



Communication channels for campaigning on visa-free regime

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Visa-free regime - what does it mean for citizens of the EaP countries?

An increase of Moldovan, Georgian and
Ukrainian citizens mobility to the EU

Strengthening people to people contacts

An increase in the number of people
perceiving themselves as Europeans

Strengthening implementation of reforms
on the way to European integration



What Ukrainians think about significance of visa liberalization?

48%

considered that the introduction of a visa-free regime with the EU countries **is important**

The readiness to travel to the EU countries in the near future **has grown during 2017-2018**


19%

October
2017



24%

August
2018



What areas need to be addressed for further fulfillment of the visa liberalisation benchmarks in the EaP countries?



- Continue campaigns on the rules of visa free travel
- Finalise the migration analytical and risk analysis systems
- Step up efforts in addressing the identified root causes of migration



- Step up targeted information campaigns clarifying the rights and obligations entailed in visa-free travel
- Enhance cooperation with EU relevant agencies to prevent risks stemming from irregular migration



- Step up targeted information campaigns clarifying the rights and obligations entailed in visa-free travel



1

Visa-free informational campaign planning process

1

Develop a campaign strategy with objectives, target groups, channels of communication and values appeal

2

Develop corporate identity, messages and visuals

3

Test the messages and update the strategy, prepare responses

4

Run and monitor the campaign, engage partners and networks

5

Assess how the messages reach the target groups



Communication channels



Events: master-classes, trainings, games, demonstrations



Mass media: Television, radio, on-line media, newspapers



Social media: Facebook, Twitter



Billboards, leaflets



Hot-lines and legal advice



Own websites



Communication channels

Promo-events

Pros

- Attract the attention of the "silent middle"
- Engage mass media which help to reach wider audience
- Activate word of mouth marketing
- Influence on the positive image of the visa-free regime

Cons

- The idea should be very creative to engage target audience and popular mass media
- Require significant human and financial resources, permissions from authorities, etc



Communication channels

Promo-events



"First visa-free train"



Communication channels

Promo-events



Simulation games "Smart trip: how to cross the border"



Communication channels

Press-conferences



Regional open air press conferences dedicated to the rules of the visa-free regime



Communication channels

Educational events: master-classes, trainings,

Pros

- Allow to develop knowledge and skills on the visa-free travelling
- Address to the concrete target audience
- Activate word of mouth marketing

Cons

- It is difficult to engage target audience without intermediaries: schools, universities, labor agencies, etc
- Require professional trainers and new teaching techniques

Communication channels

Master classes, trainings



Training and quiz "Travel, study and work in the Visegrad countries"



Communication channels

Mass media: TV and radio



Pros

- The messages of the campaign can reach different target audience simultaneously
- Allow to communicate the main rules of the visa-free travelling



Cons

- Do not allow to develop deep knowledge and skills on the visa-free travelling
- It can be difficult to engage popular media, especially when there is no newsbreak

Communication channels

TV and radio



Interviews on television and radio, commenting newsbreaks



Communication channels

Mass media: online analytical and news media



Pros

- Allow to communicate not only the main rules of the visa-free travelling, but also specific details
- Do not require significant financial resources

