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# Evaluation of the Telling the Real Story Project 2.0

EVALUATION REPORT  
APRIL 30, 2021

Conducted by: Policy Research Institute, Sarl ([www.pri.swiss](http://www.pri.swiss))



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Evaluation information at a glance	
<b>Title of the evaluation:</b>	Evaluation of Telling the Real Story 2.0 (AMIF-2017-AG-IBA-UNHC)
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## List of abbreviations

AAP	Accountability to Affected People
CwC	Communicating with Communities
NGO	Non-Governmental Organization
TRS	Telling the Real Story
UNHCR	United Nations High Commissioner for Refugees

## Executive Summary

UNHCR has commissioned this report for the Telling the Real Story (TRS) 2.0 final evaluation. TRS 2.0 is a UNHCR project that focuses on Communicating with Communities (CwC) at risk of irregular movement. Populations reached during TRS 2.0 include Somalilanders, and Nigerians living in their home countries and Somalis and Eritreans housed in camps in Ethiopia or Sudan.

The evaluation seeks to provide accountability and learning, support UNHCR's fulfilment of its commitments to the donor (the European Union), and provide important lessons learned for UNHCR in replicating and/or scaling up its CwC initiatives in the context of the organization's regionalization/decentralization process. To do so, the evaluation has responded to three main questions, with a focus on **appropriateness, effectiveness, efficiency, and relevance**.

The main body of this report covers the experiences of Somalilanders and Nigerians based in their home countries. The experiences of Eritreans, and of Somalis living in camps, are included in an addendum to this report (Addendum A). Data collected for the addendum took place after the main report was written due to delays resulting from the Tigray crisis.

## Methodology

This evaluation, conducted between September 2020 and March 2021, included a review of relevant documentation and the collection of primary data through key informant interviews, focus group discussions, self-administered surveys and surveys administered by TRS volunteers. Respondents included UNHCR staff, TRS 2.0 partner organizations, members of the diaspora, returnees, activists, and volunteers from populations of concern who had been engaged in TRS 2.0 activities. The evaluation team conducted all primary data collection remotely due to COVID-19 restrictions. Where necessary, data collection tools were translated and native speakers were engaged as interpreters; ultimately, data were collected in English, Arabic, Tigrinya, and Somali. All data collection tools in languages other than English were verified by TRS 2.0 staff to ensure linguistic appropriateness. Data collected from persons of concern in camps was adapted to include information regarding time spent at camps (see Addendum A).

## Main findings

**KEQ 1** focused on two components of the TRS experience: the relevance, appropriateness, effectiveness, and efficiency of (1) TRS 2.0 project design and (2) TRS 2.0 project implementation. Overall, the data reveal that TRS developed and implemented a product (message for target populations) that was relevant, appropriate, effective, and efficient. However, ensuring this depended on a wide range of factors, and any shortcomings of the project thus far could be overcome by systematically exploring these factors.

Messages' **relevance** depended on when the message was received by the person of concern relative to their needs. To be **appropriate**, messages had to meet several key criteria: be believable, be accessible, and be engaging. The degree to which a message was appropriate relied heavily on how the message was developed and delivered, but also on demographic characteristics of the target population (e.g., age, gender, and nationality) and their specific experiences (e.g., whether they were in their home country or a transit country and how long they had been in a transit country).

Determining messages' **efficiency** is an important but complex task. The data show efficiency cannot be measured in relation to individual activities, but rather as a product of multiple activities—a toolbox—that together achieve the intended result. Activities incur a range of financial- and human capital-related costs, and each activity's success is determined not only by its individual accomplishments but also by complementary activities. The data collected for this assignment reveal that individuals whose choices were influenced by TRS activities had received information through a minimum of five other TRS activities. Although this does not prove that multiple activities are necessary to shift decisions, the interviews and focus groups consistently illustrated the challenges of effectively conveying information and stressed the importance of compounding (i.e., multiple sources conveying similar insights). The data from camp dwellers is less clear, but appears to suggest a similar trend (i.e., that multiple data sources are an important factor in relation to influencing decision making) (see Addendum A).

The **effectiveness** of the TRS activities depended heavily on their design and on how the information was delivered. This evaluation shows unequivocally that while the veracity of information played a role, a wider range of factors ultimately influenced how effectively any combination of activities informed persons of concern. Factors that contributed to messages' effectiveness included having TRS 2.0 staff members who were familiar with the local culture and customs, as well as engaging with persons of concern and leveraging their skills and



resources. Consistent reflection within the TRS 2.0 team on why certain efforts appear to be more successful than others could further improve effectiveness moving forward.

The findings also show that multiplication—the process by which individuals reached by TRS 2.0 share information with others without TRS support or guidance—influenced effectiveness, although this was largely outside of the TRS 2.0 team’s control. Effective multiplication requires that individuals sharing the information have a clear understanding of the information and receive support to convey the desired messages in an undistorted way.

**KEQ 2** focuses on results, the usefulness of the information conveyed, and the value of TRS 2.0 to persons of concern. Although the TRS 2.0 team had difficulty identifying unintended results from the project, several interesting observations emerge from a careful examination of the data. First, discussions with members of the diaspora and relevant communities found that working with TRS 2.0 has enabled members of the diaspora to share their experiences with individuals from their home countries and, thus, create a sense of giving back to their community. This engagement has also helped bring the diaspora together under a common goal: informing persons from their home countries and reducing the likelihood of hardships if or when they decide to move. Another notable unintended consequence of TRS 2.0 has been **returnee empowerment**. Returning to one’s home country and community after an attempt to move irregularly is often characterized as a ‘failure’ on multiple levels: not reaching the intended destination, not being able to achieve the expected better livelihood, and often increasing the debt and poverty of the family who paid for their journey and/or rescue. Within this context, however, returnees using their experiences to protect their peers helps give meaning to hardships faced during their efforts to move irregularly and upon their return.

Also attributable to TRS 2.0 are the general empowerment of the target population and the development of home-grown initiatives. Individuals engaged by the project locally have found that being able to share knowledge with their peers and communities—in both home countries and in camps—can build a sense of purpose, shifting their attention from how to move irregularly to helping protect their peers. Some interviewees also said engaging local community members helped identify home-grown alternatives to irregular movement. At the onset of TRS 2.0, communities often objected to its core concept and felt that providing information without discussing viable alternatives to irregular movement was not useful; over time, however, the information led communities to explore alternatives to onward movement on their own.

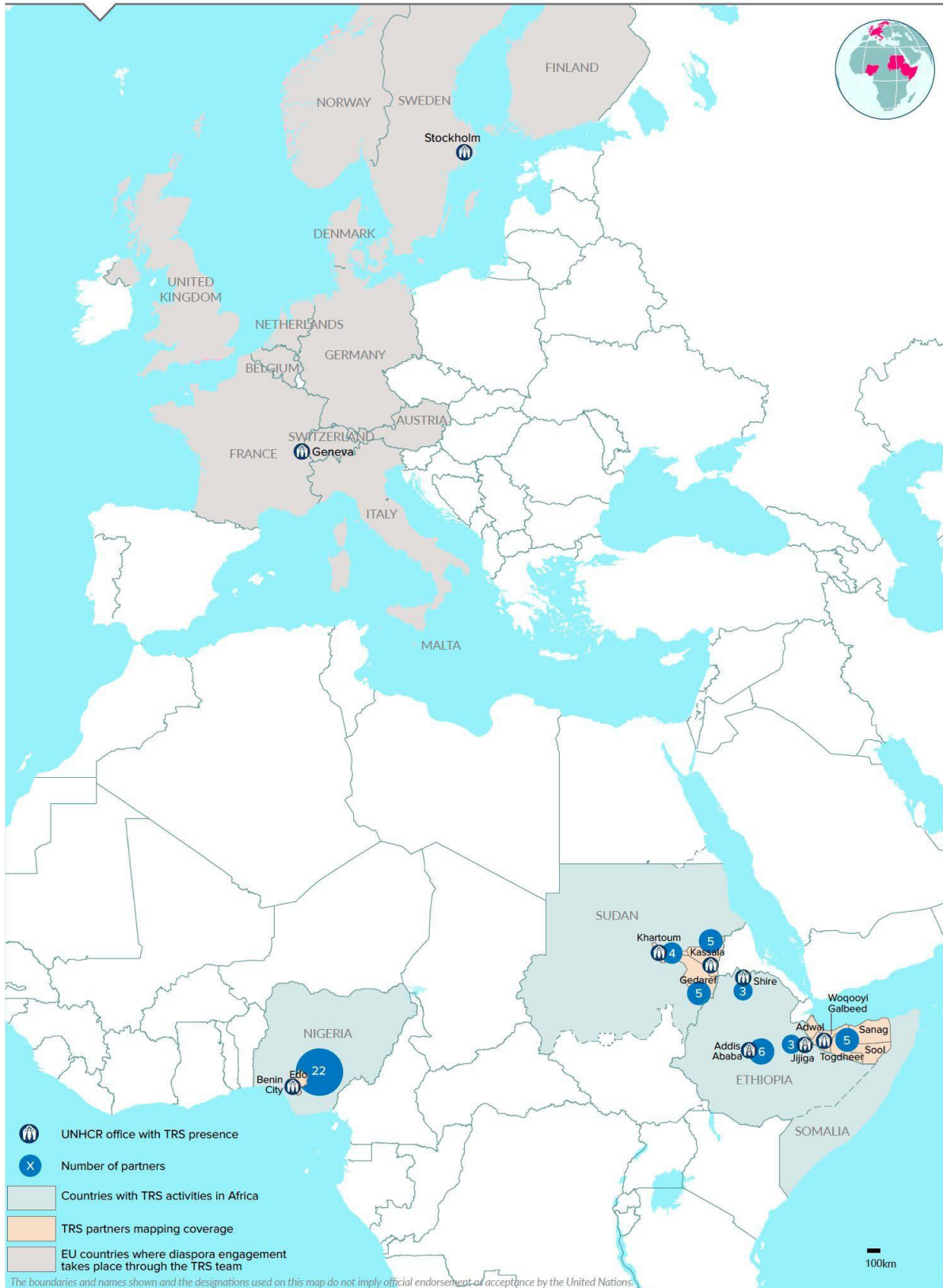
In terms of active engagement and the usefulness of information, the evaluation found that members of the diaspora, returnees, community members, families of persons who had attempted to move irregularly, and partner organizations willingly engaged in project activities. This engagement enabled TRS 2.0 implementation and also led to unintended direct impacts on individuals actively involved in the project. Regarding usefulness, the data show the information provided by TRS 2.0 has helped reduce irregular movement, and some respondents said the availability of information on irregular movement has increased the resilience and preparedness of individuals who have decided to move irregularly. It is also important to underscore that persons exploring onward movement often feel they understand what the journey will entail, only to discover too late they did not. Thus, ‘required information’ differs for every individual and changes depending on when they receive it—for example, where they are, their current conditions, and their prospects and alternatives.

**KEQ 3** focuses mainly on lessons learned from the TRS 2.0 experience. First, the type of information that TRS 2.0 conveys is undeniably relevant to the persons of concern. Indeed, without TRS 2.0 as a source of information, these individuals often only had access to incomplete information. Second, all information provided to persons of concern must address their specific needs—it must consider what appeals to (and is relevant to) that group specifically. Third, information needs to be shared through a wide range of mechanisms to be fully effective, and direct recipients of TRS information may also pass on the information to others, meaning TRS 2.0 must ensure that messages are well understood and effectively conveyed. Fourth, data also suggests that the experience of people targeted who are in their home country versus those who are in transit locations, as well as individuals living in camps versus those living in urban areas in transit countries are different. As such, each group needs to be targeted differently. The data further suggests that the length of time people have been in transit locations/countries also plays a role in how information on irregular movement is received and which group is in most need of this information. The data also suggests that there is a possibility that certain groups are particularly vulnerable in camps, such as children, and persons with disabilities. However, the data available is insufficient to know this conclusively (see Addendum A).

Another important lesson for TRS 2.0—and for UNHCR as a whole—is that there are clear opportunities for the approaches and mechanisms used by TRS 2.0 to be streamlined into the broader CwC efforts. Also of note, the value for money of any initiative must be explored not at the level of individual efforts but rather as a product of what the initiatives can achieve together. This means the cost of producing one product is not nearly as relevant as the cost of producing a combination of products that yield the expected outcome. The TRS

experience also shows that having teams with the cultural and language skills to work directly with the persons of concern is essential. Finally, as an independent project, TRS 2.0 is in a good position to test a wide range of models and approaches and to help UNHCR as a whole determine which work best based on this testing. This finding is particularly relevant since the efforts pursued by TRS are clearly aligned with the key objectives outlined in the Global Compact on Refugees and with UNHCR's commitment to communication and transparency, as well as operational expectations of CwC, detailed in the Operational Guidance on Accountability to Affected People (AAP).

Recommended actions	Responsible
<p><b>TRS Team:</b></p> <p><b>Recommendation 1: Develop a set of toolboxes that enable/support the following processes</b></p> <ul style="list-style-type: none"> <li>a. Describe the content generation process in a way that can be used by other units from UNHCR, and which ensures that lessons learned from content generation experiences are documented.</li> <li>b. Develop a system to systematically monitor the content delivery system in an effort to identify what works best for whom. The findings of this report can be used as a point of departure.</li> <li>c. Develop a process to ensure that content development and delivery is based on systematic learning (steps a and b above).</li> <li>d. Develop material that explains in detail the TRS 2.0 concept to further ensure synergies between the activities of TRS and country operations and, in regions where TRS is not yet operating, roll-out the Toolkit so that UNHCR staff working on CwC are better informed on what TRS 2.0 does and better able to explore how the TRS Toolkit can be of value to them with other CwC efforts they are engaged in.</li> </ul>	<p><b>TRS team</b></p>
<p><b>To broader UNHCR:</b></p> <p><b>Recommendation 2:</b> UNHCR should explore opportunities to use the knowledge secured by TRS in its broader efforts to communicate with persons of concern. This can include discussions on:</p> <ul style="list-style-type: none"> <li>a. The role that the approach taken by TRS can play as part of UNHCR protection and assistance efforts, particularly with regard to persons on the move.</li> <li>b. The use of approaches to develop and share information with persons of concern as part of UNHCR's efforts to communicate with communities more widely.</li> <li>c. The role of information as a means of empowering persons of concern in a more holistic fashion and as a way of effectively engaging a broader set of actors, such as diaspora. These efforts could, for example, help to find alternatives for persons of concern that have not yet been explored.</li> <li>d. The role of information and proactive efforts to identify those who may benefit from the information and sharing it with them. This can include a broader thematic field such as issues of livelihoods, self-reliance, community empowerment.</li> <li>e. Explore the strategic implications of using some of the approaches and lessons from TRS as a way of promoting UNHCR's accountability to affected people.</li> </ul>	<p><b>TRS HQ team/HQ Divisions and Bureaux</b></p>
<p><b>Recommendation 3:</b> Reliable and valid information is in short supply and critical to ensuring that people at risk of irregular movement are able to make informed decisions. Efforts to support the provision of information to vulnerable groups should be understood as an important element of efforts to protect populations at risk of irregular movement/trafficking. These efforts should take into consideration where people are (home country/camp/transit country in an urban area), which group they belong to and how long they have been at their current locations; as well as elements such as gender, age, having a disability.</p>	<p><b>TRS HQ team/HQ Divisions and Bureaux</b></p>



# 1. Introduction and background

This report has been commissioned by United Nations High Commissioner for Refugees (UNHCR) for the Telling the Real Story (TRS) 2.0 final evaluation. This evaluation helps provide accountability and learning, supports UNHCR’s fulfilment of its commitments to the donor (the European Union), and provides important lessons learned for UNHCR in replicating and/or scaling up its Communicating with Communities (CwC) initiatives in the context of the organization’s regionalization/decentralization process.

## 1.1. Understanding the project under review

TRS 2.0 is a UNHCR project that focuses on CwC within mixed flows about the dangers of irregular movement, including communities in host countries and communities in their respective home countries. TRS 2.0 has evolved from the first phase of the project (TRS 1.0) in response to the information needs of persons of concern (persons on the move) across a number of locations.<sup>1</sup> TRS 2.0 has used a wide range of tools and approaches that incorporate available technology; this overarching approach, along with the real-time adaptation of CwC messages through consultation with relevant communities in their native languages, has aimed to reach as many persons of concern as possible.

The TRS 2.0 project activities, and approach, are clearly aligned with the key objectives outlined in the Global Compact on Refugees (GCR) and with UNHCR’s commitment to communication and transparency, as well as operational expectations of CwC, detailed in the Operational Guidance on Accountability to Affected People (AAP).

Given the cross-cutting nature of TRS activities, the project’s strategic direction is maintained by its HQ-based management structure, which is guided by a steering committee co-chaired by the Directors of the External Relations and International Protection divisions. Members of the steering committee include the regional bureau director for the East,

Horn, and Great Lakes regions of Africa; the special envoy for the Central Mediterranean; nominees from UNHCR Bureaus for Europe and West Africa; and attendees from various HQ divisions as determined by the meeting agenda. This feature of the project management structure has ensured the project’s work is anchored in both protection and external relations and also is informed by regional- and country-level programming.

TRS 2.0 is housed within the UNHCR structure as part of the Division of External Relations (DER). This approach has allowed TRS to ensure that communications, learning, strategies, and approaches are included in its way of working. However, this evaluation has highlighted that TRS’s engagement with persons of concern can use a wide range of approaches, is relevant to a wide range of information types, and is multifaceted. Therefore, the intervention approach could be integrated into a number of programmes within UNHCR.

The reconstructed theory of change in Figure 1 depicts the overall project mechanics. To effectively assess the TRS 2.0, it is important to understand two central elements of its implementation: its approach to content development (left side and top-right of Figure 1) and its approach to CwC (bottom-right of Figure 1). According to the theory of change, TRS 2.0 follows a result-based management programme trajectory model and has two distinct environments: The **design environment** pertains to the elements and steps taken within UNHCR to implement the project, which reflect the conceptual objectives of the assignment. The **implementation environment** focuses on how the project has been implemented and what is expected of the implementation of project activities.

### Box 1: TRS Objectives

The main objective of Telling the Real Story (TRS) is to communicate with communities that may be vulnerable to, or contemplating, irregular onward movement, discussing the dangers they may face when moving irregularly, inform them about protection and assistance services and how to access them, and (where feasible) informing them about options for regular movement. In this manner, TRS aims to enable target audiences to make informed decisions about their future based on facts rather than false narratives or misinformation.

TRS does not aim to prevent persons in need of international protection from seeking asylum. Rather, it seeks to communicate with communities—with Eritreans, Nigerian women at risk of trafficking and smuggling, and Somalis on the move—in their native languages about issues for which they often lack needed information. It does so through face-to-face activities in both urban and camp settings, reaching persons through traditional and digital channels. By offering reliable information about the realities and complexities of irregular onward movement and the options that are available to persons, TRS seeks to promote intra-community dialogue about movement, including irregular onward movement, and serve as a platform for discussion and knowledge-sharing.

<sup>1</sup> This evaluation has not reviewed efforts undertaken during TRS1.0.

The reconstructed theory of change has four main stages, with solid arrows depicting a direct relationship (if elements have been successfully executed/achieved) and dotted arrows conveying relationships that may occur with the recognition that many other factors may influence results:

**Inputs:** UNHCR’s resources include raw materials to collect information, UNHCR staff engaged in the intervention, and volunteers.

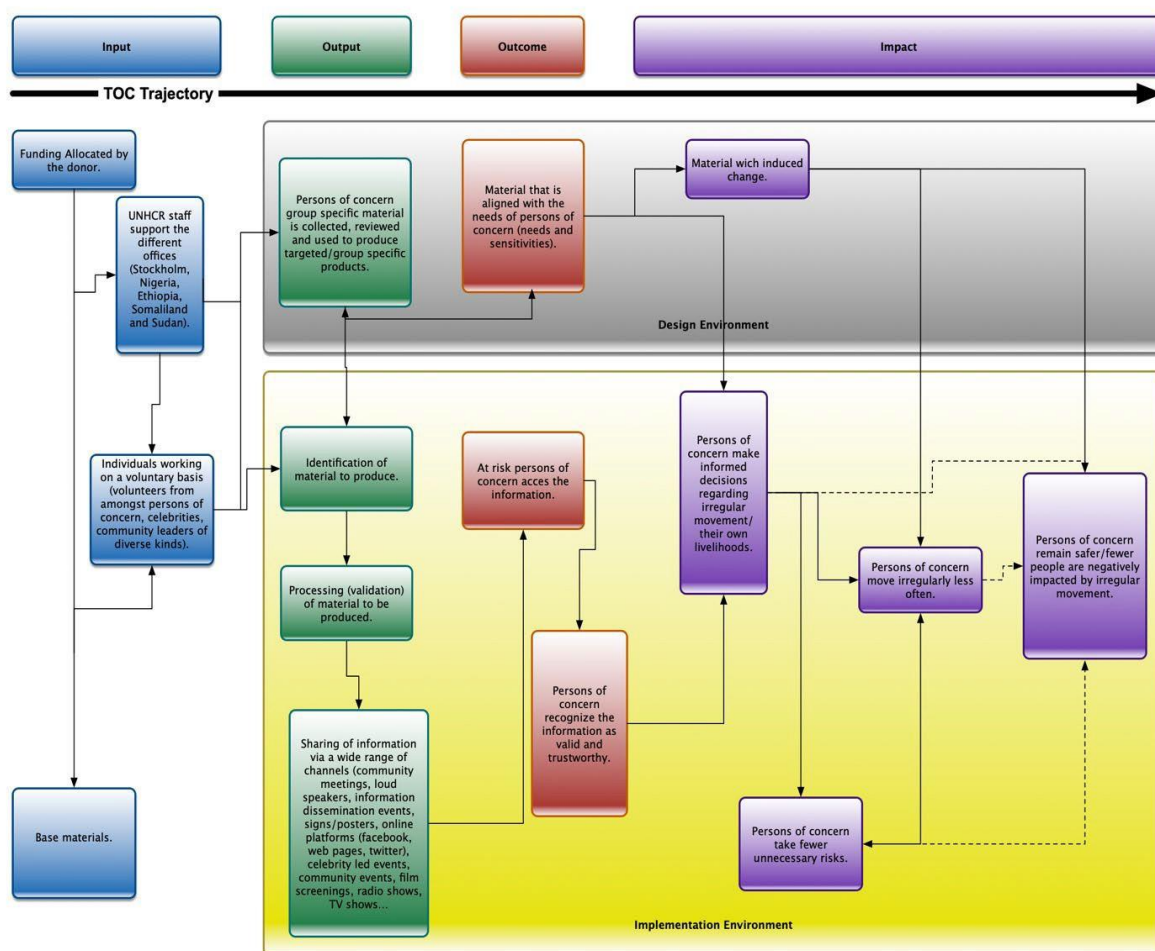
**Outputs:** These include the collection, processing, and initial sharing of information, although information collection—and information itself—can also be understood as an input. UNHCR can move this element (particularly since this is phase two and material from phase one can be understood as an input), but information collection and information are classified as outputs here to ensure a clear relationship between factors in terms of outcomes.

**Outcomes:** These include an institutional outcome of having materials that are verified and useful (design environment) and also an outcome providing information to the target group that the target group considers valuable (implementation environment).

**Impact:** These include materials known to generate change (design environment) and actual change amongst the target group (implementation environment).

It is important to note that this theory of change is a simplified rendering to create an overall picture of the elements involved in the programme and their connections. Separate theories of change could easily be created for each country/target group, as could one separating all the mechanisms and interlocutors.

