Migrant and Refugee
Youth Communication
and advocacy for equity
and inclusion

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Report on current capacity in youth organizations targeting migrants and refugees

CARDET

Executive Summary

This report of the deliverable 2.2 is based on the tasks of Work Package 2 which is the mapping of the beneficiary organisations, which are youth organisations working in migration/refugees' issues. Then the development of a SWOT survey and the implementation of four online focus groups with the organisations.

The report is separated into the methodology used, the results obtained (with special attention to the findings), and a brief discussion outlining the needs detected in the organizations in order to then customize the training programs to be deployed in Work Package 3.

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INTRODUCTION

The following report contains information related to Work Package 2 (WP2) of the MYCOMM project. This WP is linked with the project specific objective 1 and 2, which are *"to strengthen the institutionalism and visibility of youth organisations targeting migrant and refugees when it comes to their role in enhancing intercultural dialogue for tolerance, mutual understanding and integration* and *to relatedly provide youth organisations targeting migrant and refugees with training opportunities for communications and audio-visual competencies and for public policy advocacy".*

WP2 is designed to consolidate the working relationship of the youth beneficiary organisations that will benefit from the MYCOMM Training Programme. The work package entails a **mapping of beneficiary organisations**, which are youth organisations working in migration/refugee issues. In the mapping were included partners of the consortium of the project.

Therefore, a **SWOT analysis** was produced and sent to each organisation to determine their current actions in migrant and refugee advocacy; digital, communications and audio-visual capacity; and their actions as youth/migrant/refugee organisations. The targeted organisations were having the opportunity to participate in **online focus groups** to compare their SWOT results and benchmark against one another, to determine development needs.

This report outlines the needs of these organisations to be able to strengthen their role and influence in civil society and forms the basis for the development of the training programme structure and content for Work Package 3.

METHODOLOGY

The methodology used for discovering the current capacities and needs of youth organisations targeting migrants and refugees are:
   a)   the research of key beneficiaries/organisations and the development of the mapping,
   b)   the development of a SWOT questionnaire and,
   c)   the four online focus groups.

Conduct mapping of key youth organisations/beneficiaries

Following the Task 2.1 of the Work Package 2, JEF leads the present mapping of key youth organizations with the participation of all the project partners. The aim of this task 2.1 was to establish a beneficiary list of key youth organizations working in the field of migrant and refugee inclusion (or desired interest   in this field).

The list includes a larger number of organizations in the 5 countries where there are project partners (Ireland, Belgium, Spain, France, Romania and Cyprus) but also includes at least one organization in each EU country.

This is an initial mapping, which   was intended to prepare the project but will be updated in the lifetime of the project. For that reason, this report is produced by CARDET as a deliverable to upload to the Fundings & Tender Portal (Deliverable 2.1).

A total of **161 organizations** that work with migrant and refugee issues have been mapped. Three levels of classification have been established as a measure to collect and include as many youth organizations as possible.

●   In the first place, INGO[1]s that are members of the European Youth Forum and that might have an interest in the project due to prior projects related to the topic have been mapped.
●   In addition to these organizations, National Youth Councils have also been included in the map as all of them have prior experience with working and developing projects.

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[1] INGO: An **international non-governmental organization** (**INGO**) is an organization which is independent of government involvement and extends the concept of a non-governmental organization (NGO) to an international scope. The **European Convention on the Recognition of the Legal Personality of International Non-Governmental Organisations** is an international treaty that sets the legal basis for the existence and work of international non-governmental organizations in Europe. It was adopted by the member states of the Council of Europe, meeting at Strasbourg on 24 April 1986. It entered into force on 1 January 1991; signatory states were Austria, Belgium, France, Greece, Portugal, Slovenia, Switzerland and the United Kingdom

- Lastly, and making the biggest part of the list, local NGOs that have a more specific focus on migrant and refugee issues have been included in the mapping.

In this sense, a broader approach to the concept of youth organizations has been followed. Finding organizations that exclusively focus on young people limits the reach of our programme. In this way, organizations that focus on migrant and refugees' issues in a broader sense have been targeted as well, since MYCOMM could entail a new possibility for them to start working more closely with youth. On top of that, a more inclusive definition to "migrant and refugee issues" has been considered, following the suggestion of Voicify, a European self-representative structure for organizations led by young people with lived migration experiences.

Thus, the concept of lived migration experiences of **YREMASUD** (Young Refugees, Exiled, Migrants, Asylum Seekers, and Undocumented Migrants) is taken into consideration when mapping these different organizations and their levels of implications. In this sense, any organization that strategically deals with one of these issues has been considered a potential candidate for receiving the MYCOMM Training Programme.

Conduct SWOT analysis of youth organisations.

Following the Task 2.2 of the Work Package 2, CARDET leads the development for targeted organisations to conduct a self-assessment. The aim of this task 2.2 was to establish the capacity and needs of youth organisations on the following sections: 1) advocacy capacity, 2) communications and audiovisual capacity and 3) action is the field of migrant and refugee inclusion and social justice.

For the SWOT, the partners decided to develop a questionnaire that beneficiaries will have to fill out   .
CARDET developed the questions for the questionnaire, which had the following structure:

- Introduction: with general information about the project, the duration of the survey and GDPR statement.

- General questions of the organisations (name/email/website/focus group availability/countries/region/general themes and main focus of the organisation's work.

- Action of youth/migrant/refugee organisation's part with the following questions and specific answers that responders could choose and then add any other answers:
    i.   What are the **strengths** of your organisation's approach to migrant and refugee integration and social justice?
    ii. What are the **biggest challenges/barriers** facing your organisation's work in the area of migrant and refugee integration and social justice?

iii. What are the **opportunities** for your organisation to expand its impact in the area of migrant and refugee integration and social justice?

iv. In your opinion, which of the following external factors poses the greatest **threat** to your organisation's success in the area of migrant and refugee integration and social justice?

- Public Advocacy capacity part with the following questions and specific answers that responders could choose and then add any other answers:

  i. What is your organisation's **main advantage** in terms of public advocacy capacity?

  ii. Which of the following are the most important **challenges/barriers** your organisation faces in terms of public advocacy capacity?

  iii. What are the **opportunities** for your organisation to expand its impact in terms of public advocacy capacity?

  iv. Which of the following external factors poses the greatest **threat** to your organisation's success in terms of public advocacy capacity?

- Digital, communications and audio-visual capacity part with the following questions and specific answers that responders could choose and then add any other answers and with open questions:

  i. Which of the following are the **strengths** of your organisation's communication and audio-visual capacity?

  ii. Which of the following are the most important **challenges** facing your organisation in terms of communications and audio-visual capacity?

  iii. What are the **opportunities** for your organisation to improve its social media strategy?

  iv. Which communication channels does your organisation use to reach its target audience?

  v. What audio-visual resources does your organisation lack that limits its potential?

  vi. How can your organisation improve its communication strategy to better reach its target audience?

  vii. What are emerging trends in social networking that can be used to benefit your organisation? (New platform, new social media trends, new tools etc)

  viii. What is the biggest **threat** to your organisation's audio-visual capability?

The survey was conducted through Survey Monkey and here is the link: **MYCOMM SWOT Survey**
https://www.surveymonkey.com/r/mycomm-swot

Benchmarking of youth organisations

For the benchmarking and focus group of youth organisations, the consortium conducted them with the organisations that showed interest in participating in the focus groups through the SWOT survey. CARDET prepared a Moderator guide, which is a one-page document describing the structure of the focus groups and the questions that will be asked by the moderators.

Duration: 1 hour each focus group
Structure of the focus group:

- Introduction to the project and the focus group. [invitation]
- Focus group (3-4 questions)
- Inform about the evaluation of the focus group.
- Conclusion.

Questions:

- Which specific methods or communication tools do you consider most effective for reaching migrants?
- Can you recall recent campaigns or public advocacy initiatives in which organisations working with migrants have taken a leading role? How effective have they been in raising awareness and influencing public opinion?
- How can organizations working with immigrants improve their communications to better serve the needs and expectations, as well as reach out to immigrants?
- For the development of training materials, on communication and public advocacy, what do you think are the most important aspects to cover?

The focus groups were held via zoom and were recorded.

