

Financed by: the European Union’s Asylum, Migration and Integration Fund (2014-2020)

Duration: 1 January 21 – 31 Dec 2022 (24 months)

Coordination: IOM Albania | **Geographical coverage:** 12 Regions in Albania, Belgium, Netherlands

Partners: SPF Interieur Belgium | Min of Justice, The Netherlands

The project “ARISE-ALL” contributes to influencing the change of behavior of the groups with high potential to migrate irregularly as well as key “enablers” in Albania. The project will **raise awareness** among Albanian citizens considering irregular migration to Europe on the risks of **irregular migration** and provides information on existing economic and educational opportunities in Albania and the regular migration channels to Europe.

The project will establish an “**influencers**” network with personal migration experience, who are going to sensitize the population through events, social networks, mini projects, awareness raising, video messages etc. and engage two celebrities to endorse the campaign and distribute its messages.

Engaging diaspora

Effective cooperation with the partners will ensure that the approach will have an impact at EU level and not only locally. It also helps with the coordination of the stakeholders with the Albanian diaspora in Belgium and the Netherlands to involve them in conveying the messages of the campaign.

Activities to be carried out during project implementation

- ❖ A preparatory research will be carried out to define the target population, their behavioral patterns and to develop a tailored communication strategy;
- ❖ A network of 14 peer-to-peer “influencers” (12 local-one for each municipality, and two “influencers” from diaspora (one in Belgium and one in the Netherlands) to be trained on acquiring soft skills for effectively communicating with the target population, opportunities for life improvement and job placement available in Albania, and in the European Union laws and regulations on labor migration. Each influencer will organize their own local innovative communication event and carry out sensitization activities through face to face or public events and presentations in the media and other social networks;
- ❖ 12 local seminars will be held with representatives from the Albanian Government at central and local level in each prefecture to enhance their knowledge and skills on service provision and information on regular migration, education, training, business, self-employment and job opportunities for returnees and potential migrants;
- ❖ One on online open course is going to be established with the support of the institutional partners providing information on risks of irregular migration, regular migration opportunities and self-development opportunities in Albania;
- ❖ Information on regular migration, education, training, business, self-employment and job opportunities for returnees and potential migrants in Albania and in selected EU countries will be regularly collected to enrich the digital database and the Mobile Application.



Awareness raising and exchange

Awareness Raising initiatives using traditional and social media, celebrity endorsers and peer to peer sensitization through local and diaspora “influencers”. The campaign will reach 200,000 people and 10,000 who will interact with the Mobile Application



Training and capacity building

Capacity building of public institutions and CSOs that work in the field of migration at national and local level to actively engage in the prevention of irregular migration, promotion of available educational and economic opportunities in Albania, as well as regular migration opportunities in the EU