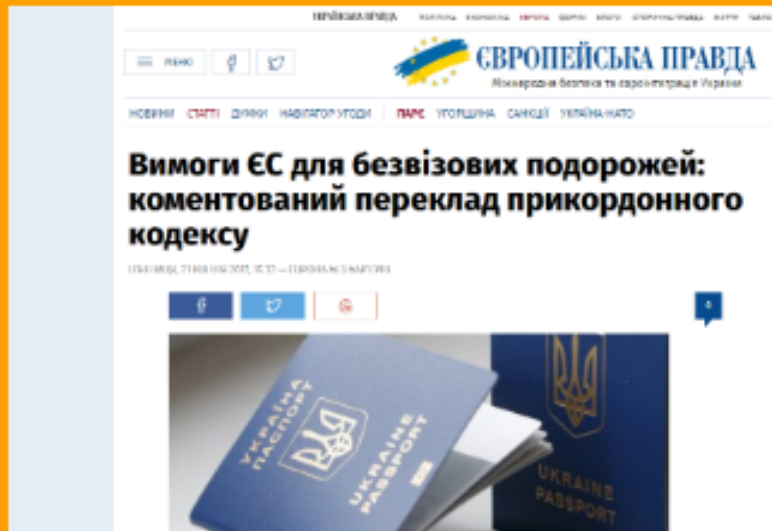


Cons

- Phenomenon of "clip thinking" can negatively influence on the perception of information
- It can be difficult to promote your articles and news without newsbreaks

Communication channels

Mass media: online analytical and news media



First commented translation of the Schengen border code



Communication channels

Social media

Pros

- Easy to deliver the specific rules of the visa-free regime in the simple forms of pictures and videos
- Allow to engage the target audience
- Allow to directly communicate with the audience and answer the questions

Cons

- Require frequent interaction with the audience and creative content
- Difficult to reach elderly people





Communication channels

Own website



Pros

- Easy to deliver all types of content on visa-free regime
- Allow to directly answer the most frequent questions

