

BILAG 1

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Aktdetaljer

Akttitel: Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Aktnummer: 17

Akt ID: 803731

Dato: 20-08-2015

Type: Intern

Original titel: Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Dokumenter:

- [1] Fwd INFO fra IOM vedr. informationskampagner rettet mod flygtninge.eml
- [2] image001.png
- [3] image002.jpg
- [4] image003.png
- [5] image004.png
- [6] image005.png
- [7] image006.png

Til: Samuel Magid (sammag@um.dk)
Cc: Flemming Johannesen (flejoh@um.dk)
Fra: Ole Egberg Mikkelsen (olemik@um.dk)
Titel: Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge
Sendt: 20-08-2015 16:11:54
Bilag: image001.png; image002.jpg; image003.png; image004.png; image005.png; image006.png;

Mvh ole

Sendt fra min iPhone

Start på videresendt besked:

Fra: Stine Svejborg <stinsv@um.dk>
Dato: 20. aug. 2015 15.40.45 CEST
Til: Ole Egberg Mikkelsen <olemik@um.dk>
Cc: Marie-Louise Koch Wegter <marweg@um.dk>
Emne: Vedr.: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Kære Ole

Blot i opfølgning til nedenstående har IOM fremsendt følgende som svar på spørgsmålet om hvilke firmaer og aktører de samarbejder med:

Information campaigns are highly complex and IOM conducts these across the world, including the MENA region. We (the IOM) directly implement these campaigns, employing local artists, journalists, communicators etc.

IOM is a project based organization, unlike other UN agencies, and thus prefers direct implementation to subcontracting.

Venligst
Stine

STINE SVEJBORG / STINSV@UM.DK
FULDMÆGTIG
DIREKTE +41 (0) 22 918 0055 / MOBIL +41 (0) 79 416 5928

DANMARKS FASTE MISSION VED FN I GENÈVE
RUE DE MOILLEBEAY 56 / 1211 GENÈVE
TLF. +41 (0) 22 918 0040

Please consider the environment before printing this message

From: Stine Svejborg
Sent: 20 August 2015 15:19
To: Ole Egberg Mikkelsen
Cc: Marie-Louise Koch Wegter
Subject: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Kære Ole,

Nedenstående fremsendes efter aftale med Marie-Louise.

Missionen har d.d. været i kontakt med det Internationale Agentur for Migration (IOM) som selv udarbejder og implementerer informationskampagner rettet mod flygtninge og immigranter (se info i nedenstående). IOMs informationskampagner er ofte bygget op omkring immigranterne selv, idet IOM bl.a. interviewer personer der står til hjemsendelse. Disser historier og beretninger (f.eks. hvor de fortæller, at de før rejsen havde solgt alt de ejer og nu må vende hjem fattigere end før) viderefremidles dernæst til relevante befolkningsgrupper i hjemlandet.

Desværre har vi ikke på nuværende tidspunkt fået yderligere information om deres samarbejdspartnere.

Venligst
Stine

From: DOYLE Leonard [mailto:ldoyle@iom.int]
Sent: 20 August 2015 15:11
To: Stine Svejborg
Cc: VIRIRI Itayi
Subject: RE: Urgent request: Contact information for firms - campaigns

Dear Stine,

IOM runs communications campaigns aimed at informing migrants of the potential risks they take when using smugglers to get to Europe.

One interesting approach with Switzerland called YouProject.ch contains videos and slideshows of people that were returned from Switzerland to their home countries. Various projects within the Swiss return assistance program aim to create better conditions for their successful reintegration and help to facilitate the new beginning. YouProject puts the opinion and experience of the returnees in the center of the stories.

We are currently working in Niger, an important funnel for irregular migrants from West Africa where we use narrative-story telling and testimony from returned migrants to better inform those setting out on journeys.

When we work with appropriate, contextualized communications tools like graphic books (comics-based) like these in Haiti and this one on irregular migration we take care to capture feedback from the migrants and thereby track whether the message has been well received. IOM has a common service platform called Community Response Map which enables us and partner agencies to track migrant comprehension of the communications and to communicate with them along their journeys. It produces real time maps and graphs that demonstrate the effectiveness of communications campaigns like here and below:

Do Let me know if I can help more. I will also ask about communications companies we work with in the Middle East.

Best wishes,

Leonard Doyle
Spokesperson, Head of Media Communications
International Organization for Migration (IOM)
Cell: +41 79 285 7123
Off: +41 22 7179 589
@IOM_news | www.iom.int

is not liable for any of these occurrences.

Akt nr. 25: Mail fra ambassaden i Libanon til UM; 21. august 2015

Titel: VS: Anbefalinger fra FN og andre ambassader om kommunikationsbureauer i Libanon

[...]

[...]I følge deres hjemmesider har de blandt andet været involveret i kampagner for UNWOMEN (ImpactBBDO), Kuun Hadi (antialkohol-kørsel-kampagne (Saatchi), for FNs humanitære organisationer (Born Interactive, LiveLoveLebanon og flygtningekampagne for Angela Jolie (Saatchi).

- M&C Saatchi (Saatchi& Saatchi) <https://www.mcsaatchi.me/what-we-do/>
+961 1 204060
info@mcsaatchi.me

- Born Interactive <http://www.borninteractive.com/Home>
+961 1 611667
+961 3 303646
info@borninteractive.com

- Impact BBDO <http://impactbbdo.com/#!/&pageid=0&subsection=0&itemid=26>
+961 1 367890
info@impactbbdo.com.lb

- Leo Burnett <http://leoburnettmena.com>
+961 1 201090
kamil.kuran@leoburnett.com

[...]

- Quantum: <http://www.quantum.com.lb/>
T +961 1 211 011
info@quantum.com.lb

- Ramsey Najjar's S2C
<http://www.stwoc.com>

[http://www.yelleb.com/company/288241/S2CStrategic Communication Consultancy](http://www.yelleb.com/company/288241/S2CStrategic%20Communication%20Consultancy)

(kontaktform på internetside)

- Leo Burnett <http://leoburnettmena.com>

+961 1 201090

kamil.kuran@leoburnett.com

[...]



Akt detaljer

Akttitel: Flygtninge/asyl: Norsk presse om dansk annoncekampagne

Aktnummer: 27

Akt ID: 765174

Dato: 29.07.2015

Type: Udgående

Original titel: Flygtninge/asyl: Norsk presse om dansk annoncekampagne

Dokumenter: [1] Flygtningeasyl Norsk presse om dansk annoncekampagne.eml

Til: PKP, All (INTERNAL DL (PKPALL@um.dk))
Cc: Hanne Reinhold Jensen (hanjen@um.dk), Lars Peter Levy (larlev@um.dk), Udenrigsministeriet (um@um.dk), Nordeuropa (NEU) (neu@um.dk), Janina Graae (jangra@um.dk), Samuel Magid (sammag@um.dk), Stine Langebjerg Lassen (stinla@um.dk), Kristina Miskowiak Beckvard (krimis@um.dk)
Fra: Torben Brylle (torbry@um.dk)
Titel: Flygtninge/asyl: Norsk presse om dansk annonsekampagne
Sendt: 29-07-2015 12:28:33

Ambassaden i Oslo, den 29. August 2015

Flygtninge/asyl: Norsk presse om mulig dansk annonsekampagne

Norges største dagblad, Aftenposten, behandler ovenstående emne i gårsdagens netudgave (kopierede tekst) og bringer i dag en tilsvarende artikel i dagens trykte udgave, hvor forsiden af 2. sektion stort set dækkes af nedenstående illustration.

Brylle



Aftenposten: Danmark vil stoppe asylsøkere med annonsekampanje

For å avskrekke asylsøkere fra å komme til Danmark vil den nye regjeringen rykke inn annonser i utenlandske aviser. - Interessant tiltak, mener Høyre og FrP.

