

Nouvelles Perspectives

CONTEXT:

The EU Action Plan against Migrant Smuggling states the importance of raising awareness on the risks of irregular migration through campaigns and counter narratives, conveying awareness-raising messages through the media.

The mapping of departure zones and zones at risk for irregular migration in Senegal underlines that the myth of migration as a means of success is fuelled by three factors: the achievement of Senegalese abroad, the privileges granted to Senegalese abroad by the government, and the esteem in which the diaspora is held in certain regions. According to the Afrobarometer, 59% of Senegalese do not think about emigration, 17% say they are interested, 24% very interested, 31% of migrants aim at Europe and 30% at the United States.

Migration in Senegal, National Profile 2018 highlights that international migration is generalised and touches the young, urban and rural population, with Dakar (30%) in the lead, followed by Matam (14%), Saint Louis (10%), Diourbel (9%), Thies (9%), Tambacounda (7%), Kolda (5%) and Louga (5%) and destined predominantly for France (17.6%), Italy (13.8%) and Spain (9.5%). Senegalese who emigrate are generally better educated than those who remain (7 years of study, 3 years the national average), and 43% of migrants have completed their secondary education.

Media play a crucial role in the discourse and counter-discourse on migration and are at the heart of the project: Senegal has an average daily internet connection per person of 1 hour with 84% of Internet users having a Facebook page and 81% using Whatsapp, 27% using Instagram. In West Africa, RFI is the most listened radio to compared to international radio stations.

PROJECT:

"Nouvelles Perspectives" aims to elaborate positive and innovative messages and counter-narratives on the topic of migration, raising awareness of young people, families, local communities, students, journalists, media and decision-makers on the potential and actual risks of irregular migration, possible alternatives and mitigating the stigma of return.

A survey on the representation of migration and migration discourse in the Senegalese media and among the diaspora will provide the basis for training for journalists and media in both Europe and Senegal and the launch of a national information, communication and awareness-raising campaign.



Funded by the European Union's Asylum, Migration and Integration Fund (AMIF)

The target audience of these campaigns are young people in vulnerable situations, but also students, families and communities - where migration projects often originate - local authorities and organizations for the reception and reintegration of returned migrants (including those from the diaspora and second generation of young people in Europe) as well as the general public.

The expected impact is a better knowledge on the risks of irregular migration and alternatives to migration in the peri-urban and rural contexts of Senegal.

The project builds on previous partnership experiences in both European and Senegalese projects: journalistic training, counter-narratives, campaigns on the risks of irregular migration, socio-economic reintegration of vulnerable young people, potential migrants or return migrants.

ORIGINAL TITLE OF THE PROJECT	NOUVELLES PERSPECTIVES
COUNTRIES	Senegal, Italia, Francia
TARGET GROUPS	Young people, families, local communities, students, journalists, media and decision-makers
LEAD PARTNER	COSPE
PARTNERS	FEDERATION EUROPEENNE DES JOURNALISTES, ASSOCIAZIONE CARTA DI ROMA, VILLAGE PILOTE, G2 SENEGAL VALDERA APS
FINANCING BODY	EUROPEAN UNION
DURATION OF THE PROJECT	01/02/2021 - 31/01/2023



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