

Information Campaigns as an Important Tool in Contemporary Migration Management

an International Conference of EMN Georgia and EMN Cyprus

and EMN Information Working Group Meeting

Tbilisi, 14 & 15* May 2024

*15 May 2024 reserved for the members of the EMN INFO Working Group

Sheraton Grand Tbilisi Metechi Palace

1. RATIONALE AND AIMS

In the context of the dynamically changing migratory movements with accompanying benefits and challenges, the need of well-set and effective information provision is growing and calling for new and modern approaches.

The contemporary governance system of migration, both at national or international level, is a complex mechanism with multi-actor actions on crosscutting multi-sector directions, which requires well-managed planning and coordination. The same goes to information campaigns that must represent various angles and provide clear messages on the most pressing issues.

Information campaigns are of different type and size. Some are for *ad-hoc* purposes, while others of permanent character but with changing goals and audiences, requiring application of individual techniques and approaches.

Such campaigns are an indispensable tool for launching of new initiatives in terms of legal migration, etc. Against this background, the event will be dedicated to the technicalities of information campaigns based on best practices and concrete results achieved. Practitioners in the field of migration policy planning, marketing and public relations will present own findings in relation to awareness-raising action and discuss challenges arising.

The other part of event will be devoted to the technical / digital solutions in delivering messages to the audience. The relevant specialists of the field will discuss the ways of better application of web-space, specialised apps and social media platforms.

Finally, promotional material, and especially the use of correct terminology in messages and explanatory notes, will be discussed. Here special attention will be given to the EMN Glossary and its role in providing technical terminology and as an educational tool for both campaigns' target audience and those who are preparing it.

The conference will have two target groups: the new observer states and EMN members mostly representing the receiving countries.

The second day of the conference will be reserved to the members of the EMN INFO Working Group only (a separate agenda will be sent to the members of the EMN INFO Working Group along with a registration link).

2. PRACTICAL INFORMATION

- The conference will be held in **hybrid** format.
- Target audiences include **EMN NCPs, civil servants, representatives of EU, Academia, NGOs, International organizations, educational institutions.**

More information about the conference and registration link: <https://forms.gle/sU8maJA9Hoy4YccN8>

- Information for online attendance will be shared closer to the date of the conference.

AGENDA

Time slots are given in **Georgia Local Time (CEST +02.00)**

14 and 15* May 2024 (* this day is foreseen only for WG members only)	
ARRIVAL & ACCOMMODATION of participants for both EMN events: National Conference and EMN Information Working Group meeting.	
14 May, 2024	
09.30–10.00	Registration
10.00–10.15	Welcoming remarks
	Ministry of Justice of Georgia.
	Ministry of Interior of the Republic of Cyprus.
Mr. Magnus OVILIUS	Head of Sector Forecasting, Preparedness and Policy Monitoring; Migration Management Preparedness Unit, Directorate-General for Migration and Home Affairs, European Commission.
10.15–11.00	Session 1: Introducing the Pact on Migration and Asylum, including the focus on strengthening legal migration and alternative pathways <i>This session will focus on contemporary migratory challenges and will provide an overview of the Pact on Migration and Asylum, setting regulations and policies to create a fairer, efficient, and more sustainable migration and asylum process for the European Union.</i>
	Speaker:
	Directorate-General for Migration and Home Affairs, European Commission.
	Moderator: Ms. Kyriaki KAMENOU
	Migration Officer FTC (EMN Cyprus)
	Questions and Answers/ Moderated discussion
11.00–11.25	Family Photo & Coffee break