- Vi vil redusere de meget sterke flyktningsstrømmene som kommer til Danmark. Vi mener de er drevet av menneskesmuglere som sender immigranter til landene der de sosiale ytelsene er høyest, sier Marcus Knuth, integrasjons- og utlendingspolitisk talsmann for det borgerlige partiet Venstre.

Partiet danner en mindretallsregjering etter valget 18. juni, der innvandring var et hovedtema. I fjor søkte nærmere 15.000 mennesker asyl i Danmark. Det var en dobling fra året før. Den nye regjeringen har allerede **kuttet kraftig i støtten til flyktninger** som har fått innvilget asyl.

Det er denne innstramningen integrasjonsminister Inger Støjberg nå vil gjøre flyktninger oppmerksomme på ved å **rykke inn annonser i utenlandske aviser**. Hensikten er at kampanjen skal spre seg til sosiale medier.

FrP og Høyre: - Interessant tiltak

Kampanjen vekker interesse i det norske Justisdepartementet.

- Det er et interessant tiltak. Vi vil selvfølgelig følge med og se hva som blir resultatet av dette, sier statssekretær Gjermund Hagesæter (FrP).



Stalssekretær Gjemund Hagesæter (FrP) vil følge den danske kampanjen med interesse.

- Det er kommet et ganske stort antall flyktninger til Europa den siste tiden. Det er en virkelighet vi vil forholde oss til. Det som skjer i Danmark og andre land vil være av stor interesse, sier han.

Han får støtte av Høyres innvandringspolitiske talskvinne Ingerd Schou, som mener det danske tiltaket er interessant og ikke vil avvise at noe lignende er aktuelt i Norge.

- Den norske regjeringen bør høste erfaringer fra Danmark før vi eventuelt tar et slikt tiltak i bruk, sier hun.

- Ingen skremselskampanje

Ideen til den danske kampanjen oppstod etter at EUs grensebyrå Frontex nylig gjorde integrasjonsminister Støjberg oppmerksom på et skjema over hva ulike europeiske land tilbyr flyktninger. Skjemaet skal være **utarbeidet av menneskesmuglere** og publisert på en hjemmeside sensommeren 2014. Skjemaet omfatter blant annet Danmark og Norge.

Akkurat hva som skal stå i danskenes annonser er foreløpig ikke bestemt.

- Det er viktig at den er faktabasert. Dette skal ikke være en skremselskampanje, slik noen kritikere har hevdet, sier Marcus Knuth.

Det er heller ikke bestemt hvor stort budsjett som skal avsettes eller i hvilke land annonsene skal publiseres.

- Det skal være i de områder hvor menneskesmuglere opererer. For eksempel i Tyrkia, sier Knuth.

- Flere vil søke seg til Norge

Når kampanjen iverksettes, vil den styrke Danmarks omdømme som restriktivt, mener Tor W. Andreassen, professor i innovasjon og markedsføring ved Norges Handelshøyskole.

- Danmark er vel det landet i Norden som kjører den hardeste linjen overfor innvandrere generelt. Dette tiltaket underbygger denne harde linjen, sier han.



Professor Tor W. Andreassen tror flere flyktninger vil søke seg til Norge dersom den danske kampanjen når gjennom.

FOTO: Privat

Det er likevel umulig å si om kampanjen vil redusere antall asylsøkere, mener han.

- Er det sannsynlig at Norge blir mer attraktivt for flyktninger dersom danskene når gjennom med sin avskrekkingskampanje?

- Ja. Strømmen av flyktninger vil tilta. Mange lever under svært kummerlige forhold politisk og menneskelig, og vil søke seg til andre steder. Med internett får de innblikk i hvordan andre land og mennesker har det, noe som skaper en voldsom kontrasteffekt og øker lysten til å flytte. Når Danmark strammer inn, er det naturlig at det vil bli flere som søker seg til andre land - deriblant Norge.

SV: - Vil skyve enda flere til Sverige

SVs innvandringspolitiske talskvinne Karin Andersen mener kampanjen først og fremst er rettet mot danske velgere.

- Dette er en politisk markering mer for hjemmepublikum enn for dem som er på flukt fra forfølgelse og krig. Og det vil kanskje bidra til å skyve enda flere over til Sverige, sier hun.

- Det er et uolidarisk svar på en situasjon som roper på solidaritet - både med dem som flykter og med landene som tar imot mange ganger så mange som Danmark.

Også Aps innvandringspolitiske talsmann Stein Erik Lauvås er skeptisk.

- Jeg tror ikke det er veien å gå for å hindre fattige folk fra å komme til Europa. De flykter fra krig, fattigdom, nød og elendighet på alle måter. Jeg tror de fleste reiser hit av helt andre årsaker enn de rent økonomiske, sier han.

Omstridt australsk kampanje

Det høyrepopulistiske og innvandringskritiske partiet Dansk Folkeparti vil gå lengre enn den nye regjeringen. Partiet gjorde et brakvalg 18. juni, og ble med en fremgang på 8,8 prosent **landets nest største parti**.



Dansk Folkeparti, nå Danmarks nest største parti, vil lansere videoer inspirert av en omstridt australsk kampanje. For noen uker siden foreslo partiet å lansere [en serie videoer på arabisk og engelsk](#) inspirert av en omstridt kampanje fra Australia.

I den australske kampanjen poserer general Angus Campbell iført uniform foran et bilde av en båt på piskende bølger under mørke skyer med påskriften «NO WAY - YOU WILL NOT MAKE AUSTRALIA HOME».

Australske myndigheter benyttet seg også av tegneserier for å nå frem til flyktninger.

- Viktig å sende beskjed

Marcus Knuth i danske Venstre understreker at deres forslag er noe annet.

- Det blir ikke i den stilen. Det skal være rene fakta: Sosiale ytelser er nå nær halvert.

Knuth mener den australske kampanjen er for bombastisk.

- Den lukter litt for mye av en skremselskampanje. Vår kampanje skal være en opplysningskampanje. Derfor bruker vi annonse i stedet for video, sier han.

- Er det ikke nettopp for å skremme flyktninger fra å komme dere gjør dette?

- Jeg vil ikke bruke ordet «skremme». Men «orientere». Blant menneskesmuglere finnes mange historier om at Danmark er et av landene med høyest sosiale ytelser. Det er viktig å sende en beskjed til folk som er på vei til Danmark om at vi ikke lenger tilbyr de høye ytelsene som ble betalt av vår tidligere regjering.

- Hva er forskjellen på skremsel og opplysning?

- Det ene er basert på fakta. Det andre er mer bombastisk. Men vi er selvfølgelig enige med Dansk Folkeparti om at vi vil få formidlet at Danmark ikke lenger er landet hvor vi betaler de høyeste ytelsene.

Norske kampanjer

* I 2002 sponset Kommunaldepartementet russisk og ukrainsk TV for at de skulle komme til Norge og lage reportasjer om de kummerlige forholdene ved norske asylmottak. Hensikten var å skremme ukrainere og russere fra å søke opphold i Norge. Departementet var den gang ledet av nåværende statsminister Erna Solberg - og kampanjen ble kjent som «Erna-TV».

* Da kampanjen viste seg å ha god effekt, satset departementet videre på Balkan året etter.

* I 2005 bevilget Utenriksdepartementet en halv million kroner til en kampanje rettet mot nigerianske jenter. Gjennom lokale radiosendinger ble jentene advart mot å la seg lokke av menneskehandlere for å reise til Europa og Norge.

* I 2012 iverksatte Justisdepartementet en kampanje rettet mot barn i Afghanistan for å hindre dem i å legge ut på reise alene. Kampanjen var et samarbeid med UNICEF, som mente den ville bidra til å styrke barnas rettigheter. Redd Barna mente imidlertid at kampanjen trolig bare ville føre til at barna som hadde behov for å flykte ville velge et annet land enn Norge.