RESULTS

SWOT Analysis Results:

General Organisations Data:

For the SWOT survey, 37 organisations responded to the survey. From those 37, 7 were   from Cyprus, 2 from Portugal, 4 from Ireland, 10 from Romania, 5 from Belgium, 1 from France, 1 from Spain and 7 from Other Countries [1 from Austria, 2 from Greece, 1 Slovakia, 1 Netherlands, 1 Italy and 1 Sweden).
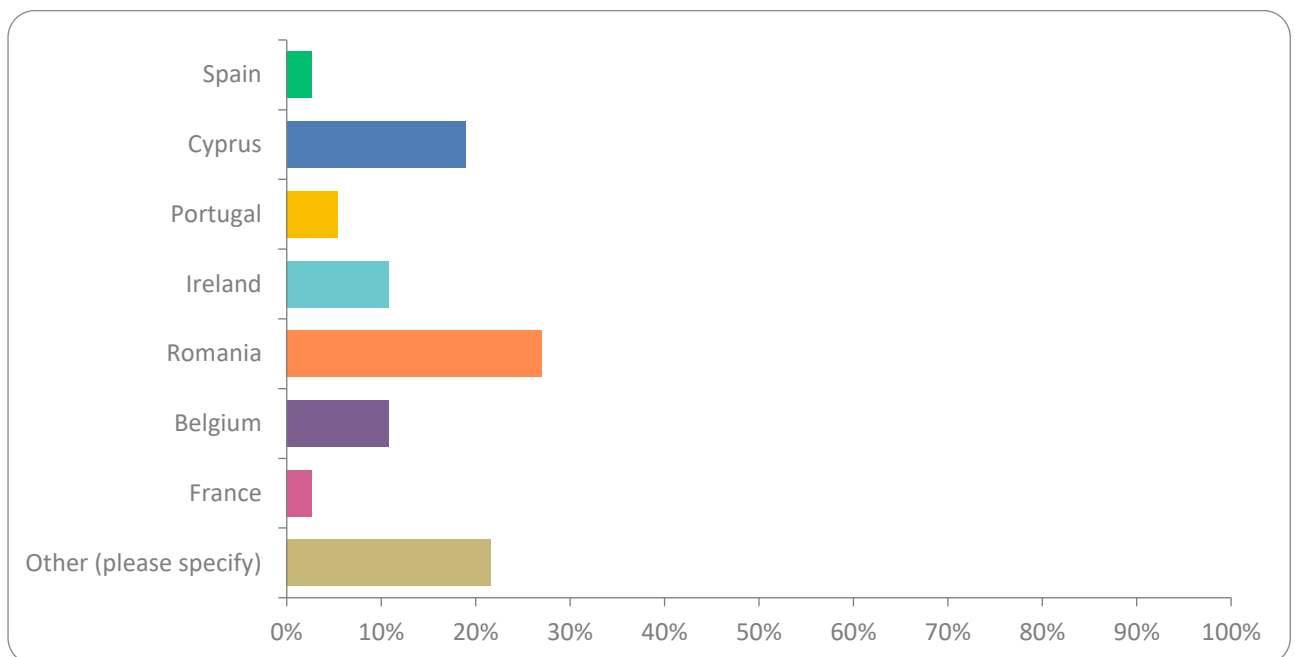
One of the responders choose other and wrote Belgium, even though it was an option. As a result, in the data excel files the other include 8 other counties, but in the graphic below one of the responders' countries was removed from the other section and included in the Belgium option.

According to the proposal, one of the quantitative indicators must be: 27 EU countries and at least 40 regions covered by the beneficiaries. The regions based on the 36 responders are 22 different regions around Europe.

What is the main focus of your organisation's work in the field of migrant and refugee integration and social justice?
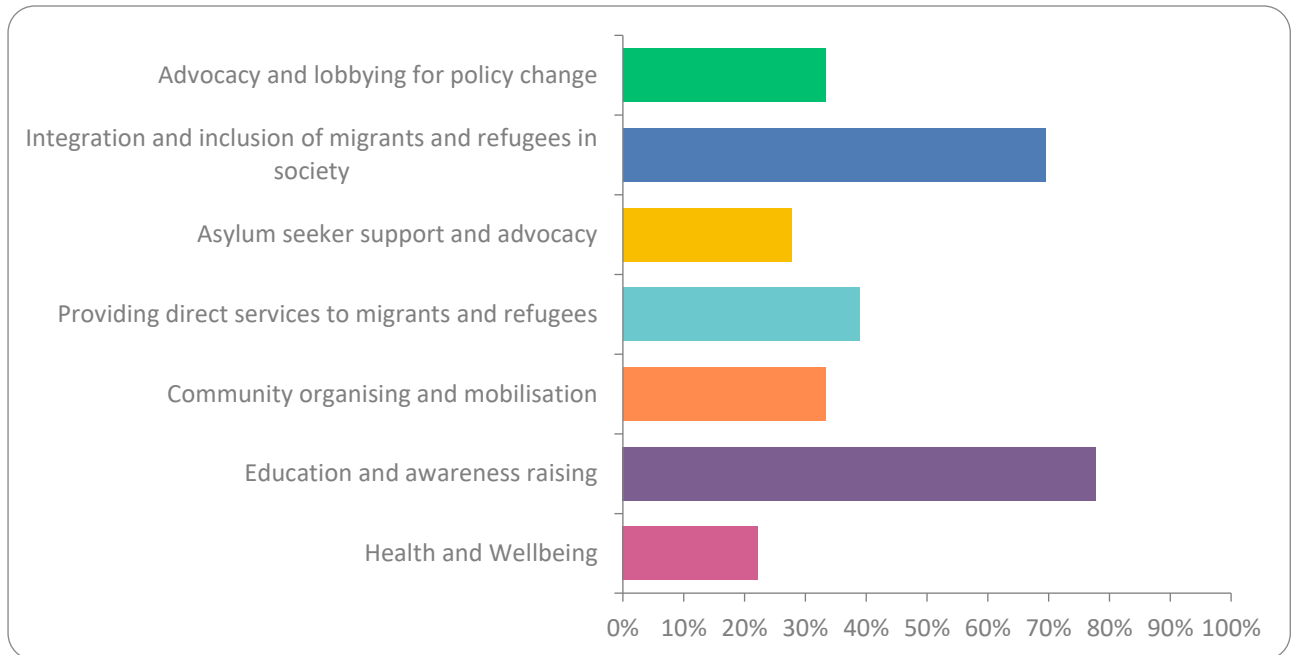
For the specific question 29 organisations choose Education and awareness raising and 26 choose integration and inclusion of migrants and refugees in society (70.27%). Additionally, 13 organisations choose the Advocacy and lobbying for policy change (35.14%), 11 the asylum seeker support and advocacy (29.73%), 15 the providing direct services to migrants and refugees (40.54%), 12 the community organising and mobilisation (33.33%) and 8 the Health and Wellbeing (21.62%) option.

Some organisations mentioned additional topics:
- Project development for students and youth,
- Youth,
- Citizenship and residency; Knowing and promoting rights; Anti-racism; Anti-trafficking,
- Wellbeing,
- French Class,
- we help them by teaching them French, the language they need to use in their new country,
- Local Youth,
- Changing the narrative and the perception about migration,
- Refugees' university students, Refugees women,
- Disability inclusion.

Organisations' approach of migrants/refugees' results:

Strengths:

What are the strengths of your organisation's approach to migrant and refugee integration and social justice?

Category	Responses
Strong partnerships with government agencies and other stakeholders.	57.14%
Deep understanding of the needs and experiences of migrant and refugee communities.	60.00%
Innovative programs and services that address the root causes of inequality and discrimination.	57.14%
Effective communication that mobilises support and engagement.	54.29%
None of the above	2.86%

Other Responses: Established voice in supporting and promoting migrant rights, Migrant-led and informed and committed team, as a disabled refugee led organization our strength is our own experience, our organization is migrant-led.

Weakness:

What are the biggest challenges/barriers facing your organisation's work in the area of migrant and refugee integration and social justice?

Other Responses: Different scope, Political participation and voice in Ireland is a challenge, Lack of interest, timing, preoccupied responsibilities.

Opportunities:

What are the opportunities for your organisation to expand its impact in the area of migrant and refugee integration and social justice?

	Working with other organisations and stakeholders to use resources and develo...	Building partnerships with other organisations, institutions and stakeholders	Developing new programmes and services that respond to emerging needs and challen...	Participation in broader public engagement through advocacy and communication strateg...	Creating stronger alliances with migrant and refugee communities	Widening the influence for political engagement	Change government policies and regulations that favour integration of migrants and...	Greater access to and participation in decision-making processes related to migrant and...	Availability of technology and digital tools to support and strengthen organisational...	Social perception for migrants and refugees	None of the above
■ Responses	71.43%	82.86%	57.14%	42.86%	57.14%	25.71%	34.29%	34.29%	28.57%	51.43%	0.00%

Other Responses: Volunteering, Creating meaningful participation for refugees with disabilities.

Threats:

