

**Implementing Evaluation on the Information Campaigns
in Fujian, Liaoning and Shandong Provinces**

of ILO/IOM project

“Capacity Building for Migration Management in China”

CPR/07/01/IOM

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July 2010

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1. Introduction

In recent decades, the world has seen an increase of migration flows from China. The profiles of Chinese migrants vary from highly qualified intellectuals to low skilled workers. Evidence shows that they are all contributing to economic development in various sectors in different ways. Meanwhile, the serious exploitation to which Chinese migrants, especially irregular migrant workers, are subject in European and American countries has been identified as a risk that can amount to trafficking for forced labour.

China has given high political priority to combating illegal migration and trafficking in human beings. Since September 2004 a capacity building project aiming at strengthening law enforcement in combating trafficking has been implemented in collaboration with the Chinese Ministry of Human Resources and Social Security (MOHRSS). Research on living and working conditions of Chinese migrant workers has been conducted in several European countries, including Romania, Italy and the United Kingdom.

In the above context, since 2007 the ILO in cooperation with the International Organization for Migration (IOM) has been implementing the project on *Capacity Building for Migration Management in China (CBMM)* funded by the European Union (EU). It aims to stem irregular Chinese migration and trafficking and to promote safe and legal migration to the EU countries. It seeks to assist China by strengthening the capacity of its migration management apparatus. The project will promote cooperation between China and the EU Member States, will raise awareness of the risks associated with irregular migration and enhance the knowledge and understanding of respective migration management systems between relevant Chinese and EU Member State authorities through: training, study tours, dissemination of guides, information campaigns, an exchange of expertise and the establishment of a network of professional counterparts.

One of the main ILO inputs to the above component is awareness raising campaigns. Information campaigns on trafficking and prevention of irregular migration have been undertaken in high risk regions in Fujian, Liaoning and Shandong provinces. The information campaigns aim to prevent “Blind and irregular migration” and trafficking for sexual and labour exploitation, and reduce the vulnerability of potential trafficking victim.

The project has the following specific objectives:

Project objectives

The information campaigns aim to, and r.

The objectives of the information campaigns project were to:

1. Prevent “Blind and irregular migration” and trafficking for sexual and labour exploitation;

2. Increase awareness and knowledge amongst potential migrants of the risks faced through irregular migration and a reduction in the number of irregular migrants;
3. Reduce the vulnerability of potential trafficking victim; and
4. Promote a better understanding of current trends in irregular migration from China to Europe, and a comprehensive analysis of current policy responses.

Evaluation objectives

According to the Terms of Reference (TOR) for the evaluation assignment, the objectives of the evaluation are to:

1. Evaluation and assessment of the achievements and impact of the campaigns;
2. Analysis and evaluation of the communication strategy and the content of the information campaigns in Fujian, Liaoning and Shandong provinces;
3. Enumeration and summary of lessons learned in the Project relative to improving the effectiveness of implementation of this information campaigns; and experience relevant to improving project implementation; and
4. Recommendations on areas of improvement in relevance to potential improvement for Phase II of the CBMM project.

2. Project description

In recent years, global migration increased to an unprecedented scale with the development of economic globalization. Migration has proved to be an important factor in the development of a state. At the conception of the project, the international community has recognized the significance to address the new challenge of migration through international cooperation, both bilaterally and multilaterally.

IOM has identified lack of understanding of mutual operational systems between PRC and EU MS as a major challenge to be tackled in order to deepen practical cooperation between the two parties. While some cooperation on migration between the PRC and the EU exists and a readiness to engage on both sides is prevalent, the approach to dealing with migration has been limited so far. There is the additional need for sustainable mechanisms for dialogue and cooperation between the administrations of the EU MS and the PRC on migration management issues. The project seeks to promote cooperation between the PRC and the EU through an exchange of expertise and information; raising awareness of the risks associated with irregular migration; and enhancing the knowledge and understanding of respective migration management systems between relevant Chinese and EU Member State (EU MS) authorities. Information Campaigns are in three target provinces of Fujian, Liaoning, and Shandong.

2.1 Main purpose

The main purpose of the campaigns is to prevent irregular migration and enhance potential migrants' knowledge on safe migration channels.

2.2 Targeted people

The campaigns target potential migrants in high risk regions, recruitment agencies and also business actors such as domestic and international airlines, boat owners, transporters and the hotel industry.

2.3 Description of project activities:

The information campaigns aim to prevent "Blind and irregular migration" and trafficking for sexual and labour exploitation, and reduce the vulnerability of potential trafficking victims. Labour institutions, education departments and public security agencies are vertically mobilized from provincial to community level, and play the leading role in implementing the information campaigns.

Information campaigns are conducted in selected regions as Fujian, Liaoning and Shandong provinces on risks associated with irregular migration. Each of the three provincial governments support project activities, through special teams established for this purpose. The awareness raising activities take places where migrants move and gather, such as airports, railway stations, recreation places, and labour recruitment centers. The specific information dissemination channels for the campaigns include radio, TV, the

internet, public service announcements, DVDs, newspaper, leaflets, text messages, hotline services and outdoor media.

In the three project pilot provinces (Fujian, Liaoning and Shandong), subcontractors were selected to design and develop a total of 10,000 DVDs, 10,000 flyers and 30,000 brochures and other publicity materials according to requirements of project. All materials target potential migrants from rural areas with a relatively low level of education and better educated but laid-off workers.

Project Activities in Fujian

Since March 2009, Fujian province has carried out a series of awareness raising campaigns with the theme of “prevent blind and irregular migration; regulate cross-border employment; and ensure labour rights and interests”.

Fujian province has completed ‘safe migration road shows’ on a monthly basis from March to October 2009 in nine municipalities, including Xiamen, Quanzhou, Nanping, Putian, Longyan, Sanming, Zhangzhou, Ningde and Quanzhou.

Fujian local government organized international employment recruitment seminar to introduce the legal cross border labour migration and the risk of irregular migration and also provide consulting services to interested attendees. During this activity period, they disseminated relative information materials such as brochures, booklets and bags, and exhibited 20 posters on site with detailed information like “recruitment agency regulation”, “Chinese citizen emigration and immigration management law” and “notices for travel abroad” etc.

Village level door to door campaign has also been implemented in Fujian and more than 20,000 brochures on cross border labour migration policies has been produced and disseminated. Campaigns in the selected 3 villages of Changle and Fuqing region where there have been increased migration to the EU countries has kicked off in March 2010.

Subcontractor designed and produced DVDs for 3,000 copies consist of key chapters containing overview on Fujian’s migration status, laws and policies on international migration; Fujian labour migration case studies and standardized services offered by registered recruitment agencies.