* Mens de nevnte kampanjene tok sikte på å hindre folk fra å komme til Norge, har UDI flere ganger gjennomført kampanjer rettet mot ulovlige innvandrere - personer som allerede har fått avslag på søknad om opphold i Norge. En ny kampanje ble iverksatt 13. juli i år. Med plakater skrevet på ulike språk og hengt opp i tilknytning til kollektivtransport over hele landet oppfordres de aktuelle personene å returnere til hjemlandet sitt før 1. september. Etter dette vil de få betydelig mindre støtte til retur. UDIs nettsider har hittil hatt en trafikkvekst på 209 prosent.

Publisert: 28.jul. 2015 21:26

TORBEN BRYLLE / TORBRY@UM.DK
AMBASSADØR
MOBILE +47 97 528 814

DANISH EMBASSY, OSLO
KGL. DANSK AMBASSADE / N-0244 OSLO
PHONE +47 22 540 800 / NORGE.UM.DK





Aktdetaljer

Akttitel: SV: information on newly appointed changes in the terms and conditions of residence in Denmark

Aktnummer: 31

Akt ID: 822350

Dato: 01-09-2015

Type: Indgående

Original titel: SV: information on newly appointed changes in the terms and conditions of residence in Denmark

Dokumenter: [1] SV information on newly appointed changes in the terms and conditions of residence in Denmark.eml

6. oktober 2015

Til: Anders Østervang (andost@um.dk)
Cc: Flemming Johannesen (flejoh@um.dk)
Fra: Julie Cold (jco@uibm.dk)
Titel: SV: information on newly appointed changes in the terms and conditions of residence in Denmark
Sendt: 01-09-2015 10 34 50

Fra: Anders Østervang [mailto:andost@um.dk]
Sendt: 1. september 2015 10:32
Til: Julie Cold
Cc: Rany Kassab; 'Ramsay G. Najjar'; Henrik Kyvsgaard; Flemming Johannesen
Emne: RE: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear All,
We will be delivering a cheque of the said amount to the office today, written out to Mr Ramsay Najjar.
Rany, our driver will deliver it to the office address within an hour: Ashrafieh, Independence St. Sarraf Bldg
Can you please confirm - will you be available receive it and to sign a receipt (03 574 856)?
Best,
Anders

From: Julie Cold [mailto:jco@uibm.dk]
Sent: 01 September 2015 10:18
To: Anders Østervang
Cc: Rany Kassab; 'Ramsay G. Najjar'; Henrik Kyvsgaard; Flemming Johannesen
Subject: VS: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Anders

Thank you for facilitating the payment.

Would you be so kind to inform Rany about the payment medium and ensure that the payment will be made by 5:00 pm Wednesday September 2nd?

Please copy my on your correspondence.

Thank you very much.

Best regards

Julie Cold
Head of Section
Direct phone : +45 41 85 13 20
E-mail: jco@uibm.dk
Ministry of Immigration, Integration and Housing

DK-1216 København K
Telefon +45 72 26 84 00
E-mail: uibm@uibm.dk
www.uibm.dk

Fra: Flemming Johannesen [mailto:flejoh@um.dk]
Sendt: 1. september 2015 09:02
Til: Julie Cold; Rany Kassab
Cc: 'Ramsay G. Najjar'; mark.helou@stvoc.com; 'Michele Azrak'; Henrik Kyvsgaard; 'gladys.saab'; Anders Østervang; Ole Egberg Mikkelsen; Samuel Magid
Emne: SV: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear all

This mail just to confirm that the embassy will be making the payment on behalf of the Ministry of Immigration, Integration and Housing. Please refer to Deputy Head of Mission, Anders Østervang for further details.

Kind regards
Flemming

FLEMMING JOHANNESSEN / FLEJØH@UM.DK
DEPUTY HEAD OF DEPARTMENT / PUBLIC DIPLOMACY, COMMUNICATION & PRESS
DIRECT: +45 3392 0845
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MINISTRY OF FOREIGN AFFAIRS OF DENMARK
ASIATISK PLADS 2 / DK-1448 COPENHAGEN K
SWITCHBOARD: +45 3392 0000 / WWW.UM.DK

EXPLORE DENMARK!

DENMARK.DK - THE OFFICIAL WEBSITE OF DENMARK
BLOGS.DENMARK.DK - BLOGGING DENMARK
VIDEO.DENMARK.DK - WATCH VIDEOS
FACEBOOK.COM/DENMARKDOTDK - BECOME A FAN
TWITTER.COM/DENMARKDOTDK - FOLLOW DENMARK
FLICKR.COM/PHOTOS/DENMARKDOTDK - VIEW PICS FROM DENMARK

Fra: Julie Cold [mailto:jco@uibm.dk]

Sendt: 31. august 2015 15:26

Til: Rany Kassab

Cc: 'Ramsay G. Najjar'; mark.helou@stwoc.com; 'Michele Azrak'; Flemming Johannesen; Henrik Kyvsgaard; 'gladys.saab'

Emne: SV: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Rany

Thank you very much. Sounds absolutely fine regarding Facebook ads and Google display ads etc.

We are just awaiting response from the Ministry of Foreign Affairs regarding the payment medium and for them to ensure that the payment will be made by 5:00 pm Wednesday September 2nd. All bank information etc. is forwarded to them.

I can confirm that we will be sending you the logos for the campaign (both offline and online) tomorrow, Tuesday September 1st

Tomorrow I will as well be able to confirm the Arab text and to send you the relevant URL for our homepage.

I do hope this is sufficient information for you just now. I will get back to you as soon as we get the details from the Ministry of Foreign Affairs

Please do not hesitate to contact me or Henrik Kyvsgaard 0045-61897519 if you have any questions.

All the best

Julie Cold
Head of Section
Direct phone.: +45 41 85 13 20
E-mail: jco@uibm.dk
Ministry of Immigration, Integration and Housing

DK-1216 København K
Telefon: +45 72 26 84 00
E-mail: uibm@uibm.dk
www.uibm.dk

Fra: Rany Kassab [mailto:rany.kassab@stwoc.com]

Sendt: 31. august 2015 14:56

Til: Julie Cold

Cc: 'Ramsay G. Najjar'; mark.helou@stwoc.com; 'Michele Azrak'; 'Flemming Johannesen'; Henrik Kyvsgaard; 'gladys.saab'

Emne: RE: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Julie,

Thank you for your email and for the letter of acceptance.

Kindly note that since the Ministry does not have a Facebook and a Twitter account, we will be increasing the frequency of both the Facebook ads and the Google Display ads (i.e. we will be relying on two of the four mediums initially suggested, omitting the options of the Facebook "Page Posts" and the Twitter "Promoted Tweets"). That said, since this will change the KPIs of the campaign (in a positive way, as the ads will run at a higher rate), we have asked the social media agency to re-compute these KPIs and to share them with us, latest tomorrow noon. As soon as we have them, we will be sure to share them with you, noting that this will not impact the budget in any way.

On the other hand, can you please confirm the payment medium you will be using (i.e. cheque or bank transfer), noting that we will go ahead and exceptionally book the space for the newspaper ads as of today (and will pay for them ourselves) in order to secure the availability of the space on Monday, September 7th? Can we kindly rely on you to have the payment to us made by 5:00 pm Wednesday September 2nd?

Moreover, can you please confirm that you will be sending us the logos for the campaign (both offline and online) by Tomorrow, Tuesday September 1st?

Also, can we consider that the Arab text, which we had shared with you, has now been officially approved?

Looking forward to your kind feedback. Thanks

Best Regards,



Rany Kassab

Ashrafieh, Independence St. Sarraf Bldg

P.O. Box 16 5461 Beirut, Lebanon

T 961 1 204623 F 961 1 204153

www.stwoc.com rany.kassab@stwoc.com

From: Julie Cold [<mailto:jco@uibm.dk>]

Sent: Monday, August 31, 2015 2:52 PM

To: Rany Kassab

Cc: 'Ramsay G. Najjar'; mark.helou@stwoc.com; 'Michele Azrak'; Flemming Johannesen; Henrik Kyvsgaard

Subject: SV: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Rany

I hereby attach letter of acceptance from Henrik Kyvsgaard, including a few minor points of attention.

