



# Global Forum on Migration and Development, Colombia 2025

## Concept Note

### Effective Information Dissemination and Public Outreach toward Positive Migration Narratives

Tuesday, 26<sup>th</sup> of August, 13:00 UTC, [Link](#)

**Government/ IGO applicant:** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

**Co-applicants:** Center for Creative Initiatives in Health and Population (CCIHP), Vietnam; Commissariat for Refugees and Migration, Republic of Serbia; Corporación Centro de Estudios de Derecho Justicia y Sociedad (“Dejusticia”), Colombia; IDEAS Centre for Research and Social Development, Serbia; Media Response, Ghana

**Priority theme:** Effective Information Dissemination and Public Outreach towards Positive Migration Narratives

**Linked Roundtable:** RT3: The Interplay of Media & Culture to Construct and Deconstruct the Reality of Migration

**Duration:** 90 minutes

**Format:** Panel discussion with audience Q&A. The interactive and hybrid format and proposed agenda will maximize the learning and cross-stimulation amongst all speakers and participants in the room.

## I. Background

Effective public communication and the provision of reliable information are integral instruments in achieving several objectives of the Global Compact for Migration (GCM). The international community has emphasized the need for accurate and timely information throughout all stages of migration (Objective 3) and underlined the importance of eliminating all forms of discrimination and promoting evidence-based public discourse to shape perceptions of migration (Objective 17). By actively fostering fact-based narratives and countering misinformation, communication strategies not only support informed policy-making but also help strengthen social cohesion.

In times of increasingly polarized migration narratives, fact-based communication has become a strategic tool for both governmental and non-governmental actors. The media plays a central role in shaping public narratives, often amplifying both constructive and harmful perceptions. Promoting the empowerment, protection, and inclusion of migrants yields clear social, economic, and cultural benefits for countries of origin, countries of destination, and migrants themselves. Programs that support integration and well-being of migrants should therefore be seen as long-term investments in cohesive societies. It is in the shared interest of government institutions and the public to inform transparently about the successes and challenges of migration governance and rights-based empowerment. Doing so helps to promote an accurate, gender-sensitive portrayal of migration realities, to counter the spread of misinformation and divisive narratives and increase stakeholder's accountability in safe migration.

Stakeholders, including governments, non-governmental organizations, and the media, play a critical role in shaping migration narratives by ensuring the dissemination of accurate, timely, and accessible information. This fosters more inclusive public perceptions and helps to counter xenophobia and discrimination. Strategic and trust-based cooperation between state and non-state actors holds significant potential for developing impactful communication approaches, reaching wider audiences, and strengthening fact-based public discourse on migration.

Representatives from governmental institutions, civil society and social organizations across Africa, Asia, Europe and Latin America will share their experiences in communication and information dissemination. Their contributions will offer diverse perspectives and practical approaches to the topic. Examples of good practices include the establishment of the Media Network on Migration (MENOM) in Ghana, which aims to strengthen the capacity of media professionals in evidence-based reportage on migration issues. Vietnam has implemented policies and communication programs through a network of employment service centers and migration resource centers, which offer information and counseling to potential migrant workers. In addition, the government regularly updates the media on migration trends and policy developments through press conferences, contributing to greater public awareness and transparency. The Serbian government has been dedicated to the integration of refugees, asylum seekers and migrants for years, recently, particularly acknowledging the transformative power of media for efficient migration governance. The Commissariat for Refugees and Migration is in the process of developing the new communication strategy with the aim to foster positive narrative on migration both nationally and locally in Serbia. In Colombia, civil society organizations and alternative media outlets have published reports and conducted investigations to challenge gender stereotypes that typically portray migrant women as vulnerable victims, self-sacrificing mothers, and domestic workers. These stereotypes portray migrant women as a burden to receiving states, obscuring their role as agents of change and their contributions to the care economy in their countries of origin and destination. Moreover, speakers will reflect on the role of media and exchange approaches for engaging with wider audiences and promoting constructive, fact-based migration narratives.

## **II. Description and Objectives**

This side event aims to showcase good practices in effective communication and cross-sectoral cooperation in the dissemination of migration-related information. In addition to sharing concrete experiences, the event will offer space to explore innovative approaches in media and public communication that can help strengthen fact-based and constructive narratives in the public discourse.

Speakers from Africa, Asia, Europe and Latin America will present successful strategies and tools for countering harmful representations of migration, while promoting more nuanced and positive narratives across media and cultural contexts.

The event pursues three key objectives:

1. To highlight the strategic relevance of effective, culture-sensitive communication and information dissemination in fostering a fact-based public debate;
2. To identify challenges to targeted communication on the nexus between migration and development
3. To share good practices from governmental and non-governmental stakeholders across different regions of the world.

### III. Preliminary Agenda:

<b>00:00-00:05</b>	<b>Opening Remarks</b>	<b>Uroš Živković</b> , Commissariat for Refugees and Migration, Republic of Serbia
<b>00:05-00:10</b>		<b>Songül Kayabasi, PhD</b> Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
<b>00:10-00:20</b>	<b>Ice Breaker</b>	
<b>00:20-01:00</b>	<b>Panel:</b> Global perspectives on public communication and information dissemination  &  Policy-oriented discussion building on presented good practices  <b>Moderator:</b> Nora Marketos	<b>Dr. Tu Anh Hoang</b> , Center for Creative Initiatives in Health and Population (CCIHP), Vietnam  <b>Ellene Sana</b> , Center for Migrant Advocacy, Philippines  <b>Uroš Živković</b> , Commissariat for Refugees and Migration, Republic of Serbia  <b>Lucía Ramírez Bolívar</b> , Corporación Centro de Estudios de Derecho Justicia y Sociedad ("Dejusticia"), Colombia  <b>Marko Milanović</b> , IDEAS Centre for Research and Social Development, Republic of Serbia  <b>Samuel Dodoo</b> , Media Response, Ghana
<b>01:00-01:15</b>	<b>Q&amp;A</b> (audience interaction)	
<b>01:15-01:25</b>	<b>Wrap Up</b>	<b>Khuat Thu Hong</b> , Institute for Social Development Studies, Vietnam
<b>01:25-01:30</b>	<b>Closing Remarks</b>	<b>Songül Kayabasi, PhD</b> Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH