Migrant and Refugee
Youth Communication
and advocacy for equity
and inclusion

MY
CO
MM

Training Programme structure and content

CARDET

Executive Summary

This report of the deliverable 2.3 is based on the tasks of Work Package 2 which is the mapping of the beneficiary organisations. The report is a brief discussion outlining the needs identified in the organisations in order to then adapt the training programmes to be developed in Work Package 3.

Table of Contents

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.

A development committee of JEF, CARDET, Rural Hub, GIE, APDEV met in Cyprus for 2 days to develop the Training Programme content and structure. This report outlines 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.

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 (2.3) for the MYCOMM project. The report aims to present the focus of each of training series of WP3. 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.