

UNHCR Evaluation Management Response			
<b>Evaluation title:</b>	Evaluation of the Somos Panas Colombia Communication Campaign		
<b>UNHCR evaluation reference:</b>	<i>[add reference number provided by Evaluation Service]</i>		
<b>Entity that commissioned the evaluation:</b>	UNHCR Colombia		
<b>Due date of Management Response:</b>	30/11/2021		
<b>Coordinator of Management Response:</b>	Rocio Castaneda		
<b>Management Response approved by (senior manager in commissioning office):</b>	Name: Jozef Merkk	Job title: Representative	Country/Office: Colombia
<b>Date:</b>	10/11/2021		

<b>General comments on the evaluation:</b>	<p>Due to the number of recommendations, UNHCR has grouped the recommendations by 5 topics. Specific recommendations are listed below each topic.</p> <p>A final deadline of December 2022 has been set to carry out the actions planned to respond to the recommendations of the external evaluation. Most of the actions are already being implemented and other actions will be implemented during this period. Since the campaign responds to challenges of a frequently changing context, the recommendations must be implemented in a timely manner.</p> <p>Another evaluation follow-up exercise will be developed in 2022 and will likely include new challenges.</p>
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<b>RECOMMENDATION 1:</b>	<p><i>To mitigate xenophobia:</i></p> <ul style="list-style-type: none"> <li>• Anticipate the impact of the electoral process on the issue of migration and the communication strategy.</li> <li>• Instill perspectives among more public officials against xenophobia by providing information on rights and access routes to services for the Venezuelan refugee and migrant population.</li> <li>• Continue the strategy of generating partnerships and co-productions with national and territorial government entities to expand coverage, innovate in content and create installed capacity.</li> <li>• Continue to train journalists and follow up on their work.</li> </ul>
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		<ul style="list-style-type: none"> <li>• Implement a strategy to mitigate xenophobia from an intersectional perspective for ethnic groups.</li> <li>• Develop unique content to transform negative depictions of Venezuelan refugees and migrant youth, particularly adolescents and young men.</li> </ul>				
<b>Management response:</b>		<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree				
<b>Reasons (if partially agree or disagree):</b>						
<b>Unit or function responsible:</b>		PI, in coordination with CBP and Protection				
Top-line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1	Awareness-raising and training for public officials	PI in coordination with CBP units, Protection, Livelihoods	Development of awareness-raising and training activities for public officials on prevention and mitigation of xenophobia and promotion of socioeconomic integration, as a component of projects to strengthen public entities, developed by UNHCR	Dec 2022	ongoing	
2	Training and support for the media and journalists	PI, in coordination with Protection and Field Offices	Development of training and support processes for journalists and media to strengthen capacities for responsible journalistic coverage in the context of mixed flows of refugees and migrants.  Promote the dissemination and use of the tool: Check list for journalism against stigmatizing narratives	Dec 2022	ongoing	
3	Strengthen the lines of content aimed at young persons and evaluate the need for specific content for indigenous peoples	PI, in coordination with CBP and Field Offices	From 2021 onwards, a line of content aimed at young persons has been developed, which has been well received by the public. We will strengthen this work in 2022.  Analyze the specific information needs of indigenous peoples coming to Colombia from Venezuela to develop tailored content with the field offices in Guajira and Arauca,	Dec 2022	ongoing	
4	Xenophobia mitigation strategy in the context of the 2022 elections	PI, in coordination with Protection	Plan a strategy for mitigating xenophobia in the 2022 elections.	Dec 2022	ongoing	

<b>RECOMMENDATION 2:</b>		<p><i>To promote solidarity:</i></p> <ul style="list-style-type: none"> <li>Promote local integration and dialogue between the migrant and refugee population and the host population.</li> <li>Continue to make progress in the integration of the Venezuelan population into broader society as the center of the communication agenda.</li> <li>Encourage the participation of the population in the creation of content and messages that lead the campaign to become a communication platform for integration.</li> <li>Share stories of solidarity and reciprocity as part of the integration process to demonstrate the abilities and professionalism of Venezuelan persons and their potential to contribute to the development of the country.</li> </ul>				
<b>Management response:</b>		<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree				
<b>Reasons (if partially agree or disagree):</b>						
<b>Unit or function responsible:</b>		PI				
Top-line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1	Continue to strengthen and develop Goal 4 of the campaign regarding the promotion of integration	PI	Since the beginning of 2021, the strategic approach of the campaign promoting integration between Colombians and Venezuelans has strengthened. Much of the latest content in development reflects the recommendations made by the evaluation on this topic. This line of work will continue.	Dec 2022	<i>planned</i>	
2	Continue the process of appropriation of the campaign by the population of concern and the field offices	IP and field offices	During 2021, consultation and creation initiatives were carried out in partnership with the Venezuelan population on the content of the campaign. Lessons learned were collected for new initiatives on this topic. Interaction with the population has been strengthened. Field offices have included the campaign strategies in several local projects.	Dec 2022	<i>planned</i>	