Looking forward to the cooperation.

All the best

Julie Cold

Head of Section

Direct phone.: +45 41 85 13 20

E-mail: jco@uibm.dk

Ministry of Immigration, Integration and Housing

DK-1216 København K

Telefon: +45 72 26 84 00

E-mail: uibm@uibm.dk

www.uibm.dk

Fra: Rany Kassab [<mailto:rany.kassab@stwoc.com>]

Sendt: 28. august 2015 17:02

Til: Henrik Kyvsgaard

Cc: Julie Cold; 'Ramsay G. Najjar'; mark.helou@stwoc.com; 'Michele Azrak'

Emne: RE: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Henrik,

It was a pleasure indeed meeting you all yesterday.

As promised, kindly find attached the following:

- The **proposal** for carrying out the project, and which includes both a first option that limits the scope of work to the exact parameters requested in the brief, as well as a second option that tries to elaborate on the brief by suggesting additional ways through which to achieve the objectives of the campaign
- The comprehensively reviewed and **copywritten Arabized text** for the ad, and which is faithful to the original English text (the version you just sent us) and void of any prejudicial terms that can be misinterpreted or taken out of context, all while being grammatically sound and "culturally fit".

While we look forward to your feedback and alignment on the attached, kindly note that, to make the deadline of September 5th, we will urgently need to receive by 5:00 pm, **Tuesday September 1st**, the logo and approval on the text, with all related payments to also be made by 5:00 pm, **Wednesday September 2nd**.

Eagerly awaiting your feedback and looking forward to joining forces on this and hopefully other upcoming projects. Thanks.

Best Regards,



Rany Kassab

Ashrafieh, Independence St. Sarraf Bldg

P.O. Box 16 5461 Beirut, Lebanon

T 961 1 204623 F 961 1 204153

www.stwoc.com rany.kassab@stwoc.com

From: Henrik Kyvsgaard [<mailto:kyv@uibm.dk>]

Sent: Friday, August 28, 2015 5:00 PM

To: Rany Kassab

Cc: Julie Cold

Subject: information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Rani,

Thank you for the pleasant video conference yesterday.

Please find attached a new English translation of the text. There are only talking about a few linguistic changes of translation.

Looking forward to your offer.

Best regards

Henrik Kyvsgaard
Ministry of Immigration, Integration and Housing

Fra: Rany Kassab [mailto:rany.kassab@stwoc.com]

Sendt: 26. august 2015 17:07

Til: 'Flemming Johannesen'; Julie Cold

Cc: Henrik Kyvsgaard; 'Ramsay Najjar'; 'Helou Mark'; 'Michele Azrak'

Emne: RE: Assignment - information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Flemming,

Great. All clear. Looking forward to seeing or talking to you all tomorrow. Thanks.

Best Regards,



Rany Kassab

Ashrafieh, Independence St. Sarraf Bldg

P.O. Box 16 5461 Beirut, Lebanon

T 961 1 204623 F 961 1 204153

www.stwoc.com rany.kassab@stwoc.com

From: Flemming Johannesen [mailto:flejoh@um.dk]

Sent: Wednesday, August 26, 2015 5:56 PM

To: Rany Kassab; 'Julie Cold'

Cc: 'Henrik Kyvsgaard'; 'Ramsay Najjar'; 'Helou Mark'; 'Michele Azrak'

Subject: SV: Assignment - information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Rani

As promised just a quick follow-up on the practicalities for tomorrow's video conference. Anders Østervang (deputy head of mission) will be happy to see you at the embassy tomorrow. Anders recommended that you plan for it to take approximately 20 minutes to get into the embassy due to security measures. Seeing that the video conference is scheduled for 1 pm Beirut time, I would recommend that you plan to arrive at the embassy 20-30 minutes in advance. The embassy is in the same building as the British embassy.

If you have trouble getting in, please do not hesitate to call Anders Østervang.

ANDERS ØSTERVANG / ANDOST@UM.DK
DEPUTY HEAD OF MISSION

DANISH EMBASSY
AMBASSADE DU DANEMARK
PHONE +961 1 991 001/2/3/4/5
Embassy Complex, Sérail Hill Army street,

We look forward to seeing you tomorrow.

Kind regards
Flemming Johannesen

FLEMMING JOHANNESSEN / FLEJOH@UM.DK
DEPUTY HEAD OF DEPARTMENT / PUBLIC DIPLOMACY, COMMUNICATION & PRESS
DIRECT: +45 3392 0845
MOBILE: + 45 50778632

MINISTRY OF FOREIGN AFFAIRS OF DENMARK
ASIATISK PLADS 2 / DK-1448 COPENHAGEN K
SWITCHBOARD: +45 3392 0000 / WWW.UM.DK

EXPLORE DENMARK!
DENMARK.DK - THE OFFICIAL WEBSITE OF DENMARK
BLOGS.DENMARK.DK - BLOGGING DENMARK
VIDEO.DENMARK.DK - WATCH VIDEOS
FACEBOOK.COM/DENMARKDOTDK - BECOME A FAN
TWITTER.COM/DENMARKDOTDK - FOLLOW DENMARK
FLICKR.COM/PHOTOS/DENMARKDOTDK - VIEW PICS FROM DENMARK

Fra: Rany Kassab [mailto:rany.kassab@stwoc.com]

Sendt: 26. august 2015 16:32

Til: 'Julie Cold'

Cc: Flemming Johannesen; 'Henrik Kyvsgaard'; 'Ramsay Najjar'; 'Helou Mark'; 'Michele Azrak'

Emne: RE: Assignment - information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Julie,

It was a pleasure talking to you all earlier. Thank you for sharing with us the briefing document, as well as the suggested text to run in the Lebanese newspapers.

We will carefully review these in order to further discuss them in our call tomorrow.

As agreed, we will subsequently share with you two proposals: a first that relates to the implementation of the assignment, as is, and a second that integrates our recommended approach to securing the key objectives of the project based on our extended knowledge of the local environment and its challenges.

Looking forward to hopefully joining forces on this and other projects. Thanks

Best Regards,



Rany Kassab

Ashrafieh, Independence St. Sarraf Bldg
P.O. Box 16 5461 Beirut, Lebanon
T 961 1 204623 F 961 1 204153

www.stwoc.com rany.kassab@stwoc.com

From: Julie Cold [mailto:jco@uibm.dk]

Sent: Wednesday, August 26, 2015 4:59 PM

To: rany.kassab@stwoc.com

Cc: Flemming Johannesen; Henrik Kyvsgaard

Subject: Assignment - information on newly appointed changes in the terms and conditions of residence in Denmark

Dear Rani

Thank you very much for the talk and for paying interest in our assignment.

I forward a brief description of the assignment and the information text in English and Arabic. The layout is not final. E.g. the correct logos needs to be added.

As agreed we will appreciate a proposal and a budget regarding:

- 1) Basic implementation of the assignment: inserting of ads in two newspapers and placing of the message on the social media
- 2) Optional: Road map/mapping exercise regarding relevant communication channels and spreading of the message

We will appreciate if you suggest two newspapers. Regarding the size of the ads we expect rather small notices without pictures.

As mentioned the timeframe is rather limited. If at all possible we would like the ads to be published on September 5 - which is Saturday next week.

As mentioned the ads will be accompanied by an information initiative targeted Danish asylum seekers.

Flemming Johannesen from the Ministry of Foreign Affairs will send you the necessary information regarding time and place of the video conference tomorrow.

Thank you very much. Looking forward to hear from you.

Kind regards

Julie Cold
Head of Section
Direct phone.: +45 41 85 13 20
E-mail: jco@uibm.dk
Ministry of Immigration, Integration and Housing

DK-1216 København K
Telefon: +45 72 26 84 00
E-mail: uibm@uibm.dk
www.uibm.dk

No virus found in this message.

