



Concept Note

**Thematic Dialogue on “Why does strategic communication matter in labour migration?”**

**Date:** August 3, 2021

**Time:** 10:30 AM – 1:00 PM

**Media:** Zoom Virtual Platform

## Background

During the last five decades, the number of international migrants has increased all over the world. According to global estimates, there were around 272 million international migrants in the world in 2019, which equates to 3.5 per cent of the global population.<sup>1</sup> Among these international migrants, Bangladesh contributes a significant portion. During the last one decade, each year half a million documented Bangladeshi workers went overseas, mainly to the Middle East and Gulf region. In 2019 the number was 700,159, of whom majority were short-term labour migrants. Even during pandemic, although migration was slow and many had to return back due to the crisis – positive impact of labour migration is felt and recognised in the economy, family and society.

Ministry of Expatriates Welfare and Overseas Employment (MoEWOE) is in the steering with its line agencies to promote safe migration, in collaboration with the development partners and UN Agencies. Out of the 1000 registered recruiting agencies, about 300 of them are actively involved in the recruitment process – although un-counted number of unregistered sub agents are also involved – for both documented and undocumented migration. NGOs and CSOs of Bangladesh, with the support of development partners, are involved in facilitating repatriation, access to services, reintegration and remigration as well as on policy advocacy on labour migration.

Strategic Communication, which is an essential part of any development programme, is also crucial for migration governance and management throughout the migration cycle. *Why does strategic and effective communication matter in labour migration?* There can be various kinds or responses. Migration cycle is a complex process, while the cause and consequences, push and pull factors are varied. It is vastly behavioural as well; for migrants, recruiters, employers, sub-agents, policymakers, service providers and all other stakeholders. Generally, Strategic communication uses message development with high levels of planning and research of audience behaviours and perceptions. Strategic communication can ensure positive impact over beneficiaries and all relevant stakeholders. Over the last decade, communication strategies, approaches and tools have been taken forward with mixed outcome in the migration sector. But so far, these experiences have not been analysed too well.

This thematic dialogue has been organized to assess the current practices and uses of strategic communication processes in the migration programmes of Bangladesh, led by all agencies and stakeholders.

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<sup>1</sup> WORLD MIGRATION REPORT 2020: International Organization for Migration (IOM)



### **Objective of the Consultation**

- To explore the lessons learnt on good practices and challenges on strategic and effective communication in the labour migration sector in Bangladesh;
- To identify strategic intervention on migration and communication in relation to the pandemic;
- To develop recommendations for effective strategic communication on labour migration including the role of media and new technology;

### **Expected Outcomes**

By the end of the thematic dialogue, the participants will develop insights about appropriate use of strategic communication in the field of migration in Bangladesh. A policy brief is expected to be handed over to the line ministry, policy makers, UN agencies and development partners to ensure better outcome and impact of strategic communication on migration.

### **Participants**

Representatives of the Government, UN Agencies, development partners, International NGOs, NGOs from District and Divisional level, Development Practitioners, Communication Experts and Media

**Programme Schedule:** (will be disseminated soon)

**Zoom Link:** <https://us02web.zoom.us/j/85684201706?pwd=S21Cc1Roc0k2dXQvdTF4TjNuR0dvUT09>

Meeting ID: 856 8420 1706

Passcode: devcom123