Subcontractor has established a Chinese-language ‘Safe Migration’ websites with substantial media involvement. They updated the web pages regularly and uploaded the featured project on international migration to the website for free download and also included information on access to migration malpractice report hotline and complain centre hotline.

Project Activities in Liaoning

Liaoning province has implemented TV campaign during June to July 2009 focused on safe international migration and prevention against illegal international migration in both national and province-specific scenarios. Documentary on safe labour migration and interviews with local public security officers on available means to prevent illegal migration were broadcasted.

In addition, Liaoning Provincial Radio Station inserted international migration program in its employment promotion program series and invited migration experts to talk about prevention against irregular migration

Liaoning province has established Liaoning safe cross border migration hotline 12333, which offer policy briefing on cross border migration and employment support services to potential migrants. The operator introduced laws and regulations on cross border labour migration and widely shared the name list of licensed private recruitment agencies operating in the province.

Subcontractor has established a Chinese-language ‘Safe Migration’ websites with substantial media involvement. They updated the web pages regularly and uploaded the featured project on international migration to the website for free download.

Subcontractor designed and produced Liaoning safe international migration brochures and DVDs including international migration laws and regulations, prevention methods against irregular migration and government assistance measures. More than 10,000 brochures and 7000 copies of DVDs have been displayed at 14 city entry and exit bureaus and disseminated to the potential cross border migrants, immigration regulation administrative and recruitment agencies. The brochures and DVDs were also uploaded to the Liaoning Cross-border Employment Website.

Project Activities in Shandong:

Shandong province organized an outdoor advocacy campaign to provide counselling service and distribute publicity materials on safe overseas employment in the “recruitment week” reaching more than 10,000 young professionals in June 2009.

The Shandong Provincial Department of Labour also conducted sample survey targeting at potential migrants in the province to know their intention of migration, preferred destination countries and sectors, skills equipped and level of awareness on regular migration channels in June 2009. The second round of sample survey was also completed in June 2009 targeting at 30 recruitment agencies operating in Shandong province. The survey aims to capture the range of services offered by the recruitment agencies, the operation apparatus, challenges for facilitating labour migration and their suggestions on improving the current labour migration operation mechanism.

From September to November 2009, safe international migration awareness raising activities were conducted in Jinan, Tsingdao and Yantai city targeting migrant workers who gather at the public recruitment agencies. More than 4000 brochures on 'safe cross border labour migration' were distributed. The brochures covers information as the way to get Chinese embassy's help in foreign country, legal requirements published by UK and France, and contact information of Chinese embassies in Europe.

Shandong local TV channels have broadcasted the 15-second TV campaign on 'combating irregular migration' from 1 August to 13 December 2009. The TV campaign particularly targets potential migrants in villages and advocated the malpractices by illegal recruitment agencies and the risks associated with irregular migrations.

Subcontractor has established a Chinese-language 'Safe Migration' websites with substantial media involvement. They updated the web pages regularly and uploaded the featured project on international migration to the website for free download.

200,000 text messages to warn against the danger of being trapped by illegal recruitment practices, the available channels for safe migration and protection of migrants' rights were sent to three target groups: rural migrant workers, urban residents and students across Shandong province.

3. Description of the evaluation methodology

The evaluation had to adopt a number of techniques to collect and analyze data. The methodology for this assignment consists of a combination of:

- A review of the documents produced by the project, such as progress reports, and internal monitoring reports;
- Review of other relative communication materials;
- Telephone interviews with implementation agencies of the provincial campaigns, media, local government officials, recruitment agencies and potential migrants;
- Questionnaires with implementers involved in the implementation.

Indicators for evaluating effectiveness, means of measurement and means of verification in order to measure the impacts and effectiveness of the CBMM campaigns in Fujian, Liaoning and Shandong provinces are listed in Annex II.

Formative evaluation

Assess the strengths and weaknesses of campaign materials and strategies before or during the campaign's implementation.

Questions like:

How do the campaign's target people think about the issue?

Process evaluation

Measure effort and the direct outputs of campaigns what and how much was accomplished. Examines the campaign's implementation and how the activities involved are working. We will focus on distribution for this part of evaluation, like newspaper tracking, television tracking and report assessment.

Questions like:

How many materials have been put out?

What has been the campaign's reach?

How many people have been reached?

Outcome evaluation

Measure effect and changes that result from the campaign. Assess outcomes in the target potential migrants, also measures government management changes. In this part, project participants' attitudes are one of the most common outcomes measured in campaign evaluations, as they have a strong relationship to behavior.

Questions like:

Has there been any affective change (beliefs, attitudes, social norms)?

Has there been any behavior change?

Have any policies changed?

Impact evaluation

Measure community level changes and long term results that are achieved as a result of

the campaign's aggregate effects on individuals' behavior and the behavior's sustainability. Saliency is an important issue in this part evaluation, and though critical, it can be easily overlooked. Often there is high awareness of an issue, but it is not seen as important.

Questions like:

Has the behavior resulted in its intended outcomes?

Has there been any systems-level change?

What's long term behavior change of potential migrants?

4. Key findings relating to the evaluation

According to the TOR, the main interest in this evaluation is on the achievements and impacts of the information campaigns and the lessons learned. Therefore we start with a lengthy section on the impacts of information campaigns, followed by much shorter sections on efficiency, sustainability and relevance. Then we turn to lessons learned.

4.1 Impact and effectiveness

4.1.1 Impact and effectiveness – project level

The overall assessment of the information campaigns in Fujian, Liaoning and Shandong provinces of ILO/IOM project “Capacity Building for Migration Management in China (CBMM)” was nearly unanimous ‘very positive’.

The information campaigns of CBMM in Fujian, Liaoning and Shandong are considered as very important. In general, those information campaigns have massive contents, various activities and significant outcomes, which would effectively help to prevent “Blind and irregular migration” and trafficking for sexual and labour exploitation, and reduce the vulnerability of potential trafficking victims. The main achievements of the project are as follow:

- a. enhanced potential migrants’ knowledge on safe migration channels;
- b. deepened potential migrants’ understandings on relative law and regulations of cross border labour migration both in China and EU;
- c. enhanced recruitment agencies’ capacities providing migration services;
- d. improved social atmosphere of international employment in China.

The communication strategy was successful and had significant impacts, since it worked efficiently from the provincial level to village level. Before the project implementation, all provinces established detailed information campaigns plans and stick to them. Feedbacks from those campaigns attendees are almost all positive.

Recruitment agencies, labour institutions, government education departments and public security agencies actively participated into the project, and played the leading role in implementing the information campaigns. From the government side, the campaign was a joint effort of multi-sectoral approach to prevent irregular migration and involved provincial Labour Department, Education Department, Trade Union, Women’s Federation and Disabled Persons Federation.

Up to the middle 2010, in the three provinces (Fujian, Liaoning and Shandong), about 930,000 people have been reached through various communication ways as information package, website, text message, recruitment seminar, brochures, DVDs, flyers and other publicity materials which have been developed for potential migrants from rural areas with a relatively low level of education and better educated but laid-off workers.

4.1.2 Impact and effectiveness – Fujian province

Fujian implemented door to door village-level advocacy campaigns for 3 villages in Putian region, Fujian Province. The door to door campaigns involved leaders from village communities and widely disseminate information on overseas labour migration related laws and regulations.

900 people signed intention of overseas employment with registered recruitment agencies that participated in the campaign. More than 30,000 leaflets on guidance of overseas labour employment were disseminated to the participants through the campaign activities. The leaflet provides comprehensive information on the procedures of applying for overseas employment, ways to distinguish legal and illegal recruitment agencies, key issues to pay attention to when signing a contract, pre-departure preparation, Chinese Consular overseas support and a list of 21 registered recruitment agencies in Fujian Province. Potential migrants get aware of the importance of deploying regular channels for cross border migration.

Fujian province has completed ‘safe migration road shows’ in nine municipalities (Xiamen, Quanzhou, Nanping, Putian, Longyan, Sanning, Quanzhou, Fuzhou and Zhazhu) reaching more than 231,000 people. From March 2009 to July 2009, during the road show implementation, they achieved outputs as follow:

- a. 28th March, Xiamen disseminated 1,100 copies of 3-fold leaflets, 500 recycled publicity bags, 60 information posters and benefited more than 20,000 people.
- b. 18th April, Quanzhou disseminated 1,800 copies of 3-fold leaflets, 500 recycled publicity bags, 98 information posters and benefited 30,000 people.
- c. 16th May, Nanping disseminated 5,000 copies of 3-fold leaflets, 500 recycled publicity bags, 100 information posters and benefited more than 38,000 people. On that day, 16 recruitment agencies attended the activity and posted 216 international employment positions. More than 180 potential migrants signed employment intent with recruitment agencies on site.
- d. 23rd May, Putian disseminated 2,400 copies of 3-fold leaflets, 400 recycled publicity bags, 120 information posters and benefited more than 23,000 people.
- e. 12th June, Longyan disseminated 1,200 copies of 3-fold leaflets, 200 recycled publicity bags, 80 information posters and benefited 18,000 people.
- f. 18th July, Sanming disseminated 1,200 copies of 3-fold leaflets, 200 recycled publicity bags, 80 information posters and benefited more than 20,000 people.

Fujian has designed and produced web pages, which focus on safe international migration and prevention against illegal international migration in both national and province-specific and scenarios (www.fjoe.com). The web pages contain information on the project, law and policies on cross border migration, awareness raising activities, reports or news coverage and synthesized best practices of safe migration. Also, the web pages are linked to Fujian Cross-border Employment Website and include website linkages to key cross-border recruitment agencies and employment agencies in different provinces or municipalities.

3000 DVDs copies have been developed with key chapters containing overview on Fujian's migration status, laws and policies on international migration, Fujian labour migration case studies and standardized services offered by registered recruitment agencies.

A total of 300,000 text messages with safe international migration information were produced and disseminated to rural migrants, urban residents, and students in Fujian province.

4.1.3 Impact and effectiveness – Liaoning province

Liaoning province completed TV campaign in June 2009 focused on safe international migration and prevention against illegal international migration. "Hei Tu Di" is a famous TV show of Liaoning Television Station, aiming to provide information services to people who are looking for jobs. This show gets a lot of attentions from local residences in the past few years. As a part of TV campaign, "Hei Tu Di" broadcasted a project three times to introduce capacity building immigration management in Liaoning, show proper channel of cross border employment to interested group and warn the audiences about the risk of irregular immigration via illegal recruitment agencies. Documentary on safe labour migration and interviews with local public security officers on available means to prevent illegal migration were broadcasted.

Liaoning safe cross border migration hotline 12333 was established. This hotline provides 8 hours operator telephone consultation service and 24 hours automatic telephone consultation service every day. From September to December 2009, more than 700,000 enquiry calls have been received. To meet the demand raised by the CBMM information campaign, Liaoning province has provided concentrated training for 12333 hotline operators to improve their abilities assisting the potential migrants to avoid blind and irregular migration. The training course contains information including law and policies on cross border migration, international employment situation, licensed recruitment agencies in Liaoning, and international organizations relative to cross border employment. Those well trained operator introduced laws and regulations on cross border labour migration and widely shared the name list of licensed private recruitment agencies operating in the province.

In addition, brochure "migration policy guideline" was designed and produced with plenty of information including international migration laws and regulations, prevention methods against irregular migration and government assistance measures. DVD has been developed with key chapters containing overview on Liaoning's migration status, laws and policies on international migration, and Liaoning labour migration case studies. More than 10,000 brochures and 7000 copies of DVDs have been displayed at 14 city entry and exit bureaus and disseminated to the potential cross border migrants, immigration regulation administrative and recruitment agencies. The brochures and DVDs were also uploaded to the Liaoning Cross-border Employment Website.

The web pages (www.jyw.gov.cn) are designed and maintained by the Department of Human Resources and Social Security of Liaoning provincial government and contain

massive public information on the CBMM project, law and policies on cross border migration, awareness raising activities, reports or news coverage and synthesized best practices of safe migration. The web pages have already uploaded DVDs, brochures and other publicity materials of legal immigration produced by the information campaigns, and are still updated every day. The web pages shall be linked to Liaoning Cross-border Employment Website and include website linkages to key cross-border recruitment agencies and employment agencies in different provinces or municipalities in order to share good practices and to improve their self regulation capacity;

“Liaoning Employment” magazine is a platform established by Liaoning provincial government to promote stable and active employment. This magazine is currently available in 14 cities of Liaoning and has a total sale number of 50,000 copies. In May 2009, it introduced detailed information about CBMM project process at page 19, and in May 2010, it published articles to answer frequent questions relative to migration policies at page 52. Also, two local newspapers “Time Business” (on 11th & 17th June 2010) and “Liaoning Legal” (on 14th & 18th June 2010) both published two-page spreads articles on international migration related laws and regulations, basic migration knowledge and the role of recruitment agencies by creating a series of “International Migration”.