Checked by AVG - www.avg.com

Version: 2015.0.6086 / Virus Database: 4409/10512 - Release Date: 08/25/15



Aktdetaljer

Akttitel: RE: Asylannoncer til debat på K-forum

Aktnummer: 39

Akt ID: 025657

Dato: 12-08-2015

Type: Indgående

Original titel: RE: Asylannoncer til debat på K-forum

Dokumenter: [1] RE: Asylannoncer til debat på K-forum.eml

Til: Ole Egberg Mikkelsen (olemik@um.dk)
Cc: Samuel Magid (sammag@um.dk), Flemming Johannesen (flejoh@um.dk)
Fra: Rolf Michael Hay Pereira Holmboe (rohol@um.dk)
Titel: RE: Asylannoncer til debat på K-forum
Sendt: 12-08-2015 10 06.47

Kære Ole -



From: Ole Egberg Mikkelsen
Sent: 12 August 2015 10:31
To: Rolf Michael Hay Pereira Holmboe
Cc: Flemming Johannesen, Samuel Magid
Subject: SV: Asylannoncer til debat på K-forum

Fra: Flemming Johannesen
Sendt: 11. august 2015 22:19
Til: Samuel Magid; Ole Egberg Mikkelsen; Maria Nilas Tarp; Soren Vohtz; Bo de la Porte Simonsen; Janina Graae
Emne: Asylannoncer til debat på K-forum

Fra: Flemming Johannesen <flejoh@um.dk>
Dato: 11. aug. 2015 kl. 22.17.03 CEST
Til: Flemming Johannesen <flejoh@um.dk>

<http://www.kommunikationsforum.dk/artikler/stojbergs-kampagneide-vurderet-kommunikationsfagligt>

Sendt fra min iPhone



Aktdetaljer

Akttitel: Annoncerne indrykket i printudgaver af Daily Star, Mustaqbal, An-Nahar og As-Safir

Aktnummer: 47

Akt ID: 837185

Dato: 07-09-2015

Type: Indgående

Original titel: Annoncerne indrykket i printudgaver af Daily Star, Mustaqbal, An-Nahar og As-Safir

Dokumenter:

- [1] Annoncerne indrykket i printudgaver af Daily Star, Mustaqbal, An-Nahar og As-Safir.eml
- [2] An-Nahar.jpg
- [3] As-Safir.jpg
- [4] Daily Star 1.jpg
- [5] Daily Star 2.jpg
- [6] Al-Mustaqbal.jpg

Til: Lars Peter Levy (larlev@um.dk), Malte Møller-Christensen (emmol@um.dk), Nikolaj Harris (nikhar@um.dk), Ole Egberg Mikkelsen (olemik@um.dk), Sigurd Halling (sighal@um.dk), Flemming Johannesen (flejoh@um.dk), Jens-Otto Horslund (jehors@um.dk), Samuel Magid (sammag@um.dk)
Cc: Trine Gitte Vigsø Nielsen (trinie@um.dk), Svend Wæver (svewav@um.dk)
Fra: Anders Østervang (andost@um.dk)
Titel: Annoncerne indrykket i printudgaver af Daily Star, Mustaqbal, An-Nahar og As-Safir
Sendt: 07-09-2015 08:34:17
Bilag: An Nahar.jpg; As Safir.jpg; Daily Star 1.jpg; Daily Star 2.jpg; Al Mustaqbal.jpg;

Kære Alle,

Her er billeder af de indrykkede annoncer i de fire store libanesiske aviser, herunder i den engelsk-sprogede Daily Star, der har ryddet side 5 til flygtningestof.

Vi følger op i takt med vi bliver opmærksomme på omtale og vinkler i den elektroniske presse.

Mange hilsner

Anders

Germany
 The German government has announced that it will accept a special return centre for rejected asylum seekers from Denmark as a condition for allowing more Syrian refugees to enter the country.



Students in private boarding schools in the Middle East and elsewhere have been protesting against the Syrian conflict.

Drowned Syrian boys' aunt fights to bring family to Canada
 The aunt of two young Syrian boys who drowned in the Mediterranean Sea is fighting to bring their family to Canada. She says she has been denied entry to the country because of her status as a refugee.



The bodies of two young Syrian boys who drowned in the Mediterranean Sea were found in a boat off the coast of Turkey.

In rich Gulf Arab states, some feel shamed by refugee response

By Jack Bevilacqua

As the world's attention focuses on the plight of Syrian refugees, some wealthy Arab states are feeling shamed by the international response. In the Gulf, many people are questioning why their governments are not doing more to help the refugees, especially since they have the financial resources to do so.

The United Arab Emirates (UAE) and Saudi Arabia have been particularly vocal in their criticism. They argue that the international community is not doing enough to help the refugees, and that the wealthy Arab states should be doing more. They also point out that the refugees are often treated poorly in the host countries, and that they are not allowed to work or study.

Some people in the Gulf are also feeling shamed by the way that the international community is treating the refugees. They feel that the refugees are being treated as second-class citizens, and that they are not being given the same rights and opportunities as the citizens of the host countries.

However, there are also people in the Gulf who are helping the refugees. Some are providing them with food and shelter, while others are helping them to find work and education. These people are often seen as heroes in their communities.

al-Hilweh ahead of academic year
 A statement calling on Lebanon to return to their homes has been issued by the al-Hilweh camp. The statement says that the camp is ahead of the academic year, and that the residents are ready to return to their homes.

The statement also says that the residents of the camp are tired of living in the camp, and that they want to return to their homes. They say that they have been living in the camp for a long time, and that they are tired of the conditions there.

The statement is a sign of hope for the residents of the camp, and it shows that they are ready to return to their homes. It is also a sign of the progress that has been made in the camp, and it shows that the residents are now able to live more normal lives.

ing technology
 Advances in technology are helping to improve the lives of people in the developing world. For example, mobile phones are being used to provide access to health care and education. This is helping to reduce poverty and improve the quality of life for many people.

Another example is the use of solar power. Solar panels are being used to provide electricity in areas where there is no access to the grid. This is helping to improve the lives of people in these areas, and it is also helping to reduce the amount of carbon dioxide that is being emitted.

There are many other examples of how technology is helping to improve the lives of people in the developing world. As technology continues to advance, we can expect to see even more progress in these areas.



A group of people in a developing country are using mobile phones to access health care and education.

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airut opens the public

The public is being invited to participate in the airut project, which aims to improve the quality of life in the community. The project is being led by a group of volunteers who are working to create a more inclusive and supportive environment for all members of the community.

رجعنا
حاش بيير
كل الناس



The project is being led by a group of volunteers who are working to create a more inclusive and supportive environment for all members of the community. The project is being led by a group of volunteers who are working to create a more inclusive and supportive environment for all members of the community.

Lucas 3-D printing technology

The technology is being used to create 3-D printed parts for various applications. This technology allows for the production of complex, custom-made parts that can be used in a wide range of industries, from healthcare to manufacturing.



ds in Ain Hilweh ahead of academic year

The situation in Ain Hilweh is expected to improve ahead of the academic year. The community is working to address the challenges they face and create a more stable and supportive environment for their children and families.

Refugees get emotional welcome in Germany



Children of refugees welcome their families in a camp in Germany.

Thousands of refugees are being welcomed in Germany, with many families reuniting after long separations. The arrival is marked by emotional scenes as loved ones are reunited in a safe haven.



A person sitting on the ground in a camp, possibly a refugee.

Drowned Syrian boys' aunt fights to bring family to Canada

The aunt of two young boys who drowned in the Mediterranean Sea is fighting to bring her family to Canada. She is seeking asylum and a safe place for her remaining family members.

In rich Gulf Arab states, some feel shamed by refugee response

Some wealthy Gulf Arab states are feeling shamed by the international response to the refugee crisis. They argue that the focus should be on addressing the root causes of displacement rather than just providing temporary relief.