In your opinion, which of the following external factors poses the greatest threat to your organisation's success in the area of migrant and refugee integration and social justice?
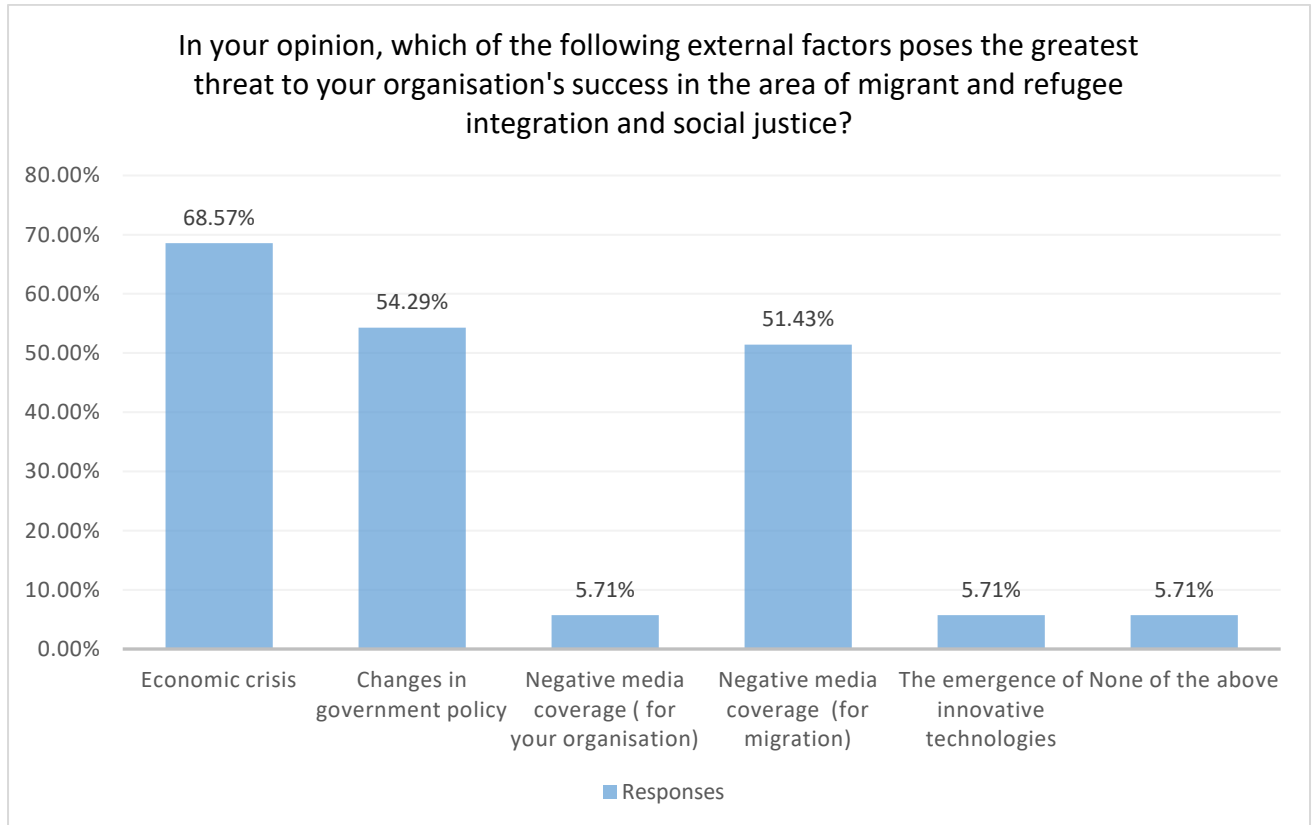
Other Responses: Limited funding opportunities and state or media attack, social resistance and political positions, Lack of visibility for our target group refugees with disabilities.

Public advocacy

Strengths:

What is your organisation's main advantage in terms of public advocacy capacity?

- Strong partnerships with government agencies: 50.00%
- Effective lobbying skills: 26.47%
- Active participation in community events: 67.65%
- Access to influential media: 32.35%
- None of the above: 5.88%
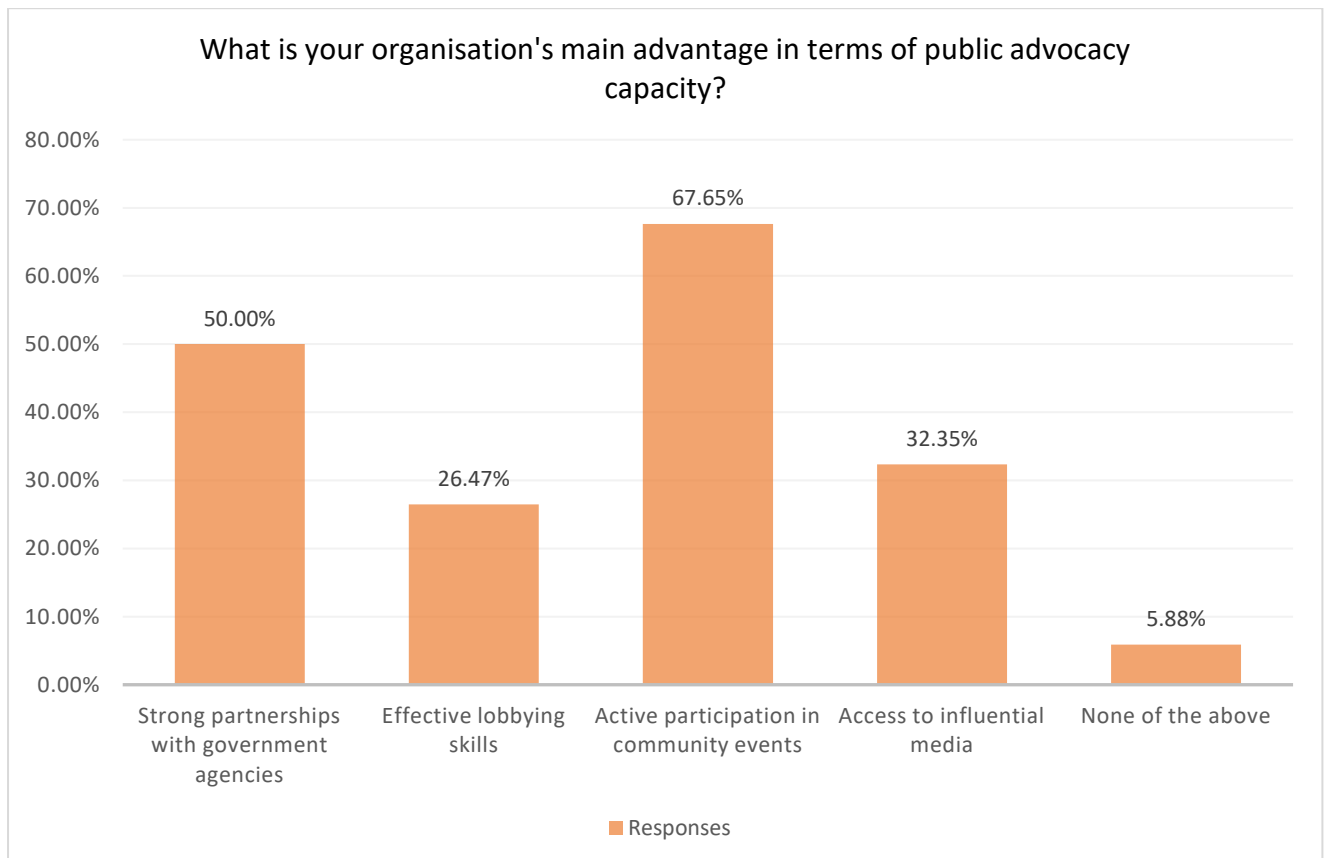
Responses

Other Responses: Direct communication with all the stakeholders, positive media presence, well established media, we are the only disabled refugee led organization working with refugees with disabilities.

Weaknesses:

Which of the following are the most important challenges/barriers your organisation faces in terms of public advocacy capacity?

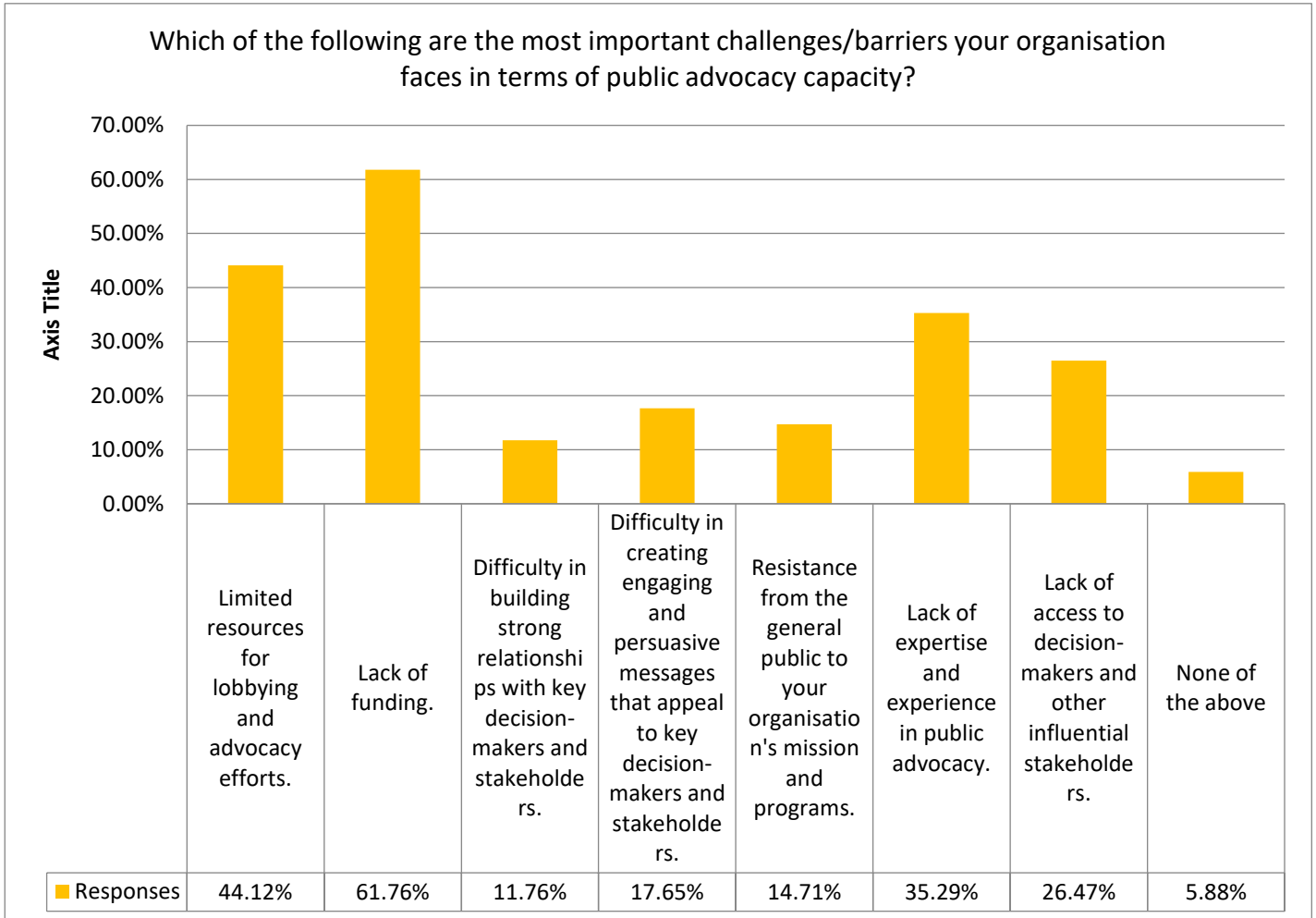|	Limited resources for lobbying and advocacy efforts.	Lack of funding.	Difficulty in building strong relationships with key decision-makers and stakeholders.	Difficulty in creating engaging and persuasive messages that appeal to key decision-makers and stakeholders.	Resistance from the general public to your organisation's mission and programs.	Lack of expertise and experience in public advocacy.	Lack of access to decision-makers and other influential stakeholders.	None of the above
■ Responses	44.12%	61.76%	11.76%	17.65%	14.71%	35.29%	26.47%	5.88%

