive information to potential Afghan and Pakistani migrants**. The primary goal is to **bridge the information gap, counteract misinformation related to irregular migration, and guide individuals through legal migration processes and pathways**. This project ensures that aspiring migrants from Pakistan have the necessary knowledge to make informed decisions about their migration trajectories.

The project leverages ICMPD's extensive experience in Pakistan, where it operates three Migrant Resource Centres (MRCs). These centres are located in Islamabad (established in 2016), Lahore (2016), and Peshawar (operational since May 2024). In the past, the MRCs have received support from the European Union and the Asylum, Migration and Integration Fund (AMIF) through the PARIM-I project, which ran from 2021 to 2022. Building on this foundation, the PARIM-II project is also being implemented by ICMPD, utilising the expertise and resources of the MRCs in Pakistan.

The MRCs are dedicated to raising awareness about the risks and consequences of irregular migration. They provide crucial information to potential migrants and their families about legal migration pathways and emphasise the importance of orderly, safe, and regular migration channels. These centres are strategically located within the Ministry of Overseas Pakistanis and Human Resource Development (MOPHRD) in Islamabad and Peshawar, and within the Labour and Human Resource Department, Government of Punjab (LHRD) in Lahore. This positioning enables the MRCs to effectively conduct outreach and support activities for potential and aspiring migrants, establishing themselves as trusted sources of migration information in Pakistan.



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.

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



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 with the aim to improve migration reporting among select journalists in Pakistan

To find out more, please contact

Mr. Saad ur Rehman Khan | *Project Manager, MRCs – Pakistan*
Tel.: +92 327 775 9777 | Email: SaadRehman.Khan@icmpd.org

Funded by the European Union

Implemented by

Co-funded and implemented by Austria, Bulgaria, Finland, Germany and Greece