11.25–13.00	Session 2:	
	Information campaigns on legal migration and best practices	
	<i>This session will focus on best practices in EU member states, both within the Schengen area and beyond. Best-practice examples will be presented and challenges will be reviewed.</i>	
	Moderator:	Mr. George JASHI
	EMN National Coordinator for Georgia - Head of Secretariat for the State Commission on Migration Issues.	
	Expert:	
	IOM Office in GE	
	Expert:	EMN LU
	Expert:	
	Ministry of Interior of the Republic of Cyprus.	
Expert:		
EMN Observer Country		
Questions and Answers/ Moderated discussion		
13.00–14.15	Lunch break	
14.15–15.35	Session 3:	
	Tools and components of the information campaign	
	<i>This session will focus on tools and components of information campaigns from the experience of the service providers. It will also discuss the use of modern technological solutions and data in the planning and organisation of information campaigns.</i>	
	Moderator:	Ms. Violeta WAGNER
	Regional Portfolio Manager (Eastern Europe & Central Asia - ICMPD).	
	Expert:	Mr. Jacob TOWNSEND
	Founder and Director of Seefar.	
	Expert:	Mr. Stephan AMANN
	Senior legal officer at Austrian Ministry of the Interior, International Migration Communication and Research.	
	Expert:	
Expert:		
Private company representative describing issues from technical perspective.		
Questions and Answers/ Moderated discussion		
15.35–16.00	Coffee break	
16.00–16.40	Concluding remarks	
	Ms. Kyriaki KAMENOU	Migration Officer FTC (EMN Cyprus).
	Mr. George JASHI	EMN National Coordinator for Georgia - Head of Secretariat for the State Commission on Migration Issues.
	Mr. Krzysztof NOWACZEK	Deputy Head of Migration Management Response and Counter-Smuggling Unit, Directorate-General for Migration and Home Affairs, European Commission.

20.00-22.00	Reception
15 May, 2024	
09.30-17.00	<p>EMN Info WG Workshop : (a separate agenda will be sent to the members of the INFO WG)</p> <p>For EMN Info WG members only</p> <p style="text-align: right;"><i>coffee breaks / lunch are provided</i></p>

GENERAL INFORMATION

ORGANIZERS

EMN Georgia

The Contact Point of European Migration Network in Georgia (EMN Georgia) is the Secretariat of the State Commission on Migration Issues (SCMI) within the Public Service Development Agency (PSDA) under the Ministry of Justice of Georgia (Chair of the SCMI).

Contact:

Email: scmi-secretariat@sda.gov.ge

Website: http://migration.commission.ge/index.php?article_id=326&clang=1

EMN Cyprus

The National Contact Point of the European Migration Network in Cyprus (EMN Cyprus), consists of the Civil Registry and Migration Department, the Asylum Service and the Aliens and Immigration Office. The Ministry of Interior has the coordinating role.

Contact:

Email: cy.emn.ncp@moi.gov.cy

Website: www.emncyprus.moi.gov.cy

An international conference titled –

Information Campaigns as an Important Tool in Contemporary Migration Management

- is organized with the EU funding and under the auspices of the European Migration Network as the initiative of its Georgian and Cypriot National Contact Points with the assistance of the International Centre for Migration Policy Development.

PRACTICAL INFORMATION

REGISTRATION

To Register to the EMN Info Working Group meeting and **Conference:** please fill out the Registration form on the following link: <https://forms.gle/sU8maJA9Hoy4YccN8> **no later than 15 April, 2024 COB;**

If you have any questions, please contact both: scmi-secretariat@sda.gov.ge and cy.emn.ncp@moi.gov.cy

TRAVEL INFORMATION

• **International Travel** to and from Georgia:

- **To be organized and covered by participants;**
- In terms of travel it is recommended that **participants arrive in Georgia (Tbilisi) by/on 13.05.2024**, while departure depends on individual schedules and plans.

- **Airport:**

Transport from the airport to the city can be by **taxi** or **bus**:

- Tbilisi Shota Rustaveli International Airport (<https://www.tbilisiairport.com/en-EN/>) is located approximately **17 km from the city center**;
- **Transportation from the Airport to the Hotel** (both by taxi and public transport - bus) takes approximately **20 minutes at night time and 30-40 minutes day time**;
- Travel by a random Taxi would cost around **50-60 GEL** (app. 20-25 EUR), however using app for taxi may cost lesser (app. 10 EUR). A **Bus** costs 1 GEL for 90 min. (# 337 06:59-22:59 - <https://www.tbilisiairport.com/en-EN/passenger-guide/to-from-the-airport>).;
- When departing, it is **advisable to head towards the airport at least three hours** before the flight (during the day 1 hour and during night 30 minutes for travel from the city to the airport and 2 hours for airport procedures);
- **ATM/cash machines** are available in the airport.