Other Responses: Lack of time because it is not our core mission, language barrier.

Opportunities:

What are the opportunities for your organisation to expand its impact in terms of public advocacy capacity?

	Lobbying	Grassroots advocacy (signing petitions, participating in rallies etc)	Media	Public participation/volunteering in the organisation	None of the above
Responses	50.00%	50.00%	52.94%	61.76%	0.00%
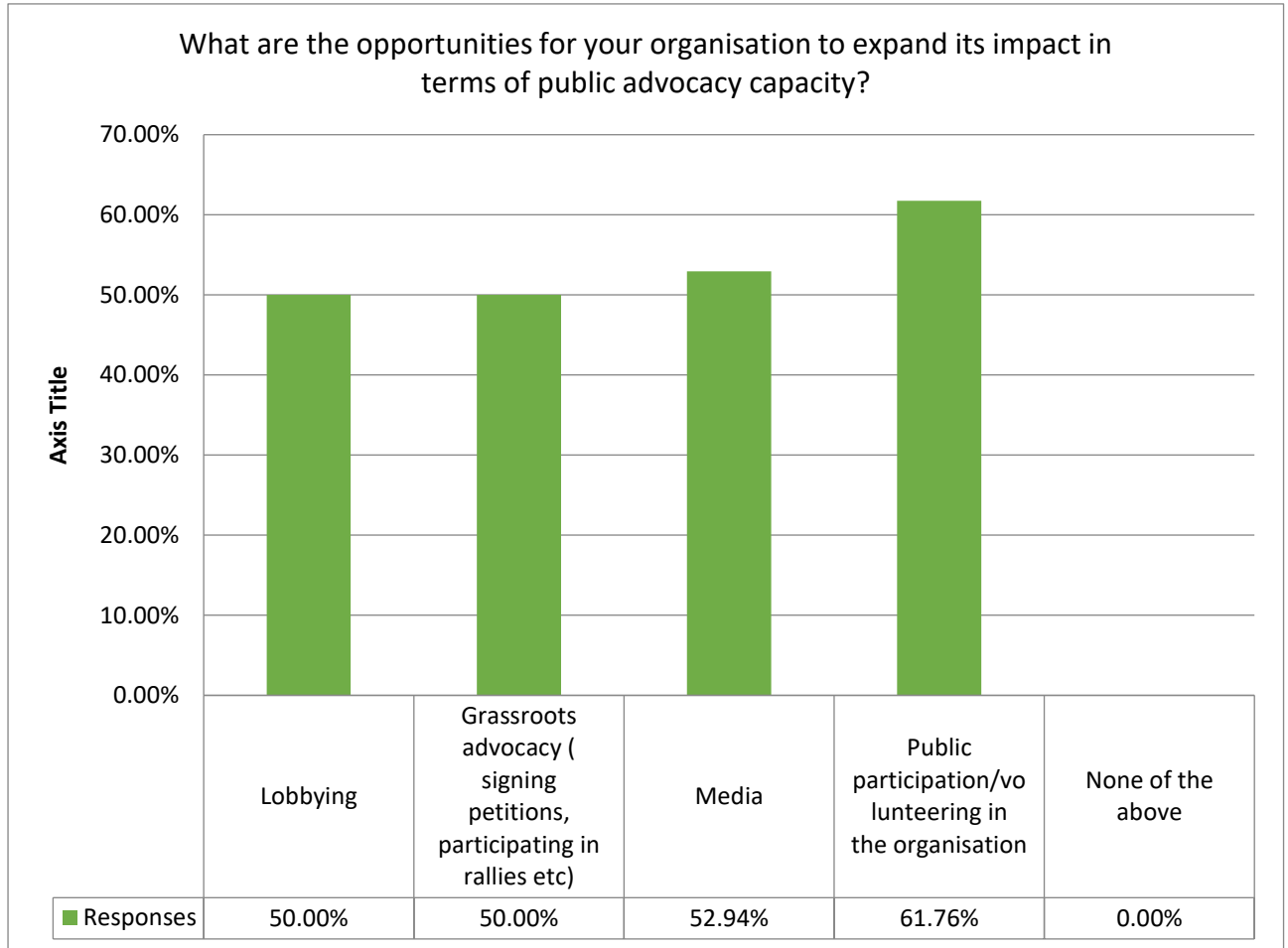
Other Responses: Finding new host families is the main goal of our communication, Strong relationship with the local community, Storytelling and serious (deep) game.

Threats:

Which of the following external factors poses the greatest threat to your organisation's success in terms of public advocacy capacity?

	Changing political contexts and changes in government leadership	Negative media and public coverage of your organisation's mission and programs	Stricter regulations and restrictions on lobbying and advocacy efforts	Public participation/volunteering in the organisation is limited	None of the above
■ Responses	76.47%	17.65%	20.59%	32.35%	8.82%