4.1.4 Impact and effectiveness – Shandong province

Shandong province organized an outdoor advocacy campaign to provide counseling service and distribute publicity materials on safe overseas employment and cross-border migration in the “recruitment week” of Shandong Province on 15 May, 2009. The leaflet on ‘Guidance to Prevent Illegal Overseas Labour Migration’ and the brochure on ‘Migration Laws and Regulations’ have been developed before the advocacy campaign and widely distributed to the potential migrants at the advocacy campaign. The leaflet contains information on ways of distinguishing illegal migration channels and practices, point of access to government support and a checklist on a safe international migration. The brochure includes national and local laws, regulations and latest policy development in promoting safe international migration. In total, 8000 leaflets and 4000 brochures have been produced and disseminated to the potential migrants by 25 June 2010;

Shandong provincial department of Labour conducted sample survey targeting at potential migrants and recruitment agencies in the province. Sample survey has been conducted in Qingdao, Yantai and Weihai cities in May and June 2006. The survey targeting at the potential migrants has questionnaires capturing their intention of migration, preferred destination countries and sectors, skills equipped and level of awareness on regular migration channels. Department of Labour actively organized relative potential migrants to attend the survey and collect the feedback efficiently. In this activity, organizer chose 100 students, 100 urban laid-off workers and 100 rural extra labour persons who are looking for job randomly at the recruitment seminar. The second survey targeting at the recruitment agencies has been conducted among more than 30 recruitment agencies in Shandong and demonstrated the range of services offered by the recruitment agencies, the operation apparatus, challenges for facilitating labour migration and their suggestions on improving the current labour migration operation mechanism

A policy recommendation report on promoting safe international labour migration through safe recruitment has been produced based on the above two sample results and submit it to the Shandong Provincial Labour and Employment Office by the end of June 2009. The results demonstrate that both the intention of migration and knowledge on regular migration is low in Shandong. Key findings and recommendations from the survey results and the policy recommendation report are included in Shandong's advocacy booklets on safe migration.

Shandong local government signed contract with Shandong Yitian Cultural Company to design, produce and broadcast a 15-second public service advertisement focused on safe international migration via Shandong Provincial TV Station, to raise public awareness on preventing illegal international migration and regulate the international employment market. During 1st August 2009 to 31st December 2009, this advertisement has been broadcasted on Agricultural Science Channel on Shandong Provincial TV Station on daily basis for about 150 days. Since most potential migrants come from rural area in Shandong province, the broadcasting chose the most popular Channel "Agricultural Science Channel" as the information dissemination channel. Less than one month since the broadcasting, the local society gave strong response to the advertisement and many people who are interested in international employment paid attention on the advertisement with very positive appraisal. Meanwhile, more people dialed public service number 12333 for migration consulting, as 30% more than last year respectively.

Shandong local government signed contract with Shandong Jinan Zhangzhongwanxiang Company to design the content of text messages focused on safe international migration targeting at rural migrants, urban residents, and students in more than 15 cities in Shandong Province. The text message contains information including legal migration channels, prevention methods against irregular migration and awareness of illegal recruitment agencies. Since 14th August 2009, a total of 200,000 text messages have been produced and disseminated. Based on the data provided by telecom company, the dissemination successful rate is 99.8%. Among those text messages, 50% sent to rural migrants, 25% sent to urban residents and 25% sent to students.

City	To rural migrants	To urban residents	To students
Qingdao	12167	6085	6087
Weifang	9273	4638	4639
Jinan	9488	4745	4747
Yantai	8488	4245	4246
Linfen	8001	4001	4003
Jining	7870	3936	3937
Zibo	7969	3986	3987
Heze	7424	3713	3714
Dezhou	6665	3334	3335
Liaocheng	3461	1731	1731
Taian	3797	1899	1900
Weihai	3274	1637	1638
Dongying	3494	1747	1748
Binzhou	3062	1532	1532

Zaozhuang	2419	1210	1210
Rizhao	2056	1028	1029
Laiwu	1082	541	542
Total	99990	50009	50026

Shandong has designed and produced web pages under Shandong Labour and Social Security Website and Shandong Employment Website with information provision on the access to a counseling hotline and a list of recruitment agencies who are the best performers. The websites also contains information on CBMM project detailed introduction, laws and regulations of migration in EU member states, contact information of Chinese embassies in Europe and best practices and policy measures promoting regular migration. (www.sdlss.gov.cn/bigclass.asp?bigclassname=中国移民管理能力建设项目&bigclasstyp=1) The total amount of persons visited the web pages is extraordinary big and visitors' feedbacks are all positive.

Shandong Labour and Social Security and Shandong Employment Magazines "Shandong Employment" published articles on international migration related laws and regulations, basic migration knowledge and the role of recruitment agencies in the column of "International Migration" on monthly basis from June to August. Those articles appeared as magazine covers and include CBMM project introduction, CBMM training courses introduction, and information to identify irregular migration risk factors and advocate prevention methods to the public.

4.1.5 Impact and effectiveness – dissemination component

The information campaign's success strongly depends on its various dissemination channels and useful dissemination materials' contents.

The awareness raising activities take places where migrants move and gather, such as airports, railway stations, recreation places, and labour recruitment centers. The specific information dissemination channels for the campaigns include radio, TV, the internet, public service announcements, DVDs, newspaper, leaflets, text messages, hotline services and outdoor media.

As part of the evaluation of the CBMM project, we collected several dissemination materials in Fujian, Liaoning and Shandong provinces and evaluated the effectiveness of those dissemination materials. We found that all materials target potential migrants from rural areas with a relatively low level of education and better educated but laid-off workers and those materials get very positive feedback from potential migrants.

Brochure "migration policy guideline", flyer and leaflet have been designed and produced with plenty of information including international migration laws and regulations, cross border employment situation, licensed recruitment agencies, prevention methods against irregular migration and government assistance measures.

Provinces have developed DVD with key chapters containing overview on migration status, laws and policies on international migration, and labour migration case studies in Fujian, Liaoning and Shandong. DVDs have been disseminated to the potential cross border migrants, immigration regulation administrative and recruitment agencies. Also, in many cities of those provinces, at the public areas where migrants move and gather, DVDs have been displayed continuously.

Employment public service Hotline 12333 is widely established in all three provinces. This hotline provides 8 hours operator telephone migration consultation service and 24 hours automatic telephone consultation service every day.

Three provinces all developed TV advertisements and broadcasted them at provincial TV station for a long period on daily basis, to raise public awareness on preventing illegal international migration and regulate the international employment market. Since the broadcasting, the local society gave strong response to the advertisement and many people who are interested in international employment paid attention on the advertisement with very positive appraisal.

The project supported the development of web pages are considered as the key official information dissemination channels on regular migration information.
(www.fjoe.com), (www.jyw.gov.cn), (www.sdjss.gov.cn/bigclass.asp?bigclassname=中国移民管理能力建设项目&bigclasstyp=1)

Web pages developed under the dissemination component are instrumental to the provision of information on CBMM and play an essential role in the dissemination of information on regular migrations and the risk of illegal cross border employment. The relevant campaign information has been incorporated into the websites, which would be updated regularly.

