

## PRESS RELEASE

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### THE IDEAL-M AWARENESS CAMPAIGN

Over the past 3 months the awareness campaign against irregular migration has been going on in Senegal.

The IDEAL-M project aims to be part of the solution for a better migration.

What is a better migration? According to the consortium and according to studies conducted as part of the project, a better migration is the one that doesn't kill, it is the one that doesn't rape women, that doesn't sell migrants and that doesn't disrupt entire family.

The communication plan that was displayed during the campaign suggested that opportunities of safe routes exist through family reunification and studies. They also exist through high profile job opportunities.

Migration is a human right, but the IDEAL- M communication plan suggests that if traveling opportunities are limited, then, why not create one's Paris at home?

It is a fact that visas are denied to young Senegalese who cannot really prove why they want to settle in Europe. It is a western migration policy that creates frustration and can be the trigger for the decision to enter Europe in an irregular way. But frustration cannot be the reason for a stupid death on the mediterranean sea!

In Senegal, great business opportunities exist. The IDEAL -M communication plan suggests that focusing on creating one's well being at home can be the guarantee of a stable and dignified life. There are training opportunities offered by local NGOs, there are training programs offered by the government.

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There is a tourism opportunity with the blessed nature that circles Senegal.

In the plan, the diasporas are given the voice to tell stories of racism and desillusions. Europe is not an eldorado, they say. Hatred against irregular migration is inhibited and reports of violence against them are heard every day.

The campaign is also extended to youth advocates who have made the choice to make their life a success at home: young senegalese influencers who share the messages of safe routes and business opportunities at home. These influencers gather a lot of young followers on Instagram and other social media that look up to them. Speaking about fashion, art, motivational speeches, they attract the youth and adhere to the IDEAL-M campaign plan.

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**What we aim to do.** The Project IDEAL-M aims to raise awareness about the dangers of illegal migration and misinformation about the journey to Europe as well as the actual conditions when reaching the hosting countries. It will focus on Senegal as a country of origin and assess the needs of Senegalese people when arriving in European countries, especially Germany where there is a higher concentration of people from that origin.

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