Figure 1 Reconstructed theory of change

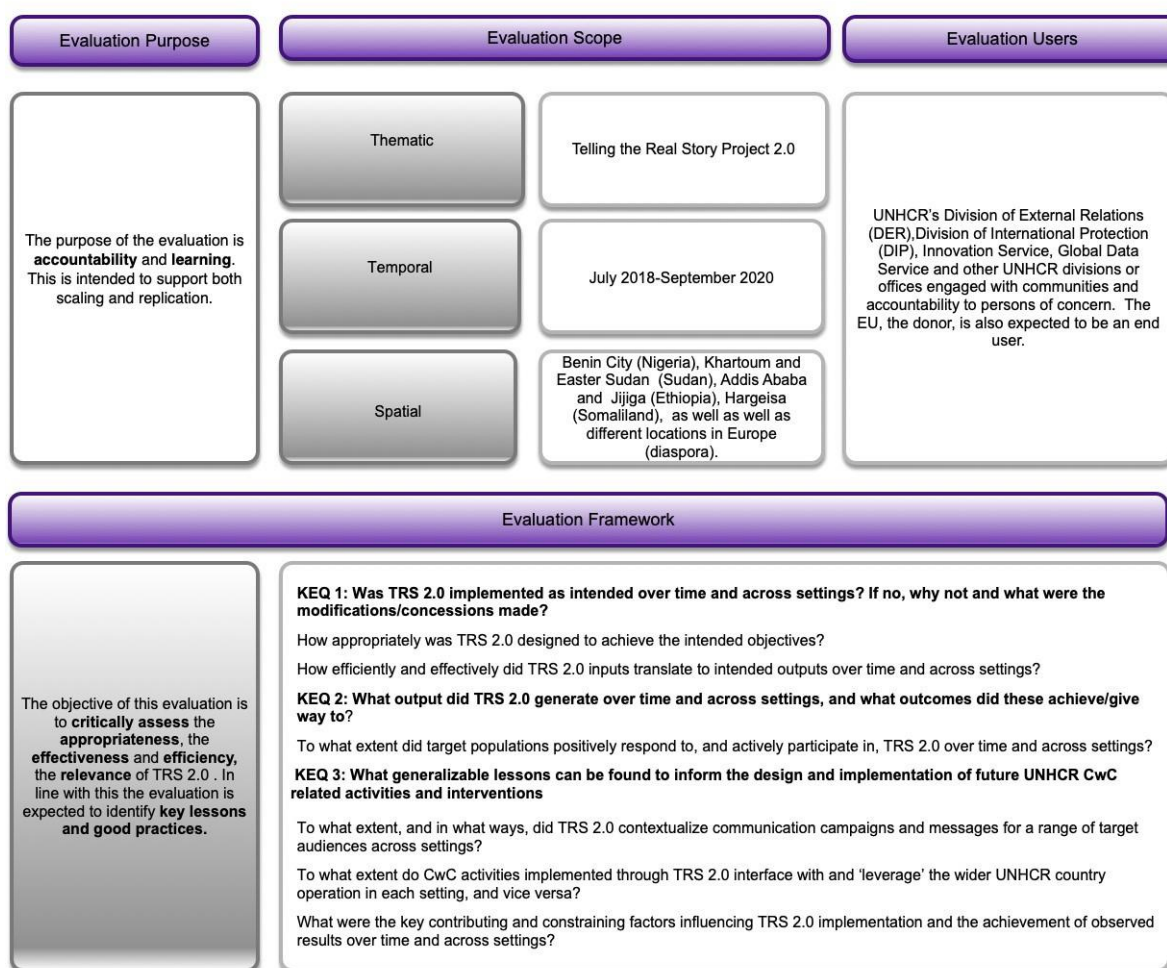


## 2. Evaluation purpose and scope

This evaluation has aimed to **critically assess the appropriateness, effectiveness and efficiency, and relevance of TRS 2.0** since phase implementation began in July 2018. In line with these criteria and considering the project's inputs, design environment, and implementation environment (see Figure 1), this evaluation has focused on responding to key evaluation questions (KEQs) and using the responses to identify **key lessons and good practice** that can benefit efforts to replicate and/or scale up similar UNHCR CwC initiatives in other country operations and regions.

The scope of this assignment (Figure 2) has been determined by the project's geographical coverage, focusing mainly on the experiences of Somalilanders, Eritreans, and Nigerians. However, it is important to underscore that due to the situation in Ethiopia's Tigray region in 2020, the report body does not include findings specific to Eritreans; this information is included in an addendum to this document (see Addendum A). The scope, and specifically key evaluation questions, were refined during the inception period from the initial expectation detailed in the ToR.

Figure 2 Scope of the evaluation



### 3. Evaluation methodology

This evaluation has been anchored on two complementary approaches: First, it has used a **utilization-focused evaluation**<sup>2</sup> inspired approach to ensure the end product provides utility to its intended users. As part of this approach, the evaluators have had direct, continuous engagement with the TRS 2.0 team responsible for this assignment, as well as conducted discussions with the TRS 2.0 team and the steering committee members. This approach has also included the co-creation of recommendations after the first draft of the report was reviewed by key stakeholders within UNHCR.

Second, this evaluation has been anchored on the **realist evaluation approach**,<sup>3</sup> which at its core highlights the importance of **context and diversity**. Using this approach has meant the evaluation has extended beyond the three main questions and six subsidiary questions under the assumption that the experience has not been monolithic and that **knowing what worked, for whom, where, and when is essential** (see Figure 2). In short, this approach has involved exploring how relevance, efficiency, effectiveness, and appropriateness may have varied over time, across the implementation locations, and among intervention modalities.

#### 3.1. Data collection and analysis

The evaluation has used a number of data collection and analysis tools to ensure that data could be verified and effectively triangulated:

- Review of documents (see Bibliography)
- Interviews with UNHCR staff (HQ, Sweden, and field) and with end beneficiaries and/or project collaborators in Sudan, Somaliland, and Nigeria (see Annex 2)
- Focus group discussions with members of the Nigerian, Eritrean, and Somali diaspora and with community members/collaborators in Somaliland
- Survey data from Sudan, Somaliland, Nigeria, and the diaspora
- Survey data from Camps in Ethiopia and Eastern Sudan and Addis Ababa
- Review of statistics from the TRS 2.0 online presence

Note: Given the sensitivity of the theme of this assignment, with the exception of UNHCR staff, and donors, names of respondents have been excluded.

The data collection process involved systematically reviewing and coding the documents reviewed, as well as conducting interviews and focus group discussions remotely using platforms such as Zoom, Microsoft Teams, and WhatsApp. When required, the calls included an interpreter who was briefed in advanced on the interview modality. Interpreters were used for interviews and focus group discussions conducted in Somali and Tigrinya; the team included a fluent Arabic speaker, and therefore no interpretation was needed for Arabic. Interviews with individuals from Nigeria were held in English, and hence no interpretation was required.

Additionally, the evaluation team developed surveys and shared them with the UNHCR team for comment. Once content was agreed upon, these surveys were translated (by an evaluation or TRS 2.0 team member or an outside translator) and quality-assured by the TRS 2.0 team member with relevant language skills. All surveys were entered into SurveyMonkey and shared by the TRS 2.0 team with the relevant groups. The TRS 2.0 team also collected survey data at events during the data collection period or commissioned volunteers who work with TRS 2.0 to collect survey data at the same time as they engaged with persons of concern for other purposes. Survey collection at events or by volunteers only occurred during pre-arranged events in which survey data collection was not the main purpose for the gathering.

Data collection for this report included 48 interviews; five focus group discussions (three with members of the diaspora—one each with Somali, Eritrean, and Nigerian participants—and two in Somaliland); and three surveys. The general survey had 110 responses, the rubric survey had 70 responses, and the ranking survey had 51 responses. Additional survey data (254 surveys in total) and interviews (17) were conducted in Addis Ababa and at camps (See Addendum A for details).

Data were then systematically cleaned, processed, and analyzed using the following tools and procedures:

All survey data were entered into the English version of the electronic survey platform. This included transferring data from other languages/platforms, as well as from hard copies of the survey. All survey data were cleaned

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<sup>2</sup> See: [https://www.betterevaluation.org/en/plan/approach/utilization\\_focused\\_evaluation](https://www.betterevaluation.org/en/plan/approach/utilization_focused_evaluation)

<sup>3</sup> See: <https://www.betterevaluation.org/en/search/site/realist%20evaluation>

for consistency and duplicates removed. Survey data were analyzed using Excel, SurveyMonkey automatic data analysis, and Tableau, a statistical data analysis platform.

All interview data were entered into a data-extraction tool.

All focus group discussion, interview, and document data were analyzed using MAXQDA, mixed-methods data analysis software.

It is important to recognize that most of the data collected is subject to the subjective perspective of respondents. The use of terms such as informative, influential in decision-making, etc., have been terms that have been used consistently, but where respondents have themselves determined how these are defined. It is important to recognize that respondents themselves identify the response that they feel most comfortable with.

Unless otherwise indicated, all findings presented in this report are based on the data collected and triangulated. The perspectives and opinions presented here are those of respondents and not of the evaluation team, and the evaluation states clearly when a finding was particularly interesting but could not be triangulated. Where relevant, the terms used in the survey are also used in this report to ensure consistency.

It is also important to underscore that the survey data is self-reported and represents what respondents chose to answer at the time the survey was conducted (Nigeria, Somaliland, diaspora—November and December 2020; Sudan and Ethiopia—February and March 2021) and may change over time with respondents' experiences and perceptions. Indeed, the data suggest that timing (how long a person has been considering irregular movement, as well as how long a person has been living in their current location) is an important element that needs to be accounted for in relation to when information is provided. Therefore, surveys conducted in Sudan and Ethiopia have included time markers, which were not included in the first data collection efforts (see Addendum 1).

### 3.2. Key considerations, challenges, and limitations

This report has deliberately avoided providing percentages from the survey data because these data are not statistically representative. Rather, survey data have been used to better understand the project dynamics and to support findings from other sources (see Annex 4 for details on the survey data). Therefore, survey data is not provided with numerical values on the y-axis, as this may encourage readers to attribute a numerical value to the finding rather than seeing the finding as indicative of a trend.

All respondents were offered anonymity and, therefore, no statement in this report has been attributed to a single individual. Categories of individuals are mentioned in certain instances, but only when it was possible to ensure their anonymity. Otherwise more general terms are used (e.g., 'interview respondents' instead of 'UNHCR staff' or 'project staff').

This assignment has been affected by some important challenges and limitations:

**The Tigray conflict:** The political situation in Ethiopia's Tigray region has impacted the team's ability to collect data from Ethiopia and Eastern Sudan, with the TRS 2.0 teams unable to support data collection and potential respondents hesitant to engage due to fear of political reprisal. Indeed, local data-collection support staff resigned due to concerns over how their involvement in the evaluation would be perceived. This limitation has not affected the overall report findings, as the results are context-specific and the results from Somaliland and Nigeria are valid irrespective of the findings from Ethiopia on Eritrean persons of concern. It does mean, however, that the main body of this report includes only limited information on the Eritrean experience. Indeed, these data have only been used to support general statements. Data collection from Ethiopia and Eastern Sudan has now been possible, and relevant findings are included in an addendum to this report (see Addendum A).

**COVID-19:** Due to the pandemic, all data collection has occurred remotely. This has important implications for what could be collected and the degree to which data could be understood (see below on representation and interpretation). However, although more data would be valuable in elaborating on results, the data presented here are sufficient to show trends.

**Representation:** Surveying a diverse population has inherent challenges, particularly when the factors that affect diversity are not fully understood (which characteristics are more or less important) and when statistics on specific subgroups are unavailable. Specifically, it is impossible to determine the universe to be sampled and, thus, impossible to determine the survey's statistical validity and reliability. In multiple contexts where TRS is implemented, the total number of 'persons of concern' is unknown—a figure important to ensure representativeness alongside reliable demographic and other key experiential data (e.g., parental status, how long they have considered movement, other factors influencing movement) in order to develop a reliable sample



frame. However, this does not mean the surveying conducted here had no value—it simply means that the surveys used for this evaluation have never been understood as a way to statistically determine the experiences of all persons of concern, but rather as a means to provide important insights into trends. Thus, this report uses survey findings as providing insights into perceptions rather than as statistical representations of specific populations (which could be misleading).

**Interpretation:** Self-administered surveys present two key challenges: how questions are understood by the respondent and how the analyst understands the response. A review of the data shows that respondents likely had difficulty with certain concepts; for example, when asked to rank the types of information received through TRS 2.0, respondents using paper versions of the survey indicated ‘important’ or ‘not important’ rather than ranking from 1 to 20 as requested. Thus, while the survey provides some insights, the information must be carefully scrutinized to best understand its meaning. Additionally, in certain instances, interview data have helped explain findings; in others, though, it is less clear why particular patterns emerge. The complexity of these types of data would require a respondent-driven analysis exercise to fully interpret some of the survey findings. However, this has been impossible due to the remote nature of all data collection. Therefore, this report provides findings and possible explanations but not a final interpretation/justification for why certain trends have emerged.

## 4. Key findings

The key findings of this report are subdivided into three sections, each focused on a single KEQ. Some information is mentioned in multiple sections to allow readers to focus on the KEQ of greatest interest without having to read the entire report. Conclusions and recommendations are also directly tied to the evaluation questions.

### 4.1. KEQ 1: Was TRS 2.0 implemented as intended over time and across settings? If no, why not and what were the modifications/concessions made?

To best respond to KEQ1, this section analyses two distinct components of the TRS experience: design and implementation (see Figure 1).

#### 4.1.1. Design

For design, the focus is on how target groups have been identified and how material has been created—specifically, the relevance, appropriateness, efficiency, and effectiveness of the project in relation to product design. Fundamentally, TRS 2.0 has clearly delivered on its intended design approach and has developed products catered to each context and adapted them as needed. The findings are also consistent when assessing the relevance, appropriateness, effectiveness, and efficiency of such a process (arguably the more important question). The data show that, across all settings, a central element to ensuring relevance has been having a detailed, nuanced understanding of the persons of concern and exploring their needs and expectations before determining how to move forward.

Specifically, having culturally competent native speakers on staff and TRS 2.0 team members developing relationships with the diaspora, communities, and local partners have been important elements to ensure products' relevance and appropriateness. Arguably, TRS 2.0 team members' high level of involvement with target populations, partners, and the diaspora is time-intensive work, and can be understood as reducing 'efficiency' in the strictest sense. However, interview and focus group discussions with TRS 2.0 and other UNHCR staff—as well as with members of the diaspora, partner organizations, the target population, and volunteers—consistently showed products' effectiveness was inextricably linked to these relationships.

In short, TRS 2.0 has been able to achieve effectiveness as a direct product of its investment. Effectiveness, therefore, is inextricably tied to the efficiency achieved and would be compromised by the use of tools and approaches that appear less costly on the surface. This strongly suggests that reducing the investment made during design (staff time spent building relationships and understanding the needs of the target groups/persons of concern) could have greatly hurt overall effectiveness.

#### 4.1.2. Implementation

For implementation, the focus turns to how the project has been implemented and the relevance, appropriateness, efficiency, and effectiveness of the products delivered and used by TRS 2.0. There are two key ways to respond to this question, the first fairly straightforward and the second more nuanced:

- Has the project conducted the activities planned on schedule and as anticipated?
- To what degree have these efforts achieved or promoted the achievement of the project's overall objectives (appropriateness, efficiency, effectiveness, and addressing barriers to these)?

##### 4.1.2 a. Has the project conducted the activities planned on schedule and as anticipated?

The document review and interviews with TRS 2.0 team members provide a few considerations for this question:

- First, more traditional projects generally involve interventions being planned far ahead of implementation and activities being less directly tied to the specific context and time period. TRS 2.0 activities, by contrast, demanded a more bespoke approach—a context-specific response with its own set of tools and activities to collect and share information. The TRS 2.0 team members noted that while the project had a 'resource library' of material to use for individual interventions, project activities were designed in response to perceived demand from the target population; in turn, this meant individual interventions were by design 'implemented as intended' (see Annex 5, 'Activity Mapping').
- Second, the coverage or reach of each effort was instance-specific. Thus, actions had a straightforward achievement (e.g., printing and distributing a specific number of pamphlets or conducting a specific

number of community meetings based on identified needs). Therefore, in general, activities were conducted as planned and had the coverage and reach expected. The only key challenge was the onset of the COVID-19 pandemic, which greatly limited the quantity and format of activities. Specifically, activities that had been identified and planned prior to the onset of the pandemic could not be executed as planned.

4.1.2b. To what degree have these efforts achieved or promoted the achievement of the project's overall objectives (appropriateness, efficiency, effectiveness, and addressing barriers to these)?

#### 4.1.2bi. Relevance

The consensus amongst respondents from all categories was that communicating with persons of concern is valuable. Persons of concern themselves—as well as members of the diaspora, members of the communities where persons of concern come from, returnees, and representatives of UNHCR partners—all regularly noted that information is essential in decision-making, and it can potentially lead to a new decision or influence how a particular objective is pursued. Returnees and members of the diaspora also said that, even if the decision does not change, having accurate, detailed information can increase resilience to later events. While this evaluation has not explored resilience-building itself, the finding is nevertheless noteworthy because it suggests TRS 2.0's relevance may extend far beyond the suggested impacts listed in the theory of change and stretch into aspects of mental health and well-being. This issue could be explored further using other tools and approaches that are better suited to assessing resilience.

Mixed movement is a complex dynamic with multiple actors and persons of concern who have diverse backgrounds, personal goals, and ultimate objectives. However, a unifying theme emerges: Respondents consistently said that all decisions are a product of assessing available information, and this information is largely incomplete. Indeed, respondents—particularly members of the diaspora, returnees, and members of the target communities—felt that persons of concern (mixed movement/irregular movement) routinely believe the information they have is more accurate, comprehensive, and trustworthy than it actually is.

Returnees and members of the diaspora highlighted this in recounting their personal experiences. They felt well-informed prior to their journey on the time needed, the chances that they would arrive at their destination unharmed and on time, the experiences they might encounter during the journey, and what they could face upon arrival. However, they discovered their initial knowledge was very limited and inaccurate. Respondents familiar with TRS 2.0 said the project is one avenue by which this information gap can be filled.

#### 4.1.2 bii. Appropriateness

The availability of information—or even the demand for accurate information—does not automatically translate to the information provided being trustworthy or useful. Therefore, the information TRS 2.0 provides is not automatically appropriate. The issue of how information is provided is even more complex: How can TRS 2.0 ensure information is appropriate to the target group? The data collected during this evaluation consistently found the following characteristics of data to be central to ensuring their appropriateness:

- Believability/trustworthiness
- Accessibility
- Engaging information
- Profile of persons of concern

**Believability/trustworthiness**: All respondents agreed that for the information to be relevant, it needs to be trusted. Consistently, respondents said several factors contribute to making information trustworthy or untrustworthy. All these issues are intertwined and together influence the likelihood that a message is deemed trustworthy, valid, and therefore, useful:

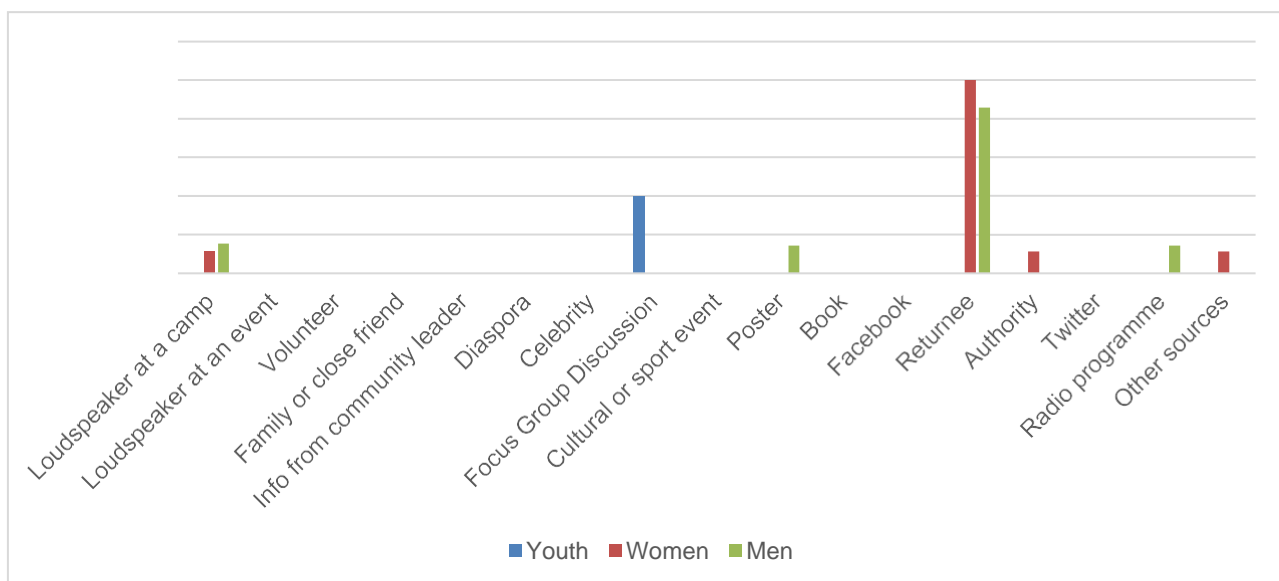
**a. Who shared the message (source)**: Two key factors play an important role here. The first is if the person receiving the message can identify with the one sharing the information. The survey and interview data consistently show that returnees and volunteers appear to be highly trusted information providers. The interview data suggest this is because information recipients understand these individuals to be peers with no personal stake. The data from interviews and focus group discussions also demonstrate the importance of identity: Age, gender, and objectives affect whom they identify with and—by extension—whom they trust. For example, interviewees in Somaliland said that information from young women (including testimonies) was not well received by male peers; even when experiences, objectives, age, and nationality are similar, gender can play an important role in trust.

The second key factor is if the person receiving the message respects the person sharing it, and the findings indicate room for further investigation. Authority figures such as religious and community leaders appear not to be the most important information providers, but respondent-driven analysis would be needed to better understand why this is the case. One potential explanation is that most of the persons of concern do not identify with these authorities and perceive their information to be based on ulterior motives or perceive them to be exercising baseless authority. However, there are instances in which non-peers have been successful. For example, in Somaliland, multiple respondents categorized the mother of a young man who disappeared after departing his home country as trustworthy and reliable. Given the limited amount of data, though, it is impossible to know if her demographic characteristics alone have influenced her success or if it is the appeal of her story and personality.

As another example, the in-person testimonies of returnees were trusted by parents in Nigeria and played an important role in shifting their perspectives, according to interviewees working with this target group. Even when parents are not migrating themselves, interviewees noted that parents often play an important role in promoting irregular movement. Some of the data also suggest that parents—although not in the same category as information providers—were able to identify with the testimonies provided by returnees, respected these testimonies as reliable information, and then used this information to talk with their own children vulnerable to trafficking.

However, the survey was unable to confirm this finding. The survey did show that in Nigeria, returnee testimony is one of the few activities that can influence decision-making for both men and women—but this held less true for persons that self-identified as either parents or youth. This could show that interviewees’ perception of how parents in Nigeria react to testimonies is not accurate, or it could indicate that survey respondents who were parents did not wish to identify as such. Importantly, in Nigeria, few sources and methods for sharing information led to shifts in decision-making (Figure 3). This does not mean that sharing information through multiple actors and mechanisms is unimportant. Rather, the data suggest that few information-sharing efforts lead to considerable impact on their own.

Figure 3 Sources (from where) and channels (how) of information that were identified as influencing decision-making in Nigeria<sup>4</sup>



**b. How the message was shared (mechanisms):** The data consistently show that how the information is shared is highly important, and not all data sources are equal for the relevant audience. Across Nigeria and Somaliland, for example, some respondents considered most mechanisms used to convey information uninformative—with the lone exception being information from volunteers, which none of the respondents identified as uninformative. Still, there are some variations: In Somaliland, respondents considered a much wider set of sources to be influential in their decision-making, whereas in Nigeria, respondents often attributed

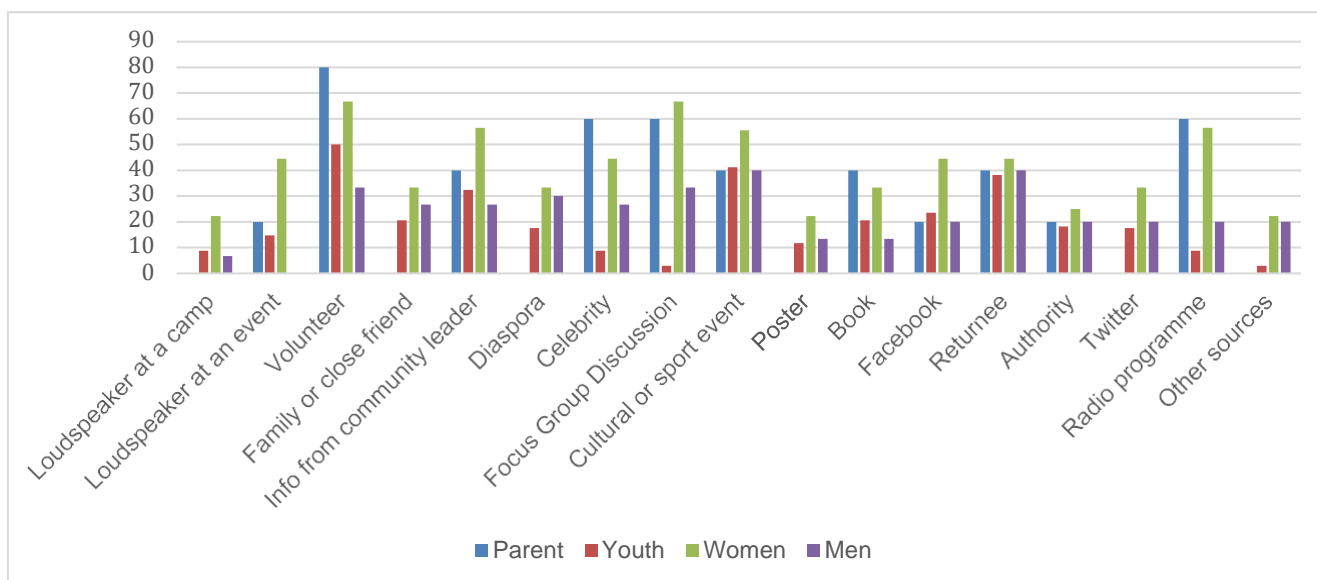
<sup>4</sup> All figures are based on survey data.

shifts in decision-making to a single source, with other information mechanisms playing a supporting role (see Figures 3 and 4).