The British intelligence authorities are looking at the possibility of...
The British intelligence authorities are looking at the possibility of...
The British intelligence authorities are looking at the possibility of...

ويعد المرض في معظم الأحيان غير خطير، ولكنه قد يؤدي إلى مضاعفات خطيرة. لذلك، يجب على الأشخاص الذين يعانون من مرض السكري مراقبة مستويات السكر في الدم بانتظام، والتأكد من تناولهم الأدوية بانتظام، والحفاظ على نمط حياة صحي، بما في ذلك التغذية السليمة والنشاط البدني.

وإذا لم يتم علاج مرض السكري بشكل صحيح، فقد يؤدي إلى مضاعفات خطيرة، مثل أمراض القلب والكلى والعيون. لذلك، يجب على الأشخاص الذين يعانون من مرض السكري مراقبة مستويات السكر في الدم بانتظام، والتأكد من تناولهم الأدوية بانتظام، والحفاظ على نمط حياة صحي، بما في ذلك التغذية السليمة والنشاط البدني.



باعتبارها واحدة من أكثر الأمراض شيوعاً، فإن مرض السكري يشكل عبئاً كبيراً على الصحة العامة. ومع ذلك، يمكن تجنب العديد من المضاعفات من خلال الرعاية المناسبة. لذلك، يجب على الأشخاص الذين يعانون من مرض السكري مراقبة مستويات السكر في الدم بانتظام، والتأكد من تناولهم الأدوية بانتظام، والحفاظ على نمط حياة صحي، بما في ذلك التغذية السليمة والنشاط البدني.

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تُعلم سلطات الهجرة وشؤون اللاجئين الدنماركية عن التعديلات المتعلقة بشروط الإقامة في الدنمارك، والتي هي قيد التطبيق من قبل الحكومة الدنماركية الجديدة.

قررت الدنمارك تشديد القوانين المتعلقة باللاجئين في مجالات متعددة.

لقد صدر عن البرلمان الدنماركي مؤخراً القرارات التالية:
- تقليص المساعدات الاجتماعية إلى حد كبير. كما تخلى المساعدات الاجتماعية لللاجئين الواصلين حديثاً بنسبة قد تصل إلى 70٪.

سوف تقرر الحكومة بتطبيق التالي:

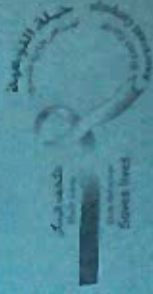
- عدم أحقية الأجانب الحاصلين على حق الحماية المؤقتة باستثناء عائلاتهم إلى الدنمارك خلال العام الأول.
- أن يحصل الأجانب على حق الإقامة الدائمة بعد مرور خمس سنوات كحد أدنى، وأنهم قد يواجهون خطر فقدان حق الإقامة في تلك الفترة.
- وجود شروط تتعلق بتعلم اللغة والقدرة على التواصل فهماً وكلامياً اللغة الدنماركية لإمكانية الحصول على تصريح بالإقامة الدائمة في الدنمارك.
- بواسطة إجراءات خاصة وسريعة إعطاء جواب الرفض عندما يعتبر طلب اللجوء بأنه غير مبرر ولا يستند إلى أسباب ذات صلة.
- كافة الذين يُرفض طلباتهم للجوء، سيتم ترحيلهم عن الدنمارك بأسرع وقت.
- وجود مركز خاص يُمنى بترحيل كل من يُرفض طلب لجوئه، من أجل ضمان ترحيل كل من تقدم بطلب لجوء ورفض طلبه من البلد بأسرع وقت.

 Ministry of Immigration, Integration and Housing
The Danish Immigration Service

 Ministry of Immigration, Integration and Housing

يمكن يستفيد فيك

على صحة السلامة الصورة الشعاعية مرة كل سنة ابتداء من سن الأربعين



بمجرد أن يتم فحصك بصورة شعاعية، يمكنك معرفة ما إذا كان لديك أي مشاكل في الثدي. لا تكون أية شعاعية تمنع بالصورة الشعاعية مرة كل سنة ابتداء من سن الأربعين هي شعاعية للكشف المبكر عما يوجد في الثدي.

الصورة الشعاعية مجانية بالمستشفيات الحكومية وحديقة في أماكن بالمستشفيات والمراكز الطبية المعتمدة لغاية نهاية السنة



HOTLINE
01 511 722



Aktdetaljer

Akttitel: informationskampagner

Aktnummer: 87

Akt ID: 838317

Dato: 20-08-2015

Type: Intern

Original titel: informationskampagner

Dokumenter:

- [1] informationskampagner.eml
- [2] Fwd: INFO fra IOM vedr. informationskampagner rettet mod fljgtninge.eml
- [3] image008.jpg
- [4] image004.png
- [5] image005.png
- [6] image006.png
- [7] image007.png
- [8] Fwd: INFO fra IOM vedr. informationskampagner rettet mod fljgtninge.eml
- [9] image011.png
- [10] image002.jpg
- [11] image003.png
- [12] image004.png
- [13] image005.png
- [14] image006.png
- [15] Fwd: info kampagner.eml

Til: Maria Nilaus Tarp (martar@um.dk), Flemming Johannesen (flejoh@um.dk)

Fra: Samuel Magid (sammag@um.dk)

Titel: informationskampagner

Sendt: 20-08-2015 16:48:10

Bilag: Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge eml; image008.jpg; image004.png; image005.png; image006.png; image007.png; Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge.eml; image001.png; image002.jpg; image003.png; image004.png; image005.png; image006.png; Fwd: info campaigns.eml;

Til: sammag@um.dk (Samuel Magid)
Cc: flejoh@um.dk (Flemming Johannesen)
Fra: Ole Egberg Mikkelsen (olemik@um.dk)
Titel: Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge
Sendt: 20-08-2015 16:12:27
Bilag: image007.png; image006.png; image005.png; image004.png; image008.jpg;

Mvh ole

Sendt fra min iPhone

Start på videresendt besked:

Fra: Stine Svejborg <stinsv@um.dk>
Dato: 20. aug. 2015 15.19.02 CEST
Til: Ole Egberg Mikkelsen <olemik@um.dk>
Cc: Marie-Louise Koch Wegter <marweg@um.dk>
Emne: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Kære Ole.

Nedenstående fremsendes efter aftale med Marie-Louise.

Missionen har d.d. været i kontakt med det Internationale Agentur for Migration (IOM) som selv udarbejder og implementerer Informationskampagner rettet mod flygtninge og immigranter (se info i nedenstående). IOMs informationskampagner er ofte bygget op omkring immigranterne selv, idet IOM bl.a. interviewer personer der står til hjemsendelse. Disses historier og beretninger (f.eks. hvor de fortæller, at de før rejsen havde solgt alt de ejer og nu må vende hjem fattigere end før) viderefremmes dernæst til relevante befolkningsgrupper i hjemlandet.

Desværre har vi ikke på nuværende tidspunkt fået yderligere information om deres samarbejdspartnere.

Venligst
Stine

From: DOYLE Leonard [mailto:ldoyle@iom.int]
Sent: 20 August 2015 15:11
To: Stine Svejborg
Cc: VIRIRI Itayi
Subject: RE: Urgent request: Contact information for firms - campaigns

Dear Stine,

IOM runs communications campaigns aimed at informing migrants of the potential risks they take when using smugglers to get to Europe.

One interesting approach with Switzerland called YouProject.ch contains videos and slideshows of people that were returned from Switzerland to their home countries. Various projects within the Swiss return assistance program aim to create better conditions for their successful reintegration and help to facilitate the new beginning. YouProject puts the opinion and experience of the returnees in the center of the stories.

We are currently working in Niger, an important funnel for irregular migrants from West Africa where we use narrative-story telling and testimony from returned migrants to better inform those setting out on journeys.

