

MIGRATION NARRATIVES AND PUBLIC OPINION, SMUGGLING OF MIGRANTS AND TRAFFICKING IN HUMAN BEINGS

Global Alliance Rapid Response Initiatives (GARRI)

About the Project

Mis- and disinformation on migration are increasingly circulating across key regions and digital platforms, shaping public perceptions and influencing the decisions of people considering irregular journeys. As an action under the Global Alliance to Counter Migrant Smuggling, ICMPD will implement the Global Alliance Rapid Response Initiatives (GARRI). GARRI will respond swiftly to emerging migration developments, evolving trends and smuggling patterns, delivering rapid and context specific communication campaigns that counter mis- and disinformation on migration. Designed as a flexible and fast activation mechanism, GARRI enables timely interventions that complement traditional and longer term information campaigns, which may not be able to react quickly enough to sudden shifts in migration dynamics. By strengthening evidence- based communication and fostering partnerships with local actors, the project will support safer and better informed migration decisions.



Partners

This project is implemented by ICMPD under the Technical Assistance and Support Component of MPF.



Countries

Global



Time frame

March 2026 – February 2029 (36 months)



Budget

EUR 5,000,000.00 (100% from AMIF)

Activities



Mapping and Development of Communication Tools

During the initial phase, the project will develop the strategic foundations of the GARRI mechanism. This includes creating a visual identity and branding guidelines for GARRI, developing a modular communication toolbox containing adaptable campaign materials, templates and messaging frameworks, as well as building a dedicated website. These tools will enable the rapid deployment of targeted campaigns, responding to different migration-related scenarios, including disinformation, smuggling and trafficking narratives, and information gaps regarding legal migration pathways.



Pilot Interventions

The project will implement pilot interventions to test and refine the GARRI communication tools in real-world contexts along key migration routes. These pilots will combine digital communication with offline outreach, including social media campaigns, radio messaging, community engagement and collaboration with trusted local actors, in partnership with the respective governments, EU Delegations and partners. The results will help assess the effectiveness of different communication channels and messaging strategies across different scenarios, refine the communication toolbox and strengthen partnerships with local stakeholders.



Implementing Campaigns

Following the testing phase and activation by DG HOME, ICMPD will implement demand-driven communication campaigns under the GARRI mechanism to address emerging migration trends and sudden spreads of disinformation. These tailored campaigns, whether digital or hybrid, will be developed for specific migration contexts and target audiences. Campaigns will be implemented through a combination of channels, including online platforms such as social media and online news outlets, traditional media including television and radio, and community-based outreach activities in cooperation with local leaders, schools and other community structures. Continuous monitoring and evaluation will track campaign reach, engagement and impact. Lessons learned will be generated to inform future interventions and also strengthen capacities for rapid, evidence-based migration communication.

The Migration Partnership Facility



Migration Partnership Facility

This project is within the framework of the Migration Partnership Facility (MPF), an EU-funded initiative implemented by ICMPD in support of the external dimension of the EU migration policy. Through its grants and initiatives under the Technical Assistance and Support component, the MPF facilitates the execution of projects to strengthen dialogue and cooperation on migration and mobility between Member States and partner countries outside the EU.

Funded by the European Union



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Implemented by ICMPD



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