

ANNEX VI

COMMUNICATION AND VISIBILITY PLAN

Delegation Agreement 2017/389-418

When implementing the Action **“Helping Belarus Address the Phenomenon of Increasing Numbers of Irregular Migrants”** IOM will pursue a robust Communication and Visibility Plan to ensure that project achievements and the support of the European Union (EU) are properly recognized. In all actions, IOM will follow the Communication and Visibility Manual for EU External Actions.¹

The Action is divided into three interlinked, interdependent components:

- Policy development and strengthening of legal, institutional and operational capacities
- Establishment of an Assisted Voluntary Return and Reintegration (AVRR) system for irregular migrants
- Establishment of MACs in line with EU and international standards and good practices

The Action touches upon sensitive issues and requires carefully designed communication activities/products.

A. Objectives

1. Overall communication objectives

The **overall objective of communication activities** is to highlight the rationale and main achievements of the project in developing and implementing irregular migration and asylum policies and strategies of Belarus in compliance with international and EU standards.

The objective is, in particular:

- To ensure target groups’ understanding of the rationale of the project, the difference between irregular migrants, asylum-seekers and refugees, as well as good knowledge of the key issues addressed by the project (such as AVRR, MACs, readmission, open/closed facilities etc.) with a view to achieve proper communication and dissemination of credible information to the public
- To raise awareness among target groups about the main achievements of the project in developing and implementing the country’s irregular migration and asylum policies and strategies in compliance with international and EU standards
- To promote positive narrative of migration among the general public and mass media, with a particular focus on migrants’ rights.

¹ https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en_0.pdf

2. Target groups and final beneficiaries for communication:

- **Project target groups** (those directly positively affected by the project at the Project Purpose level): The Ministry of the Interior (MoI) of the Republic of Belarus; the State Border Committee (SBC) the Republic of Belarus; policy makers; the Office of the United Nations High Commissioner for Refugees (UNHCR); the Belarusian Movement of Medical Workers (BMMW); Belarus Red Cross Society (BRC); Belarusian Young Christian Women Association (BYCWA).
- **Final beneficiaries** (those benefiting from the project in the long term at the level of the society or sector at large): migrants, especially the most vulnerable ones, including irregular migrants, asylum-seekers and refugees; residents of Belarus, particularly of the border regions;
- **Governmental agencies and NGOs** not directly involved in the project implementation but still related to migration field;
- **General public;**
- **Media representatives and outlets.**

3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

- Raise awareness among the above-mentioned target groups on how the EU and IOM work together to develop and enhance the capacity of the Republic of Belarus in the sphere of irregular migration management
- Ensure that all target groups are aware of the role of the EU and IOM in the project at all levels;
- Raise awareness among governmental agencies not directly involved in the project implementation of the possibilities and advantages of partnerships with EU and EU support provided to the Republic of Belarus;
- Ensure that final beneficiaries understand how they will benefit from the project implementation;
- Ensure that the project has a positive impact on the perception of migrants and migration by the general public and media;
- Make sure that the public and media understand the rationale of the project (why it is implemented, why it is important for EU and Belarus) and its positive impact and contribution in general;
- Guarantee that media representatives understand the project purpose/rationale (why it is implemented, why it is important for EU and Belarus), role of EU and IOM in the project implementation, as well as the key issues addressed by the project (such as AVRR, MACs, readmission, open/closed facilities), and cover project activities providing credible information.

B. Communication Activities

4. Main activities that will take place during the period covered by the Communication and Visibility Plan

- Project opening and closing ceremonies, including press conferences or other press events, inter alia press tours to MACs, as appropriate will be carried out to mark major developments and update stakeholders, public and media on the progress of MACs establishment;
- Press-releases will be issued on a regular basis to inform relevant above-mentioned target groups on the project purposes, developments and milestones;
- Regular updates of the websites and social networks will reflect the progress of the project implementation.