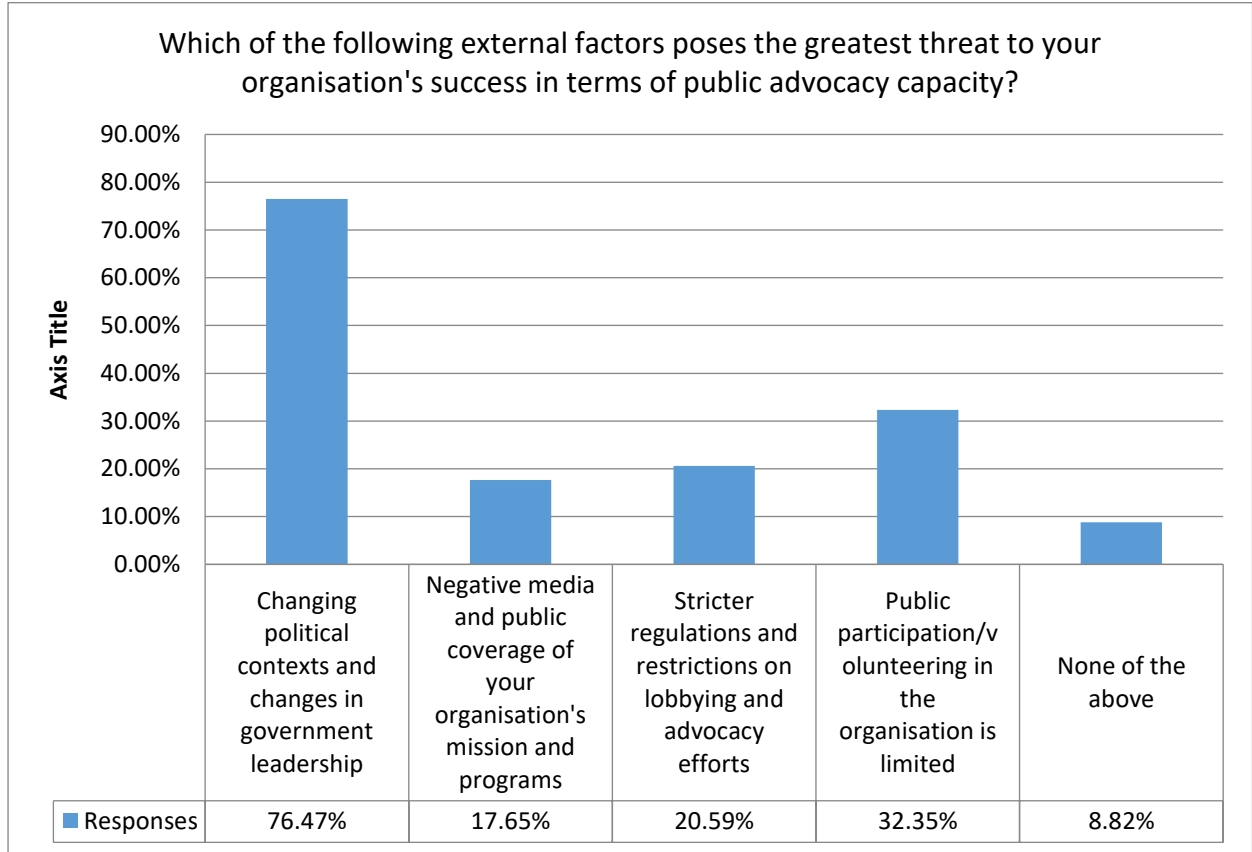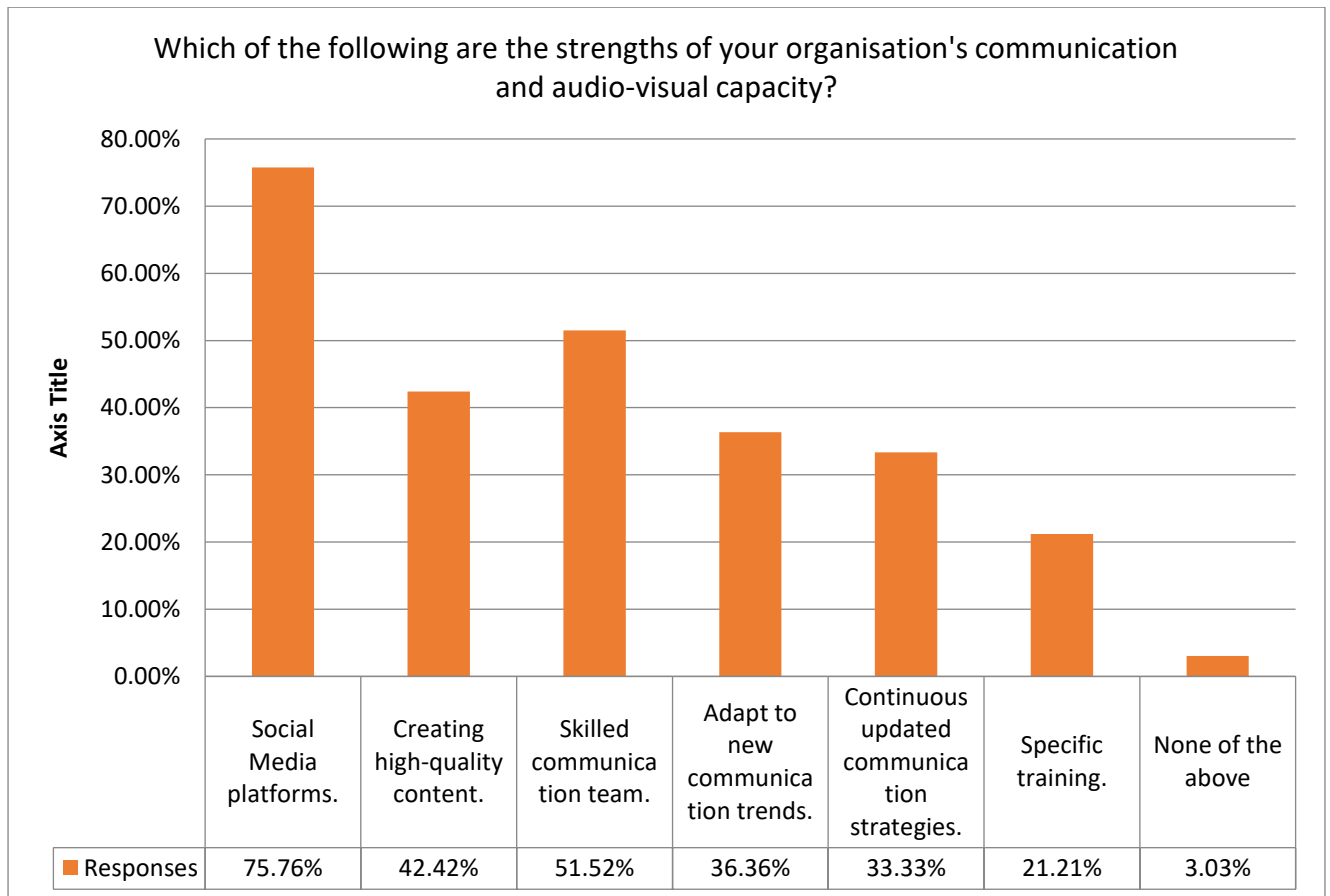**Other Responses:** Finding new host families is the main goal of our communication, Strong relationship with the local community, Storytelling and serious (deep) game.
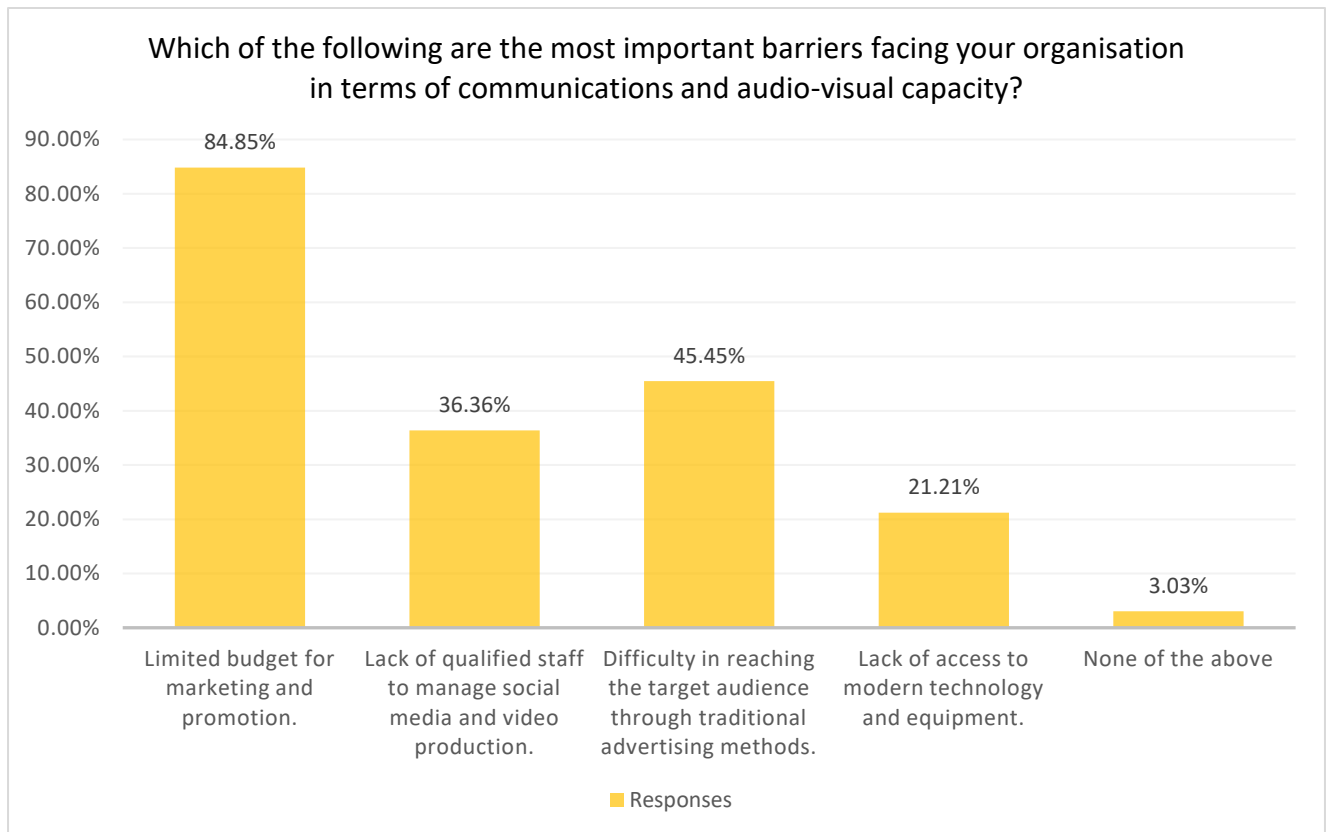
Digital, Communication and Audio-Visuals

Strengths:

Which of the following are the strengths of your organisation's communication and audio-visual capacity?

Responses	Social Media platforms.	Creating high-quality content.	Skilled communication team.	Adapt to new communication trends.	Continuous updated communication strategies.	Specific training.	None of the above
	75.76%	42.42%	51.52%	36.36%	33.33%	21.21%	3.03%

Other Responses: Regular posting content, Direct access to particular stories, with emphasis on the skills and the resilience of refugees.