Focusing on Nigeria, survey respondents consistently identified returnee testimonies as influential in decision-making if the target individual also had access to at least five information sources categorized as informative or very informative. This suggests that in Nigeria, a testimony is necessary but insufficient on its own to influence decisions.<sup>5</sup> Unlike Nigeria, Somaliland had no instances in which a single mechanism was identified as the sole reason for changing a decision; in all cases, at least two data sources were credited with a shift in thinking (supported decision-making), and also volunteers and focus group discussions that allowed dialogue between community members influenced decision-making. As in Nigeria, the surveys suggest that individuals in Somaliland who modified their decision as a result of new information had access to information through at least five distinct mechanisms. Also in Somaliland, sporting events, loudspeakers, and information from celebrities appeared particularly influential in decision shifts.

It is also worth noting that in Somaliland—and particularly in Nigeria—information from the diaspora was most often identified as the least useful. It is impossible to definitively say why this is true, but some interviews and focus group discussion indicate that information from the diaspora is not always considered unbiased and balanced. A number of interview respondents both in the diaspora and in home countries said the simple fact that the diaspora exists means movement, including irregular movement, is possible; therefore, respondents were skeptical when members of the diaspora indicated irregular movement is difficult or impossible.

Figure 4 Sources (from where) and channels (how) credited with influencing decision-making in Somaliland



c. How many ways the message was shared—how often and through which mediums the target was exposed to the information (compounding): As Figure 5 shows, most individuals relied on multiple sources of information for their final decision, and some mechanisms of information exchange were used more often than others. Importantly this figure does not show the individual sources credited with the decision but rather all sources of information accessed. Of particular note is the limited number of respondents who still have access to (or seek) information from traffickers<sup>6</sup>. This is worth highlighting because interviewed returnees and members of the diaspora said traffickers were a key information source prior to the existence of projects such as TRS 2.0.

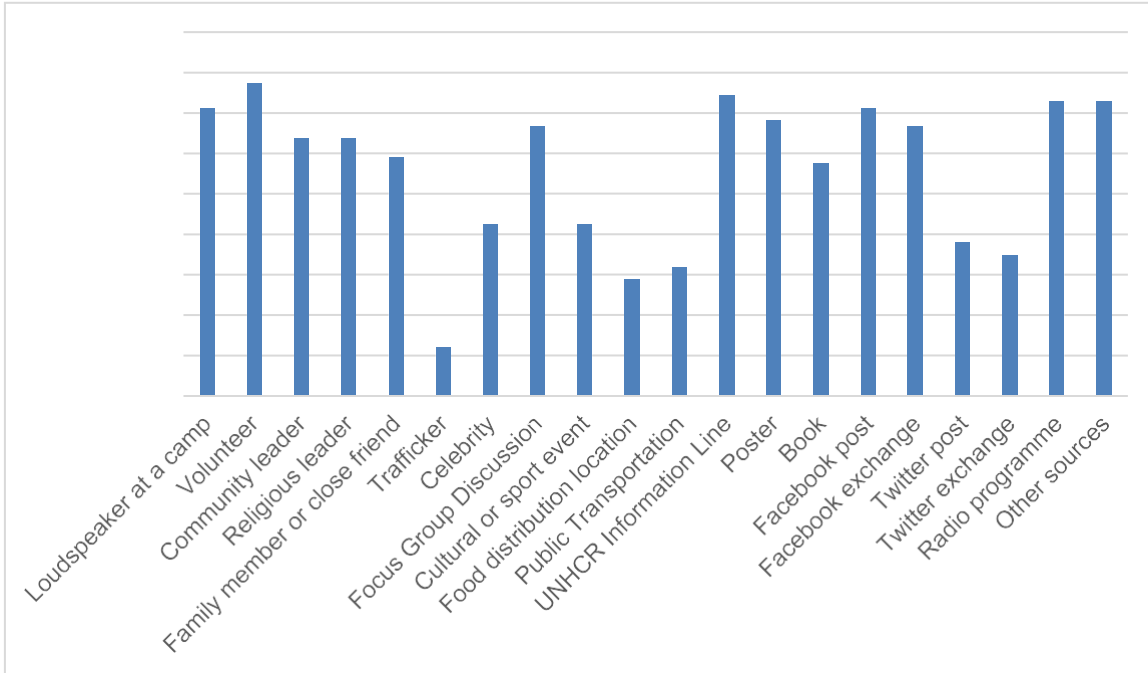
The interview data strongly suggest that information is better received when it comes from multiple sources or delivery methods. The survey supports this assertion. However, it is also important to recognize that while there are no instances in which individuals' decisions were influenced while receiving information from less than five mechanisms, some received information from an even greater number of mechanisms and were not influenced in their decisions as a result of the information received. This suggests that compounding information is important to ensure the effectiveness of the intervention—essentially, to ensure that the information provided

<sup>5</sup> It is important to note that the only way to confirm this finding would be to remove all other information sources and then assess the impact of a single source. However, the findings here are based on surveying regarding the data sources that have influenced decision-making and interviews discussing the dynamics of decision-making and access to information.

<sup>6</sup> In this report the term traffickers refers to both traffickers and smugglers.

has been well received and provides a good foundation for informed decision-making. Whether or not decisions change as a result of receiving information is a separate issue that depends on a wide range of factors, not only on information provided through TRS 2.0.

Figure 5 Sources (from where) and channels (how) that influenced self-reported final decisions at the time of survey data collection



**d. Completeness of the message:** Respondents from various categories (members of the diaspora, returnees, and persons of concern in the individual countries) consistently said information’s trustworthiness is inextricably linked to the perceived completeness of the message. Completeness can mean one of two things: first, if the message is sufficiently detailed, and second, if the message is complemented by other experiences or alternatives.

In relation to level of detail: both returnees and members of the diaspora with relevant personal experiences highlighted a fundamental flaw in testimonials. While they are directly tied to the giver’s ability to convey the experience in great detail, delivering detailed testimony can be retraumatizing and mean disclosing traumatic or sensitive details to loved ones, such as parents. In addition, testimonies must be paired with information on other avenues for migration (regular movement), what the possibilities for migrating might be, and a more complete view of what might happen when persons moving irregularly reach their destination.

Some respondents felt TRS 2.0’s messaging has focused primarily on challenges faced by persons moving irregularly without recognizing that some persons who move irregularly do arrive at their target destinations. As one respondent from Somaliland said, ‘All you need is one person from the village to make it, and send 50 USD back to his mother, and all arguments against [irregular movement] are dead’. Balancing diverse perspectives appears to be essential. Several respondents felt TRS 2.0’s messaging was disproportionately negative. While there are important dangers associated with irregular movement, it does in some instances lead to safe arrival at the expected destination; overlooking this may make more harrowing information less trustworthy. Members of the diaspora and persons of concern in the target countries (including returnees) said that including stories that describe alternatives to irregular movement in detail can be a key element to ensuring information is believed and to reducing the most dangerous choices. In addition, some respondents noted the importance—and current neglect—of dedicating considerable attention to migration through regular channels. This could include, for example, information on the legalities around securing employment or access to education in a foreign country; it is worth highlighting that some TRS 2.0 staff mentioned this has been included in some of the messaging.

**e. Accessibility:** Some respondents highlighted the accessibility of messaging as a key determinant of appropriateness, specifically mentioning social media, TV shows, and (to a lesser extent) radio shows. Respondents from all categories said key target populations may not have access to these sources at the right

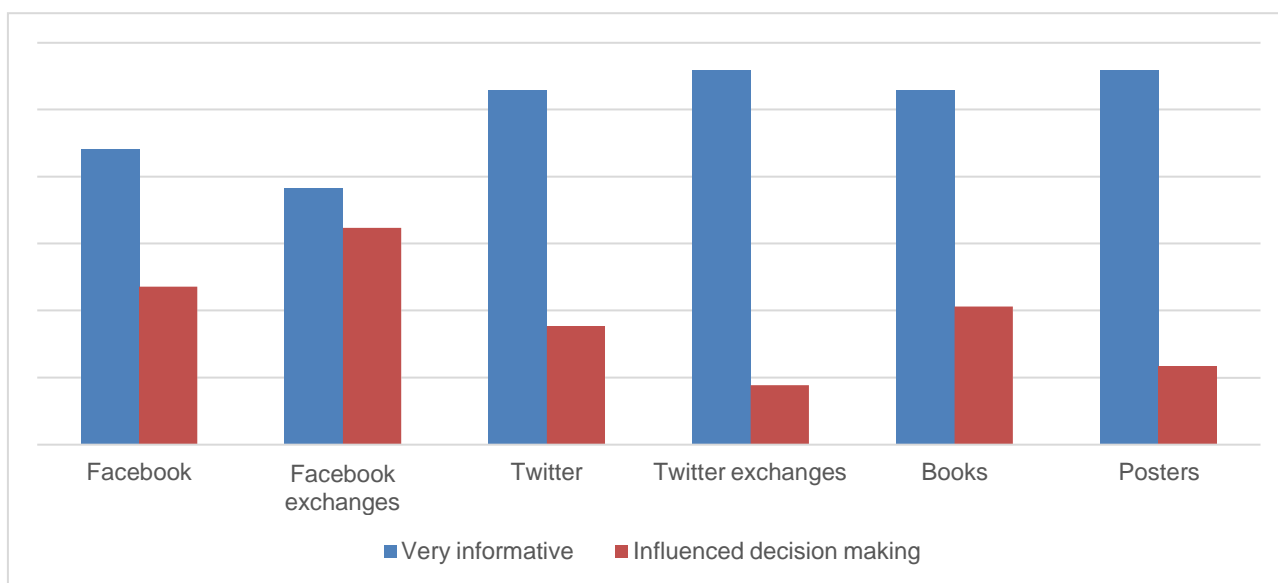
time and may access the information, for example, when they are already on the move. However, having information on what awaits is also important.

Overall, the data consistently suggest that multiple types of data—compounding—is important, and thus, TRS 2.0 must find multiple ways to effectively reach its audience—something it has done so far. Moreover, the data show that not only access to information but also the type of information needed varies by location. Information for those on the move may need to be different than information targeting individuals before they leave their home or camp, where they might enjoy some degree of stability.

**Engaging information:** In addition to being trustworthy and accessible, information must be engaging: not only what is being conveyed but also how it is being conveyed. According to interviews and focus group discussions, the most important factor here is that the information must be dynamic and stimulating to the audience—something new and interesting.

Local culture is an important element of being engaging, according to respondents. For example, respondents in Nigeria and Somaliland said local cultures are primarily oral and, therefore, written information is less accessible. Videos or podcasts are better received and used than, say, written excerpts; this also suggests posters and books are less useful. However, in both countries, both written and non-written methods were described as either informative or highly informative and, in a limited number of cases, influential in ultimate decision-making. Similarly, Facebook posts and Facebook exchanges were found to be important supplementary sources of information, meaning this written method plays a supplementary role and cannot be discounted simply because the population has a strong oral tradition (see Figure 6). It is worth noting that in most instances, both Facebook and Twitter posts include video or voice content. However, the exchanges may include written text to substantiate or endorse information shared.

Figure 6 Data sources/mechanisms that rely on written text considered very informative versus influential in decision-making



Multiple interview respondents and focus group discussion participants said the message and information source must be adapted to local needs over time. In addition to being current, respondents said, information must not be too repetitive in order to avoid audience disinterest. Additionally, it is important to note that a limited number of respondents said they used information from traffickers (although, as previously noted, the prevalence of this appears to have reduced). It is safe to assume that traffickers gain information from other sources, and therefore, the information by TRS 2.0 must be adapted to counter the revised information offered by traffickers.

**Profile of the target population:** Members of the target population belong to two distinct categories (which can be further subdivided): recipients who will use information for themselves and recipients who will use the information to share with others. In both instances, the following factors appears to be particularly important:

**a. Location:** The interview data suggest the point at which information is received affects its relevance and appropriateness. Individuals in their home country and those in transit countries have different opportunities (real and perceived), and these opportunities are an important element in determining information’s value and

the content that is particularly relevant to them. Location is also closely linked to alternatives: both what could be done to achieve the same desired outcome (e.g., go to the desired destination by other means) or what alternatives could achieve a different outcome with the same or similar impact (i.e., a better future through means other than irregular movement).

**b. Timing:** Interview and focus group discussion respondents indicated that an important element in how influential messages are is how long the target group has been in their current situation. This applies to individuals in camps, in their home countries, and in transit countries (urban areas), and it mainly relates to if—and how—an alternative path to a better livelihood has been found or materialized. Respondents said that, over time, individuals who do not see a change in their predicament become restless. Thus, some messages—however untrusted or unpalatable—may still be preferred if the recipient feels the current circumstances will never improve.

'I thought the trip was going to take a few days, maybe a couple of weeks at most; in reality it took [many] years. Had I known that, I would have made different choices.'

—Returnee

The interviews conducted during this assignment suggest that alternatives and prospects play an important role in decision-making. Where the person is and their (perceived and actual) opportunities are important elements in the equation. While TRS 2.0 cannot provide alternatives per se, being able to communicate on alternatives should not be overlooked.

**c. Demographic characteristics:** Interviews, focus group discussions, and surveys suggest that women and men respond differently to information sources. Similarly, differences emerge among persons who are older versus younger, parents versus those with no children, and persons collecting information for themselves versus for sharing with others (e.g., family members, such as children). Few clear trends emerge from the data, partly because there are so many demographic variations and partly because it is problematic to make assumptions about other factors that influence results, such as timing and location. However, several general findings are evident from the survey (see Figure 7):

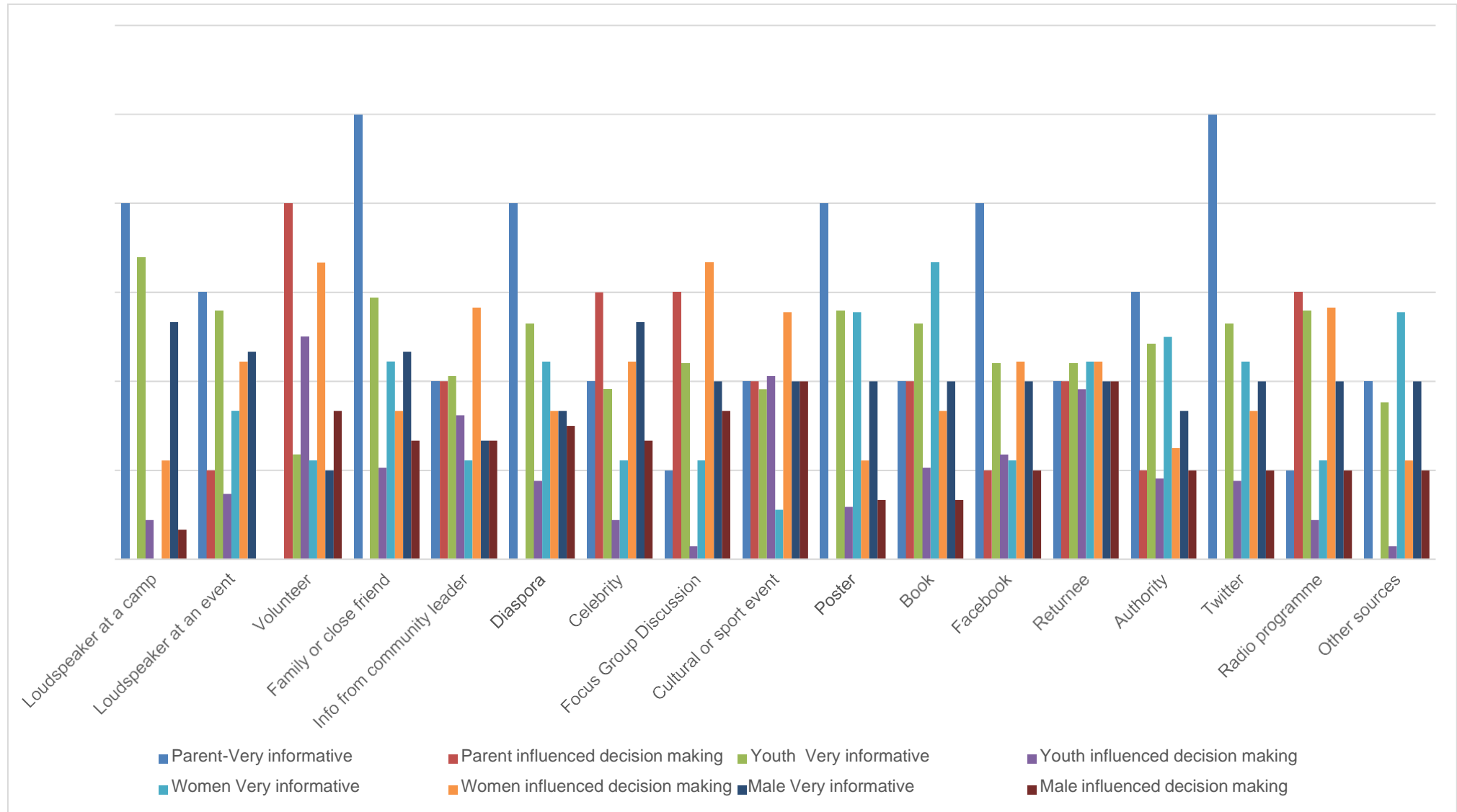
- Across all demographic groups of persons of concern, most information channels and sources are considered more highly informative than influential in decision-making. This can be expected, as decisions to move can profoundly impact the lives of the target population; therefore, moving from “very informative” to “influential in decision-making” is a considerable shift.
- Parents generally appeared to find a much broader set of information sources to provide very informative messages.
- Women are more likely to be influenced to shift their decisions than men.
- For both parents and women, volunteers appear most likely to influence decision-making shifts, whereas returnees were most influential amongst men and youth.

It is important to recognize some key overlaps: parents may be male or female, and youth may be male or female. Unfortunately, the samples are too small and, in many instances, respondents did not identify with more than one defining characteristic, which makes a more in-depth and accurate analysis difficult. Still, this data show that variation exists and merits specific attention.

These demographic trends do not mean that certain avenues of information-sharing are not important. Rather, even information-sharing that is deemed valuable must be complemented, and while the fundamental decision may not be influenced, interim decisions might.



Figure 7 Information considered very informative versus influencing decision-making in Nigeria and Somaliland (by category)



#### 4.1.2biii. Efficiency

Several elements are worth considering in relation to efficiency: cost efficiency (the cost of the intervention in relation to its reach), the timely achievement of interventions, and the ability to attain an objective compared to alternative efforts.

During this assignment, the evaluators have not conducted a cost-benefit analysis of the different activities. Therefore, cost efficiency must be discussed in broad terms: that is, how many persons can be reached with a specific tool versus the costs of using that tool? The data show the target population responds better to multiple sources of information

(compounding), meaning the cost of a collective 'toolbox' is a more meaningful indicator of efficiency than the cost of individual tools. For example, youth survey respondents said Facebook was a valuable tool for information-sharing. The broader data set does not show Facebook and other online platforms as being central to influencing decisions, but it does indicate that certain tools—such as Facebook, Twitter, and websites—are influential when combined with other tools and can thus be part of a compounding process (see Box 1).

Other tools—such as film, radio and TV programmes, and in-person engagement—are costlier than online tools in terms of both production costs and reach; for example, online platforms may reach considerably more persons than a meaningful group discussion after a screening or face-to-face delivery of testimony. However, these non-online tools can be more influential with the smaller number of individuals they can reach and, thus, are essential to engage with the target population. Likewise, radio shows are received well by certain groups, specifically in Nigeria, where a small number of men credited radio with having influenced their decision, and where an even larger number of individuals across all categories considered information received via radio to be very informative (see Figures 8 and 10; also see Figures 9 and 11 for trends from the Somaliland data).

Interviews with content developers and community members from target populations in Somaliland, and with TRS 2.0 partners in Nigeria, found video and film were very effective information sources.

However, if anything, the data show the toolbox to reach a target population must include a mix of tools in view of the available resources.

#### **Box 2: Information shared through electronic means**

Currently, TRS 2.0 uses web pages, Facebook, and Twitter to share information with persons of concern and those who may have an opportunity to pass on information to persons of concern. These platforms are relatively inexpensive to use and can have extensive reach. Interviews suggest the fact that these pages can share content that is context-specific (including language) makes the information accessible and valuable. However, determining the exact reach of the information is difficult. Somaliland survey respondents said Facebook is an important source of information, but this appeared not to be the case in Nigeria. Focus group discussions with members of the diaspora suggest that, for the diaspora and persons on the move, Facebook and Twitter might be highly valuable sources of information and provide good opportunities to engage.

A review of statistics on the audience for these tools indicates this audience is disproportionately outside the countries of focus and information may not be as accessible within the countries of focus as could be imagined. However, this must be understood within a broader context: While these data sources are not central to decision-making, target populations do rely on them as supporting information. Additionally, even though these data sources may play a more important role within diaspora discussions, and members of the diaspora are consistently not identified as an important source of information, being able to multiply the availability of the information is important to reach the populations of concern and also the wider population. There are important opportunities to share the experiences of persons who move irregularly with host communities in transit and end-destination countries. These tools could be important support mechanisms in efforts to integrate migrants.