When we work with appropriate, contextualized communications tools like graphic books (comics-based) like these in Haiti and this one on irregular migration we take care to capture feedback from the migrants and thereby track whether the message has been well received. IOM has a common service platform called Community Response Map which enables us and partner agencies to track migrant comprehension of the communications and to communicate with them along their journeys. It produces real time maps and graphs that demonstrate the effectiveness of communications campaigns like here and below:

Do Let me know if I can help more. I will also ask about communications companies we work with in the Middle East.

Best wishes,

Leonard Doyle

Spokesperson, Head of Media Communications
International Organization for Migration (IOM)
Cell: +41 79 285 7123
Off: +41 22 7179 589
@IOM_news | www.iom.int

is not liable for any of these occurrences.



Til: sammag@um.dk (Samuel Magid)
Cc: flejoh@um.dk (Flemming Johannesen)
Fra: Ole Egberg Mikkelsen (olemik@um.dk)
Titel: Fwd: INFO fra IOM vedr. informationskampagner rettet mod flygtninge
Sendt: 20-08-2015 16:11:55
Bilag: image006.png; image005.png; image004.png; image003.png; image002.jpg; image001.png;

Mvh ole

Sendt fra min iPhone

Start på videresendt besked:

Fra: Stine Svejborg <stinsv@um.dk>
Dato: 20. aug. 2015 15.40.45 CEST
Til: Ole Egberg Mikkelsen <olemik@um.dk>
Cc: Marie-Louise Koch Wegter <marweg@um.dk>
Emne: Vedr.: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Kære Ole

Blot i opfølgning til nedenstående har IOM fremsendt følgende som svar på spørgsmålet om hvilke firmaer og aktører de samarbejder med:

Information campaigns are highly complex and IOM conducts these across the world, including the MENA region. We [the IOM] directly implement these campaigns, employing local artists, journalists, communicators etc.
IOM is a project based organization, unlike other UN agencies, and thus prefers direct implementation to subcontracting.

Venligst
Stine

STINE SVEJBORG / STINSV@UM.DK
FULDMÆGTIG
DIREKTE +41 (0) 22 918 0055 / MOBIL +41 (0) 79 416 5928

DANMARKS FASTE MISSION VED FN I GENÈVE
RUE DE MOILLEBEAY 56 / 1211 GENÈVE
TLF. +41 (0) 22 918 0040

Please consider the environment before printing this message

From: Stine Svejborg
Sent: 20 August 2015 15:19
To: Ole Egberg Mikkelsen
Cc: Marie-Louise Koch Wegter
Subject: INFO fra IOM vedr. informationskampagner rettet mod flygtninge

Kære Ole.

Nedenstående fremsendes efter aftale med Marie-Louise.

Missjonen har d.d. været i kontakt med det Internationale Agentur for Migration (IOM) som selv udarbejder og implementerer informationskampagner rettet mod flygtninge og immigranter (se info i nedenstående). IOMs informationskampagner er ofte bygget op omkring immigranterne selv, idet IOM bl.a. interviewer personer der står til hjemsendelse. Disser historier og beretninger (f.eks. hvor de fortæller, at de før rejsen havde solgt alt de ejer og nu må vende hjem fattigere end før) viderefremmes dernæst til relevante befolkningsgrupper i hjemlandet.

Desværre har vi ikke på nuværende tidspunkt fået yderligere information om deres samarbejdspartnere.

Venligst
Stine

From: DOYLE Leonard [mailto:ldoyle@iom.int]
Sent: 20 August 2015 15:11
To: Stine Svejborg
Cc: VIRIRI Itayi
Subject: RE: Urgent request: Contact information for firms - campaigns

Dear Stine,

IOM runs communications campaigns aimed at informing migrants of the potential risks they take when using smugglers to get to Europe.

One interesting approach with Switzerland called YouProject.ch contains videos and slideshows of people that were returned from Switzerland to their home countries. Various projects within the Swiss return assistance program aim to create better conditions for their successful reintegration and help to facilitate the new beginning. YouProject puts the opinion and experience of the returnees in the center of the stories.

We are currently working in Niger, an important funnel for irregular migrants from West Africa where we use narrative-story telling and testimony from returned migrants to better inform those setting out on journeys.

When we work with appropriate, contextualized communications tools like graphic books (comics-based) like these in Haiti and this one on irregular migration we take care to capture feedback from the migrants and thereby track whether the message has been well received. IOM has a common service platform called Community Response Map which enables us and partner agencies to track migrant comprehension of the communications and to communicate with them along their journeys. It produces real time maps and graphs that demonstrate the effectiveness of communications campaigns like here and below:

Do Let me know if I can help more. I will also ask about communications companies we work with in the Middle East.

Best wishes,

Leonard Doyle
Spokesperson, Head of Media Communications
International Organization for Migration (IOM)
Cell: +41 79 285 7123
Off: +41 22 7179 589
@IOM_news | www.iom.int

is not liable for any of these occurrences.



Aktdetaljer

Akttitel: Social media besked fra tysk ambassade

Aktnummer: 97

Akt ID: 840877

Dato: 07-09-2015

Type: Indgående

Original titel: Social media besked fra tysk ambassade

Dokumenter: [1] Social media besked fra tysk ambassade eml

Til: Samuel Magid (sammag@um.dk), Flemming Johannesen (flejoh@um.dk), Ole Egberg Mikkelsen (olemik@um.dk), Maria Nilaus Tarp (martar@um.dk)
Cc: Lars Peter Levy (larlev@um.dk), Trine Gitte Vigsø Nielsen (trinie@um.dk), Svend Wæver (svewav@um.dk), Malte Möller-Christensen (ermmol@um.dk), Jens-Otto Horslund (jehors@um.dk), Nikolaj Harris (nikhar@um.dk), Sigurd Halling (signal@um.dk)
Fra: Anders Østervang (andost@um.dk)
Titel: Social media besked fra tysk ambassade
Sendt: 07-09-2015 19:22:41

Tyske ambassade i Beirut lagde flg besked ud på dets Facebook-side for et par timer siden mhp at imodegå cirkulerende falske rygter (på tysk og arabisk).

Bh Anders/Beirut

German Embassy Beirut

ACHTUNG – Klarstellung falscher Gerüchte

Zu den in der letzten Zeit verbreiteten Gerüchten nimmt die Deutsche Botschaft wie folgt Stellung:

- Deutschland schickt keine Schiffe in den Libanon oder die Türkei um dort Flüchtlinge abzuholen.
- Deutschland hat kein neues Flüchtlingsprogramm beschlossen.
- Bei der Deutschen Botschaft können keine Asylanträge gestellt werden.

Dies sind falsche Gerüchte von Schleppern, illegalen Netzwerken und schlecht informierten Medien.

Bitte bachten Sie: Schlepper lügen!

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Schlepper sind und bleiben Kriminelle, denen allein daran liegt, aus dem Leid der Flüchtlinge Gewinn zu schlagen.

Bild (c) Deutsche Botschaft

Sent from my iPhone



Aktdetaljer

Akttitel: Dansk debatindlæg i libanesisk avis Daily Star af Michala Bendixen
Aktnummer: 114

Akt ID: 857302

Dato: 15-09-2015

Type: Indgående

Original titel: Dansk debatindlæg i libanesisk avis Daily Star

Dokumenter: [1] Dansk debatindlæg i libanesisk avis Daily Star.eml
[2] Dansk debatindlæg i libanesisk avis Daily Star.jpg

MICHALA BENDIXEN

Refugees, come to Denmark. Here's why

"Dear refugee! I am lucky to live in a country where people flee to and not from. I hope you will find peace of mind and a good new life in my small country, where we no longer remember wars, starvation and oppression. Through my many years of offering legal advice to refugees, I know you did not leave your own country voluntarily, but only because you were forced to. You are welcome!"

This is a rough quote from a post by me, brought one month ago in the debate pages of the British news paper The Guardian. I was one step ahead of the Danish minister of integration, who had already announced a campaign to scare refugees away from Denmark. My post received massive attention with 16,000 shares from The Guardian's website, and I was interviewed by Danish media outlets all day.