4.2 Efficiency

The total budget for the information campaigns in three provinces was quite limited. From this budget, a lot has been accomplished:

- Development of recommendations for migration regulations and policies.
- Development and maintenance of three website which are key resources for the further dissemination of the information on regular migration in China.
- Development of regular migration awareness rising materials, such as DVDs, brochures, leaflets and etc.
- Development of a list of licensed recruitment agencies with good reputation, most of which have participated into the CBMM project.

It is hard to calculate accurate efficiency indicators, because part of the costs of the project cannot be allocated to specific outputs. However, with any reasonable assumption for the allocation of the costs, the efficiency of the project is high, with a low cost per activity, per completed province, and low costs for the policy recommendations and the website.

Also, each activity got obvious output and effect during the information campaigns, which shows this project's high efficiency. For example, the sample surveys targeting at potential migrants and recruitment agencies done in those pilot provinces have almost 100% valid questionnaires collected back. All participants actively express their opinions, attitudes, and also their further recommendations. With limited budgets, all three provinces adopted text message way to disseminate the information. This activity covers a large amount of potential migrants and in Shandong, the dissemination successful rate of sending 200,000 text messages is 99.8%. After the information campaigns, the amount of persons who call in 12333 labour public service hotline has significant increase and most people seek for international employment consulting and regular migration assistances.

4.3 Visibility

Based on the requirement of the CBMM project, all publicity materials appeared in those information campaigns have obvious logos, such as ILO, IOM, CBMM, EU, UK Border Agency and other EU member states. Activities of the awareness raising campaign paid huge attention on the project visibility incessantly.

For example, as integral part of the visibility actions, road shows on safe international migration carried out in many cities in three provinces all emphasized project visibility. During the campaign, they displayed posters and disseminated brochures, handbags and leaflets, which all print logos mentioned above at remarkable place.

Besides, DVDs and TV programs developed for the information campaigns, both contain ILO, IOM, CBMM and EU logos in them. All audiences will be aware of that CBMM is a project cooperated between PRC and ILO, IOM and EU.

4.4 Sustainability

The sustainability of the project is obviously high. Regular migration in China has contributed to several major sustainable development goals of the Chinese government. This includes especially the promotion of rural surplus labour reduction, poverty reduction and technology transfer objectives. Also, the findings of ongoing research will be incorporated in campaign materials in several European countries.

As part of the information campaign, Chinese-language 'Safe Migration' websites have been developed in Fujian Liaoning and Shandong with substantial media involvement. Those web pages focus on safe international migration and prevention against illegal international migration, and will be updated to incorporate with relevant CBMM information regularly. The continued use of the web pages become the key official information dissemination channels on regular migration information. Those web pages include website linkages to key cross-border recruitment agencies and employment agencies in different provinces or municipalities in order to share good practices and to improve their self regulation capacity.

There is high possibility of replications of this information campaign in other provinces in China. The impact generated from the campaign activities lead to stronger political support from provincial leadership and the leaders underlined the importance to make the impact sustainable.. For example, Mr. Cheng Xiang, Deputy Director General of Fujian Department of Labour expressed the province’s willingness to scale up the CBMM advocacy campaign and cascade it down to villages.

The findings of ongoing research will be incorporated in campaign materials in several European countries, including data, trafficking case studies, victim testimony and some visual products; adapt for the purposes of the information campaign, in consultation with the Chinese authorities, an educative film on the situation of Chinese irregular immigrants in France, which has already been developed by the ILO.

Additionally, after all project activities were completed, the project office still received many phone calls asking about the project, which further indicates the sustainability of the project.

4.5 Relevance

The relevance of the information campaigns is obviously high.

First of all, during those information campaigns, beneficiaries include not only the public in general and potential migrants in high risk regions, but also business actors, such as domestic and international airlines, boat owners, transporters and the hotel industry.

Secondly, as noted before, irregular migration issue in China has several features that make it highly relevant for the sustainable development and poverty reduction objectives.

Thirdly, as IOM has identified lack of understanding of mutual operational systems between PRC and EU MS as a major challenge to be tackled in order to deepen practical cooperation between the two parties. The project seeks to enhance the knowledge and understanding of respective migration management systems between relevant Chinese and EU Member State (EU MS) authorities.

4.6 Lessons learned

There are several ‘positive lessons’ to be learnt from this CBMM information campaign – design factors that proved successful and that may carry over the next capacity building projects in relation to immigration either in China or in other countries.

The designs of contents of publicity materials are outstanding, with a lot of useful information. And the dissemination of the information campaigns is very efficient and has various channels, which lead to excellent project outcomes. One very important lesson learned is that during the campaigns, all publicity materials and dissemination channels combined together closely and formed an integrated awareness raising system. For example, the website developed under the dissemination component was instrumental

to the provision of information on CBMM project and regular migrations. Also, the relevant campaign information, such as survey results, produced DVDs, brochures, and other campaign progresses have been incorporated into the websites.

The visibility aspect of the campaigns is impressive. All publicity materials appeared in those information campaigns have obvious logos, such as ILO, IOM, CBMM, EU, UK Border Agency and other EU member states.

In general, there are very few ‘negative lessons’ to be learnt from the implementation of the project, very few mistakes that should not be repeated in follow-up activities or other IOM/ILO project activities. It appears that only very few problems occurred during the project implementation that relate to the management of the project itself – most of the problems that occurred during the implementation of the project related to the immigration capacities in those provinces themselves, which are not the purview of this section.

Problems encountered are:

- The low budget, which some of the subcontractors involved have experienced as a constraint;
- The low knowledge on regular migration;
- The low intention of migration.
- The limited approach of dealing with migration.

Therefore, to ensure Chinese citizens have fair, expedite and safe employment in EU member states, and improve Chinese migration regulations and cross border employment policies, we have suggestions as follow:

- a. Enhance the relative trainings on EU’s policies and regulations on migration to government officials and recruitment agencies.
- b. Enhance the dissemination and communication on laws and regulations of EU’s migrations by using internet, newspaper and TV.
- c. Establish equal migration employment system with EU member states based on abundant discussion and talk between China and EU. Broaden the channels of legal migration and cross border employment for Chinese citizens.
- d. Raise the public awareness of the risk of illegal cross border employment in China, with further information campaign and activities.

5. Key findings relating to the follow-up identification

The contribution of CBMM to China's safe & legal migration promotion and poverty reduction objectives so far seems more limited. The survey results demonstrate that both the intention of migration and knowledge on regular migration is low.