			Work will continue along these lines.			
<b>RECOMMENDATION 3:</b>		<p><i>To provide information to the migrant and refugee population:</i></p> <ul style="list-style-type: none"> <li>• Urgently develop a campaign to guide the registration process for the Temporary Protection Statute and the use of derived services.</li> <li>• Provide more accurate and practical information for accessing rights and services.</li> <li>• Strengthen the work with civil society organizations, through which it is possible to achieve greater dissemination and acceptance of messages and information at the territorial level and provide services.</li> <li>• Take the Valientes strategy to more cities and promote it to become a platform for advocacy and integration for women.</li> <li>• Offer the population of Venezuelan youth and adolescents tailored messages on accessing information on assistance routes and services.</li> </ul>				
<b>Management response:</b>		<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree				
<b>Reasons (if partially agree or disagree):</b>						
<b>Unit or function responsible:</b>		PI in coordination with Protection, CBP, Livelihoods, and Field Offices				
Top-line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1	Strengthen the line of useful information for the Venezuelan population, with emphasis on ETPV	PI in coordination with relevant units depending on information	In coordination with the GIFMM, an information campaign on the ETPV has been developed. Along these lines, continue strengthening the use of dissemination channels for the Venezuelan population and specific information for population groups such as young persons and women.	During the term of the ETPV	<i>planned</i>	

2	Strengthening of the Valientes line of content, in coordination with UN Women	PI, in coordination with CBP	A work plan was developed to be carried out in the coming months together with UN Women to strengthen the Valientes campaign.	Dec 2022	planned	
<b>RECOMMENDATION 4:</b>		<p><i>To strengthen partnerships:</i></p> <ul style="list-style-type: none"> <li>Do not subordinate the campaign objectives and strategies to the interests of large partners such as the media.</li> <li>Involve communication and journalism schools within Colombia to build and disseminate the content of the campaign.</li> <li>Strengthen the relationship with primary schools and high schools to disseminate and apply the educational material developed from the campaign.</li> <li>Involve the private sector more, taking into account the dynamics of small, medium and large companies in order to reach them in a timely and relevant manner.</li> <li>Continue strengthening partnerships between the campaign and the public sector and establish relationship protocols to address different cooperation scenarios.</li> </ul>				
<b>Management response:</b>		<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree				
<b>Reasons (if partially agree or disagree):</b>						
<b>Unit or function responsible:</b>		IP, in coordination with relevant units or field offices according to partnerships.				
Top-line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1	Continue to strengthen inter-institutional relationships with the private sector, education sector, media.	PI in coordination with relevant units	During 2021, new inter-institutional relationships have been established with the public and private sectors. It is necessary to strengthen these relationships through the development of new joint initiatives, as well as to explore new partnerships, according to the needs of the campaign.	Dec 2022	ongoing	

<b>RECOMMENDATION 5:</b>		<p><i>To enhance the reach and impact of the campaign:</i></p> <ul style="list-style-type: none"> <li>• Continue to strengthen the cooperation between the campaign and the territories to better adapt communication to local contexts and languages.</li> <li>• Document the uses of the communication pieces by the population of concern.</li> <li>• Disseminate and transfer good practices and lessons learned from the campaign.</li> <li>• Seek different channels of communication and give priority to in-person activities within the territory.</li> <li>• Use channels such as Tik-Tok to reach out to the child and youth population to encourage integration.</li> <li>• Strengthen UNHCR's territorial team through local presence of communication agencies.</li> <li>• Align campaign content on preventive measures, the vaccination process and the negative impacts caused by the COVID-19 pandemic.</li> </ul>				
<b>Management response:</b>		<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree				
<b>Reasons (if partially agree or disagree):</b>						
<b>Unit or function responsible:</b>		IP and field offices				
Top-line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1	Strengthen local appropriation and development of the campaign	IP and field offices	The process of appropriation of the campaign by the field offices and the development of additional local campaign actions began in full force in 2021. This process will continue and will include the opening of feedback spaces for the population to comment on the actions of the campaign.	Dec 2022	ongoing	
2	Sharing the lessons learned and reach of the campaign	PI	Continue to share the campaign in spaces where we are invited and maintain the practice of systematizing the reach of the initiatives developed.	Dec 2022	ongoing	

3	Analyze the need / possibility of linking new channels, as well as the adaptation of content according to the contingencies of the context	PI	Analyze capacity to create content on a new social media platform (TikTok) vs. campaign needs, as well as adaptations to the content.	Dec 2022	planned	