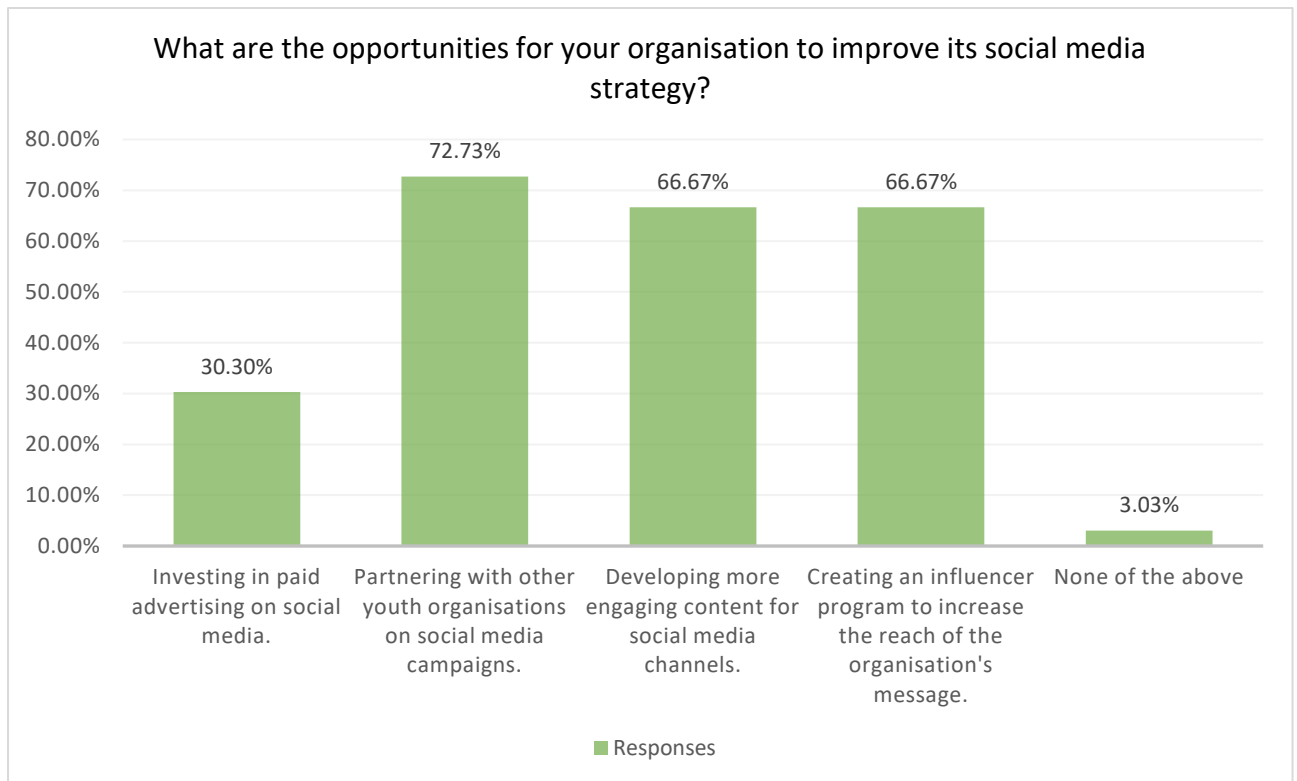Co-funded by the European Union

Weaknesses:

Which of the following are the most important barriers facing your organisation in terms of communications and audio-visual capacity?

- Limited budget for marketing and promotion. — 84.85%
- Lack of qualified staff to manage social media and video production. — 36.36%
- Difficulty in reaching the target audience through traditional advertising methods. — 45.45%
- Lack of access to modern technology and equipment. — 21.21%
- None of the above — 3.03%

■ Responses

Other Responses: Hard to communicate content which has to respect RGPD rules, we do not have a proper team for communication, only one person is in charge of everything.
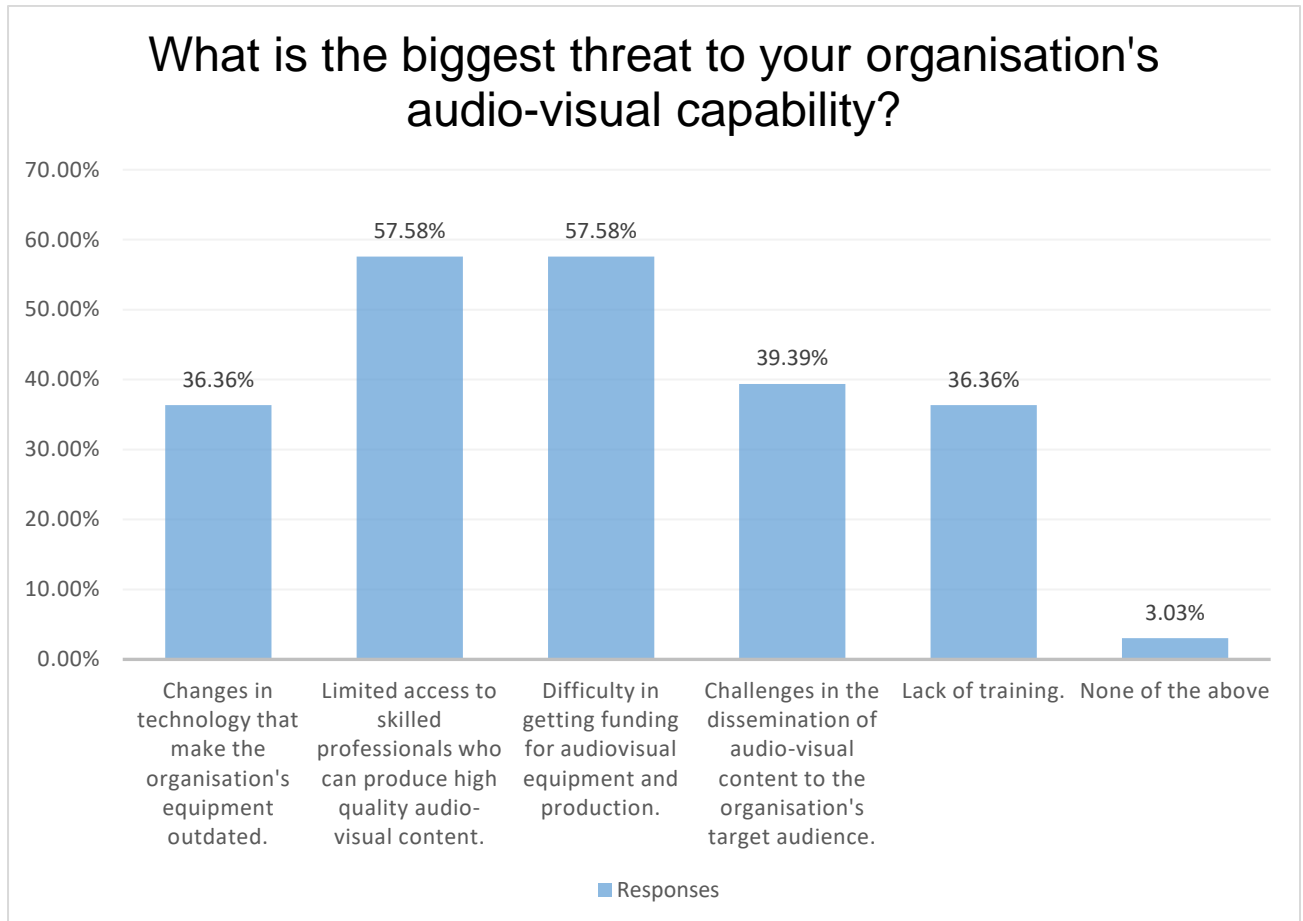
Opportunities:

What are the opportunities for your organisation to improve its social media strategy?

Category	Percentage
Investing in paid advertising on social media.	30.30%
Partnering with other youth organisations on social media campaigns.	72.73%
Developing more engaging content for social media channels.	66.67%
Creating an influencer program to increase the reach of the organisation's message.	66.67%
None of the above	3.03%

■ Responses

Other Responses: More trainings for the communication team.

Co-funded by the European Union

Threat:

What is the biggest threat to your organisation's audio-visual capability?

Bar chart showing responses:
- Changes in technology that make the organisation's equipment outdated. — 36.36%
- Limited access to skilled professionals who can produce high quality audio-visual content. — 57.58%
- Difficulty in getting funding for audiovisual equipment and production. — 57.58%
- Challenges in the dissemination of audio-visual content to the organisation's target audience. — 39.39%
- Lack of training. — 36.36%
- None of the above — 3.03%

■ Responses

Extra Question:

Which communication channels does your organization use to reach its target audience?

Which communication channels does your organisation use to reach its target audience?