Figure 8 Information sources considered influential in decision-making: Nigeria

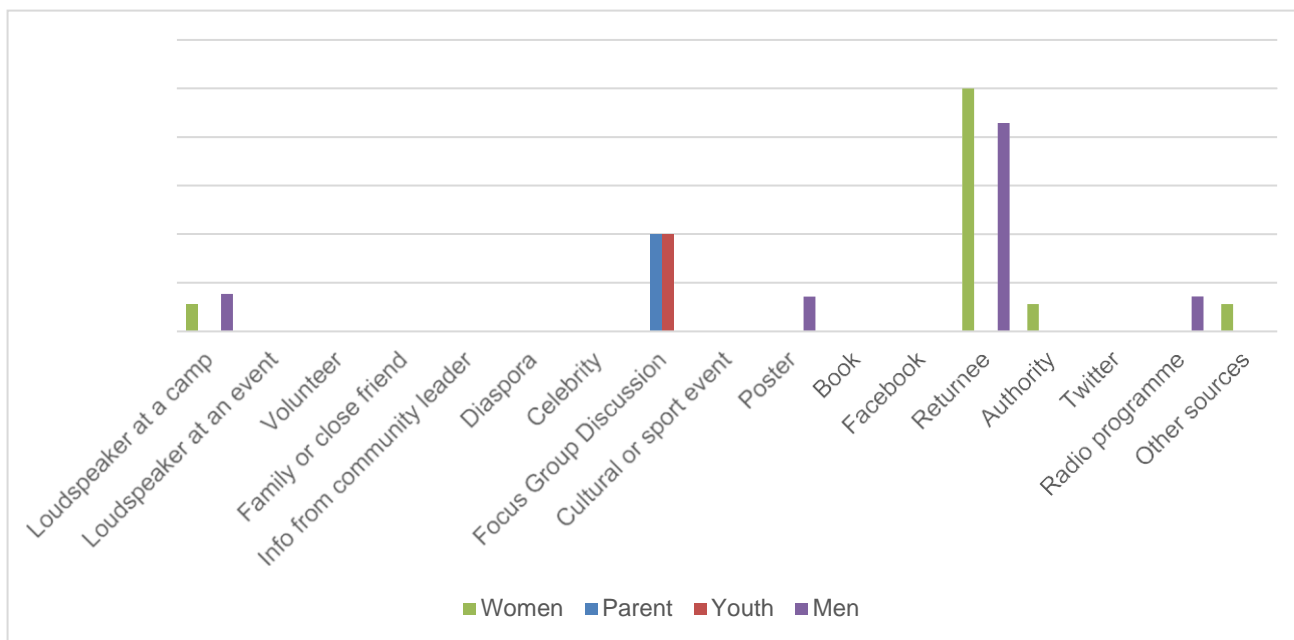


Figure 9 Information sources considered influential in decision-making: Somaliland

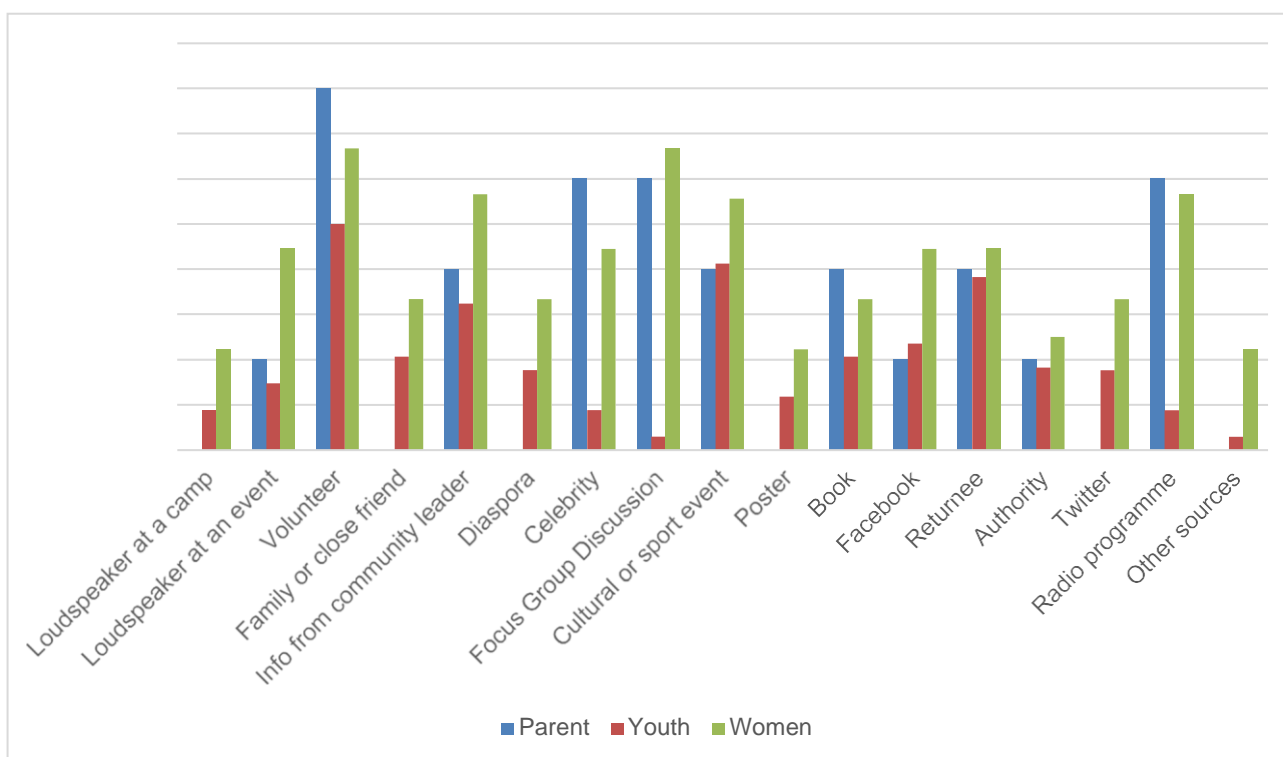


Figure 10 Information sources considered very informative: Nigeria

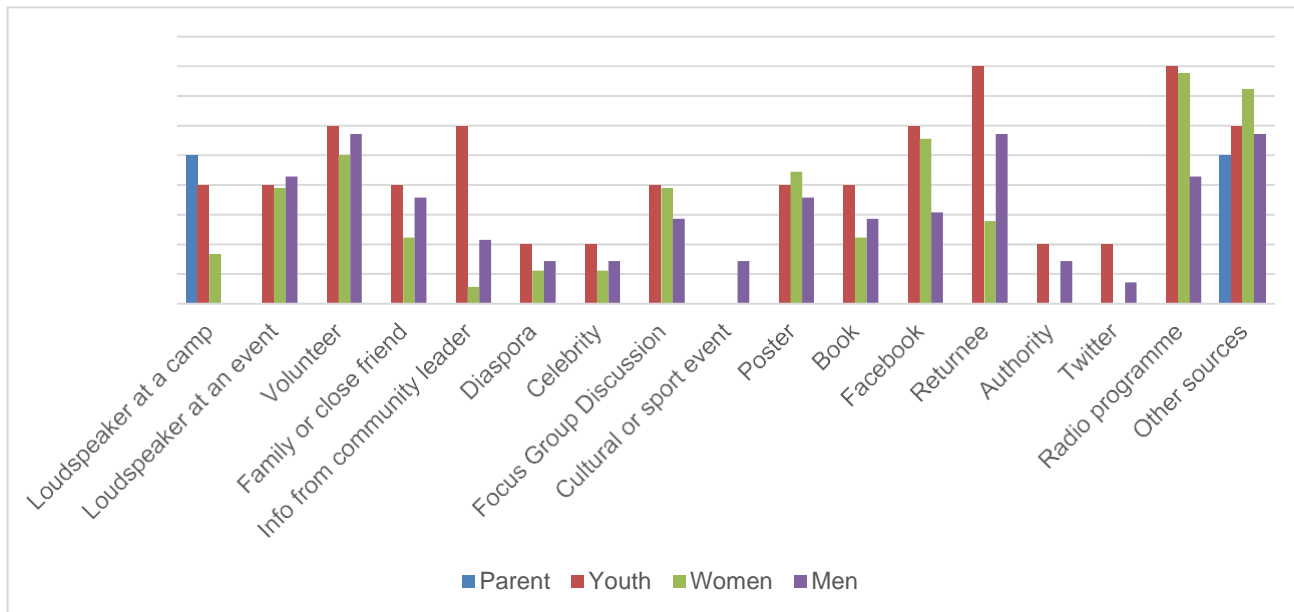
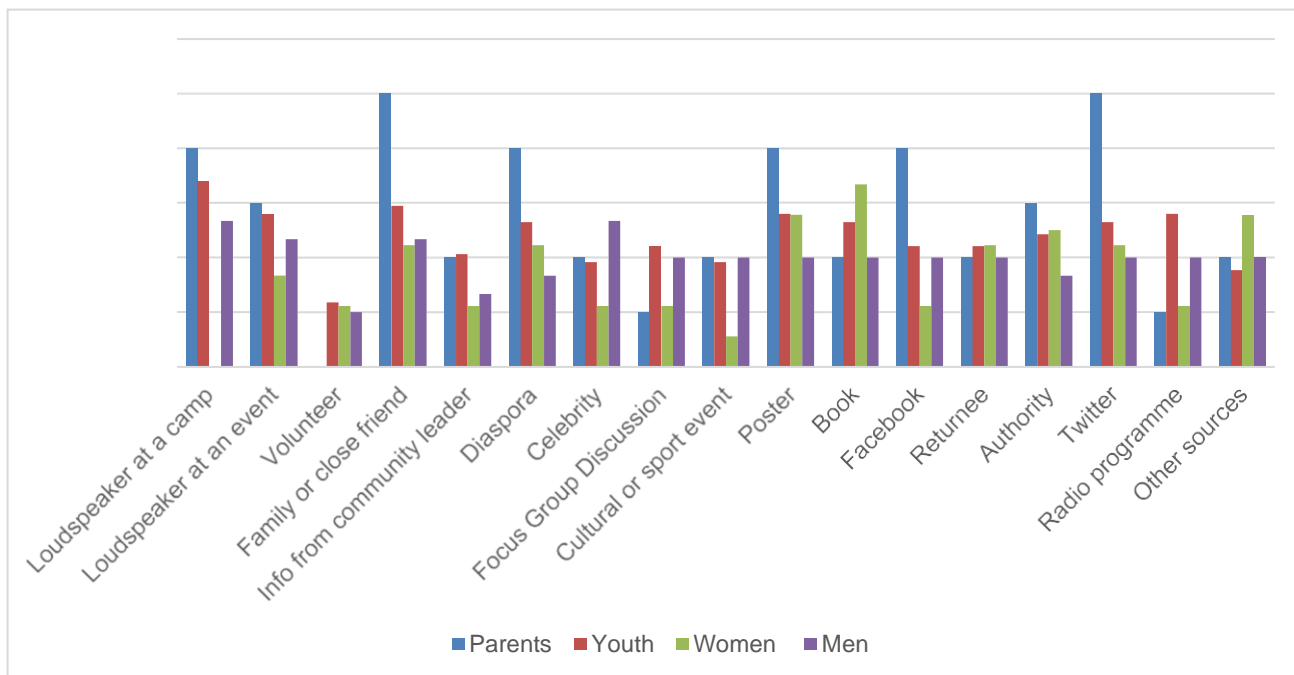


Figure 11 Information sources considered very informative: Somaliland



One resource that can dramatically improve efficiency is the audience itself. The survey data consistently demonstrate that the target population is both the recipient and provider of information. The circular nature—and multiplier effect—of information is a key element of TRS 2.0 that should not be overlooked or undervalued. In both Somaliland and Nigeria, this circular relationship and multiplier effect have been described by multiple respondents as very important, although variations exist between the two contexts (see Figures 12 and 13):

- In Somaliland, most TRS 2.0 information recipients gained information from UNHCR partners and returnees and provided information to students. The number of respondents who provided information to community leaders was the same as those who received information from community leaders.
- In Nigeria, community leaders, students, and teachers were the most common recipients of information, while information was most often received from NGO representatives.

These differences demonstrate the importance of holistically measuring efficiency to deliver the right combination of activities. Moreover, it is impossible from the data collected to know the degree to which factors listed under relevance have affected the efficiency of mechanisms discussed here. For example, are testimonies more influential because they are more likely to best meet important relevance criteria or because testimonies are inherently better mechanisms to share information? Other factors, such as the details of how a specific medium is being used, were also found to be important. For example, interviewed TRS 2.0 partners, community members, members of the diaspora, and TRS 2.0 staff said not all information delivered using a specific medium was received in the same way.

The data available to this evaluation is insufficient to determine the broader relevance of any of the above points of view or experiences. However, a better understanding of the intricacies of how individual information mechanisms are received is needed and ultimately will be a key factor in determining value for money.

Figure 12 Information receipt and provision: Nigeria

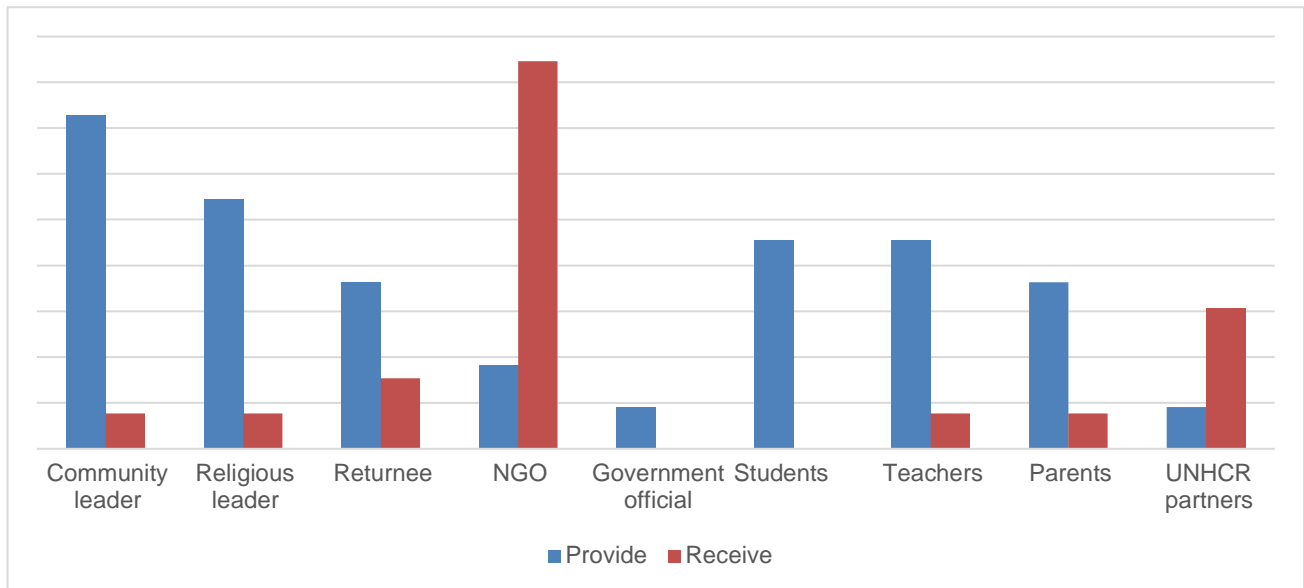
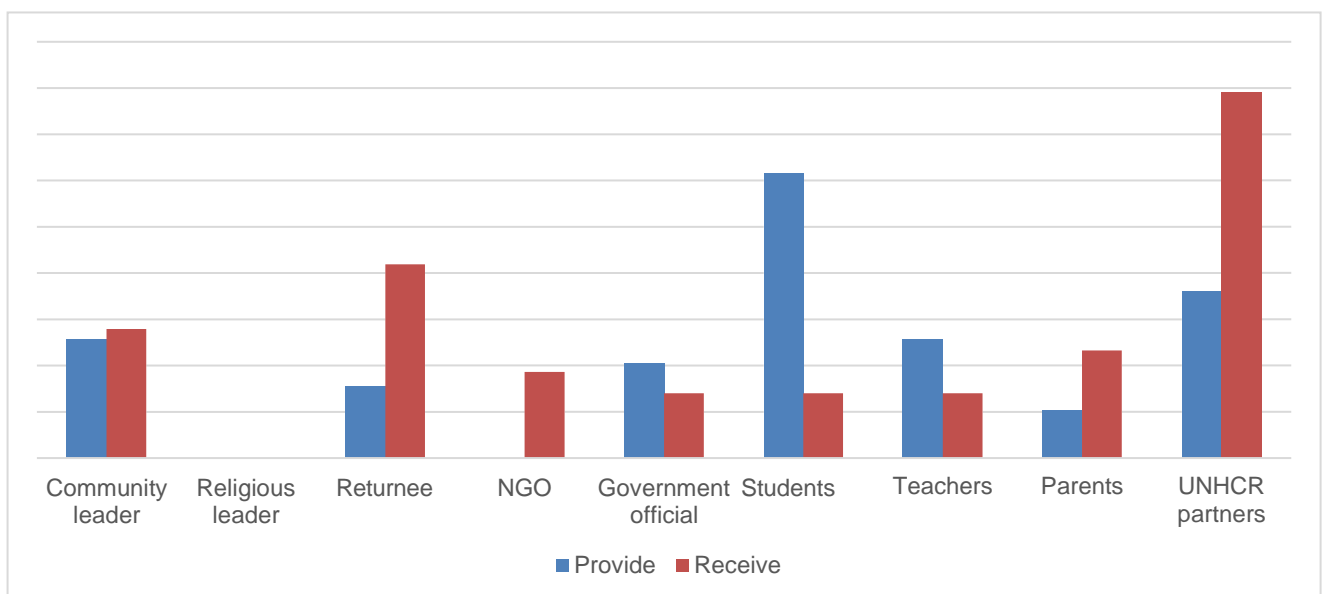


Figure 13 Information receipt and provision: Somaliland



**4.1.2biv. Effectiveness**

Some data sources have been identified as effective in informing and even influencing decision-making. Any information received—almost regardless of the source—appears to be highly informative (see Figures 7-11). However, according to numerous interviews, focus groups, and survey data, information from returnees was the most influential in decision-making among persons of concern in countries of origin, and this was consistent across groups.

Interviews and focus groups also revealed nuances on how testimonies are received. Some respondents felt strongly that video testimonies are less impactful than in-person or live-streaming ones, and respondents also largely indicated real-time information (e.g., in-person, streaming, or a live radio show) was significantly more trustworthy. The reasons behind this are not fully clear, but other data collected suggests the information recipient's ability to engage—asking questions and discussing the experience directly—is key. Real-time testimony is not always possible, though; interviewees said that film screenings can be effective when participants have an opportunity to discuss the video's content after the screening. Also, of note, respondents said the use of actors versus the persons who lived the experience, as well as whether individuals' faces are visible, matter, as does production quality.

The factors affecting relevance/appropriateness and efficiency also impact effectiveness, including local dynamics and the resulting need to consider local factors in terms of the make-up and character of the TRS 2.0 team and the approach to generating content. Factors that appear central to ensuring effectiveness include:

**Staff with local knowledge/cultural competence:** TRS 2.0 employs staff both in country and at headquarters who know the relevant languages and customs, which respondents consistently identified as a clear asset. However, linguistic and cultural competence do not mean staff personally understand the target population's realities and struggles. Therefore, these competencies should be used to gain access to the target population and not as the key to determining content/messages.

**Discussions with persons of concern:** Some respondents described the direct connections between TRS 2.0 staff in the field and persons of concern as being central to the development of TRS 2.0 content. TRS 2.0 staff are well placed to facilitate content creation, but content itself should come largely from the persons of concern (and/or members of the diaspora or returnees). Interviews and focus groups consistently found the most effective tools have made direct use of local skills, competence, and understandings.

**Leveraging the skills and resources of persons of concern:** Respondents' views varied on local capacity, with some respondents—UNHCR staff and partner representatives, as well as representatives of the diaspora and individuals from communities—feeling persons of concern are sufficiently included in project design and others believing further unexplored opportunities exist. The data do not definitively answer which view is accurate, but all concerned seem to agree that persons of concern are an important source of information—including persons who are not returnees. At the very least, the fact that information recipients are also providers suggests an important opportunity to ensure the data provided by TRS 2.0 can be easily shared further. This sharing has been most actively done on social media (see Box 1), and further opportunities may exist to systematically share information.

**Reflection and adaptation:** Interviews suggest—and the survey data support—that a continuous conversation on the relevance, appropriateness, and effectiveness of information-sharing is important. To date, few tools in the TRS 2.0 toolbox have actively encouraged and supported deliberate reflection on the use of different techniques and approaches. Different forms of information are received in very different ways, and discussions with project staff suggest that active reflection on individual efforts must be more systematic and less reliant on the individual qualities of the persons implementing the project. If reflection is not systematic and effectively documented, much of what field staff learn during implementation is not fully leveraged. Additionally, this reflection must then be transformed into adapting content, delivery mechanisms, or packages for delivering information (the toolbox).

**Nuance:** The data also demonstrate the importance of messages and tools being nuanced to be effective. Reflections need to be carefully adapted to the specific target group and consider a wide range of variables. In Somaliland, a comparison of what was very informative and what influenced decision-making shows considerable variation between respondents who identify as female versus male and as youth versus parents (see Figures 7, 9 and 11). In Nigeria, far fewer efforts appear to be influential in decision-making than in Somaliland (see Figures 7 and 10). While the data are not definitive on what will work for whom, they do demonstrate the variation among groups and the importance of considering these variations.

**Compounding and multiplication:** The data on information sources—including the degree to which they were regarded as informative or influential, how they were ranked, and the number target populations had access to—all indicate the importance of compounding. This appears true even though few data sources were considered influential to decision-making in Nigeria and individual respondents identified multiple data sources as influential to decision-making in Somaliland. In terms of multiplication, the relationship between providing and receiving information also requires attention. As Figures 12 and 13 show, there are a number of instances in which individuals both share and receive information.

## 4.2. KEQ 2: What outputs did TRS 2.0 generate over time and across settings, and what outcomes did these achieve/give way to?

This question calls for a focus on results, active engagement with TRS 2.0, the usefulness of the information conveyed, and the value for the persons of concern. As with KEQ1, KEQ2 can be addressed in two distinct ways: First, what direct outputs were generated by the project over time and across settings? Second, what unintended results have emerged from the generated outputs, how has the target population engaged with and actively participated in TRS 2.0 activities, and what has been most or least useful information conveyed (and when and where)?

As pertains to the first question. TRS 2.0 has generated a wide range of outputs. Some of these have been activity-based, such as meetings and focus group discussions with target groups, film screenings of testimonies, and the promotion of radio shows sharing testimonies. Others have been more focused on delivering products such as booklets, pamphlets, and posters (see Annex 5 for a comprehensive list). Overall, the review of progress reports shows that TRS 2.0 has stayed on track in terms of expected deliverables, with the exception of some activities that were delayed or modified due to the COVID-19 pandemic, and the Tigray political crisis in the case of Ethiopia and Eastern Sudan.

Delivering as expected is unsurprising because TRS 2.0 follows an adaptive project design, akin to adaptive management, which means activities and outputs are planned in view of local conditions and what is reasonable to do in relation to the local population. This approach is both effective and important because the target population is continually faced with other sources of information and conditions, which may mean their information needs from TRS 2.0 are also changing.

Expanding the response to KEQ2 to include a more nuanced understanding—the second question—thus allows for a better understanding of the TRS 2.0 objective and dynamic. The remainder of this section, therefore, examines unintended results, target population engagement, and the usefulness of information at any point in time. It is worth noting that, given some of the questions, overlap exists between this subsection and previous ones.

### 4.2.1. Unintended results

Interview respondents and focus group discussion participants, including TRS 2.0 staff, mentioned few unintended results. However, a more in-depth examination into the broader findings demonstrates clear instances of derivative (or unintended) results.

**Diaspora engagement:** Discussions with members of the diaspora consistently showed that facilitating an avenue for the diaspora to support home or in-transit communities is valuable to those engaged in information-sharing. Specifically, the empowerment of the diaspora has been important in three specific ways:

- It has allowed members of the diaspora to both actively give back to and engage with persons of concern in their home countries. This, some reported, has allowed members of the diaspora to use their experiences to inform individuals at home or in third countries.
- It has helped strengthen networks in the diaspora. While many diaspora actors may know each other through other means, TRS 2.0 has facilitated the development of the diaspora community. Within the TRS 2.0 structure, members of the diaspora can support a common goal and establish a community of peers with common histories and experiences. Being able to share a common experience has been noted by some respondents as an important and positive aspect of diaspora engagement through TRS 2.0.
- By engaging members of the diaspora, TRS 2.0 has not only generated knowledge but also served as a multiplier within the diaspora. This has meant the group sharing messages back home has expanded beyond members of the diaspora actively engaged by TRS 2.0 to include other members of the diaspora.

**Returnee empowerment:** Some interviewees described various challenges related to being a returnee. For example, being a returnee means the pathway of irregular movement they chose did not lead to the expected outcome, and with their “failure” came stigma and shattered dreams/expectations. Although returnees felt being able to return at all—having survived—was a triumph of sorts, they also said they (and/or their families) had made considerable investments to secure their irregular movement and had clear expectations. In certain instances, they had debt or worsening poverty in their families resulting from investments to secure their safe travel or safe return. All of these factors led to considerable psychological side effects upon return.

Returnees noted that having the opportunity to share their experiences in an effort to reduce the others’ potential hardships brought meaning to their struggles. Overall, they said, being able to use their experiences

“for good” empowered them and provided them with a role within their communities. This positive impact of sharing testimony can be categorized as an unintended consequence of the project, since it is not the TRS 2.0 objective.

**Target population empowerment:** There have been many instances in which TRS 2.0 activities have allowed persons of concern to engage with their peers or other members of their respective communities. This engagement has either served to share information or to develop alternatives to irregular movement. In some instances, the activities have been part of the TRS 2.0 project; in others they have resulted from initiatives sparked by TRS 2.0 activities. Here we focus on the latter since the former is an objective of the project.

Engaging persons of concern, and viewing them as individuals with their own respective capacities, is a positive practice that has been well documented in the humanitarian field since the late 1980s.<sup>7</sup> One respondent said persons of concern had shifted their perceptions of both their individual roles and of their context when given the opportunity to communicate key TRS messages with their own communities. Experiences described by persons from communities vulnerable to irregular movement also supported this view, and the overall sentiment was that being active within their communities—to be holders and sharers of information—gave persons of concern a clearer role and voice within the community, which was empowering.

**Development of home-grown alternatives:** The data also show that through TRS 2.0, target populations saw the merit of home-grown alternatives to irregular movement when their desire to move was economically motivated and their safety was not compromised locally. Better understanding the potential challenges of irregular movement led individuals and groups to look for alternatives. This is interesting because, as discussed in the following subsection, TRS 2.0 has faced some critique for not offering livelihood alternatives.

While other donors have offered livelihood alternatives in some instances, the development of self-driven alternatives (e.g., looking more actively for local employment) is a particularly striking unintended consequence of TRS 2.0. While these alternatives may not offer the same positive results expected from irregular movement, they have emerged because the risk associated with irregular movement has been better understood as a result of TRS 2.0.

#### 4.2.2. Active engagement

The data thus far suggest members of the diaspora, returnees, local organizations, and others are eager to work with TRS 2.0. As mentioned in the previous subsection, TRS 2.0 has provided a way for different groups to meaningfully contribute to the welfare of the population of concern. Discussions with members of the TRS 2.0 team, the diaspora, and the community (e.g., returnees, community leadership, and Non-Governmental Organization (NGO) workers) in target locations consistently affirmed that persons of concern and their communities now actively welcome TRS 2.0.

However, this was not always the case. Some respondents said in the early days of TRS, communities felt the project had little to offer since it did not include alternatives to alleviate their financial hardships. At the project’s onset, respondents consistently said, communities felt that information alone was meaningless. However, two notable changes occurred over time: Target groups recognized that comprehensive and realistic information was an important element of decision-making and better understanding the realities of irregular movement encouraged them to find alternatives (e.g., to improve their living conditions in their home countries or to manage their lives in camps). While these alternatives were not as promising as they had imagined irregular movement to be, having a more complete picture of what irregular movement could mean increased the appeal of local alternatives.