5. Communication tools chosen:

- **Key messages** related to the purpose of the project, its benefits and other matters will be developed by the PMT for further dissemination in order to ensure consistent communication at all levels
- A series of **educating/interactive events for mass media** will be organized to ensure their understanding of all project-related termini and definitions, as well as understanding of the project's objectives and benefits, role of all key actors involved, and correct presentation of the information related to the project activities. The events will be organized both during the inception phase of the project and during later stages, if needed.
- **Forming a pool of journalists** representing TV, radio, press and online media to work with on a long-term basis.
- **Press events** (press conferences, press briefings) to mark key achievements of the project and regularly update the mass media representatives.
- **Press releases and joint statements** by IOM, Government and/or the Donor to ensure common and proper understanding of the purpose of the project and its significance to Belarus. Due to the sensitivity of the topic, additional joint statements and press releases may be issued particularly in case of a need to ensure adequate and timely reaction to any misleading or wrong information that may be published or misinterpreted in the media.
- **Spokesperson**, represented by the Chief of IOM Minsk Mission, or National Programme Officer, or Public Information Specialist who will share information in a timely manner in coordination with the Project Management Team, as appropriate.
- **Regular updates of relevant websites** (www.iom.by and <http://euprojects.by>) as well as websites of partner agencies through uploading press-releases, articles, publications, leaflets, statements, etc. The Russian-English IOM Belarus website

with an average of 1200 unique visitors per month will allow to reach wider audience, thus contributing to the fulfilment of the Communication and Visibility Plan objectives.

- Official profiles of IOM and its partners in **social networks** to promote project results and achievements, inter alia through the following activities:
 - posting of photos and highlights videos illustrating key project activities and/or events;
 - ‘tagging’ and ‘mentioning’ of all involved partner organizations, which will guarantee a wider outreach to the target audience through their official accounts
 - short-term campaigns consisting of a series of engaging posts dedicated to project matters and developed by a hired digital agency
 - involvement of national stakeholders in sharing and publishing posts on their official accounts in social networks.
- **Project newsletter** developed and shared with project partners as well as all other relevant agencies and organizations on regular basis agreed by the PMT.
- Developing a series of **human stories** about refugees and migrants, when appropriate, with a view to contribute to forming the positive perception of refugees, asylum-seekers, migrants and migration at large, through showing a human face of migration and possible production of an exhibition based on the stories to be further displayed at relevant places/venues
- Organization of discussions/debates at universities or other platforms on various migration-related issues with the involvement of competent NGOs in order to engage and educate the youth studying politics, journalism, international relationships and other relevant fields;
- **Visibility and promotional materials** developed and used during project events and other relevant meetings, acknowledging the contribution of the Donor.
- Promotion of project achievements and benefits for the target groups and public at large through the implementation of information campaigns under the project.
- Creation of videos on project matters (e.g. about MACs’ construction and operation) with the help of hired media production company to be further used during various project events, press-events, social-media, etc.
- Use of the existing IOM’s initiatives and campaigns such as “I am a migrant” campaign (www.iamamigrant.org) or Global Migration Film Festival (<https://www.iom.int/global-migration-film-festival>) to raise and pay attention to project-related issues, such as good governance in the migration field, advantages of migration, etc.

6. Completion of the communication objectives

All communication tools will be used based on the analysis of the context and the most effective channels in the given situation carried out by the PMT to ensure most efficient and most appropriate use of project funds in meeting the communication objectives.

Due regard will be paid to the sensitivity of some of the project components. Should visibility and communication be not appropriate in certain cases, IOM will coordinate with the Donor to agree on a specific message, format or tool to be chosen.

7. Provisions for feedback (when applicable)

- Target groups will be invited to provide feedback on newsletters, promotional materials and other visibility events to further streamline key messages. Recommendations made by the beneficiaries and partners will be used to make relevant adjustments to the communication activities to follow.
- Media articles mentioning the project and related activities, especially building of MACs, will be regularly monitored, collected and analysed by IOM with a view to adjust the communication strategy and/or ensure prompt and adequate reaction to inquiries from the media, public, civil society and other stakeholders.

C. Resources

8. Human Resources

- The PMT will be involved in designing, producing communication tools and implementing communication activities in line with the project staff responsibilities set forth by the project management structure, as well as in accordance with the project implementation plan
- Advertising, digital and media production agencies may also be involved to produce specific products, if appropriate.
- The PMT will also encourage local partners, including project beneficiaries, to take a proactive role in the implementation of communication activities envisaged in the framework of the project.
- A spokesperson(s) will take an active role in the dissemination of information on project-related matters, ensuring timely reaction to media requests

9. Financial resources

Communication and visibility expenditures will be financed under the budget of the Action.

The Communication and Visibility Plan may be revised in course of the implementation period of the action in order to more effectively contribute to the project objectives, fulfill relevant contractual obligations as well as address the sensitivities involved.