Social media platforms (e.g. Facebook, Twitter, Instagram, LinkedI, Youtube)	93.94%
Websites and blogs	69.70%
Email newsletters	51.52%
Traditional media (e.g., newspapers, radio, TV)	45.45%
Other (please specify)	0.00%
None of the above	0.00%

■ Responses
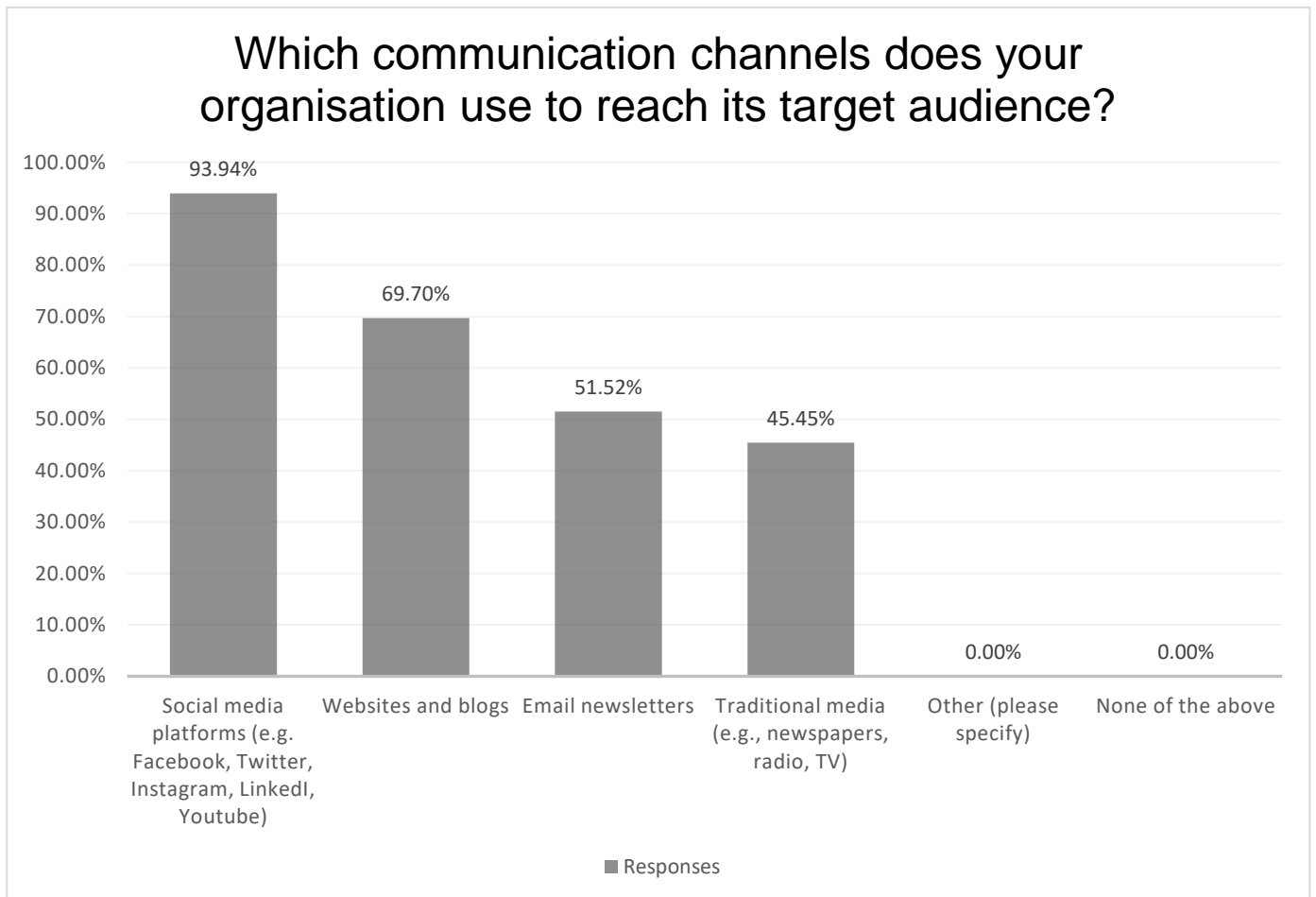
Open Questions:

For the following open questions, the replies from the participants are divided into different themes.

What audio-visual resources does your organisation lack that limits its potential?

Financial Resources	Audio-visual Resources	Content	Social Media/Platforms	Staff
Funding	My organisation needs brand new audio-visual resources.	Video footage	Social media presence across multiple platforms and targeting different demographics.	We should have more people working on the team so that we can invest more time in communication strategy.
Financial	audio-visual instruments	Families' interviews telling their experience feedback.	Website with high-quality content and a blog	permanent audio video specialists
	Know-how and access to audiovisual equipment	video production	newspapers, radio, TV	Funding to higher skilled professionals and equipment
	Equipment, videographers &photographers outsources	tech solutions and skills		Mainly trained staff.
	Updated computers, smartphones, and cameras	Video production could be improved.		Limited access to skilled professionals who can produce high quality audio-visual content.
	Limited access to equipment for the production of high-quality material.	material and video production		Although our organisation has professional marketing and communications strategist, the lack of human resources and materials to build strong storytelling messages limits our potential of diffusion, awareness and brand public recognition.
	A technic studio for audio-video production			lack of training
	Generally, resource to prepare visually appealing outputs.			

How can your organisation improve its communication strategy to better reach its target audience?

Funding	Widen the message outreach to decision-makers and also the population .	My organisation needs brand new audio-visual resources.	Create more engaging content that could better interest young people.	Mobilizing a professional regular team	Newsletter
Investing in audiovisual equipment and staff training	having a partnership with the local media.	Through external consultancy services	Website with high-quality content and a blog	permanent audio video specialists	A technic studio for audio-video production
One of the solutions for improvement would be to have more people dedicated on this topic and from different backgrounds: training is a key factor.	The idea of partnering with a youth advocacy group is a good suggestion.	Know-how and access to audiovisual equipment	With specific and dedicated staff, if funding is available . At the moment one communication person for all activities of the organisation so advocacy and public outreach are not the number one priority.	Identify the target audience' needs in order to adjust the strategy accordingly	Mainly trained staff
content and develop partnerships for campaigns	More stakeholders and contact with policymakers	Paid marketing	More tailored campaigns on topics.	Limited access to equipment for the production of high-quality material.	skilled professionals who can produce high quality audio-visual content.

What upcoming trends in social networking can be used to benefit your organisation? (new platform, new social media trends, new tools etc)

Chatbots	the youth dynamics and enthusiasm	The use of different fast-communication channels among the target populations.	New Social Media trends	We have been exploring if we need an additional social media platform and decided we lack staff time (and ideas) to feed it with content.
AI design marketing	TikTok	More research needed on this - but we would need to be across different platforms to be able to reach as wide an audience as possible.	Staying up to date with the new trends and developing content that is interesting for the target groups.	We know that many of our target groups are on Twitter and Tik Tok as well as we would like to improve our Spotify and YouTube channels in order to engage and be closer to our target's groups and potential stakeholders.

Focus Groups Findings:

The findings below are from the <u>four online focus groups</u> of the MYCOMM project that was held on **July 3, 2023, in the morning and in the afternoon and July 4, 2023, in the morning and in the afternoon.** In the four focus groups, 10 (ten) organizations participated and replied to the following four questions:

- Which specific methods or communication tools do you consider most effective for reaching migrants?

- Can you recall recent campaigns or public advocacy initiatives in which organizations working with migrants have taken a leading role? How effective have they been in raising awareness and influencing public opinion?

- How can organizations working with immigrants improve their communications to better serve their needs and expectations as well as reach out to them?

- For the development of training materials on communication and public advocacy, what do you think are the most important aspects to cover?

For the first question, ***what specific communication methods or tools do you find most effective in reaching out to migrants****?* the participants mentioned that one communication method used that is effective is reaching out to the leaders of the migrants and then reaching the community of migrants through them. Additionally, the use of some applications to communicate is a great choice. One of the most successful tools and apps are both Instagram and Facebook groups that can be used to share information. Others mention the use of face-to-face communication as most effective, and if it is not effective, reach out through phone calls or emails.

Also, social media is essential; to communicate with them through Instagram and Tik-Tok and young people have access to devices (mobile phones and tablets). Romanian organisations during the start of the Ukrainian war started to work together to provide everything for Ukrainian refugees and migrants. However, they did not communicate with migrants directly. Organisations in Romania use WhatsApp, have groups, and contact the migrants. Many people contributed and helped Ukrainian refugees from across the country. They created a group on WhatsApp that combines many NGOs with different areas of expertise to help the refugees.

However, in order to bring the migrants and refugees of the area closer to the local community, they host events and let them network with organisations in the region and network between them. The participants mentioned that one way they tried out was to advertise in a train or magazine, but it was not as effective as they thought. Also, organisations mentioned using social media or flyers to reach out to refugees and migrants, but again, this is not effective. Most migrants have basic IT skills. One effective way is the face-to-face method or emails, which include visits to businesses or places where refugees are working too.

Other participants mentioned the importance of identifying the different target groups of each organisation or event and, therefore, the use of appropriate channels in order to reach either children or adults. Furthermore, some organisations collaborate with refugee centres to promote an event. Also, without a good network with other organisations, it would be difficult to reach the target group. Because migrant communities in each country have their own system for how they work. Furthermore, one way to keep people engaged is to use audiovisual content instead of traditional methods.

In the question, **Can you recall any recent campaigns or public advocacy initiatives in which organisations working with migrants have taken the lead? How effective were they in raising awareness and influencing public opinion?** Participants in the focus group mentioned some campaigns, such as community events, that the local community will be involved in. Also, the invitation of migrant organisations or other organisations with a different focus. Moreover, the campaign of UNICEF and the change of their slogan to *For Every Child* is more inclusive. One of the participant organisations mentions that one of their biggest campaigns is to raise awareness about the right to education for migrant children, and each year parents have to register their children in school. This campaign runs on social media and TV spots and can reach more people who do not know much about refugees (what are refugees and what is the issue with refugees in the country). The TV spot has the power to influence the public, especially the older generation (show visibility to migrants, crisis, etc.).

Another aspect is for the migrants to be able to better understand the different campaigns and promotional materials through their translation into their mother tongues. For a better translation, the organisations use their network and people who know Arabic, Farsi, French, etc. and have corporations with a community of migrants, or they can contact other organisations to help with the translations. Also, the organisations check who comes to their lessons and who needs that information, and then translate in the specific languages.