Thus far, the project has used a number of methods to actively engage different groups, including members of the diaspora, communities/families of persons of concern, returnees, and persons of concern themselves. However, additional opportunities exist to more widely use the TRS 2.0 approach, particularly in terms of developing content relevant to UNHCR’s broader CwC efforts. While this assignment has not explored other UNHCR efforts, and hence cannot comment on them, the data collected suggest that UNHCR staff (other than those working with TRS directly) do not fully and consistently understand the TRS 2.0 model and that this model could complement other UNHCR efforts. Specifically, for example, this could include engaging members of the diaspora, identifying multiple mechanisms to convey similar content (compounding), and actively and consistently pursuing information provision rather than passive delivery involving making resources available.

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<sup>7</sup> Anderson, Mary B. and Peter J. Woodrow. (1989). *Rising from the Ashes: Development Strategies in Times of Disaster*. New York: Routledge



### 4.2.3. Usefulness of information

The usefulness of information can be determined both from the 'project objective' perspective and from the perspective of persons of concern. In relation to the project objective of informing persons of concern about the realities of irregular movement, some data suggest TRS 2.0 has provided important information that has helped lead to a decrease in onward movement from camps and to individuals finding alternatives irregular movement from home countries. However, TRS 2.0 is not the only effort seeking this outcome and so it is impossible to attribute these shifts to TRS 2.0 or to other efforts. That said, the data collected during this evaluation suggest that TRS 2.0 has contributed to reducing irregular movement, and survey data affirms that specific project activities have influenced decision-making among persons of concern (see Section 4.1 on KEQ1 and Figures 7 to 11).

According to multiple respondents, trafficking in Nigeria is often perpetrated by members of the community: persons who are known and trusted. This has meant projects such as TRS 2.0 have challenged existing information and 'trust structures'. To effectively do this, TRS 2.0 has needed to provide credible alternatives to the information previously available.

In addition to influencing decision-making, the usefulness of TRS 2.0 activities must also be assessed in relation to the value of information itself, irrespective of the final outcome. In this respect, findings are consistent across all interview and focus group participants: TRS 2.0 has increased the amount, detail, and quality of information available to persons of concern. Respondents across all categories said access to information is important to improve the safety, security, and welfare of persons of concern. Interview and focus group participants also noted that available information was far more limited prior to TRS 2.0.

In Nigeria, several respondents, including TRS 2.0 partners and returnees, said the increase in available information provides a more complete picture of what trafficking means and has helped shift popular perceptions of irregular movement. While in previous years, family members, such as parents, would have encouraged their children to move irregularly to secure a better future for themselves and their families, these respondents said the situation has changed and an important contributor to this shift has been actively sharing returnee testimonies with persons of concern. Returnees and TRS 2.0 partner organizations underlined that prior to current efforts by TRS 2.0 and other initiatives, the information available to individuals exploring irregular movement was largely limited to what traffickers provided and to information from individuals who traffickers said had been successfully taken to their destination. The latter is particularly problematic for several reasons: persons who have made the journey and are currently residing in Europe may not be in a position to be truthful (still under the control of traffickers) or may be unwilling to admit—to themselves or others—that the experience was harrowing. Developing an alternative history, some returnees and members of the diaspora said, can be an important mechanism to reduce the potential for re-traumatization. It can also be a valuable tool to self-protect against the realities they face in the country where they currently live.

Returnees interviewed for this assignment said that prior to their departure they had spoken with individuals who were allegedly in Europe and none had conveyed any real reason for concern or provided any information that remotely resembled what returnees experienced during their respective journeys. One returnee stressed that his knowledge of what he was venturing into was so limited that he actually thought he would be migrating legally. Another was assured the journey would last a few days—a week or two at most. In reality, he spent in excess of three years trying to reach Europe before he found a way to return to his home country. He added that those he met along the way also expected the journey to be short.

An additional issue pertaining to the usefulness of information is its appropriateness—specifically, protection concerns regarding what is being shared with whom and the duty bearer's responsibility pertaining to the information shared (e.g., issues related to sharing information with children). The usefulness and potential negative effects of information must always be considered during content design. The evaluation found no evidence of a failure to consider protection issues during content development, but some respondents felt that an even stronger 'protection' role in content development may be warranted. In this vein, it is worth noting that both communication and protection departments within UNHCR oversee TRS 2.0; this includes, for example, the development and production of child-friendly content such as books and animated videos. This appears to be a wise approach given the sensitive subject matter, and the implementation of TRS 2.0 as both a communications and a protection project also underlines that both fields have an important role in CwC.

Overall, a message's utility is inextricably tied to the trust that persons of concern have in the message (see KEQ 1). In relation to this, it is important to recognize that time is a factor and that TRS 2.0 has benefited from considerable, consistent field presence over time. The evidence does suggest that in certain instances, specific individuals were identified as being 'the project' and that trust had been built with them rather than the project as a whole. This presents some challenges, as it suggests the project depends on specific

individuals. On the other hand, recognizing and understanding these dynamics can help ensure that staff changes include an effective transfer of duties and trust-building.

#### 4.2.4. Value for the persons of concern

None of the information reviewed as part of this evaluation has been categorized as 'not valuable' by information recipients, or members of the diaspora. (The survey respondents categorized data as 'very informative', 'informative', or 'supporting decision making.')

In terms of the information received, two categories of recipients emerge: those who feel the data have provided new information and those who feel the information has confirmed what they already knew. Although respondents in both categories said the information from TRS 2.0 is valuable, respondents who said it confirmed what they already knew felt the project has been less valuable than it could or should be.

Overall, an important and consistent finding is that persons of concern perceive the information they have is complete (see KEQ1) and find out too late that this is not the case. Returnees and members of the diaspora who had migrated irregularly said if they had had a clearer picture of what irregular movement meant, they would have made different decisions along the way. Some members of the diaspora had attempted to migrate irregularly unsuccessfully and were later able to identify regular movement channels. These respondents noted that not only was the information they had about irregular movement incomplete and inaccurate, but also they lacked information regarding what other options for movement were available to them. Some returnees highlighted the same, saying their information on regular movement was very limited and this played an important role in encouraging them to seek irregular movement options.

Interviewees from the diaspora, returnees, and families of individuals who had migrated or attempted to migrate irregularly consistently noted that having access to the right information at the right time is very important. They also said information needs vary depending on where the person exploring irregular movement is at the time. This suggests that individuals who are in their home country need different information than those who are in camps, as well as that the length of time they have been contemplating irregular movement plays a role (e.g., how long they have been in the camp). This suggests that information is important, but its value depends on content and content must be influenced by context.

### 4.3. KEQ 3: What generalizable lessons can be found to inform the design and implementation of future UNHCR CwC related activities and interventions?

The TRS 2.0 experience provides several lessons that can be important to the future of TRS and/or useful to UNHCR more broadly. These include a wide range of issues, from project management and design to implementation. Although these issues are interconnected, each element is presented separately here for ease of reading.

#### 4.3.1. Relevance

Above all, communities of persons of concern, local partners, returnees, and members of the diaspora perceive TRS 2.0 to be an important experience in terms of how its content has been developed and the tools it has used. The pool of actors engaged in content development and delivery—members of the diaspora and the community, community leaders, and target populations and their families—has been innovative and important to the intervention's relevance. This method of developing and identifying mechanisms for content delivery stands out as an important value-add for UNHCR. Finding methods to include the most successful content development and dissemination options—and to increase the inclusion of the diaspora—are regarded by communities of persons of concern and returnees as highly valuable. Although the survey data show the diaspora is not the central source of information used or the most trusted, interviews suggest the diaspora can play a valuable supporting role (i.e., compounding).

Importantly, the survey data reveal a broad diversity of experiences and opinions for engagement with persons of concern. This means that while the project was consistently considered relevant, the aspects of the project that were relevant to specific actors varied greatly. This underlines a key lesson: the importance of contextualizing and compounding and also the role of trickle-down messaging in determining effectiveness and efficiency.

#### 4.3.2. Contextualizing

One of the most important aspects of the project—and one consistently commended by TRS 2.0 partners, returnees, and members of communities where persons of concern reside—is its ability to contextualize responses and target specific groups of persons of concern. Moving forward, addressing 'what', 'for whom', 'by whom', and 'what methods' will all require careful examination, as these are relevant far more broadly

than the TRS 2.0 target populations. From the data in this document we can see that there are variations between gender, and different groups. This was further supported by the material collected from transit locations (camps and urban areas), where the data again showed that contextualizing seems to be quite important (see Addendum A). The data from camps further showed that the characteristics of the target group were important, but also that the location (camp or urban area) and length of time (how long they had been at the location) were also issues that needed careful consideration (see Addendum A).

The importance of contextualizing messages underlines that not all efforts have been equally effective or efficient: The data show it is important to explore messages' development and delivery in relation to specific audiences as a key aspect of effective information-sharing. While the data suggest that TRS 2.0 has been able to identify what has worked best for whom on a case-by-case basis at the field level, there has been little documented effort to explore why anyone effort has or has not worked in a given context. As noted earlier, the data suggest that reflection is not systematic amongst those implementing the project and, therefore, greatly depends on the individual TRS 2.0 staff in the field or those working with the diaspora. The importance of fully capitalizing on opportunities to learn from TRS 2.0—both as TRS expands in scope/coverage and for UNHCR more broadly—should not be overlooked.

#### 4.3.3. Compounding

The data show the relevance of individual TRS 2.0 messages and activities is not simply tied to intervention itself but is instead the result of a complex interaction with other activities. In short, no TRS 2.0 activity is relevant (efficient or effective) on its own. Rather, a specific combination of activities is relevant (efficient and effective) for specific target groups. This was illustrated by survey respondents who said that multiple efforts had contributed to their decision-making. Importantly, survey data also showed that TRS 2.0 is not the only information source considered; some respondents (although proportionally few) suggested that traffickers remain an important information source. In addition, interviewees and focus group discussion participants said receiving similar messages from multiple sources was important because it supports the idea that the information is correct. This finding seems to be supported by other studies that show that trust, and trust in humanitarian actors specifically, is not consistent and that some target populations have limited if any trust in humanitarian actors. This evaluation shows that information compounding can counter lack of trust because, through compounding, a “critical mass” of information is generated. Target groups receive similar information from multiple sources rather than identifying the information as coming from a single source.<sup>8</sup>

#### 4.3.4. Trickle-down effect/multiplier effect

Interview, focus group, and survey data suggest information recipients are also information sharers (see Figures 12 and 13). This is important because information recipients can add to the information-compounding process. Thus, efforts must be made to ensure that direct recipients have accurate information and that they can accurately convey it to others. The information provided by TRS 2.0 challenges existing knowledge, and in so doing, is subject to the recipient (multiplier of the information) finding this new information to be at odds with their previous perceptions. This means possible resistance to new knowledge and susceptibility to reinterpretation. Within this context, it is important to keep in mind that irregular movement is an income source for not only traffickers but also those who survive the journey and can engage in cash-generating activities upon arrival. Thus, those sharing TRS 2.0 information may very well have a direct impact on many individuals, including those sharing messages.

#### 4.3.5. Streamlining

Multiple voices highlighted the project's value and the importance of streamlining its approach into UNHCR's standard practice. Finding a way to capture TRS 2.0's approach to CwC and creating a ‘toolbox’ of content that can be used more organically by UNHCR, for example, merits further exploration. At the same time, some UNHCR staff suggested the TRS 2.0 model may not be suitable for all environments; however, this view seems to overlook TRS's core concept of adaptation (adapting tools to the needs of the target audience). Here, it is important to understand TRS 2.0 not only as a way to convey messages regarding irregular movement but also as a way to generate messages that are understood, trusted, and valuable to the persons of concern. As mentioned in the introduction, the TRS 2.0 model is about how to develop content as much as it is about how to deliver content. At a broader level, both content development and delivery of messages by TRS 2.0 offer valuable insights into how to CwC more broadly, irrespective of the message being shared. More specifically, TRS 2.0 has explored important aspects that may be valuable to other UNHCR CwC efforts, such as compounding, trickle-down, catering messages to the specific audience, and considering counter-messages.

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<sup>8</sup> See <https://seefar.org/news/research/exploring-migrants-trust-in-humanitarian-organisations/>

TRS 2.0 has considerable resources that allow the project to conduct a wide range of activities, test them, and modify and further develop products. This may not be realistic for efforts that lack the project funding to support CwC. Therefore, using the TRS 2.0 experience to develop a toolbox that can support UNHCR CwC efforts might be valuable (see the Recommendations section). It is also important to recognize that the information developed and provided by TRS 2.0 is not exclusive to onward movement. Indeed, the process used can be applied to other type of content and used to reach other groups/persons of concern.

#### 4.3.6. Testing and investing

Often in humanitarian assistance there are few opportunities to test intervention models sufficiently in efforts to assess what models work best, why, where, and use this information as a spring board to guide what is subsequently done (invested in). TRS 2.0 is in a unique position in this regard. They have an opportunity to test a wide range of approaches, document these and assess them systematically. This would be beneficial both in that it would:

- be able to show to donors what has been accomplished and also show the impact of the project in a more holistic way (not focusing so much on outputs); and
- over time, TRS could amass a considerable amount of knowledge regarding CwC which cannot be done in single evaluation efforts such as this one.

#### 4.3.7. Content of messages

TRS 2.0 conveys multiple important messages regarding the risks of and alternatives to irregular movement. However, some respondents (members of the diaspora, partners, and members of the target communities) felt that key messages are not yet captured well and that exploring how these can be captured will be important. Specifically, some members of the diaspora and returnees indicated an insufficient level of detail for some messages (see KEQ1), and focus group participants from the diaspora consistently noted that a wider range of messages on alternatives is necessary to increase trust in all messages shared. Any effort to develop content currently includes an assessment of protection-related concerns associated with the message, and a more careful consideration of protection issues may be needed if messages become more detailed in nature.

#### 4.3.8. Value for money

Important questions remain on certain tools' efficiency compared to their cost. More costly efforts are not necessarily more effective. Ultimately, considerable engagement with persons of concern is needed to ensure that messages are well received and internalized. The data collected during this assignment suggest that ensuring recipients can effectively engage with new information, trust it, and make decisions based on it requires considerable effort. Ultimately, value for money is determined not by the costs of a single activity but rather by the interrelation of multiple activities and the target population—what is most appealing to the target population (See KEQ 1).

#### 4.3.9. Project structure

TRS 2.0 has focused considerable attention on identifying and selecting team members with a specific skill set that supports the project objectives, and the project has capitalized on this asset in content development and delivery. In efforts to streamline lessons and experiences from TRS 2.0 into other UNHCR efforts, it will be important to better understand what types of resources are essential, when, and where.

#### 4.3.10. Unintended impact

Multiple factors appear to influence the movement of persons. While information is one, it is not the only—or, often, even the most—relevant consideration. However, some respondents argued strongly for the importance of information to improve relative safety and psychological support (increase resilience),<sup>9</sup> including preparing persons who may move irregularly. This suggests that even when persons proceed to move irregularly, information allows them to be better prepared to confront issues during the journey because they know what to expect. Overall, it is important to recognize that having access to improved information may not have a direct link to reducing tangible risk, but it may reduce intangible risk (psychological resilience).

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<sup>9</sup>This assertion is based on the perceptions of those interviewed and was not queried further since it is an expansive, complex field of work and this assignment did not collect the type of data required to effectively assess resilience.

## 5. Conclusions

The TRS 2.0 experience shows the project has the potential to be relevant, appropriate, effective, and efficient. Indeed, during this phase, it has met each of these criteria. However, the TRS 2.0 experience also shows that achieving these three criteria has been a product of the project model (see Figure 1). This overarching conclusion does not mean that every TRS 2.0 activity yielded the expected results; rather, it shows that yielding the expected results (sharing information with persons of concern that they trust and value) requires considerable effort and nuance, with activities that are designed with the specific target population in mind and that meet their specific needs and realities.

TRS 2.0 activities achieved **relevance** and **appropriateness** because the project adapted its operation modality to the local needs. Likewise, efforts' **effectiveness** was inextricably tied to the project's adaptable design, which allowed for activities to be modified, shifted, and complemented to ensure an expected result. It is harder to know if the project achieved maximum **efficiency**: TRS 2.0 tried multiple new approaches and strategies, adapting them if they were found to be inefficient. However, this largely occurred in an ad hoc manner, which means ensuring efficiency as the project moves forward may be harder unless mechanisms to document lessons learned are put in place. Similarly, it is impossible to gauge TRS 2.0's efficiency in relation to TRS 1.0 because the documentation lacks a clear assessment of tried, tested, and modified efforts during phase 1.0.

Aside from responding to the key criteria noted above, this evaluation has highlighted a number of issues not only of relevance to TRS and its future as a project, but also which can be important to UNHCR more generally. It is clear that UNHCR uses a wide range of tools and approaches to communicate with persons of concern and that communicating with persons of concern is relevant to much of what UNHCR does. This suggests two key questions: What about TRS could be relevant to other UNHCR efforts, and how can TRS lessons be integrated into how UNHCR operates more broadly? Responding to these questions is not within the scope of this assignment, but they are important for UNHCR to consider. In addition, the TRS experience holds some important lessons for UNHCR, but which might also be valuable to donors and other actors who are concerned with the threats that irregular movement places on vulnerable populations. This evaluation has showed that not only is information important, but that it can play a catalytic role in the identification of alternatives which may or may not be externally driven (funded). This does not mean that development assistance is not important, but rather highlights the importance of information as a central element to engaging with populations at risk of irregular movement.

This evaluation has demonstrated not only that information requires compelling ways to reach its target, but also that persons of concern often think they have more accurate information than they actually do. This means passive approaches to information-sharing (such as 'making information available' without clear, concerted mechanisms to ensure it reaches, is understood, and is translated into useful information by the target) may not be very effective because persons do not seek out what they think they already know. Thus, finding methods to make messages relevant, accessible, and compelling to the target populations is extremely important and relevant to many contexts within which UNHCR operates.

Empowerment—what it means and how it is achieved—is another important area addressed in this evaluation. Generally, TRS 2.0 has achieved its aim of empowering persons by providing information. However, the evaluation found that empowerment through information/knowledge can have far wider consequences. The general discourse suggests that persons move irregularly because they have no alternatives. This remains true for many, and it indicates that providing information is insufficient on its own for persons to identify alternatives; therefore, information provision must be accompanied by more tangible support to remedy the material challenges that persons of concern face. However, this evaluation of TRS 2.0 also suggests that a solid understanding of the realities of irregular movement may also play a critical role in empowering target populations to find less risky alternatives themselves. This is key, because it suggests that information alone, even when unsupported by other development or humanitarian assistance efforts, can play a catalytic role in the choices made by those targeted.

The evaluation has also shown that engaging target populations and their communities, as well as the diaspora, can generate a broader dialogue and more dynamic information exchange. This is important because, over time, the information shared through avenues like TRS may shift the collective understanding and knowledge of irregular movement to one that better reflects reality. Thus, the key takeaway is that information must come in many forms and from many sources, must be consistent, and must be compelling to the target audience. TRS has excelled at creating bespoke information solutions. While this may not be realistic for many contexts in which UNHCR operates, TRS 2.0's approaches to generating content may be highly useful for UNHCR more broadly.

Overall, the project demonstrates a clear need to share information on the dangers inherent in irregular movement, and on alternatives to irregular movement, with persons of concern. It also shows that information provision—both the message delivered and the mechanisms used to deliver the message—must be adapted

to individual target groups. Aspects such as gender, age, location, and expectations all contribute to the degree to which messages are well received. Lastly, the project shows that there are important actors who can be engaged in both content development and message delivery, as well as that TRS 2.0 has achieved many positive impacts through content generation and message delivery.

All of the findings from this evaluation must be understood as having a reach that is well beyond the TRS 2.0 project experience because the project activities are aligned with the key objectives outlined in there Global Compact on Refugees (GCR) and with UNHCR's commitment to communication and transparency, as well as operational expectations of CwC, detailed in the Operational Guidance on Accountability to Affected People (AAP). Therefore, the identification of individual elements that may serve other UNHCR efforts holds important value for both the TRS project as well as for UNHCR more broadly. Therefore, TRS, for the time that it remains as a project with tightly earmarked funding, can serve as an important platform to test tools, approaches, and mechanisms that could be used more widely by UNHCR in the future.

## 6. Recommendations

Recommended actions	Responsible
<p><b>TRS Team:</b></p> <p><b>Recommendation 1:</b> Develop a set of toolboxes that enable/support the following processes</p> <ul style="list-style-type: none"> <li>a. Describe the content generation process in a way that can be used by other units from UNHCR, and which ensures that lessons learned from content generation experiences are documented.</li> <li>b. Develop a system to systematically monitor the content delivery system in an effort to identify what works best for whom. The findings of this report can be used as a point of departure.</li> <li>c. Develop a process to ensure that content development and delivery is based on systematic learning (steps a and b above).</li> <li>e. Develop material that explains in detail the TRS 2.0 concept to further ensure synergies between the activities of TRS and country operations and, in regions where TRS is not yet operating, roll-out the Toolkit so that UNHCR staff working on CwC are better informed on what TRS 2.0 does and better able to explore how the TRS Toolkit can be of value to them with other CwC efforts they are engaged in.</li> </ul>	<p><b>TRS team</b></p>
<p><b>To broader UNHCR:</b></p> <p><b>Recommendation 2:</b> UNHCR should explore opportunities to use the knowledge secured by TRS in its broader efforts to communicate with persons of concern. This can include discussions on:</p> <ul style="list-style-type: none"> <li>a. The role that the approach taken by TRS can play as part of UNHCR protection and assistance efforts, particularly with regard to persons on the move.</li> <li>b. The use of approaches to develop and share information with persons of concern as part of UNHCR's efforts to communicate with communities more widely.</li> <li>c. The role of information as a means of empowering persons of concern in a more holistic fashion and as a way of effectively engaging a broader set of actors, such as diaspora. These efforts could, for example, help to find alternatives for persons of concern that have not yet been explored.</li> <li>d. The role of information and proactive efforts to identify those who may benefit from the information and sharing it with them. This can include a broader thematic field such as issues of livelihoods, self-reliance, community empowerment.</li> <li>f. Explore the strategic implications of using some of the approaches and lessons from TRS as a way of promoting UNHCR's accountability to affected people.</li> </ul>	<p><b>TRS HQ team/HQ Divisions and Bureaux</b></p>
<p><b>Recommendation 3:</b> Reliable and valid information is in short supply and critical to ensuring that people at risk of irregular movement are able to make informed decisions. Efforts to support the provision of information to vulnerable groups should be understood as an important element of efforts to protect populations at risk of irregular movement/trafficking. These efforts should take into consideration where people are (home country/camp/transit country in an urban area), which group they belong to and how long they have been at their current locations; as well as elements such as gender, age, having a disability.</p>	<p><b>TRS HQ team/HQ Divisions and Bureaux</b></p>

# Addendum A: People of Concern in Transit Locations – The experience from Camps and Urban Environments

## Introduction and method

This addendum presents the findings from data collected in camps in Eastern Sudan and Jijiga (Ethiopia) and a limited amount of data collected from Addis Ababa and Khartoum (collected earlier). Importantly, the four camps in the Tigray region were not included in the data collection. The onset of the conflict in Tigray previously hampered data collection from Eastern Sudan and Ethiopia. Data collected included interview and survey data.

The data collection tools used were similar to those used for previous data collection (see the main report). However, there has been an important addition to the survey questions: the time individuals surveyed have been residing at the camp (current location), and the time respondents may have explored onward movement was collected in both Eastern Sudan and Jijiga. These additions were a direct result of previous interviews and discussions with TRS 2.0 staff, where it was suggested that the following two key factors might play an important role in determining how people of concern engage with the information they receive:

- a) the time-lapse at the location
- b) the time they have spent considering onward movement.

Examining data from people of concern who are in transit in either camps or urban areas separately is important because it provides insights into these groups' engagement with information, which may be different from how people still in their home countries engage with information about the onward movement. Although the data from Khartoum (collected previously) and Addis Ababa is limited, examining it together does provide some insights into the experience of people of concern who live in urban areas.

The data presented here were collected during February and March 2021 and included the collection of survey and interview data. Specifically, these included:

- 142 surveys in Eastern Sudan, only a survey ranking how different types of information were regarded (not informative, informative, very informative, influential in decision-making).
- 39 Surveys from Khartoum, 32 in Arabic and 7 in Tigrinya<sup>10</sup>
- 72 Surveys in Jijiga, Ethiopia
- 13 Surveys in Addis Ababa
- 4 individuals interviewed in Eastern Sudan
- 7 individuals interviewed in Jijiga
- 6 individuals interviewed in Addis Ababa

The survey data was collected by volunteers working in the different camps in Khartoum and during a joint event in Addis Ababa. Data were processed by the evaluation team. The following data cleaning decisions were made. Data relevant to the number of years at the camps in Eastern Sudan was excluded because the response pattern appeared very erratic (reported years at the camp from 1 to 86) and suggested that the data was not correct. Surveys from Jijiga often reported having completed the survey previously, but this was a misunderstanding by the volunteers who thought the question was intended for them rather than the respondent. Volunteers confirmed that no respondent was interviewed twice. The files received from Jijiga were often not sequential and included a number of seemingly duplicate pages. In such instances, the first page listed was coded, and the second one ignored. For instance, when a survey has page 1, 2, 3 and multiple pages 4, then only the first page 4 was recorded, and all subsequent ones ignored.