Although China has given high political priority to combating illegal migration and trafficking in human beings and since CBMM project has been implemented in collaboration with ILO, IOM and EU in the past few years, based on the information campaign survey results, most of interviewees felt that both the intention of migration and knowledge on regular migration is low.

Existing problems:

- a. Low intention of migration. In the survey, 39% of interviewees expressed clear non-interest on the cross border employment; 45% answered that it depends on the situation; and only 16% of all interviewees confirmed that they wish to take part in cross border employment.
- b. High worry about legal rights and interests during cross border employment. Above 60% of interviewees took thought for on time and full salary payment.
- c. Lack of knowledge of laws and regulations on cross border employment in China. Nearly 72% of interviewees said they are not familiar with current Chinese laws and regulations on cross border employment and they don't pay too much attention on this aspect in the past.
- d. Lack of general knowledge of laws and national situations of EU member states. Based on the survey results, high as 73.3% of interviewees had no knowledge on the local laws and 62.3% of interviews had no knowledge on the national situations. About 19% and 17.7% of interviewees had simple knowledge on laws and national situations respectively. Only 7.7% of interviewees had deep understanding of local laws.
- e. Low appraisalment on the cross border employment recruitment agencies. About 38.3% of interviewees expressed obvious distrusts on current recruitment agencies, 30.4% of interviewees held indifferent attitude, and only 31.3% of interviewees clearly answered they can trust those agencies. This is majorly because of the lack of proper monitoring and regulation on those cross border employment recruitment agencies in China at present. Some of them organized labour migrations to clients in EU without any due diligence or field investigation. Migrants organized by this kind of irresponsible agencies, usually were cheated and got loss due to the improper performances of the agencies. It significantly damages the reputation of cross border employment recruitment agencies and brings bad influence to the potential migrants in China.
- f. Low capacity of cross border employment recruitment agencies. Many recruitment agencies do not have direct information communication channel with necessary organizations in EU member states. On the one hand, they cannot get employment positions information on time, and on the other hand, sometimes they even get incorrect information and mislead potential migrants, which brings more loss and inconvenience.

On the basis of results of the information campaigns, a number of issues were identified on which a follow-up of this capacity building project could focus.

- a. Urgently need the Chinese government publish new specific laws and regulations on migrations going to EU member states. In those laws and regulations, the government charge as migration application fee has to be described with clear criterion, and the migration application procedure has to be simplified and regulated.
- b. Strengthen law enforcement in combating illegal migration and trafficking in human beings, with higher capacity of migration management.
- c. Increase the understanding of mutual operational systems between PRC and EU MS in order to deepen practical cooperation between the two parties.
- d. Develop sustainable mechanisms for dialogue and cooperation between the administrations of the EU member states and the PRC on migration management issues. Promote further cooperation between the PRC and the EU with exchanges of expertise and information and the establishment of a network of professional counterparts.
- e. Collect relative information and analyze the current migrations situation in whole China. Information includes detailed person information of potential migrants with interests working in EU member states and operating situation of cross border employment recruitment agencies.
- f. Provide trainings on EU's policies and regulations on migration to government officials and recruitment agencies. Training is the key component in creating awareness on risk associated with irregular migration. Training materials should contain following information: comprehensive information on the procedures of applying for overseas employment, ways to distinguish legal and illegal recruitment agencies, key issues to pay attention to when signing a contract, pre-departure preparation, and Chinese Consular overseas support.
- g. Limit the amount of cross border employment recruitment agencies and restrict the agencies qualification application with standard criteria, to avoid low competence agencies and low quality migration services. Also, strength the management of those agencies and supervise their operations continuously.
- h. Build better social atmosphere of international employment in China and encourage free labour like rural surplus labour and laid-off .workers to apply cross border employment in EU member states. Carry out more information campaigns in other provinces and municipalities in China, to raise the awareness of the risks associated with irregular migration, prevent "Blind and irregular migration and promote regular migration.

6. Conclusions and recommendations

6.1 Conclusions

Impacts and effectiveness

1. The communication strategy was successful and had significant impacts, since it worked efficiently from the provincial level to village level. Before the project implementation, all provinces established detailed information campaigns plans and stick to them. Feedbacks from those campaigns attendees are almost all positive.
2. The awareness raising activities take places where migrants move and gather, such as airports, railway stations, recreation places, and labour recruitment centers. The specific information dissemination channels for the campaigns include radio, TV, the internet, public service announcements, DVDs, newspaper, leaflets, text messages, hotline services and outdoor media.
3. Recruitment agencies, labour institutions, government education departments and public security agencies actively participated into the project, and played the leading role in implementing the information campaigns. From the government side, the campaign was a joint effort of multi-sectoral approach to prevent irregular migration.
4. Up to the middle 2010, in the three provinces (Fujian, Liaoning and Shandong), about 930,000 people have been reached through various communication ways as information package, website, text message, recruitment seminar, brochures, DVDs, flyers and other publicity materials which have been developed for potential migrants from rural areas with a relatively low level of education and better educated but laid-off workers.
5. The project supported the development of web pages that are considered the key official information dissemination channel on CBMM in China: www.fjoe.com, www.jyw.gov.cn, and www.sdjss.gov.cn/bigclass.asp?bigclassname=中国移民管理能力建设项目&bigclasstyp=1. The web pages are very frequently upgraded for information on CBMM project progress and relative regulations

Efficiency

6. The efficiency of the project is high, with a low cost per activity, per completed province, and low costs for the policy recommendations and the website. Each activity got obvious output and effect during the information campaigns,

Visibility

7. All publicity materials appeared in those information campaigns have obvious logos, such as ILO, IOM, CBMM, EU, UK Border Agency and other EU member states.

Activities of the awareness raising campaign paid huge attention on the project visibility incessantly.

Sustainability

8. The sustainability of the project is obviously high. This may be clear from the large number of replications of the information campaigns of CBMM project. Also, the findings of ongoing research will be incorporated in campaign materials in several European countries.

Relevance

9. The relevance of the information campaigns is obviously high. Information campaigns' beneficiaries include not only the public in general and potential migrants in high risk regions, but also many other stakeholders. Irregular migration issue in China has several features that make it highly relevant for the sustainable development and poverty reduction objectives. Also, the project seeks to enhance the knowledge and understanding of respective migration management systems between relevant Chinese and EU Member State (EU MS) authorities.

Lessons learned

10. In general, there are very few 'negative lessons' to be learnt from the implementation of the project, very few mistakes that should not be repeated in follow-up activities or other IOM/ILO project activities.
11. The designs of contents of publicity materials are outstanding, with a lot of useful information. And the dissemination of the information campaigns is very efficient and has various channels, which lead to excellent project outcomes. One very important lesson learned is that during the campaigns, all publicity materials and dissemination channels combined together closely and formed an integrated awareness raising system.