I simply invited refugees to come to Denmark, listing some of the advantages in my country. Now that the minister has actually published an advertisement discouraging refugees from coming to Denmark in *The Daily Star*, I will not only repeat my invitation, but also explain why the official ad is manipulative, indeed close to being untruthful.

Europe is experiencing a sharp rise in people arriving and asking for asylum. So far it has not been able to face the situation in a coordinated way. But the numbers are

still ridiculously low, compared to the size of our populations, and the numbers hosted by Lebanon, Jordan and Turkey. The various European countries are reacting in quite different ways: opening borders or building fences ...

The vast majority of refugees in Europe are now arriving in only two countries: Sweden and Germany -- Denmark's two neighboring countries. This means a long waiting time for asylum decisions and accommodation in tents and other temporary places. Permanent housing for refugees with a permit to stay is also becoming a serious problem.

The official ad is manipulative, indeed close to being untruthful

The Danish government is trying to scare refugees away by cutting down on refugees' rights and tightening the laws, hoping they will go to other countries instead. But we are still a country with respect for human rights and international law, and therefore the minister has been forced to give a completely distorted picture of the situation in the ad published in Lebanon.

There is also a growing number of Danes who are now turning against the government's inhumane and petty reaction to refugees who are arriving, actually run-

ning for their lives. Right now, hundreds of Danes are offering refugees lifts in their own cars as well as beds in their homes, though this is illegal. The reception centers are receiving more clothes, food and toys than they can handle. Some 50,000 people demonstrated in front of Parliament Saturday with the message "Welcome to Refugees," and the latest polls show a majority in favor of taking in more. However, most of the refugees are just passing through Denmark on their way to Sweden.

Here are some reasons why more refugees should come to Denmark:

First, Denmark is small, but one of the richest and most stable countries in Europe. We have capacity for much more than the 6,700 people to whom we have granted asylum so far this year.

Second, Denmark has one of the highest recognition rates for refugees in Europe: 90 percent are granted a permit to stay these days (mostly Syrians and Eritreans).

Third, the case-processing time is among the fastest in Europe. Syrians and Eritreans are usually granted asylum after three to four months, and the waiting time for family reunification is between four and seven months, depending on the circumstances of the case.

Fourth, wages are high in Denmark, and the unions are strong. This makes it hard to get a job as a newcomer, but in the long run refugees will not be "the working poor," as they are in Germany and the

United Kingdom.

Fifth, most refugees describe Danes as being very friendly, open minded and helpful. A new civil movement has evolved as a result of government policy.

And here are my answers to the ad from the Danish minister:

The vast majority of Syrians and all Eritreans are granted asylum according to the Refugee Convention, which gives them full access to family reunification and a five-year stay. The one-year residence permit is only given to a small part of the Syrian refugees, and it will be extended if the war continues.

So far, the extension of residence permits for refugees after five years has been almost automatic.

Danish language requirements will be high in the future, but language school is free, and educated refugees will be able to pass the test.

The Manifestly Unfounded procedure mainly applies to people from Serbia, Kosovo and Albania, so most refugees will not have to worry about that -- this actually makes the procedure faster for "real" refugees.

Denmark is not deporting more rejected asylum seekers than other European states.

Welcome to Denmark!

Michala Bendixen is head of the non-governmental organization Refugees Welcome, Denmark. She wrote this commentary for THE DAILY STAR.





Aktdetaljer

Akttitel: Fwd: Social media besked fra tysk ambassade
Aktnummer: 124

Akt ID: 840875

Dato: 07-10-2015

Type: Intern

Original titel: Fwd: Social media besked fra tysk ambassade

Dokumenter: [1] Fwd Social media besked fra tysk ambassade.eml

Til: Martin Bille Hermann (marher@um.dk)
Cc: Samuel Magid (sammag@um.dk), Jean-Charles Ellermann-Kingombe (jeakin@um.dk)
Fra: Ole Egberg Mikkelsen (olemik@um.dk)
Titel: Fwd: Social media besked fra tysk ambassade
Sendt: 07-09-2015 19:52:54

Sendt fra min iPhone

Start på videresendt besked:

Fra: Anders Østervang <andost@um.dk>
Dato: 7. sep. 2015 19.22.41 CEST
Til: Ole Egberg Mikkelsen <olemik@um.dk>, Maria Nilaus Tarp <martar@um.dk>, Samuel Magid <sammag@um.dk>, Flemming Johannesen <fejoh@um.dk>
Cc: Jens-Otto Horslund <jehors@um.dk>, Nikolaj Harris <nikhar@um.dk>, Sigurd Halling <sighal@um.dk>, Malte Möller-Christensen <emmol@um.dk>, Lars Peter Levy <larlev@um.dk>, Trine Gitte Vigsø Nielsen <trinic@um.dk>, Svend Wæver <svewav@um.dk>
Emne: Social media besked fra tysk ambassade

Tyske ambassade i Beirut lagde fig besked ud på dets Facebook-side for et par timer siden mhp at imødegå cirkulerende falske rygter (på tysk og arabisk).
Bh Anders/Beirut

German Embassy Beirut

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Bild (c) Deutsche Botschaft

Sent from my iPhone



Aktdetaljer

Akttitel: VS: Informationsindsats

Aktnummer: 129

Akt ID: 840881

Dato: 03-09-2015

Type: Intern

Original titel: VS: Informationsindsats

Dokumenter: [1] VS Informationsindsats.eml

Til: Samuel Magid (sammag@um.dk), Flemming Johannesen (flejoh@um.dk)
Fra: Ole Egberg Mikkelsen (olemik@um.dk)
Titel: VS: Informationsindsats
Sendt: 07-09-2015 16:44:52

Fra: Carsten Staur
Sendt: 3. september 2015 00:33
Til: Henrik Ankerstjerne
Cc: Henrik Kyvsgaard; Lykke Sørensen; Ole Egberg Mikkelsen; Marie-Louise Koch Wegter
Emne: Re: Informationsindsats

Kære Henrik,

Tak for din mail. Det står mig ikke helt klart, om der fortsat er tale om en forhåndsorientering af UNHCR og IOM, før annoncerne bliver bragt, eller om der nu snarere er tale om en efterfølgende orientering af de to organisationer om, at der er foretaget en informationsindsats, hvis indhold de i så fald formentlig allerede vil være bekendt med fra deres medarbejdere på stedet. Det afhænger af den præcise tidsplan, som du nævner er under udarbejdelse, men det vil i sagens natur også være ret afgørende for orienteringens form. Vi vil under alle omstændigheder bede jer om ret præcise retningslinjer for, hvilke budskaber vi fra Missionens side skal give de to organisationer.

Bedste hilsener

Carsten

Sent from my iPad

On Sep 2, 2015, at 18:07, Henrik Ankerstjerne <hka@jm.dk> wrote:

Kære Carsten,

Godt at møde dig i sidste uge.

Som du ved, oplyste jeg, at jeg var blevet bedt om at orientere UNHCR og IOM forud for iværksættelsen af informationsindsatsen. Da det desværre ikke vil kunne lade sig gøre, er jeg i stedet blevet bedt om at anmode om din assistance.

Vi påregner lige nu, at annoncering mv. vil finde sted på mandag, dvs. den 7. september, og vi forestiller os derfor, at du orienterer UNHCR og IOM i løbet af formiddagen mandag. Der vil inden da være udarbejdet noget skriftligt materiale, som du får tilsendt. Den præcise tidsplan er under udarbejdelse, og du vil blive orienteret, når den foreligger.

Lad mig høre, om du har mulighed for at påtage dig opgaven/alternativt at lade din souschef dække. Jeg foreslår, at vi evt. taler nærmere herom. Du kan til enhver tid kontakte mig på min mobil +45 40704813.

Bh, Henrik