## Main Findings

The interviews and surveys conducted in these two locations confirm the overarching findings presented in the main report: mainly, that a whole series of factors influence how the information shared through TRS 2.0 is received and digested. Therefore, tailoring the way data is collected and shared is important. In addition, the findings from this data also confirm that proactively sharing information and sharing similar information through a wide range of channels, using different approaches, is also centrally important to supporting people of concern. The findings further show that information shared through TRS 2.0 has helped people of concern secure a more complete and accurate understanding of what irregular movement might mean and of the

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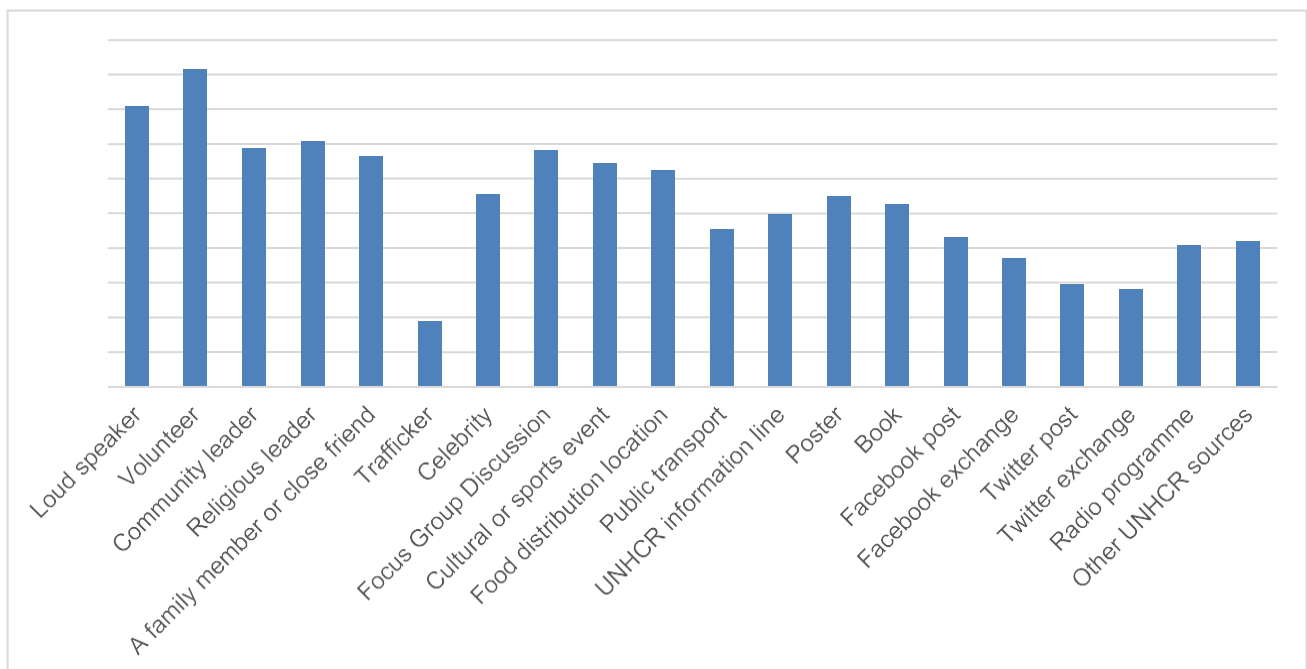
<sup>10</sup> It is noteworthy that from the surveys in Khartoum, few recorded urban area although we would assume these findings correspond to urban dwellers.



alternatives that may be available to them. Lastly, the findings confirm that having a complete understanding is broadly empowering and that engaging in information sharing activities (as a provider or recipient of information) can empower individuals to seek opportunities/alternatives which they may not have otherwise explored. The view that information without additional external support that tackles the “root cause” of the problem, such as, for example, better living conditions or improved economic prospects, is not helpful is challenged by these findings. Although it is clear that people of concern who are in transit locations (camps or urban areas in transit countries) face different challenges than persons who are still in their home country (see the main report), the findings suggest that information can play an important role in empowering individuals to make more informed decisions, and may also serve to empower people of concern to actively pursue alternatives which they previously did not consider.

When examining how different sources of information influence people of concern and what mechanisms to share information are best received, we found that across all categories, volunteers (hence, peers) were best received (most trusted). Community leaders, religious leaders and the use of focus groups, cultural or sporting events, and information at food distribution centers also scored quite high amongst camp dwellers. Traffickers appear not to be very influential in camps. The trend visible in Figure 1 was true of both men and women, but some children appeared more susceptible to information from traffickers than other demographics. This is an issue that could be explored further.

Figure 14 Who and how information was shared (camps) and what sources/methods were best received -total population



An examination into which information sources influenced decision-making regarding irregular movement, the findings from Jijiga and Eastern Sudan are extremely interesting because they highlight considerable differences (see Figure 2). The findings generally show that respondents in Jijiga were more susceptible to influence through information than the population in Eastern Sudan. The findings also show that in Jijiga, all mechanisms to share information influenced decision-making amongst some of the respondents, while in Eastern Sudan, only some of the information-sharing alternatives influenced a few persons of concern in relation to decision-making processes. This finding is aligned with the finding from Eastern Sudan that respondents consistently identify fewer information sources as having been influential in decision-making (see Figure 3) when asked to list all sources that had impacted their decision-making process. The two findings jointly suggest that compounding is extremely important in the Eastern Sudan context, as no information source is consistently ranked as very influential on its own, but a number of sources are identified as working together. It was also interesting that in both locations, that means, consistently across all persons of concern who resided in a camp, social networking platforms and local authorities were not considered to have influenced decision-making. This could be related to access to these types of resources (low connectivity or limited resources to purchase data) as well as trust in this type of information available (how this type of information is perceived). A key finding through interviews is that trust in the source, the building of relationships between the information provider and the information recipient, are important. From this perspective, it is arguable that social media is considered too distant, abstract or anonymous to be considered trustworthy. Still, more data collection would be required to better understand these results and identify more definitive causal links.

Figure 15 Data sources considered most influential by location

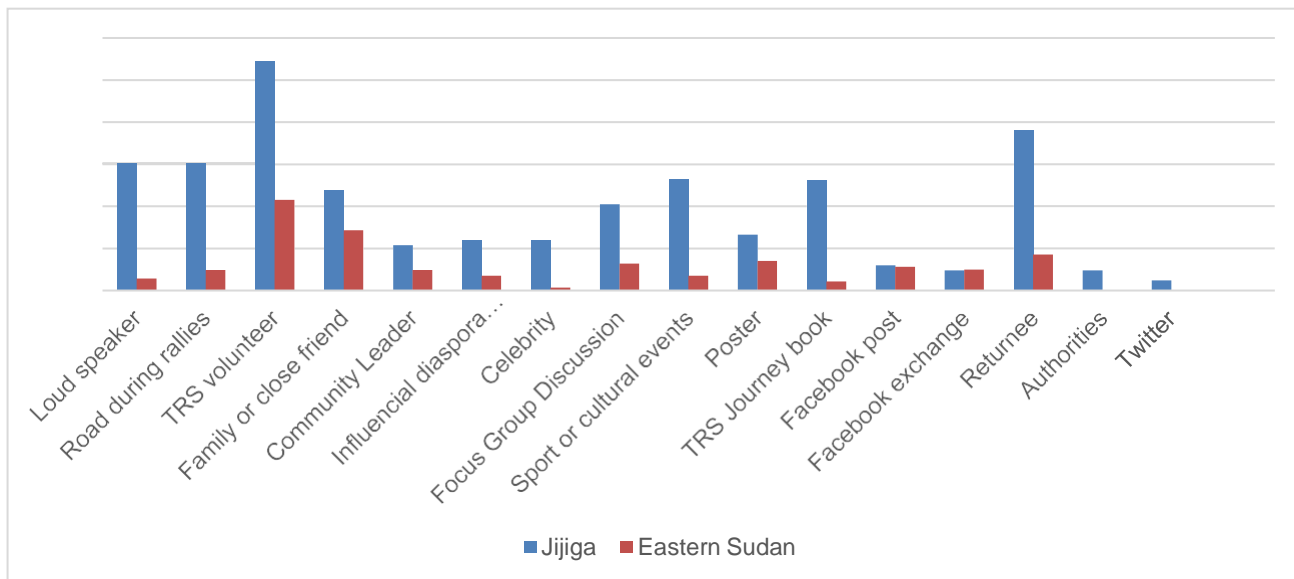
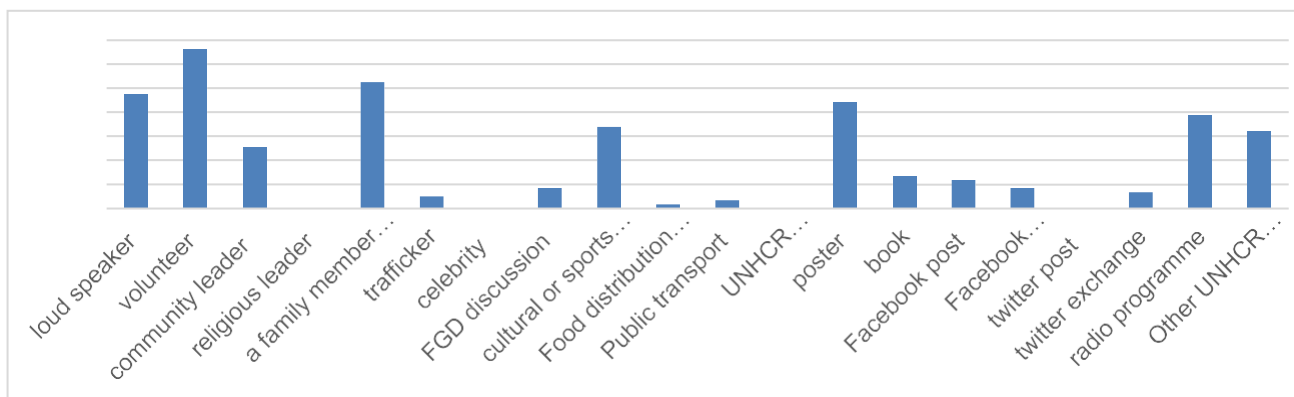


Figure 16 Information sources that influence decision making -Eastern Sudan



It is noteworthy that findings from other locations (see the main report) suggest that data sources such as Facebook and Twitter can be important mechanisms in shifting the collective rhetoric through information compounding (multiple sources consistently sharing the same message). The idea of compounding is further confirmed when we explore the type of different data groups had access to and the type of information they reported as influential. There seems to be a correlation between the number of data sources and the identification of influential data sources. This suggests that, the more data sources that persons of concern have access to (receive information from), the likelier it is that persons of concern will find some data sources influential. This finding would suggest that data sources that are not considered influential in decision-making indirectly support the overall process of decision-making all the same. This perspective appears to be confirmed by interviewees in Jijiga, Eastern Sudan and Addis Ababa, where respondents consistently noted that all information sources played an important role in developing an overall picture of the realities of irregular movement.

An examination into how long people in the Eastern Sudan camps have been thinking of moving onward irregularly showed that most respondents had contemplated this option for five years or longer. An assessment of the time spent contemplating irregular movement, and the ability to influence decision-making through information showed that people who had explored opportunities for onward movement for a period of 3-5 years were most likely to use the information received as a key element in their decision-making. People who had been in camps for shorter periods of time and contemplating onward movement for shorter periods of time (under 2 years) were least likely to be influenced. This could suggest that individuals who are in the early stages of exploring onward movement are less likely to be easily dissuaded, while individuals who have explored options for longer periods of time are better able to assess local alternatives against the risks they may face. This would also suggest that a stronger effort to target individuals early on in their efforts to move onwards could be particularly important. The data collected appeared inconclusive regarding the length of time at the camp as a determinant factor in relation to onward movement; however, qualitative data (interviews) suggest that this is an issue that requires attention.

At an overall level, the data from Jijiga appears to suggest that, overall, individuals at camps are more likely to stay than to explore onward movement. However, there are some noted trends. It appears that when individuals first arrive in the camp, within the first year or two, they are more likely to explore alternatives for onward movement, and again after 8-10 years at the camp. This would suggest that there are some key time intervals that require specific attention. The data also showed that volunteers were consistently considered an important asset in the provision of information regardless of how long persons of concern have been at the camp. Importantly, volunteers are engaged in a wide range of information sharing activities. Therefore, they are able to share information by multiple means, which appears to be generally useful (compounding).

The information from urban areas (Addis Ababa and Khartoum) is very limited. However, it does appear to suggest that people of concern currently exploring opportunities for onward movement have been doing so for longer periods of time (3-5 years) and in multiple instances for over five years. The number of data sources that they identify as influential are limited, although as with other groups, volunteers are well regarded. Crucially, it is also clear that the type of information they have access to appears more limited than what has been made available to persons of concern in other settings (home country and camps). The fact that so few respondents identify any information source as influential to their decision-making suggests that earlier findings regarding the importance of compounding hold true for urban dwellers in transit countries as well. Interviews with people working in urban areas highlighted some of the challenges faced reaching populations that are dispersed and which often feel unwelcomed. Indeed volunteers, and other respondents familiar with working with displaced persons in urban areas, noted that persons of concern living in urban settings are often wary of the information they receive and of people they engage with. In certain instances, their status is unclear, and they fear deportation. These factors, interview respondents noted, make urban dwelling persons of concern particularly vulnerable and particularly wary of the information they receive. At the same time, data collected during this assignment suggests that this population is in serious need of an improved understanding of both their rights, the threats they face and of opportunities available to them.

Previous findings regarding the dynamic movement of information also hold true in camps. Indeed, information sharers are also information recipients. In Jijiga (information not available for Eastern Sudan), respondents noted that if they had information on irregular movement they most often shared it with volunteers, community leaders, students, parents or, to a lesser degree, other refugees. In comparison, the same respondents noted that most of their information came from community leaders, volunteers, returnees, television, or TRS activities. Importantly TRS activities were disproportionately identified as the main source of data. This suggests that when camp dwellers have new information they share it with people they know will share it on (i.e. volunteers) and that, by and large, their own information is coming through TRS. This suggests that there are still further opportunities for data saturation, meaning that more information provision will lead to an even more dynamic information sharing experience.

In Jijiga, drama sessions, awareness sessions, celebrity engagement and posters were identified as the data sources most recognized by camp dwellers as TRS activities. These, together with volunteers, were the principal sources of information cited. This is an interesting finding because when compared with the information in Figure 2, it becomes apparent that some of these data sources have not been the most influential. For example, 25% of respondents identified celebrity engagement as one of the ways that they had received information, but only 12% identified it as influential to decision-making. Additionally, celebrities were ranked 11 (on a scale of 1-20) on their level of importance as an information source. This does not mean that celebrities are not valuable as entities to support other data sources, but it does mean that other information sources must be made available and that celebrities need to be complementary. Volunteers, on the other hand, were ranked as a very important data source and as one of the most influential actors in relation to influencing decision-making. Still, it is important to understand that volunteers are not a type of information but a mechanism to deliver information, and as such, they are able to make a wide range of information sources available to people of concern.

People with disabilities have been very small proportions of the data samples during this study. Therefore, little has been said about this particular group. In Jijiga, the number was also small, but it was still noticeable that 2/3<sup>rd</sup> of respondents with disabilities intended to move onwards, while only 1/3 of persons without a disability intended to pursue onward movement. This could very well be a product of a limited sample and certainly no conclusions can be drawn from people interviewed/surveyed that were living with disabilities due to the low numbers reached. However, the finding does suggest that there may be a specific need to target people with disabilities in particular.

## Overall findings as related to the evaluation questions

Much like the experience elsewhere, the implementation of TRS 2.0 activities in both camps and transit countries urban settings are considered **relevant** and **appropriate** by persons of concern, and the data collected through surveys confirm this. Likewise, as with other locations, efforts' **effectiveness** was inextricably tied to the project's adaptable design, which allowed for activities to be modified, shifted, and

complemented to ensure an expected result. This means that in some contexts a wider range of activities may still be needed. As was noted in the main report, the degree to which the project achieved maximum **efficiency** is less clear because the tools used and their adequacy had not been systematically assessed previously. Some insights in this addendum suggest that more careful consideration of activities and compounding may be needed.

## Lessons learned

The lessons secured from the data collected and reviewed in this addendum confirm the main findings and lessons found in the main report. In addition, the data suggests that the following factors may require particular attention:

- Children may be particularly vulnerable to certain information sources, such as traffickers.
- People with disabilities may experience conditions that make them more likely to consider onward movement, and looking into this should secure more attention from the TRS team.
- People living in urban areas are less likely to trust information sources, are more dispersed and consider themselves more vulnerable to opportunism. This would suggest that the compounding of information is particularly important to urban settings.
- People living in camps may be more vulnerable to onward movement soon after they arrive and after a number of years if they feel that adequate alternatives are not available. Information provision must consider the time of arrival and length of stay in relation to messages shared.

The above lessons need to be carefully considered when developing information material for the different target groups.

## TERMS OF REFERENCE (revised)

### Final Evaluation of the Telling the Real Story Project 2.0

Key Information at glance about the evaluation	
<b>Title of the evaluation:</b>	Final Evaluation of the Telling the Real Story Project 2.0
<b>Timeframe covered:</b>	July 2018 – September 2020
<b>Duration of evaluation:</b>	October 2020 – February 2021
<b>Evaluation type:</b>	Decentralized Evaluation; Process Evaluation
<b>Evaluation commissioned by:</b>	Division of External Relations, UNHCR

### Introduction

1. These draft Terms of Reference (ToR) have been prepared by Communicating with Communities (CwC)/Telling the Real Story team under the UNHCR Division of External Relations in Geneva. They provide the evaluation with its overall purpose, focus and deliverables. A set of tentative evaluative questions and a suggested methodology are proposed. The evaluation team would be expected to review, adapt and finalize the questions and the methodology in the inception report.
2. The aim of the evaluation is to provide an evidence-based assessment of Telling the Real Story 2.0 (TRS) project design and implementation with a view to drawing lessons learnt and contributing to organisational learning for future project implementation, or any future UNHCR information campaigns targeting other nationalities.

### Background

#### Project Context

3. Refugees and migrants continue to move in large numbers from Sub-Saharan Africa to North Africa and across the Mediterranean Sea to Europe. In 2019, arrivals from the Central Mediterranean route to Italy dropped in comparison to 2018. A 51% decrease in arrivals was recorded in Italy whilst a significant increase in arrivals to Malta was recorded.<sup>11</sup> Despite the decreasing numbers, the journeys to Europe are as dangerous as ever. For many, the sea journey is just a final step of a much longer and far dangerous land routes where they face torture, trafficking for labour or sexual exploitation and many die along and through the routes to Libya.<sup>12</sup>
4. On the North African front, the political turmoil is expected to fundamentally shift dynamics of migration. With the intensification of the armed conflict and overall unstable situation in Libya, Morocco is becoming an important gateway for migrants and refugees fleeing the calamities of wars in the region. The number of refugees registered with UNHCR increased by over 400% since 2014. They are settled in 52 cities across the country and the length of stay of refugees on Moroccan territory is increasing. Reinforced controls over the Central Mediterranean route of Morocco have led to additional migratory pressure on the Western Mediterranean route.
5. Nigeria is a significant hub for persons of concern in mixed flows who move to, through or from Nigeria. As of December 2019, there are over 2 million internally displaced persons (IDPs) in the North East regions of Nigeria. Nigeria faces immense humanitarian and protection challenges due to the ongoing insurgency in the North East. IDPs are reportedly increasingly targeted by smugglers. For women, many are highly vulnerable to sex trafficking to Europe through Libya and Morocco.

<sup>11</sup> <https://data2.unhcr.org/en/situations/mediterranean> UNHCR estimates and MOI figures

<sup>12</sup> Desperate Journeys – Refugees and migrants arriving in Europe and at Europe's borders Jan – Dec 2018 available at <https://www.unhcr.org/desperatejourneys/>

6. Of particular concern is the increase of unaccompanied and separated children embarking on dangerous irregular movement. As of August 2019, some 1,600 (93% unaccompanied and separated) refugee and asylum, seeking children were being held in detention centres in Libya.<sup>13</sup> Half of all arrivals in Italy in 2019 (11,471) were registered in just the last four months of the year. An estimated 6,400 unaccompanied and separated children are reported to have remained in Italian reception facilities, while another 5,300 are unaccounted for.<sup>14</sup>
7. The right to seek asylum is a basic human right. Anyone in need of international protection must be able to access asylum. Still, the decision to embark on the long and dangerous journey to Europe is multi causal —whether it is to claim asylum or to escape hardships at home or in a transit country—life-changing, not only for the traveller but for their entire family. While refugees and migrants may know that the journey is dangerous, many do not understand the full extent of risks and suffering that lie ahead of them when they decide to leave whether it is the risk of falling prey to traffickers, extreme hardship, detention and in some cases, sexual and gender based violence.

## Project Background

8. UNHCR launched the Telling the Real Story (TRS Phase 1) awareness raising campaign in 2015, as part of a global initiative aimed at providing truthful and trustworthy information. The purpose was to empower target audiences (asylum-seekers, refugees and people on the move) to make informed decisions about their future; decisions based on facts rather than on smugglers' and traffickers' narrative or misinformation from the diaspora. TRS has incorporated the provision of information on complementary pathways (should they be available) and the provision of information on local solutions in the countries of first asylum.
9. A final review of TRS Phase 1 was conducted and the findings used to inform scale up through Telling the Real Story 2.0 in 2018. It addresses four mixed migration flows into Europe that have been of particular significance either for their longevity (Somalis and Eritreans) or for their large numbers in recent years (Syrians and Nigerians).
10. People travelling from West Africa as well as from the Horn of Africa and Middle East have a diverse range of reasons for moving to northern Africa, Libya and crossing to Europe. Some are fleeing persecution and human rights violations, others are seeking better education or employment opportunities, including to provide support to family members in their home country. Some are victims of trafficking.
11. For persons of concern to UNHCR, reasons for undertaking these dangerous journeys include primarily the lack of effective protection in countries of origin, first asylum and transit, challenging reception conditions, lengthy refugee status determination procedures, lack or insufficient livelihood and resilience support, and limited access to solutions such as resettlement, complementary pathways (i.e. labour mobility, scholarship and family reunification) in third countries. Inadequate security, protection, livelihood and educational opportunities are certainly important pull factors.
12. TRS 2.0 is aimed at scaling-up existing initiatives from TRS Phase 1 and implementing new activities through the provision of truthful and trustworthy information in order to empower target audiences (asylum-seekers, refugees and people on the move) to make informed decisions about their future based on facts rather than on smugglers' and traffickers' narrative and misinformation from the diaspora.
13. The campaign reaches Somalis, Eritreans, and Nigerians located in the countries of origin, in first countries of asylum, in transit and in the diaspora in Europe. The campaign plugs into each group's habitual communication patterns and beliefs; It is focused on the collection and dissemination of testimonies from inside the communities. Testimonies give an account beyond the dangers on route of what is expected once on the other side showing the reality, somehow demystified, of the arrivals at the destinations so that individuals in the short, medium and long term are able to make an informed decision as to whether it is worth making the journey.
14. Whilst social media reaches the wider community members in their languages, outreach methodologies on the ground and in the field are tailored to demographics, communication channels that the communities' access and disseminated through sources that are trusted.
15. The project utilizes highly inclusive and participatory approaches that draw on inputs from all sectors in the targeted community including diaspora in Europe; celebrities, community leaders and religious

<sup>13</sup> Desperate Journeys report Jan – Sept 2019 available at: <https://data2.unhcr.org/en/documents/download/71703>

<sup>14</sup> UNICEF Refugee and Migrant Response Situation Report #34

figures in countries of first asylum; and, refugees themselves. This approach is intended to build and strengthen trust over time, allowing members of the community to actively co-design activities, provide advice, and engage in the project that go beyond being passive recipients of CwC messages.