6.2 Recommendations

Based on the findings of the implementation of those information campaigns, we have recommendations on areas of improvement in relevance to potential improvement for Phase II of the CBMM project as follow:

- a. Enhance the relative trainings on EU's policies and regulations on migration to government officials and recruitment agencies. Training materials should contain following information: comprehensive information on the procedures of applying for overseas employment, ways to distinguish legal and illegal recruitment agencies, key issues to pay attention to when signing a contract, pre-departure preparation, and Chinese Consular overseas support.
- b. Enhance the dissemination and communication on laws and regulations of EU's migrations by using internet, newspaper and TV.

- c. Develop sustainable mechanisms for dialogue and cooperation between the administrations of the EU member states and the PRC on migration management issues. Promote further cooperation between the PRC and the EU with exchanges of expertise and information and the establishment of a network of professional counterparts.
- d. Raise the public awareness of the risk of illegal cross border employment in China, with further information campaign and activities.
- e. Build better social atmosphere of international employment in China and encourage free labour like rural surplus labour and laid-off .workers to apply cross border employment in EU member states. Carry out more information campaigns in other provinces and municipalities in China.

Annex 1. Terms of Reference

Job Title: Evaluation National Consultant
Location: Beijing, China
Project: Capacity Building for Migration Management in China Project: Implementing Evaluation on the Information Campaigns in Fujian, Liaoning and Shandong Provinces

Background

In recent decades, the world has seen an increase of migration flows from China. The profiles of Chinese migrants vary from highly qualified intellectuals to low skilled workers. Evidence shows that they are all contributing to economic development in various sectors in different ways. Meanwhile, the serious exploitation to which Chinese migrants, especially irregular migrant workers, are subject in European and American countries has been identified as a risk that can amount to trafficking for forced labour.

China has given high political priority to combating illegal migration and trafficking in human beings. Since September 2004 a capacity building project aiming at strengthening law enforcement in combating trafficking has been implemented in collaboration with the Chinese Ministry of Human Resources and Social Security (MOHRSS). Research on living and working conditions of Chinese migrant workers has been conducted in several European countries, including Romania, Italy and the United Kingdom.

In the above context, since 2007 the ILO in cooperation with the International Organization for Migration (IOM) has been implementing the project on Capacity Building for Migration Management in China (CBMM) funded by the European Union (EU). It aims to stem irregular Chinese migration and trafficking and to promote safe and legal migration to the EU countries. It seeks to assist China by strengthening the capacity of its migration management apparatus. The project will promote cooperation between China and the EU Member States, will raise awareness of the risks associated with irregular migration and enhance the knowledge and understanding of respective migration management systems between relevant Chinese and EU Member State authorities through: training, study tours, dissemination of guides, information campaigns, an exchange of expertise and the establishment of a network of professional counterparts.

One of the main ILO inputs to the above component is awareness raising campaigns. Information campaigns on trafficking and prevention of irregular migration have been undertaken in high risk regions in Fujian, Liaoning and Shandong provinces. The information campaigns aim to prevent “Blind and irregular migration” and trafficking for sexual and labour exploitation, and reduce the vulnerability of potential trafficking victim.

Assignment

The Capacity Building for Migration Management Project will come to end on 30 June 2010. The National Consultant is retained to undertake an evaluation of the CBMM information campaigns that have taken place in Fujian, Liaoning and Shandong provinces. The detailed tasks are the following:

On the basis of ILO communication evaluation framework, develop an evaluation framework consists of methodology, indicators, means of measurement and means of verification in order to measure the impacts and effectiveness of the CBMM campaigns in Fujian, Liaoning and Shandong provinces.

Work closely with provincial focal points to collect necessary data in order to provide a demographic analysis of the coverage of the campaigns in Fujian, Liaoning and Shandong provinces with basic information on gender, age, occupation and average number of potential migrants reached.

Conduct a systematic review of the channels deployed for information diffusion and analyze the achievements and impact of the campaigns. It is important to collect examples of media coverage and statements made by local political leaders by working closely with provincial focal points from Fujian, Liaoning and Shandong.

Analyze and evaluate the communication strategy and the content of the information campaigns in Fujian, Liaoning and Shandong provinces.

Formulate recommendations on areas of improvement in relevance to potential improvement for Phase II of the CBMM project.

Methodology

The study will consist of desk review, questionnaires and telephone interviews with the implementation agencies of the provincial campaigns, media, local government officials, recruitment agencies and potential migrants. The National Consultant shall work closely with the provincial campaign focal points to collect necessary data and synthesize relevant information.

Main Deliverables

1. Campaign evaluation framework consisting of key elements such as indicators, means of measurement and means of verification.
2. An evaluation report on the impacts and effectiveness of the campaigns (approximately 15-20 pages in English).

As part of the preparation of this research, the consultant may be asked to meet with IOM/ILO project staff to clarify the research assignment.

Time Frame, Budget and Payment Schedule

The assignment will be from 2 June – 20 June 2010 with an overall budget of 2300 Euros, with the following timetable and outputs:

1. Submission of the evaluation framework by 6 June 2010 – 700 Euros.
2. Submission of the evaluation report by 20 June 2010 – 1600 Euros.

Annex 2. Evaluation Framework

Country/Region	China		
Project Title:	Information Campaigns in three target provinces of Fujian, Liaoning, and Shandong, CBMM		
Narrative Summary	Expected Results	Performance Measurement	Means of Measurement and Verification
<p><u>Project Goal:</u> (Program Objective):</p> <p>The information campaigns will aim to prevent “Blind and irregular migration” and trafficking for sexual and labour exploitation, and reduce the vulnerability of potential trafficking victims.</p> <p><u>Project Purpose:</u></p>	<p><u>Impact:</u></p> <ol style="list-style-type: none"> 1. Reduction in risky behavior with irregular migration. 2. Increased understanding and awareness of the knowledge requirements for regular migration. 3. All materials produced acknowledge EC funding and where the publications were funded by the EC, the EU logo appears on the cover. All workshops are introduced by IOM noting they are funded and supported by the EC. <p><u>Outcomes:</u></p> <ol style="list-style-type: none"> 1. Increased availability of knowledge in various forms. 2. Chinese-language ‘Safe Migration’ websites have been developed in Fujian and Shandong with substantial media involvement. 	<p><u>Performance Indicators of Impact Achievement:</u></p> <ol style="list-style-type: none"> 1. Presence of correct and exact information on regular migration that is easily accessible by stakeholders. 2. Quality of services provided to potential migrants. 3. Extent of outreach services provided to stakeholders. 4. Information incorporated into the websites. 5. Publicity brochures of at least 100 recruitment agencies. <p><u>Performance Indicators of Outcomes:</u></p> <ol style="list-style-type: none"> 1. Frequency of knowledge sharing amongst various project participants. 2. Information on radio, TV, the internet, public service announcements, DVDs, newspaper, leaflets, text messages, hotline services and outdoor media. 	<p><u>Means of Verification</u></p> <ol style="list-style-type: none"> 1. Review of relative communication materials and check them availability at airports, stations, hotels and labour recruitment centres. 2. Frequency of the target audiences were exposed and whether they paid attention to the campaign and can recall (unaided) or recognize (aided) it. 3. Review “<i>Strengthening China’s Border Management: Supporting Partnerships with Europe.</i>” published by the CBMM China Project Manager in European Kessing Journal on Documents and Identity (Issue 31, 2010). 4. Review press releases of media or official websites. 5. Interview the Chinese authorities to evaluate the work of CBMM China.

