

MIEUX

Case Study

The Philippines **(2010-2012)**

Funded by the
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Implemented by
ICMPD



How to read this case study?

MIEUX Thematic Areas



Migration and
Development



Legal Migration
and Mobility



Irregular Migration
and Trafficking in
Human Beings



International Protection
and Asylum Policy



Horizontal
Interventions

Ten features of good practice in MIEUX Actions

- 1 There should be ownership on the part of the partner country
- 2 Actions should provide an opportunity to be innovative in their context
- 3 Actions should be able to be replicated
- 4 Actions should provide tangible results
- 5 Actions should be endorsed at a high level
- 6 Actions should be integrated into existing priorities
- 7 Actions should be based on the highest levels of experience
- 8 Actions should complement and be in synergy with other initiatives
- 9 Actions should provide EU added value
- 10 Actions should act as a catalyst for the acquisition of knowledge through the exchange of experiences

COMMUNICATING BETTER WITH MIGRANTS

The Philippines (2010-2012)

Filipino authorities were introduced to the principles and techniques of social marketing, and supported in their efforts to reach out to potential migrants, young people and women about the risks of illegal recruitment and THB with innovative techniques.¹

Context

At the time of the Philippines' first request to MIEUX in 2009, the country ranked third in the world on the list of top sending countries of international migrants, with nine million Filipinos, roughly 10% of the population, living and working abroad. Implementation of the existing legal framework to address human trafficking was weak. Additionally, with the increasing number of victims every year, the government saw the need for more aggressive and sustained collaborative efforts and strategies in the fight against illegal recruitment for potential labour migrants. Several initiatives were taking place to inform the public but were missing a solid set of indicators to measure their performance and implementation. This combination of factors prompted the Department of Labour (DOLE) to submit a request to MIEUX.

Action Design

Together with the DOLE, MIEUX designed an Action around the concept of social marketing, which aims to promote ideas that either encourage positive behaviour or discourage negative ones. For public sector agencies, social marketing is often used as a way to encourage people to follow rules and regulations, and practice general safe behaviour.

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**MIEUX
FEATURES**

¹ More information available on: <https://www.mieux-initiative.eu/en/actions/145-philippines-trafficking-in-human-beings-i>.

1. First, a fact-finding mission allowed the experts to familiarise themselves with the challenges and issues faced by the POEA and other authorities in combatting and preventing trafficking and illegal recruitment.
2. During the course of the Action, the experts were also invited to attend specific training courses offered by the POEA to potential migrants and others, thus better grasping the need to target different groups when it comes to messaging for public awareness-raising campaigns.
3. As a follow-up, the experts devised a training programme on the POEA campaign against THB and illegal recruitment, and conducted a series of thematic workshops involving POEA staff, several members of the Inter-Agency Council against Trafficking, as well as representatives of local government units (LGUs) also involved in prevention activities.
4. The experts, together with the working group made up of the above-mentioned entities, designed the resource handbook "*Campaigning against Illegal Recruitment and Trafficking in Persons using Social Marketing Techniques*".
5. Lastly, the Action provided capacity building to the POEA's collaborating prosecutors and Labour Attachés of the Philippines based in EU MS.

Practices

- **Introducing beneficiary-led design thinking:** Despite previous targeted measures deployed by the POEA, the perceived outcomes of the efforts were not encouraging. Messages were not understood by the desired recipients. The handbook explained how to devise, implement, monitor and evaluate a public awareness-raising campaign with the beneficiaries' needs as the starting point.
- **Evaluating existing practices at institutional level:** The experts evaluated the training courses that LGUs and the POEA were offering and found that the approach to the topic of illegal recruitment and THB was too conceptual. Evaluations involving the target groups of the training courses had not been conducted before.
- **Testing awareness-raising campaign materials:** Following the development of the handbook, the POEA chose a number of high-visibility marketing techniques and tools for piloting the new campaign and messaging techniques, including posters with different messages, targeting varied categories of beneficiaries, as well as T-shirts and bracelets with simple messages about illegal recruitment. POEA employees were asked to wear them in order to pass strong messages to their beneficiaries (emigrants, persons looking for jobs abroad).