16. Currently, the project is implemented in Somalia (Somaliland), Ethiopia, Sudan, Nigeria, Egypt and to the diaspora in Europe.
17. The project design is based on extensive preparatory research about knowledge gaps, decision making patterns, influencers in the communities and trusted sources of information. The project's theoretical framework uses the modified A-I-D-A (Attention- Interest-Discourse-Attitude change) model of campaigning which works on the hypothesis that attitude change is best achieved not by imposing messages from outside but by encouraging community to community discourse.
18. TRS 2.0 is being implemented from April 2018 to September 2020 and is co-funded by the European Union (EU) with an overall EU contribution of EUR 3 million. The project is aimed at:
  - Countering the narrative of smugglers – through testimonies from the communities;
  - Triggering and intra community discourse through the use of testimonials in community outreach activities on the dangers of trafficking;
  - Contributing to reframing the narrative on life in Europe, debunking myths and providing trustworthy information – through enhanced outreach, including via social media, e-platform and direct engagement in transit countries;
  - Contributing to overcoming widespread scepticism towards institutional information sources;
  - Providing a platform for cooperation and synergy among different partners that work along refugee and migrant travel routes; and,
  - Providing information on complementary pathways that exist in the countries of first asylum and referral to protection and assistance systems in place along the route.
19. TRS 2.0 directly reaches approximately 70,000 persons of concern a year through face to face discussions. In addition, an estimated 216,000 are reached through indirect sessions run by refugee outreach volunteers trained by TRS. The TRS Facebook pages reach the target audiences in countries of origin, asylum and transit in the language of the communities, with an average of 8.5 million persons per year with some posts expected to reach hundreds of thousands within a few hours.

## Purpose and Scope

20. The final evaluation of TRS 2.0 is being has both an accountability and learning purpose. The evaluation will fulfil UNHCR's commitments to the EU as per the project agreement, as well as providing important lessons learned for UNHCR in replicating and/or scaling up CwC initiatives of this kind in the context of the organisation's regionalization/centralization process.
21. Building on Phase 1, TRS 2.0 was intended to evolve in line with the information needs of targeted persons on the move, across a number of geographic contexts, utilising technological developments wherever possible. This approach, along with the real time adaptation CwC messages through consultation with targeted communities in their native languages, has been intended to reach the maximum number of persons of concern. The extent to which these intended objectives have been successfully reflected in the design and implementation of TRS 2.0 would benefit from further independent reflection and analysis.
22. Given the two-year time frame of TRS 2.0, and the multitude of push and pull factors behind people's decision to move, this evaluation is not expected to reflect on, or measure, project impact through attitude or behaviour change.
23. As such, UNHCR is commissioning a process evaluation to understand whether TRS
24. 2.0 has been designed and implemented as intended, and to help explain how the project has generated results at the output, and to the extent possible, outcome level.
25. The COVID-19 pandemic has brought about constraints and restrictions that reduce the scope for in-person data collection in-country due to restrictions in travel. However, it remains critical that the evaluation team gather data directly from targeted geographic settings and population groups in order to adequately respond to the key evaluation questions – specifically in Benin City (Nigeria), Khartoum (Sudan), Addis Ababa (Ethiopia), Jijiga (Ethiopia), Hargeisa (Somalia), Germany, Italy,

Denmark, Malta and Sweden - the latter five locations are included to allow for engagement with the main diaspora groups. This will involve the use of remote data collection modalities wherever possible and feasible, which should be discussed and explored in close discussion with UNHCR during the inception phase.

26. The primary users of the evaluation will be UNHCR's Division of External Relations (DER) in Geneva, the EU, and other stakeholders in UNHCR engaged in the development of strategies for communicating with communities and accountability to affected populations more broadly; specifically, UNHCR's Division of International Protection (DIP), Innovation Service, Global Data Service and regional Bureaux.

## Objectives

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27. The objective of this evaluation is to **critically assess** the **appropriateness**, the **effectiveness** and **efficiency**, the **relevance** of TRS 2.0 since its implementation in July 2018. Taking into considerations the above-mentioned criteria, this will also include identifying and underlining the key internal and external factors, opportunities or barriers affecting implementation.
28. The evaluation will **critically assess** how the TRS 2.0 have been **designed and implemented**, which should include a review of the underlying theoretical framework as
29. well as its alignment with relevant UNHCR Country Operation Plans (COPs) and operational strategies. This will also include assessing the **appropriateness** of TRS 2.0 targeting approaches, and the **relevance** of identified information needs and selected CwC approaches and mechanisms over time and across settings, and the **effectiveness** and **efficiency** of delivery. In addition, the evaluation will assess how **appropriately** and **effectively** TRS 2.0 engaged with targeted persons of concern and adapted over time.
30. The evaluation should identify **key lessons** and **good practice** to help replicate and/or scale up similar UNHCR CwC initiatives in other country operations and regions.

## Key Evaluation Questions

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31. This evaluation seeks to address the following key evaluation questions (KEQs) and proposed sub-questions, which are expected to be further refined during the inception phase, particularly in light of the requirements and restrictions of remote data collection modalities:

### *KEQ 1: To what extent was TRS 2.0 implemented as intended over time and across settings?*

- How appropriately was TRS 2.0 designed to achieve the intended objectives?
- How efficiently and effectively did TRS 2.0 inputs translate to intended outputs overtime and across settings?
- What, if any, unanticipated opportunities or barriers to implementation emerged? If observed, how - and to what extent - were they capitalised on or overcome?

### *KEQ 2: What, if any, observed results did TRS 2.0 generate over time and across settings, and how were these achieved?*

- What, if any, unintended results – both positive and negative – of TRS 2.0 have emerged?
- To what extent did target populations positively respond to, and actively participate in, TRS 2.0 over time and across settings?
- What elements of the communication campaigns and messages did target populations find most useful and informative in their respective settings, and why?

### *KEQ 3: What generalisable lessons can be found to inform the design and implementation of future UNHCR CwC related activities and interventions?*

- To what extent, and in what ways, did TRS 2.0 contextualise communication campaigns and messages for a range of target audiences across settings?
- To what extent do CwC activities implemented through TRS 2.0 interface with and 'leverage' the wider UNHCR country operation in each setting, and vice versa?



- What were the key contributing and constraining factors influencing TRS 2.0 implementation and the achievement of observed results over time and across settings?

## Methodology

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32. During the unprecedented period of the COVID-19 crisis, UNHCR remains committed to the use of evidence-based, diverse, participatory and innovative evaluation methods and approaches. The evaluation is expected to employ a robust mixed methodology combining qualitative and quantitative methods, including data collection – using remote modalities as necessary - and analysis, desk review of secondary information and content analysis of relevant background and programmatic data and documents..
33. Qualitative methods should include virtual meetings and interviews and focus group discussions (FGDs) with a range of key stakeholders including UNHCR, key external stakeholders and targeted populations with a strong Age, Gender and Diversity (AGD) approach. Where measures allow, in person meetings can be conducted when possible.
34. Data/information from a wide range of sources will need to be triangulated and cross- validated to ensure the credibility of the evaluation’s findings and conclusions.
35. The evaluation will draw upon information collected, and analysed, from a wide range of sources and a representative range of stakeholders. UNHCR will ensure that the Evaluation Team has access to relevant documents and contact details. Should the Evaluation Team need to travel, the team is expected to arrange and manage their own travel and logistics in-country (including translation/interpretation services). The Evaluation Team will need to consider remote data collection modalities in regions where direct access to Persons of Concern is not possible or in areas of limited access due to travel constraints to ensure representation of all stakeholders in the evaluation process. Ability to access information in the languages of the communities will be essential for all aspects of desk review and data collection.
36. The Evaluation Team is expected to work in close collaboration with the TRS 2.0 Project team, DER and other relevant units; they will be asked to refine the methodology and key evaluation questions following the initial desk review and key informant interviews during the inception phase.
37. Overall, the evaluation methodology is expected to:
  - Reflect an Age, Gender and Diversity (AGD) perspective in all data collection activities carried out as part of the evaluation – particularly with refugees;
  - Employ a mixed-method approach incorporating qualitative and quantitative data collection and analysis tools including the analysis of monitoring data –as available;
  - Refer to and make use of relevant sectoral standards and protection-specific analytical frameworks;
  - Be based on an analysis of:
    - The theoretical framework underpinning the project
    - The quality of evidence that informs the project design
    - Project implementation, including reach, in relation to project design
    - The country and cultural contexts covered in the project
  - Make use of a wide range of data sources for analysis including but not limited to: project monitoring data, mission reports, indicator narrative reports, mid-year and year-end progress reports, relevant assessment reports, social media content, evaluations/reports or mapping exercises which cite or sample TRS examples in order to demonstrate impartiality of the analysis, minimise bias, and ensure credibility of the evaluation’s findings and conclusions; and,
  - Be explicitly designed to address the Key Evaluation Questions, taking into account evaluability, budget and time constraints.

## Evaluation Management and Quality Assurance

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38. This evaluation will be managed by the UNHCR Division of External Relations (DER) who will: (i) manage administrative day to day aspects of the evaluation process; (ii) act as the main interlocutor with the Evaluation Team; (iii) ensure access to required background and supporting documentation;

- (iv) facilitate communication with relevant local stakeholders to ensure evaluators receive the required data; (v) facilitate communication with relevant stakeholders to ensure technical guidance on content; and
39. (vi) review the interim deliverables and final reports to ensure quality, with inputs from the Evaluation Service and other UNHCR entities as required.
  40. DER and TRS 2.0 Project staff will facilitate access to key stakeholders, including UNHCR Persons of Concern and will assist the Evaluation Team with logistical and administrative arrangement, though these are largely expected to be managed by the Evaluation Team themselves.
  41. The Evaluation Team are required to sign the UNHCR Code of Conduct, complete UNHCR's introductory protection training module, and respect UNHCR's confidentiality requirements.
  42. In line with established standards for evaluation in the UN system, and the UN Ethical Guidelines for evaluations (UNEG), evaluations in UNHCR are founded on the inter- connected principles of independence, impartiality, credibility and utility, which in practice call for:
    - a. Protecting sources and data;
    - b. Systematically seeking informed consent;
    - c. Respecting dignity and diversity;
    - d. Minimising risk, harm and burden upon those who are the subject of, or participating in the evaluation, while at the same time not compromising the integrity of the exercise.
  43. The evaluation is also expected to adhere with the pilot 'Evaluation Quality Assurance' (EQA) guidance, which clarifies the requirements expected for UNHCR evaluation processes and products. The Evaluation Manager(s) and Evaluation Service EQA focal point will share and provide an orientation to the EQA at the start of the evaluation. Adherence to the EQA is overseen by the UNHCR Evaluation Service as needed.
  44. A Reference Group may be established with the participation of the key internal, and possibly external, stakeholders to help guide the process. Members of the group would be asked to:
    - Provide suggestions to identify potential materials and resources to be reviewed and key contacts to be considered for key informant interviews;
    - Review and comment on the draft inception report;
    - Review and comment on the data collection and data analysis instruments that will be developed by the Evaluation Team;
    - Review and comment on the draft final reports, validate emerging findings and conclusions; and,
    - Advise on the focus of the evaluation recommendations that will form the basis of the Management Response to the evaluation.
  45. Upon completion, the final evaluation report will be published on the UNHCR website and will be shared with the Director of the Division of External Relations at UNHCR HQ, with the request to formulate the formal management response. The completed Management Response Matrix will also be made available in the public domain.

## Evaluation Locations

46. The evaluation is expected to reflect on implementation across all project locations, with remote and, on when feasible and absolutely necessary, direct access to target populations in the following locations: Germany, Italy, Denmark and Malta (diaspora groups); and Khartoum (Sudan), Addis Ababa, Jijiga (Ethiopia), Hargeisa (Somaliland) and Benin City (Nigeria).
47. Despite a restriction on field mission for the foreseeable future, the selection of the field locations is intended to encompass and reflect the diversity of dissemination and engagement approaches and processes; allow in-direct access to the communities the project engages with; and, reflect the full geographic spectrum of travel routes. Remote data collection modalities, with the assistance of UNHCR as required, should be used to collect data directly from persons of concern in the Horn of Africa and Nigeria (Somalis, Eritrean and Nigerians), implementing partners in the field locations set out further below, key UNHCR staff members, celebrities that have been engaged, members of the diaspora, and the project team and other actors who have engaged with the project.

## Expected Deliverables and Evaluation Timeline

48. It is anticipated the evaluation will be completed within five months from October 2020 to February 2021 with a 4 weeks inception phase (including interviews with Team Leader, TRS Stockholm and TRS field teams in Ethiopia, Sudan and Nigeria); 8 week data collection, analysis and reporting phase; and, 4 weeks report writing and finalization phase. The indicative timeline is as follows:

Activity	Key Deliverable	Indicative Timeline
<p>Phase 1: Inception including: Initial desk review</p> <p>Interview with TRS teams</p> <p>Selected key informant interviews (conducted remotely)</p> <p>EQA review on the draft inception report</p> <p>Circulation for comments and inception report finalisation</p>	<p>Final inception report (25 pages) including methodology, final evaluation questions and evaluation matrix, elaborated Theory of Change (ToC) and a draft programme for the data collection phase (including draft data collection tools and details of remote data collection modalities).</p>	<p>Week 1 – 4</p>
<p>Phase 2: Data collection including:</p> <p>Key stakeholder interviews, FGDs surveys (remotely and in country where possible); in depth document review;</p> <p>Remote debriefing on preliminary findings and data collection phase (including discussion of any significant data gaps with key stakeholders)</p> <p>Stakeholder feedback on preliminary findings and data collection phase</p>	<p>Debrief Powerpoint presentation</p>	<p>Week 5 - 12 –0</p>
<p>Phase 3: Data Analysis and Reporting including:</p> <p>Analysis and write up</p> <p>EQA review of draft report, circulation for comments</p> <p>Remote validation workshop to discuss stakeholder feedback and validate evaluation findings and discuss conclusions and proposed recommendations</p>	<p>Draft final report (for circulation and comments)</p> <p>Validation Workshop Powerpoint presentation</p>	<p>Week 13 – 16</p>
<p>Phase 4: Finalisation of evaluation report</p>	<p>Final Evaluation Report (40-50 pages) including recommendations and standalone executive summary (5-10 pages)</p>	<p>Week 16 - 20</p>

49. The final deliverable is the Final Evaluation Report which should comply with UNHCR Policy on Evaluation and the United Nations Evaluation Group's (UNEG) Norms and Standards for Evaluation (June 2016). In line with established standards for evaluation in the UN system, the Code of Conduct for evaluation in the UN system and the UN Ethical Guidelines for evaluations, evaluation in UNHCR is founded on the fundamental principles of independence, impartiality, credibility and utility. The report shall be guided by and must adhere to these principles to ensure that (a) the report is fit for the stated purposes as set out in these policies; and (b) the report's findings, conclusions, recommendations and proposed lessons to be learned are viewed with confidence by their intended audience and users within UNHCR, its partners and beyond. The report's quality will be assessed on the basis of these standards.
50. The UNHCR Head of Evaluation Service is responsible for final quality assurance approval of the final evaluation report.

## **Required Skills and Experience**

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51. The evaluation will be undertaken by a team of minimum two independent consultants comprising of a designated Team Leader and at least one team member. Gender balance in the Evaluation Team will be considered during the selection process.
52. The Evaluation Team are expected to demonstrate evaluation expertise – particularly in the use of remote data collection modalities - as well as expertise in CwC in humanitarian, and ideally displacement/refugee settings, and knowledge of refugee protection. They should also have knowledge of UNHCR's protection mandate and operational platform.
53. The Evaluation Team will be expected to source translation services as required.
54. In line with the UNHCR Evaluation Policy, prior to hiring the consultants, any actual or potential conflict of interest will be assessed.
55. Specific requirements for each of the Team Leader and member roles are outlined below:

### **Evaluation Team Leader:**

- A post-graduate or Masters' degree in social science, development studies, international relations or economics plus a minimum of 12 years of relevant professional experience in humanitarian and/or refugee response settings.
- Minimum of 5 years of evaluation experience with demonstrated ability in mixed research methodologies, qualitative and quantitative data collection, analytical methods and techniques – including statistical analysis - in humanitarian and/or refugee operations. Proven experience with relevant software packages (e.g. Nvivo, Stata, SPSS) desirable.
- Proven experience in evaluation of Communicating with Communities (CwC) is essential, and of protection-related evaluation(s) in humanitarian and/or refugee settings, highly desirable.
- Proven track record in successfully leading an evaluation team and managing fieldwork in humanitarian and/or refugee response environments.
- Knowledge of UNHCR's protection mandate and operational platform.
- Proven expertise in facilitating participatory workshops involving different groups and participants.
- Experience in generating useful and action-oriented recommendations to senior management and programming staff.

### **Evaluation Team Member(s)**

- A post-graduate or Masters' degree in social sciences, development studies, international relations, or economics plus a minimum of 5 years of relevant professional experience, ideally in humanitarian and/or refugee response settings, particularly with vulnerable and/or marginalised groups.
- Minimum of 4 years experience supporting quantitative and qualitative data collection and analysis for evaluation purposes (preferable) or operational research in humanitarian and/or refugee response settings

- Demonstrable knowledge and experience of research and/or evaluation of Communicating with Communities (CwC) is highly desirable.
- Good knowledge of humanitarian and/or refugee response programming, relevant analytical frameworks and programming approaches and standards.
- Proven expertise in facilitating participatory workshops involving different groups and participants.
- Excellent communication and presentation skills.

## Application Process

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- Applications can be submitted either by an individual consultant or by individuals proposing to work together as a team. It is important to note that payments will be made by deliverable. Indicative budgets should be prepared in line with the expected deliverables and should include any anticipated overhead costs (e.g. interpretation/translation services) and evaluation-specific in-country data collection costs (see 'Annex A: Indicative Budget' for template). Travel costs and DSA will be paid separately.
- Interested candidates – either as individual Team Leader applicants or jointly when applying as a team - should submit a brief (5-10 pages) approach paper outlining how they understand the TOR and proposed methodology. In addition all individuals should submit a completed Personal History Form/PHF (form downloadable from [here](#)), and each submission (individual or team) should include a brief cover letter (2-page maximum) to include availability as per indicative timeline, and an outline of how the applicant(s) match the required skills and experience outlined in these terms of reference. We also request three recent examples of relevant work, and the contact details for three references.

**APPENDIX A: Indicative Budget Template**

This template is for an indicative budget only. Travel and DSA costs will be calculated separately.

Description	Cost (USD)
<b>Phase 1 Deliverables (Final Inception Report)</b>	
(Please list any relevant cost elements e.g. team leader and team member lump sum costs, logistics, translation services, copy editing etc.)	
<b>Phase 2 Deliverables (Mission Reports, Debrief Powerpoint)</b>	
(Please list any relevant cost elements e.g. team leader and team member lump sum costs, logistics, translation services, copy editing etc.)	
<b>Phase 3 Deliverables (Validation Workshop Powerpoint, Draft Evaluation Report)</b>	
(Please list any relevant cost elements e.g. team leader and team member lump sum costs, logistics, translation services, copy editing etc.)	
<b>Phase 4 Deliverables (Final Evaluation Report and standalone executive summary)</b>	
(Please list any relevant cost elements e.g. team leader and team member lump sum costs, logistics, translation services, copy editing etc.)	
<b>TOTAL COST (USD)</b>	

## Annex 2: Interview list

The list below includes the names and agency or location of interview respondents. In order to safeguard anonymity no further information is provided. Some of these interviews were conducted jointly. Individuals interviewed for the addendum are listed in Addendum A.

Name	Country/Agency
People from Nigeria	5
People from Somaliland	13
People Living in Addis Ababa	6
People Living in Jijiga	7
People Living in Sudan (Eastern Sudan)	4
People Living in Sudan (Khartoum)	5
Abdirashid Mohamud	UNHCR
Alexander Warkotsch	European Union
Alexandra McDowall	UNHCR
Amal Jibril	Former UNHCR
Christa Awuor Odinga	UNHCR
Dominique Hyde	UNHCR
Frida Yohannes	UNHCR
Grainne Ohara	UNHCR
Henrik Nordentoft	UNHCR
Katherine Harris	UNHCR
Katie Drew	UNHCR
Marco Orsini	IEFTA
Marketa Jurovska	UNHCR
Messai Ali	UNHCR
Mike Walton	UNHCR
Olga Sarrado	UNHCR
Paul Muteru	UNHCR
Ragnhild Ek	IEFTA
Shenny Plougmann	UNHCR
Silvia Monsega	European Union
Smriti Belbase	UNHCR
Unyime Johnson	UNHCR
Vincent Briard	UNHCR
Vincent Cochetel	UNHCR
Yousuf Taha	UNHCR
Zamzam Abdi Jama	UNHCR
Zamzam Nurie	UNHCR

The guidance/protocol used is included below.

For UNHCR staff and Partner NGOs (it is expected that respondents are well versed with the project and this assignment).

My name is ....., I am an evaluation consultant part of Policy Research Institute. You have been informed about the conduct of this assignment by XXX. It is our understanding that you are familiar with this assignment and with the relevant ToR. Please be assured that your contribution to this assignment is anonymous. Nothing that you say during this interview will be attributed to you personally. However, your organization, gender, and general position will be listed in an annex to the report. If you wish that this information not be included, please let us know and your gender will be listed but no other information. Also you can stop the interview at any time.

For community members, volunteers, celebrities and target beneficiaries

My name is XXX, I work for a company based in Switzerland, Policy Research Institute, and in this case I have been asked by UNHCR to look into a project they have implemented in a number of countries in Europe, Nigeria, Ethiopia, Sudan and Somaliland. Their project focuses on sharing information on displacement/onward movement/migration and on the realities of displacement/onward movement/migration. UNHCR is very interested in knowing how the project worked, what worked and what didn't work so well. We know that you are busy and that given the pandemic this is a very strange time, but we hoped that you would be willing to discuss with us a little bit about (choose appropriate: your experience with UNHCR on the TRS project/ the information you have had access to / you experience with information access/ the information you have delivered or shared on behalf of the UNHCR project). It's very important that you know that nothing that you say during this interview will be attributed to you personally. We would like, if its ok with you, to list your gender and location in the report. Also you may stop this interview at any time. Please keep in mind that there are no right or wrong answers, we simply want to have your perspective.

Name:

Age:

Location:

Organization (if relevant):

Position:

Part 1: EQ 1

1. Could you explain your familiarity/engagement with the Telling the Real Story Project? (this may not be relevant to all volunteers, radio staff, and government representatives. UNHCR will be consulted to know who amongst the respondents is in a position to respond to this open question).
2. Regarding the communication efforts you are familiar with, and taking into consideration the audience you cater to, what do you think are (have been) the most valuable ways to convey key messages about migration/displacement/onward movement/irregular movement ? What do you think has made these approaches particularly useful
3. Do you think Telling the Real Story has effectively communicated about the realities of traveling by smuggler? If yes why? And If no, how can we do better?
4. Do you think there are communication channel which have not worked at all/has been least effective?
5. Do you think there are communication mechanism which have not been effectively used yet?



6. In your experience over the years what has changed over time? (your target audience? The tools you have to communicate with them? The messages that resonate?) What has made you aware of this change? Do you think this change has been addressed effectively? If yes, was it done promptly? If no, why not?
7. What are the principal opportunities at your disposal to effectively communicate key messages regarding migration/displacement/onward movement? (where relevant target will be changed to trafficking or other key word that may be more appropriate)
8. What are the principal barriers to communicating key messages regarding migration/displacement/onward movement ?

Part 2: EQ 2

9. What do you think are key notable results that you attribute to the work you have done/been engaged with?
10. What makes you feel this can be attributed to your work?
11. What are the positive or negative impacts of the work that you have done (intended or unintended)?

Part 3: EQ 3

12. How have the messages been made context sensitive?
13. What exactly has been adapted to the context? (what makes you feel it is context specific.

Part 4: General

14. Any additional observations regarding your experience with The Real Story 2.0 (use another name if they are more familiar with something else)
15. What do you think is the most important lesson that can be learned from this project experience

## **Annex 3: Focus group discussion participants**

The list below includes the names of individuals who participated in FGD. In certain instances they wanted to be identified by one name only, this wish has been respected.

FDG Nigerians – diaspora – 5 participants

FCG Eritreans – diaspora – 6 participants

FCG Somalis – diaspora – 5 participants

FCG Somaliland 1 – 5 participants

FCG Somaliland 2 – 6 participants

## Annex 4: Survey tools

### Survey 1: Overall experience

You have received this survey because we think you have been somehow engaged in the Telling the Real Story project implemented by UNHCR. If you can spend a few minutes, we would appreciate your feedback. (discuss with UNHCR what respondents may know/how they may associate with the project)

Please read the survey quickly, Have you answered this survey before: yes /no. If yes, please do not do it again.