Another aspect mentioned during the discussion was the challenge of reaching different kinds of migrants. For Ukrainians, it is easier due to the groups they formed. For the other migrants, an easy way to reach them is through the companies they work for. During the focus group, it was mentioned that the families of migrants have limited access to electronic machines and that it is difficult to reach them. That was acknowledged during the Greek lessons that one organization offers for migrant children.

Participants in the focus group mentioned find it difficult to participate in public discussions, and they do not have a public voice. They have daily communication with many institutions, and they are aware, but it depends on each institution. Over time, organisations have gained trust in the organisations working with migrants. Most of the work can happen face-to-face or via email with institutions. Humans before borders in Portugal organised a campaign in which they read names for people who died in the sea; it was maybe not that effective. Another essential opinion was that of the organisations that wondered how to measure effectiveness.

Also, some of the organisation participating in the focus group have some advocacy but not for migrants; the campaign was effective; and the target group was high school students who wanted to learn about their rights. During this initiative, the organisation discussed public advocacy, and students were interested in the topic and wanted to be involved in the community more than they knew. (During the campaign, they realized that they had rights because of the campaign.) For the final stage, they took it to the European Parliament, and many organisations were able to network and meet activists.

In the third question, **how can organisations working with migrants improve their communications to better serve their needs and expectations but also to reach out to them?** Participants mentioned the essential aspect of better understanding the migrants and the different social media they used or hung out on to better engage with them and get to know them better. It is essential to know them better, and to do so, organisations can make small questionnaires to ask them about it. Another way to understand them is through training and education, where we learn about their cultural norms and how we can work with other organisations working with migrants. Stay in touch with them, inform them regularly, and make them feel comfortable with personalised approaches. Furthermore, by establishing a monthly meeting to encourage them and meet them (informal meetings), they can be more engaged in the procedure and education of their children. Parents during these sessions were able to ask specific questions about their children, and the sessions can be opened with workshops for the parents and teenagers.

Additionally, transferring knowledge that many did not think about beforehand, coming from different cultures, never occurred to them. Also, follow up with migrants. Personal touch in communication. It depends on the target group; if organisations have to reach the fathers, the message will be different than the one shared with the mothers (different approach). Part of this approach was to reach the children and then reach the parents; these work very well for parents from disadvantaged groups. Children learn new things and transmit them to the family.

Participants mentioned the adaptation of the channels used in the organisation, like Snapchat. In some cases, people in organisations need to be trained to use the tool, but it depends on the tool. Also, it depends on the target group. In some cases, the migrants are adults, so reaching out is different than for the young migrants. Also, focus on places that have more migrants and do it face-to-face; do more events for migrants

and refugees; and try to reach out and explain to them the purpose of the organisation. Furthermore, it is important to address the language barrier; in some organisations, the staff does not speak the migrant's language, and they have issues with communication. It is important for the organisations to make everything accessible, such as a meeting with translators in Arabic, but also try to teach migrants the language of the country. Also, it is important to try to give access to migrants for seminars and to participate in or share in WhatsApp groups.

Furthermore, it was mentioned that they should get in touch with migrants, learn about their needs, and then carry out campaigns, like audiovisual. Training is essential to have an impact and build bridges. One of the staff members is a photographer, and that makes it easier to create something attractive for the target group.

Participants mentioned that for communication, they need funding to be able to improve communication because sometimes you need to invest in communication strategies to reach people. Additionally, more people can communicate, and it is important to keep in mind the sustainability of a project. (Project finished, but migrants are still there; how can a project be more sustainable?) Furthermore, contact the leaders of migrants and, if necessary, give devices or access to the internet to the leader to be able to spread the message.

In the fourth question, **for the training material development on communication and public advocacy, what do you think are the most important aspects that should be covered?** The organisations mentioned that the material can be added to or focused on the following issues:

- Different methods reach different groups or stakeholders. (NGOs, refugees, etc.)
- How to support and empower the organisations.
- How to establish these channels and also maintain them long-term.
- Network between organisations.
- Advocacy: How does it help in terms of advocacy? Organisations are not experts or has no advocacy to support. It is difficult to decide which advocacies to support and which not.
- Not everyone has the communication material on how to develop a communication campaign with some examples or instructions on how to proceed with the campaign.
- Tools for effective communication tools and how to use digital tools in these campaigns.
- Practical ideas on how to work with campaigns.
- The material should be accessible.
- Navigation to be easier.
- Equipment on how to do things or how to use it.
- Making videos or campaigns: wrong messages or perfect without reason [content/ narrative].

- Produce more content and, for example, make it more realistic. Organisations that produce videos and show real stories can be more effective. How to make the storytelling.
- In some cases, the organisations in Sweden did a game instead of a video, and people could play the game and spread awareness.
- Not only how to communicate with migrants but also how to network with other organisations.
- Focus on the target group of the organisations.
- Preparation phases that participants can revisit.
- Basic audiovisual methods
- Different methods for different needs
- Create a space where everyone can be themselves and be safe.
- Non-formal education for public advocacy skills.
- Contact points.
- Have the capacity to develop skills and remain with them.
- Establish better contacts with the migrants (how).

DISCUSSION – Outline of Needs & Adapted Training Scheme

The present section will be followed by a brief discussion of the survey results. All the strength options on the organizations' approach to migrants and refugees' results are at the same level, with a deep understanding of the needs and experiences of migrants and refugee communities at 60%, strong partnerships with government agencies and other stakeholders at 57.14%, and innovative programs and services at 57.14%. The organization's biggest challenges, with 80%, are limited funding and resources, followed by discrimination and prejudice against migrants and refugees (54.29%), and third with 42.86%, opposition and resistance from stakeholders and community members, and a lack of public awareness and understanding. For the opportunities the organization must expand their impact, 82.86% involve building partnerships with other organizations, institutions, and stakeholders, and 71.43% involve Working with other organizations and stakeholders to use resources and develop expertise. Lastly, 68.57% answered that the economic crisis is an external threat to their organization, 54.29% about changes in government policy, and 51.43% chose the negative media coverage of migration.

For Public advocacy organizations, choose 67.55% Active participation in community events and 50% Strong partnerships with government agencies. As a challenge, 61.76% chose lack of funding, and 44.12% chose limited resources for lobbying and advocacy efforts. The organizations, based on their answers related to the opportunities they have to expand their impact in terms of public advocacy, chose 61.765% public participation and the rest lobbying, media, and grassroots advocacy with similar percentages of 50% and 52.94%, respectively. The biggest threat to an organization's success in terms of public advocacy capacity is the changing political context and changes in government leadership (76.47%).

In communication and audiovisuals questions, 75.76% replied that the strength of the organization is on social media platforms, and 51.52% in the staff and specifically in the skilled communication team. As for the barriers they faced, 84.85% responded with a limited budget for marketing and promotion and 45.45% difficulty reaching the target audience through traditional advertising methods. For opportunities to improve the social media strategy, 72.73% choose Partnering with other youth organizations on social media campaigns, and 66.67% choose both Developing more engaging content for social media channels and creating an influencer program to increase the reach of the organization's message. Lastly, the threats towards the organizations, according to the answers of the participants, are 57.58% Limited access to skilled professionals who can produce high-quality audio-visual content and difficulty getting funding for audio-visual equipment and production.

Generally, the participants in the survey and focus group mentioned the use of social media, the need to learn how to use some of the tools, how to use equipment, and the importance of a skilled communication

team or expert that will be focused on promoting the organization. Moreover, it is important to know what the target group of the organization is and to keep in mind and understand that each target group has and needs a different approach, even if in general they fall under the same category. Furthermore, essential face-to-face communication and the campaigns that can include the local community in them can be effective.

The purpose of the survey and focus group was to identify the needs of youth organizations working with migrants and refugees either directly or indirectly.

Based on the above findings and in order to know what to develop during the Training program session in Cyprus, we divided the data into three categories; each category is one of the trainings that will take place in Work Package 3.

Organising the Training series part 1: Strengthening youth organisations in social networking techniques: Migrant and refugee outreach

- Working with other organisations and stakeholders to use resources and develop expertise.
- Creating stronger alliances with migrant and refugee communities.
- Better understanding the target audience.
- Social media trends, innovative techniques, etc.
- The use of different fast communication
- Challenges in the dissemination of audio-visual content to the organisation's target audience.

Organise Training series part 2: Train and strengthen young migrant organisations in participative techniques related to audiovisual production.

- Developing new programmes and services that respond to emerging needs and challenges.
- Material and video production.
- Audio-visual instruments.
- Know-how and access to audiovisual equipment.
- Create more engaging   content that could better interest young people.
- Daily posts of content suitable for the target audience.

Organise Training series part 3: Public policy capacity: Train and strengthen youth migrant organisations in public policy, advocacy and organisational sustainability.

- Participation in broader public engagement through advocacy and communication strategies
- Greater access to and participation in decision-making processes related to migrant and refugee.
- Lack of expertise and experience in public advocacy.
- Lobbying.
- Grassroots advocacy (signing petitions, participating in rallies etc).
- We should have more people working on the team so that we can invest more time in communication strategy.

CONCLUSION

This concludes the report of the Report (2.2) for the MYCOMM project. The report aims to present the information collected from organisations and therefore to identify their current activities in the field of migrant and refugee advocacy and their digital, communication and audiovisual capacity. This report constitutes the foundation for trainings of the Work Package 3 and can be used as a navigational tool for the remaining activities in this work package.