- **Intergovernmental cooperation:** A wide range of governmental entities participated in developing the handbook, among which the Inter-Agency Council against Trafficking (IACAT) and several LGUs with whom the POEA has signed cooperation Memoranda of Understanding.
- **Training for labour attachés:** It was the first time that this very important target group, responsible for the protection of the Philippines' citizens abroad, received training about EU/EU MS policies and legislation on migration, THB and labour inspection, among others.

Impact

- A number of Philippines Overseas Employment Administration (POEA) information campaign tools, such as the training-of-trainers, pre-deployment and pre-employment orientation seminars, were evaluated for the first time, and recommendations formulated. The POEA introduced several changes to the seminars and training sessions by targeting its beneficiaries, and placed more emphasis on practical content.
- POEA staff were able to apply and pilot the new techniques learnt from EU experts by designing a social marketing campaign, formatting the message, identifying and consulting the target groups, and evaluating its possible impact.
- Thanks to the tools and instruments designed during the Action, the POEA enhanced its capacities to implement subsequent programmes, such as "*POEA-on-Wheels*" (where POEA services are brought to the community level, thereby making them more accessible to the public); the mandatory "*Pre-Employment Orientation Seminar*" to all first-time overseas workers, through an on-line facility; or the National Illegal Recruitment Case Monitoring System (a database being used by the POEA and national law enforcement agencies to endorse, monitor and update progress of illegal recruitment cases nationwide, and to generate reports used in policy making and programme development).
- Two specific target groups in particular, the POEA collaborating prosecutors (designated for the first time prior to commencement of the Action) and the Philippines' labour attachés based in EU MS, became acquainted with various procedures and measures in certain areas of migration management and anti-trafficking policies thanks to MIEUX training.
- The handbook was applied by MIEUX in Myanmar, an Action that greatly benefited from the participation of POEA experts who shared with their peers from Myanmar their experiences and practices in organising campaigns, based on the handbook.
- The POEA sent a follow-up request that supported implementation of the handbook at LGU level and provided additional training to its collaborating prosecutors.

Lessons Learnt

- **Involving POEA management was key to the Action's success:** the Action received significant political backing and support from the POEA's leadership and management. Several top managers attended the activities rolled out under this Action by providing strategic guidance and support. Consequently, the experts were regularly requested to incorporate the elements of results-based management and strategic planning into the training design and tools developed and placed at the POEA's disposal. The POEA leadership fully supported the piloting phase of the campaign against illegal recruitment which was an important step towards implementing the handbook.
- **Openness to incorporating communications and evaluation techniques** from the private sector can benefit public institutions.
- **Vertical cooperation is essential to step up the efforts to prevent and combat illegal recruitment.** In order to bring to fruition any awareness-raising activity and to reach out to a higher number of citizens in need of the services, concerted efforts undertaken by a large number of national entities and civil society are needed, in particular the POEA, IACAT and LGUs. By the same token, LGU capabilities should be greatly strengthened considering their presence, potential (to be developed), institutional obligations/tasks and constant interaction with citizens.



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Migration EU Expertise



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Since launching operations in 2009, the Migration EU eXpertise (MIEUX) Initiative has provided space to request capacity development activities and EU expertise, allowing the sharing of knowledge and practices between peers working in institutions in and outside of Europe.

The adoption of the Global Compact on Migration and the creation of the UN Network on Migration coincided with MIEUX's ten-year anniversary. To mark the occasion, MIEUX undertook a comprehensive analysis of its achievements, methodologies and practices.

By delving into MIEUX's portfolio of over 100 interventions, this series of case studies intend to offer a glimpse of the broad range of tools, methodologies and approaches that can inspire or be used by governments and migration and development practitioners to advance a cooperative and sustainable international architecture of migration.