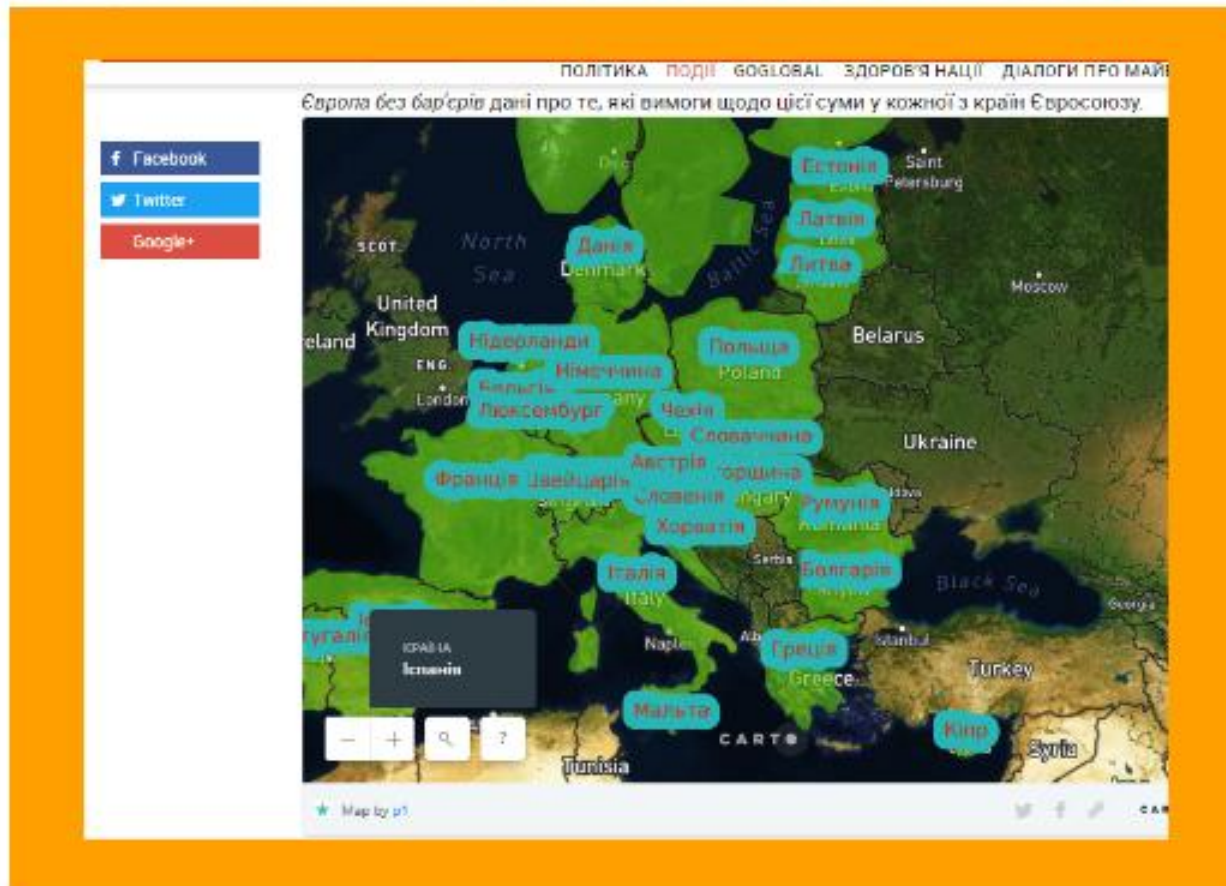


Cons

- Require frequent update and creative content
- Difficult to hold a user on the website and turn it into a returning user
- Require financial resources for advertisement

Communication channels

Own website: <http://europewb.org.ua>



Interactive map with the amount of money required from travelers by the each Schengen state,
1,5 mln views during 2017-2018



Communication channels

Billboards and leaflets

Pros

- The messages of the campaign can reach different target audience
- Allow to communicate the main rules of the visa-free travelling
- Can promote websites with detailed information

Cons

- Do not allow to develop deep knowledge and skills on the visa-free travelling
- Require financial resources
- Difficult to control spreading of leaflets

Communication channels

Billboards and leaflets



A series of short advisors and infographics on responsible travel, education and employment in the EU



Communication channels

Hotline and legal advice



Pros

- Allow to directly answer the questions related to the risk of irregular migration and human trafficking
- Engage different audiences, including the most vulnerable



Cons

- Require significant financial and human resources

Communication channels

Billboards and leaflets

The image shows a screenshot of the website for the Ukrainian national hotline. At the top left, there is a phone icon and the number 0 800 505 501. Next to it is a mobile phone icon with the number 527. The main title is "НАЦІОНАЛЬНА ГАРЯЧА ЛІНІЯ" (National Hot Line) with the subtitle "З ПРОТИДІЇ ТОРГІВЛІ ЛЮДЬМИ ТА КОНСУЛЬТУВАННЯ МІГРАНТІВ" (For the prevention of human trafficking and migration consultation). Below this is a navigation bar with links: "ПРО НАС" (About us), "ПРАВИЛА БЕЗПЕЧНОЇ МІГРАЦІЇ" (Rules of safe migration), "ДОВІДКА ПО КРАЇНАМ" (Reference by country), and "GOING TO UKRAINE? / ЕДЕТЕ В УКРАЇНУ?" (Going to Ukraine? / Are you going to Ukraine?). On the right side, there is a "Задати питання" (Ask a question) button with the text "Отримайте електронну консультацію від фахівців гарячої лінії." (Get an electronic consultation from the hotline specialists.) and "АНОНІМНО" (Anonymously). The main content area features the text "ПОДОРОЖУЄТЕ?" (Are you traveling?) and "Подбайте про власну безпеку!" (Take care of your own safety!). Below this is the phone number "0 800 505 501" and "527". The background of the main content area is an illustration of a green hill with a blue river, a city skyline, and two people walking.

Ukrainian national hotline on the counteracting
human trafficking



★ Recommendations for the further informational campaigns on visa-free regime

Conduct more educational and promo events and provide more face to face consultations

Work with the local population, especially in the towns and villages located along the temporary occupied territories, conflict zone, paying more attention to ethnic minorities and IDPs.

Work more closely in the regions where new waves of labor migration occurred

Enhance partnership with the EU MS which become the most popular destination countries for migrants



Challenges of the informational campaigns on visa-free regime



How to inform on the risks of illegal employment and fake asylum application without provoking new waves of irregular migration?

How to find the balance between promoting visa-free travelling and prevention irregular migration?

How to evaluate the outcomes and impact of the informational campaigns?

Thank
You!