<p><u>Project Activities in Liaoning:</u></p> <p>1.1 TV campaign focused on safe international migration and prevention against illegal international migration in both national and province-specific scenarios.</p> <p>1.2 Broadcast available means to prevent illegal migration.</p> <p>1.3 Establish Liaoning safe cross border migration hotline 12333.</p>	<p><u>Outputs:</u></p> <p>1.1 Documentary on safe labour migration and increased availability of knowledge in various forms.</p> <p>1.2 Strengthened in capacity of migration management public organizations.</p> <p>1.3 Licensed private recruitment agencies introduced by the government</p> <p>1.4 Enhanced capacity of potential migrants, community-based organizations, and private organizations to reduce irregular migration.</p>	<p><u>Performance Indicator:</u></p> <p>1.1 Frequency of information. Documentary availability.</p> <p>1.2 Frequency of information exchange among media, local government officials, and recruitment agencies.</p> <p>1.3 Quality and usefulness of information received by potential migrants.</p> <p>1.4 Availability and convenience of using 12333 migration hotline.</p> <p>1.5 Level of satisfaction of potential migrants with the support they receive.</p>	<p><u>Means of Measurement</u></p> <p>1.1 Review of the documentary on safe labour migration and relative information.</p> <p>1.2 Telephone interviews with implementation agencies of the provincial campaigns, media, local government officials, recruitment agencies and potential migrants.</p> <p>1.3 Monitor the 12333 hotline enquiry calls' amount.</p> <p>1.4 Experience 12333 migration hotline and review the availability of migration relative information.</p>
<p><u>Project Activities in Fujian:</u></p> <p>2.1 "Safe migration road shows" in nine municipalities (Xiamen, Quanzhou, Nanping, Putian, Longyan, Sanning, Quanzhou, Fuzhou and Zhanzhu)</p> <p>2.2 Village level door to door campaign</p> <p>2.3 Support establishing a Chinese-language 'Safe Migration' websites with substantial media involvement.</p>	<p><u>Outputs:</u></p> <p>2.1 Increased understanding and awareness of the knowledge requirements for regular migration.</p> <p>2.2 Increased availability of knowledge in various forms.</p> <p>2.3 Enhanced knowledge-sharing systems established.</p> <p>2.4 Improved Comprehensive information on the procedures of applying for overseas employment, ways to distinguish legal and illegal recruitment agencies, key issues to pay attention to when signing a contract, pre-departure preparation.</p> <p>2.5 Developed Chinese-language 'Safe</p>	<p><u>Performance Indicator:</u></p> <p>2.1 Number of people reached.</p> <p>2.2 Number of people signed intention of overseas employment.</p> <p>2.3 The amount of DVD, flyers and other publicity materials were produced and disseminated.</p> <p>2.4 The amount of leaflets on guidance of overseas labour employment were disseminated.</p> <p>2.5 Frequency of road-show in the selected villages.</p>	<p><u>Means of Measurement</u></p> <p>2.1 Telephone interviews with PMO, responsible subcontractor and potential migrants.</p> <p>2.2 Check the availability of knowledge in various forms.</p> <p>2.3 Review the road show report by PMO.</p> <p>2.4 Review the Chinese-language "Safe Migration" websites.</p> <p>2.5 Telephone interviews registered recruitment agencies in Fujian.</p>

<p>\</p> <p><u>Project Activities in Shandong:</u></p> <p>3.1 Outdoor advocacy campaign to provide counseling service and distribute publicity materials on safe overseas employment in the “recruitment week”.</p> <p>3.2 The Provincial Department of Labour conducted sample survey targeting at potential migrants in the province.</p> <p>3.3 Sample survey targeting at 30 recruitment agencies operating in the province.</p> <p>3.4 Conduct safe international migration awareness raising activities in Jinan, Tsingtao and Yantai city targeting migrant workers.</p> <p>3.5 Broadcast the 15-second TV campaign on “combating irregular migration” on local TV channels from 1 August to 13 December 2009.</p> <p>3.6 Support establishing a Chinese-language ‘Safe Migration’ websites with substantial media involvement.</p>	<p>Migration’ websites with substantial media involvement.</p> <p><u>Outputs:</u></p> <p>3.1 Information about potential migrants’ intention of migration, preferred destination countries and sectors, skills equipped level of awareness on regular migration channels</p> <p>3.2 Increased knowledge, awareness, understanding and skills of potential migrants.</p> <p>3.3 Increased range of services offered by the recruitment agencies.</p> <p>3.4 Advocated the malpractices by illegal recruitment agencies and the risks associated with irregular migrations.</p> <p>3.5 Sent text message with useful information to warn the danger of being trapped by illegal recruitment and to inform the migrants’ rights.</p> <p>3.6 Developed Chinese-language ‘Safe Migration’ websites with substantial media involvement.</p>	<p>2.6 Extent of inquiries by potential migrants about different options for regular migrations.</p> <p><u>Performance Indicator:</u></p> <p>3.1 The level of intention of migration.</p> <p>3.2 The level of knowledge on regular migration in Shandong.</p> <p>3.3 Extent of inquiries by potential migrants about different options for regular migrations.</p> <p>3.4 Extent of dissemination of available information.</p> <p>3.5 Number of brochures on “safe cross border labour migration” distributed.</p> <p>3.6 The amount of text message sent to three target groups: rural migrant workers, urban residents and students across Shandong province.</p>	<p><u>Means of Measurement</u></p> <p>3.1 Review the types and number of materials disseminated, including public service announcements (PSAs), news feeds, brochures, and other campaign products.</p> <p>3.2 Review the Chinese-language “Safe Migration” websites.</p> <p>3.3 Telephone interviews with PMO, responsible subcontractor and potential migrants.</p> <p>3.4 Review the sample survey report.</p> <p>3.5 Review “combating irregular migration” broadcast on TV channels.</p>
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