VISAS

- When arriving in Georgia foreign citizen must carry a **travel passport**, which should remain valid for at least three months after the intended date of departure;
- **Detailed information on visa/entry related issues can be found here:** <https://geoconsul.gov.ge/en>

ACCOMMODATION

It is recommended that delegates stay at the same hotel or at the reasonable distance from each other. Here are some options of hotels at the close vicinity of the conference venue: [Golden Tulip Design Tbilisi](#) * [Laerton hotel](#)

VENUE

Both the conference and the WG meeting will take place at [Sheraton Grand Tbilisi Metechi Palace](#), which for the occasion, offers the special group rate of USD 120-140 (VAT excl) for the event participants for the period of 11-18 May 2024. To enjoy the group rate, please follow the link: [Book your group rate for Public Service Development Agency](#). **Please take note that the link will be valid till 22nd April 2024.**

DINNER

Will be served on **14 May 2024, 20:00** (at the conference venue – [Sheraton Grand Tbilisi Metechi Palace – rooftop at 10th-floor](#)).

HYBRID MODE

- Detailed information will be sent to the registered participants prior the event.

MEDIA & PERSONAL DATA PROTECTION ISSUES

In the context of the conference, video and/or pictures may be taken, which may be used for visibility purposes. **Please indicate by e-mailing to EMN Georgia staff if you do not wish to be featured.**

ADDITIONAL INFORMATION

ABOUT GEORGIA

- Detailed **information on Georgia** can be found here: www.gov.ge/index.php?lang_id=ENG&sec_id=193

LANGUAGE

- The working language of the event is **English**.
- **English** is the language of foreigners' communication with local population.

WEATHER

- During May an average daily temperature in Tbilisi is **+22 - +10°**, which however may vary and raise.

TIME

- Tbilisi standard time zone is **GMT + 4 hours**.

CURRENCY

- Georgia's national currency is the Georgian **Lari (GEL)** being the only currency acceptable for payments on the ground. All major **credit cards are widely accepted**. Cash can be obtained from ATMs or at the nearest bank. For exchange rates please visit the webpage of Georgian National bank: <https://nbg.gov.ge/en/monetary-policy/currency>

TELECOMMUNICATIONS AND INTERNET

- The international code of Georgia is **+ 995 (+ 955 5** when calling on mobile; **+ 955 32 2** when calling on a landline to Tbilisi).
- There will be wireless internet available at both venues and at the hotels.

ELECTRICITY

- The voltage in Georgia is **220V** and European style **two-pin sockets** are used.

SMOKING

- **Smoking (of all type cigarettes) is prohibited** in public spaces and buildings, as well as in public transportation and most of private spaces (restaurants, shops, hotels etc.).

TOURIST INFORMATION

- The multilingual website www.georgia.travel contains tourist and practical information about Georgia.

LOCAL TRANSPORTATION

- There are **three** main means of transportation in Tbilisi: Public transport (**bus**, mini-bus and subway) with one-time ticket (90 min) cost 1 GEL (0.30 Euro) and a daily ticket cost 3 (1 Euro) GEL, while **Taxi** (within the central areas of the capital trip cost varies from 5 to 15 GEL – 2-5 Euro).

EMERGENCY CALLS (Police, Ambulance, Fire)

- **112** is an [Emergency Response Center](#) that receives emergency calls from all over Georgia via unified emergency number - 1-1-2 during **24/7**. 112 service is free of charge from all fixed line and mobile networks even if the number is disconnected from both sides **or there is no SIM-card in the mobile phone**.



MEDICAL SERVICES

- The nearest **medical facilities** to the venues of the conference are: [New Hospitals](#) (+995 32 2 190 190); [Todua Clinic](#) (+995 32 2 575 757); [HTM Center, University Clinic](#) (+995 5 77 043 420 / +995 5 93 907 729).
- The **Pharmacies** are accessible practically at all locations in Tbilisi.

FOREIGN EMBASSIES AND CONSULATES

- **A list of Embassies and Consulates** in Tbilisi, including contact information, is available here: <https://mfa.gov.ge/en/Foreign-Embassies-and-Missions-in-Georgia>

EMN Georgia CONTACTS

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