FOR EACH OF THE QUESTIONS BELOW PLEASE MARK ALL THE ANSWER THAT APPLY:

1. I am a:
  - a. Female \_\_\_
  - b. Male \_\_\_
  - c. Child \_\_\_
  - d. Youth \_\_\_
  - e. Parent \_\_\_
2. I am from:
  - a. Eritrea \_\_\_
  - b. Somalia \_\_\_
  - c. Nigeria \_\_\_
  - d. Other \_\_\_
3. I currently live in:
  - a. my home country \_\_\_
  - b. a transit country \_\_\_
  - c. a foreign country \_\_\_
  - d. urban area \_\_\_
  - e. rural areas \_\_\_
  - f. camp \_\_\_
4. I have a disability:
  - a. yes \_\_\_
  - b. no \_\_\_
5. If yes, to Q 4 Are you migrating/currently living with a family member or caretaker
  - a. Yes \_\_\_
  - b. No \_\_\_
6. I intend to move onward irregularly/thinking about moving onward irregularly or someone in my family is thinking of moving onward irregularly:
  - a. Yes \_\_\_
  - b. No \_\_\_
7. How many people do you currently live with?
8. I describe myself as a:
  - a. community leader \_\_\_
  - b. religious leader \_\_\_
  - c. advocate \_\_\_
  - d. NGO worker \_\_\_
  - e. returnee \_\_\_
  - f. volunteer \_\_\_
  - g. activist \_\_\_
  - h. influencer \_\_\_
  - i. celebrity \_\_\_
  - j. government official \_\_\_
  - k. student \_\_\_
  - l. teacher \_\_\_
  - m. parent \_\_\_
  - n. regional education officer \_\_\_
  - o. member of coordination platform (MMTF, Protection cluster, ad hoc work-streams, MFT etc) \_\_\_
  - p. UNHCR partner \_\_\_
  - q. refugee \_\_\_
  - r. asylum seeker \_\_\_
  - s. IDP \_\_\_
  - t. host community member \_\_\_
9. I have provided information about irregular movement and human trafficking to:

- a. community leader \_\_\_\_
- b. religious leader \_\_\_\_
- c. advocate \_\_\_\_
- d. NGO worker \_\_\_\_
- e. returnee \_\_\_\_
- f. volunteer \_\_\_\_
- g. activist \_\_\_\_
- h. influencer \_\_\_\_
- i. celebrity \_\_\_\_
- j. government official \_\_\_\_
- k. student \_\_\_\_
- l. teacher \_\_\_\_
- m. parent \_\_\_\_
- n. regional education officer \_\_\_\_
- o. member of coordination platform (MMTF, Protection cluster, ad hoc work-streams, MFT etc) \_\_\_\_
- p. UNHCR partner \_\_\_\_
- q. refugee \_\_\_\_
- r. asylum seeker \_\_\_\_
- s. IDP \_\_\_\_

**10. I have received information about irregular movement and human trafficking from Telling the Real Story Project via:**

- a. community leader \_\_\_\_
- b. religious leader \_\_\_\_
- c. advocate \_\_\_\_
- d. NGO worker \_\_\_\_
- e. returnee \_\_\_\_
- f. volunteer \_\_\_\_
- g. activist \_\_\_\_
- h. influencer \_\_\_\_
- i. celebrity \_\_\_\_
- j. government official \_\_\_\_
- k. student \_\_\_\_
- l. teacher \_\_\_\_
- m. parent \_\_\_\_
- n. regional education officer \_\_\_\_
- o. member of coordination platform (MMTF, Protection cluster, ad hoc work-streams, MFT etc) \_\_\_\_
- p. UNHCR partner \_\_\_\_
- q. refugee \_\_\_\_
- r. asylum seeker \_\_\_\_
- s. IDP \_\_\_\_
- t. Radio \_\_\_\_
- u. Facebook \_\_\_\_
- v. Twitter \_\_\_\_
- w. Books \_\_\_\_
- x. Pamphlets \_\_\_\_
- y. survivor testimonies \_\_\_\_
- z. TV \_\_\_\_
- aa. TRS volunteers \_\_\_\_
- bb. TRS outreach activities/sessions \_\_\_\_
  - i. Community dialogue sessions \_\_\_\_
  - ii. Focus Group Discussion \_\_\_\_
  - iii. Awareness in Schools & Universities, debate Competitions \_\_\_\_
  - iv. football tournament \_\_\_\_
  - v. book reading sessions \_\_\_\_
  - vi. Celebrity engagement \_\_\_\_
  - vii. returnee engagement \_\_\_\_
  - viii. TRS visibility materials such as poster \_\_\_\_
  - ix. billboards and children books \_\_\_\_
  - x. awareness sessions targeting IDPS and Refugees/ASK \_
  - xi. drama and other creative engagement \_\_\_\_
  - xii. career counselling sessions \_\_\_\_
  - xiii. Screening of testimonies via public transport or mobile cinema. \_\_\_\_

## Survey 2: Rubrics

We understand that you have received information about irregular/secondary movement through a variety of sources. Please tell us if the information was not informative, informative, very informative, led to me changing my mind regarding about irregular/secondary movement. All the answers are exactly the same, we just want to know how you feel about each source of data. Please check the right answer. If you have answered this survey before, do not proceed.

**1. Information I got from loud speaker at the camp was:**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**2. Information I got from loud speaker on the road or during rallies was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**3. Information I got from a volunteer was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**4. Information I got from a family members or close friend was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**5. Information I got from a community leader was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**6. Information I got from influential members of the diaspora**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**7. Information I got from a celebrity was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**8. Information I got during a FGD discussion was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**9. Information I got during a cultural or sports event me was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**10. Information I got from a poster was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**11. Information I got from a book was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**12. Information I got from a Facebook post was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**13. Information I got from a Facebook exchange I had post was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**14. Information that was from a returnee or based on a real returnee story**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**15. Information that was from an authority (police) on their own experience with migrants/returnees**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**16. Information I got from a twitter post was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**17. Information I got from a twitter exchange I had posted was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**18. Information I got from a radio programme was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**19. Information I got from other sources**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**FOR EACH OF THE QUESTIONS BELOW PLEASE MARK ALL THE ANSWER THAT APPLY**

**20. Have you decided not to migrate, if yes please mark all the information sources which have affected your decision.**

1. loud speaker \_\_\_\_\_
2. volunteer \_\_\_\_\_
3. community leader \_\_\_\_\_
4. religious leader \_\_\_\_\_
5. *a family member or close friend* \_\_\_\_\_
6. *trafficker* \_\_\_\_\_
7. celebrity \_\_\_\_\_
8. FGD discussion \_\_\_\_\_
9. cultural or sports event \_\_\_\_\_
10. Food distribution location \_\_\_\_\_
11. Public transport (see buses in Somalia) \_\_\_\_\_
12. UNHCR information line \_\_\_\_\_
13. poster \_\_\_\_\_
14. book was \_\_\_\_\_
15. Facebook post \_\_\_\_\_
16. Facebook exchange \_\_\_\_\_
17. twitter post \_\_\_\_\_
18. twitter exchange \_\_\_\_\_
19. radio programme \_\_\_\_\_
20. Other UNHCR sources \_\_\_\_\_

**21. I am a:**

- Female \_\_\_\_\_
- Male \_\_\_\_\_
- Child \_\_\_\_\_
- Youth \_\_\_\_\_
- Parent \_\_\_\_\_

**22. I am from:**

- Eritrea \_\_\_\_\_
- Somalia \_\_\_\_\_
- Nigeria \_\_\_\_\_
- other \_\_\_\_\_

**23. I currently live in:**

- my home country \_\_\_\_\_
- a transit country \_\_\_\_\_
- a foreign country \_\_\_\_\_
- urban area \_\_\_\_\_
- rural areas \_\_\_\_\_
- camp \_\_\_\_\_

**24.**

**I have a disability:**

- yes \_\_\_\_\_
- no \_\_\_\_\_

## Survey 3: Ranking

You have received this survey because we think you have been somehow engaged in the Telling the Real Story project implemented by UNHCR. If you can spend a few minutes, we would appreciate your feedback. (discuss with UNHCR what respondents may know/how they may associate with the project)

Please read the survey quickly, Have you answered this survey before: yes /no. If yes, please do not do it again.

FOR EACH OF THE QUESTIONS BELOW PLEASE MARK ALL THE ANSWER THAT APPLY:

**1. I am a:**

- a. Female \_\_\_\_
- b. Male \_\_\_\_
- c. Child \_\_\_\_
- d. Youth \_\_\_\_
- e. Parent \_\_\_\_

**2. I am from:**

- a. Eritrea \_\_\_\_
- b. Somalia \_\_\_\_
- c. Nigeria \_\_\_\_
- d. Other \_\_\_\_

**3. I currently live in:**

- a. my home country \_\_\_\_
- b. a transit country \_\_\_\_
- c. a foreign country \_\_\_\_
- d. urban area \_\_\_\_
- e. rural areas \_\_\_\_
- f. settlement / camp \_\_\_\_

**4. I have a disability**

- a. yes \_\_\_\_
- b. no \_\_\_\_

**5. If yes, to Question 4 Are you migrating/ move onward irregularly/ currently living with a family member or care taker**

- a. yes \_\_\_\_
- b. no \_\_\_\_

**6. I intend to migrate/ move onward irregularly /thinking about migrating or someone in my family is thinking of migrating:**

- a. yes \_\_\_\_
- b. no \_\_\_\_
- c. \_\_\_\_

**7. How many people do you currently live with \_\_\_\_**

**8. I describe myself as a:**

- a. Community leader \_\_\_\_
- b. Religious leader \_\_\_\_
- c. Advocate \_\_\_\_
- d. Ngo worker \_\_\_\_
- e. Returnee \_\_\_\_
- f. Volunteer \_\_\_\_
- g. Activist \_\_\_\_
- h. Influencer \_\_\_\_
- i. Celebrity \_\_\_\_
- j. Government official \_\_\_\_
- k. Student \_\_\_\_
- l. Teacher \_\_\_\_
- m. Parent \_\_\_\_
- n. Regional education officer \_\_\_\_
- o. Member of coordination platform (MMTF, protection cluster, adhoc work-streams) \_\_\_\_
- p. UNHCR partner \_\_\_\_



- q. Refugee \_\_\_\_\_
- r. Asylum seeker \_\_\_\_\_
- s. IDP \_\_\_\_\_
- t. Host community member \_\_\_\_\_

**9. Please rank the three information sources in order of importance 1 is the most important information:**

- \_\_\_\_\_ . Loud speaker
- \_\_\_\_\_ . Volunteer
- \_\_\_\_\_ . Community leader
- \_\_\_\_\_ . Religious leader
- \_\_\_\_\_ . *A family member or close friend*
- \_\_\_\_\_ . *Trafficker*
- \_\_\_\_\_ . Celebrity
- \_\_\_\_\_ . Focus Group Discussion
- \_\_\_\_\_ . Cultural or sports event
- \_\_\_\_\_ . Food distribution location
- \_\_\_\_\_ . Public transport
- \_\_\_\_\_ . UNHCR information line
- \_\_\_\_\_ . Poster
- \_\_\_\_\_ . Book
- \_\_\_\_\_ . Facebook post
- \_\_\_\_\_ . Facebook exchange
- \_\_\_\_\_ . Twitter post
- \_\_\_\_\_ . Twitter exchange
- \_\_\_\_\_ . Radio programme
- \_\_\_\_\_ . Other UNHCR sources

**10. Have you answered this survey before**

- a. yes \_\_\_\_\_
- b. no \_\_\_\_\_

## Survey 4: All 3 surveys compounded and revised (used in camps)

Hello, my name is \_\_\_\_\_. I wanted to know if you might have 20-30 minutes to speak with me about the information you have received while at the camp related to the onward movement. We are collecting information to have a better idea of what works best. There are no right or wrong answers, we would just like to know about your experience.  
Thank you in advance for participating.

FOR EACH OF THE QUESTIONS BELOW PLEASE MARK ALL THE ANSWERS THAT APPLY

1. I am a (please tick all that apply):

- a. Female \_\_\_\_
- b. Male \_\_\_\_
- c. Child (less than 16 years old) \_\_\_\_
- d. Youth (16-25 years old) \_\_\_\_
- e. Parent \_\_\_\_

2. I am from:

- a. Eritrea \_\_\_\_
- b. Somaliland \_\_\_\_
- c. Nigeria \_\_\_\_
- d. other \_\_\_\_

3. How many people do you currently live with \_\_\_\_\_

4. I have a disability:

- a. Yes \_\_\_\_
- b. No \_\_\_\_

5. If yes, to Q 4 Are you migrating/currently living with a family member or caretaker

- a. Yes \_\_\_\_
- b. No \_\_\_\_

6. I have lived in where I currently live for (in years) \_\_\_\_\_

7. I intend to move onward irregularly/thinking about moving onward irregularly

- a. Yes \_\_\_\_
- b. No \_\_\_\_

8. If yes, I have been thinking of this option for

- a. Less than 1 year
- b. 1-2 years
- c. 3-5 years
- d. More than 5 years

9. Someone in my family is thinking of moving onward irregularly:

- a. Yes \_\_\_\_
- b. No \_\_\_\_

10. Have you decided not to migrate, if yes please mark all the information sources which have affected your decision.

- a. loud speaker \_\_\_\_
- b. volunteer \_\_\_\_
- c. community leader \_\_\_\_
- d. religious leader \_\_\_\_
- e. a family member or close friend \_\_\_\_
- f. trafficker \_\_\_\_
- g. celebrity \_\_\_\_
- h. Focus Group Discussion \_\_\_\_
- i. cultural or sports event \_\_\_\_
- j. Food distribution location \_\_\_\_
- k. Public transport (see buses in Somalia) \_\_\_\_
- l. \_\_\_\_
- m. UNHCR information line \_\_\_\_
- n. Poster \_\_\_\_
- o. \_\_\_\_
- p. Book was \_\_\_\_
- q. Facebook post \_\_\_\_
- r. Facebook exchange \_\_\_\_
- s. twitter post \_\_\_\_
- t. twitter exchange \_\_\_\_
- u. Radio programme \_\_\_\_
- v. Other UNHCR sources \_\_\_\_

11. I describe myself as a (mark all that apply):

- a. Community leader \_\_\_\_

- b. Religious leader \_\_\_\_
- c. Advocate \_\_\_\_
- d. NGO worker \_\_\_\_
- e. Returnee \_\_\_\_
- f. Volunteer \_\_\_\_
- g. Activist \_\_\_\_
- h. Influencer \_\_\_\_
- i. Celebrity \_\_\_\_
- j. Government official \_\_\_\_
- k. Student \_\_\_\_
- l. Teacher \_\_\_\_
- m. Parent \_\_\_\_
- n. Regional education officer \_\_\_\_
- o. Member of coordination platform (MMTF, protection cluster, adhoc work-streams) \_\_\_\_
- p. UNHCR partner \_\_\_\_
- q. Refugee \_\_\_\_
- r. Asylum seeker \_\_\_\_
- s. IDP \_\_\_\_
- t. Host community member \_\_\_\_

**12. I have received information about irregular movement and human trafficking from Telling the Real Story Project via:**

- a. Community leader \_\_\_\_
- b. Religious leader \_\_\_\_
- c. Advocate \_\_\_\_
- d. NGO worker \_\_\_\_
- e. Returnee \_\_\_\_
- f. Volunteer \_\_\_\_
- g. Activist \_\_\_\_
- h. Influencer \_\_\_\_
- i. Celebrity \_\_\_\_
- j. Government official \_\_\_\_
- k. Student \_\_\_\_
- l. Teacher \_\_\_\_
- m. Parent \_\_\_\_
- n. Regional education officer \_\_\_\_
- o. Member of coordination platform (MMTF, protection cluster, adhoc work-streams) \_\_\_\_
- p. UNHCR partner \_\_\_\_
- q. Refugee \_\_\_\_
- r. Asylum seeker \_\_\_\_
- s. IDP \_\_\_\_
- t. Host community member \_\_\_\_
- v. Pamphlets \_\_\_\_
- x. survivor testimonies \_\_\_\_
- y. TV \_\_\_\_
- z. TRS volunteers \_\_\_\_
- aa. TRS outreach activities/sessions \_\_\_\_
  - 1. Community dialogue sessions \_\_\_\_
  - 2. Focus Group Discussion \_\_\_\_
  - 3. Awareness in Schools & Universities, debate Competitions \_\_\_\_
  - 4. Football tournament \_\_\_\_
  - 5. book reading sessions \_\_\_\_
  - 6. Celebrity engagement \_\_\_\_
  - 7. Returnee engagement \_\_\_\_
  - 8. TRS visibility materials such as poster \_\_\_\_
  - 9. Billboards and children books \_\_\_\_
  - 10. Awareness sessions targeting IDPS and Refugees/ASK \_
  - 11. Drama and other creative engagement \_\_\_\_
  - 12. Career counselling sessions \_\_\_\_
  - 13. Screening of testimonies via public transport or mobile cinema

**13. I have provided information about irregular movement and human trafficking to:**

- a. Community leader \_\_\_\_
- b. Religious leader \_\_\_\_
- c. Advocate \_\_\_\_
- d. NGO worker \_\_\_\_
- e. Returnee \_\_\_\_
- f. Volunteer \_\_\_\_
- g. Activist \_\_\_\_
- h. Influencer \_\_\_\_
- i. Celebrity \_\_\_\_
- j. Government official \_\_\_\_
- k. Student \_\_\_\_
- l. Teacher \_\_\_\_
- m. Parent \_\_\_\_
- n. Regional education officer \_\_\_\_

- p. Member of coordination platform (MMTF, Protection cluster, ad hoc work-streams, MFT etc) \_\_\_\_
- q. UNHCR partner \_\_\_\_
- r. Refugee \_\_\_\_
- s. Asylum seeker \_\_\_\_
- t. IDP \_\_\_\_

- \_\_\_\_. Loud speaker
- \_\_\_\_. Volunteer
- \_\_\_\_. Community leader
- \_\_\_\_. Religious leader
- \_\_\_\_. *A family member or close friend*
- \_\_\_\_. *Trafficker*
- \_\_\_\_. Celebrity
- \_\_\_\_. Focus Group Discussion
- \_\_\_\_. Cultural or sports event
- \_\_\_\_. Food distribution location
- \_\_\_\_. Public transport
- \_\_\_\_. UNHCR information line
- \_\_\_\_. Poster
- \_\_\_\_. Book
- \_\_\_\_. Facebook post
- \_\_\_\_. Facebook exchange
- \_\_\_\_. Twitter post
- \_\_\_\_. Twitter exchange
- \_\_\_\_. Radio programme

We understand that you have received information about irregular/secondary movement through a variety of sources. Please tell us if the information was not informative, informative, very informative, led to me changing my mind regarding about irregular/secondary movement. All the answers are exactly the same, we just want to know how you feel about each source of data. Please check the right answer. If you have answered this survey before, do not proceed.

**14. Information I got from loud speaker at the camp was:**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**15. Information I got from loud speaker on the road or during rallies was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**16. Information I got from a TRS volunteer was**

not informative	/informative	very informative	led to me changing my mind.	I did not get this type of information
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**17. Information I got from a family members or close friend was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**18. Information I got from a community leader was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**19. Information I got from influential members of the diaspora**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**20. Information I got from a celebrity was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**21. Information I got during a Focus Group Discussion/ Group discussion with people ion the camp discussion was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**22. Information I got during a cultural or sports event me was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**23. Information I got from a poster was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**24. Information I got from the TRS Journey Book was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**25. Information I got from a Facebook post was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**26. Information I got from a Facebook exchange I had post was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**27. Information that was from a returnee or based on a real returnee story**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**28. Information that was from an authority (police) on their own experience with migrants/returnees**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**29. Information I got from a twitter post was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**30. Information I got from a twitter exchange I had posted was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**31. Information I got from a radio programme was**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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**32. Information I got from other sources**

not informative	informative	very informative	led to me changing my mind.	I did not get this type of information
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## Annex 5: Activity mapping

The following boxes reflect the activities that have been undertaken by the TRS 2.0 during the time period under review. This does not reflect all activities, but most, based on an assessment of progress reports. The evaluation team notes that “most” not “all” activities are reflected because after reviewing the progress reports it seemed apparent that some activities may not have been reflected in full. Also the tables below do not detail social media engagements. The tables below will form the foundation for a more detailed mapping (see mapping) and may serve to lend validity to data collected during the data collection process. Specifically as pertains to representation.

### Somalia (Somaliland)

Date	Face to Face engagement	Radio sessions	Debates with adults	Debates including students/youth	Distribution of audio visual material	Specific multipliers	Targeted through volunteers	Partner organizations	Celebrity engagement
July August 2018	40		Discussions with 40 returnees						
Sep-oct 2018	3200				1180 children's books, 100 banners and posters	27 returnees 40 religious leaders		21	
Nov-Dec 2018	304 (including 2400 approx. children) and 946 youth				820 children's books, 150 poster	106 religious leaders			
Jan-Feb 2019	3251 (1500 students); and 150 IDP				100 posters	12 returnees 110 community leaders			10
May-June 2019			FGD with 120 youth						
July-August 2019				Counselling sessions 350 uni students					
Sept-Dec 2019	8856 (6200 students)						2645 (through DRC)	Danish Refugee Council	
Jan-Feb 2020	6917	50000	Yes	3600+	1356 books and 53 posters				
May-June 2020					41 posters		20000 through outreach and visited 15000 (by volunteers)		

## Sudan

Date	Face to Face engagement	Radio sessions	Debates with adults	Debates including students/youth	Distribution of audio visual material	Targeted through volunteers	Training	Partner organizations
July-August 2018 <sup>15</sup>	193		Focus group with parents	Focus group with children <sup>16</sup> and with 42 unaccompanied children				
Sep-oct 2018	2173 662 Khartoum, 1511 Girba including q1316 children				500 books in Arabic and Tigrinya, 437 posters		50 officials trained (anti trafficking)	7
Nov-Dec 2018	2999				2500 books, 1000 posters	5412		
Jan-Feb 2019	1076 (975 in Khartoum, including 50 children and 110 in Eastern Sudan including 64 students and 37 unaccompanied children				60 books			
March-April 2019	879					450 refugees through churches		
May-June 2019	Meeting with 30 individuals during World Refugee Day		FGD discussion at reception including one with 26 women; 33 awareness raising events		3 Video testimonials	1105 home visits		
July-August 2019	2050 (Girba)		Outreach to 180 students (Khartoum) 11 outreach sessions to returnees (Girba)	3 FDG with women and youth	10 Screening of testimonials	2950 home visits	11 awareness sessions, 610 attendees (workshops (Girba)	
Sept-Dec 2019	2973 (760 children) Girba				540 books, 320 brochures, Khartoum; 810 books Girba	21541		
Jan-Feb 2020	8785 (including 519 children)				100	11469	18 participants (theatre group)	
March-April 2020	23182 Refugees (Girba) of which 4262 were children; and 1208 through the registration center					19402 through volunteers		
May-June 2020	51 direct outreach				1200 leaflets	7136		

<sup>15</sup> The format used for this report makes it hard to distinguish the different target groups and potential overlaps, but it does highlight a considerable focus on children and youth, including unaccompanied minors. The report also lays down a good contextual foundation for the project

<sup>16</sup> Category hard to determine

## Ethiopia

Date	Face to Face engagement	Radio sessions	Debates with adults	Debates including students/youth	Distribution of audio visual material	Specific multipliers	Targeted through volunteers	Training	Partner organizations	Celebrity
July-august 2018	127			Focus group 113 children						
Sep-oct 2018	2720 (1810 children). 1919 in Jijiga and 426 in Shire				1850 children's books	17 volunteers engaged		Children engaged through art		
Nov-Dec 2018	5440 (1810 children)				2000 children's books	17 volunteers				
Jan-Feb 2019	2488 refugees and asylum seekers, including 622 children (1552 Jijiga and 868 Shire)				300 TRS books	24volunteers	1428 Jijiga			
March-April 2019	928 refugees and asylum seekers					200 volunteers graduated			1 (NRC)	
May-June 2019		30- FGD						Psychosocial counselling	Danish Refugee council	
July-August 2019			10 awareness raising session (Addis), 2 FGD in Shire; 13 awareness raising (shire); football tournament; 19 FGD in Jijiga							
Sept-Dec2019	416, Addis, 780 Shire, 511 Jijiga						2998 (DRC)		DRC	200 target pop
Jan-Feb 2020	253 Addis 1128 Jijiga 150 Shire						300 Addis 4048 Shira	For refugees in collaboration with Hargeisa uni		
March-April 2020	500 face to face of 800 total) <sup>17</sup>									
May-June 2020					Messages though WhatsApp and telegram					

<sup>17</sup> A total of 1500 refugees were reached in total, but through a wide range of activates so not all are accounted for well in the table



## Nigeria

Date	Face to Face engagement	Radio sessions	Debates with adults	Debates including students/youth	Distribution of audio visual material	Specific multipliers	Partner organizations	Celebrity
Sep-oct 2018				106 including 12 returnees			9	
Jan-Feb 2019					Radio workshop to develop a 13 week radio show. Dissemination of info through radio	12 testimony givers (female between age 21 and 34)		
March-April 2019					13 week radio programme launched			Activity conducted
May-June 2019		200-300000 every week			Joint town hall with state joint task force on human trafficking			
July-August 2019		Screening of testimonies			Aired last episode of radio programme			Celebrity Influencing engage in events
Sept-Dec 2019					Yes, number reached not registered			
Jan-Feb 2020	5193 Students (in 10 schools)							

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Here the categories of documents reviewed are listed

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2. IMREF. March 2021. Exploring migrants' trust in humanitarian organizations. UKAid: SSSII programme
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7. TRS 1.0 project proposal
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9. TRS 2.0 Interim Narrative report 2017
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11. TRS 2.0 proposal and financial reports
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