

Migration information and awareness raising on the risks of irregular migration in Iraq (MIRAMI)

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Background

Access to information about migration has become crucial in enabling potential migrants and returnees 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 and returnees have the necessary knowledge to make informed decisions.

Donor	European Union (AMIF)
Co-donor and implementing partner	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
Overall objective	Raise awareness and influence the perception and behaviour of potential and returning migrants in Iraq considering irregular pathways to Europe as well as key influencers affecting their decisions

MIRAMI is funded by the **European Union** and co-funded/ co-implemented by 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 of Germany. The project builds on ICMPD's significant experience over the past three years in raising awareness on irregular migration in Iraq, and targets awareness raising actions in the country to provide **timely, reliable, and comprehensive information and guidance on all aspects of migration** to potential and returning Iraqi migrants. MIRAMI will be implemented in Iraq by ICMPD. Project actions will be closely linked with the Migrant Resource Centre (MRC) – established in Baghdad in 2020, through EU funding, together with the Ministry of Labour and Social Affairs (MOLSA). The main aim of the MRC is to raise awareness on the dangers and consequences of irregular migration, inform about existing legal pathways for Iraqi migrants, counsel returning migrants on reintegration measures available through MOLSA and other programmes as well as provide guidance and counselling for incoming foreign labour migrants in Iraq.



Objectives

To contribute to the change of perceptions and behaviour of potential and intending migrants from Iraq considering migrating through irregular pathways to Europe and of key influencers of their decisions (families, friends, community leaders, returnees, private sector, media, and teachers).

The primary aim is to empower the Iraqi people to take an informed decision on their migration trajectory, as well as identify their reintegration opportunities upon return- ensuring that there is a gradual change in their knowledge, attitudes and intentions in relation to their migration journey.

The project shall contribute to (1) increased safe, legal migration from Iraq, (2) reduced irregular migration from Iraq to the EU and other countries and (3) improved access to reintegration information and services for returnees.



Activities

Understanding that effective information and awareness campaigns are built on strong background research, the project will initially conduct preparatory analysis on potential (irregular) migrants' information needs and gaps, their migration intentions, motivations and decision-making processes, their key influencers and channels likely to reach them.

Following the findings of the preparatory analysis, and together with lessons learned from ICMPD's existing practical experience in migration awareness campaigns in Iraq and in the wider Silk Routes region, through the "Migrant Resource Centre" approach, the knowledge gained through the research will inform the campaign design and lead to campaign activities with pre-tested messages tailored to the local context.

MIRAMI will utilise three levels of intervention campaigns in Iraq to disseminate key aspects of the study: mass media, community outreach and personal counselling. With this approach, the project will embed a personal behavioural approach through community outreach and personal consultation sessions, targeting both prospective migrants, their key influencers and returnees. 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 Iraq, local government entities, civil society organisations, youth volunteers, and local media.



Expected Outcomes

Overall Outcome

- Increased safe, legal migration from Iraq; reduced irregular migration from Iraq to the EU and other countries; improved access to reintegration information and services for returnees

Under the Preparatory Analysis

- Empirical/evidence-based information on the perceptions, behaviour and approaches of potential, intending and returning migrants from Iraq, who consider irregular migration to Europe
- Increased outreach to potential and returning migrants by identifying key features relevant for the campaign target groups
- Positive influence towards the knowledge, attitudes (KAIs) and intentions of potential and returning migrants in Iraq through a robust empirical framework upon which outreach activities are organised

Under the Information and awareness raising campaign

- A change in the knowledge, attitudes and intentions (KAIs) of potential and returning migrants as well as returnees concerning irregular and legal migration and a change in the potential behaviours of migrants as regards migration and movement out of Iraq
- 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

To find out more,
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