



PROJECT PROPOSAL

SUBMITTED TO

**DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE
ZUSAMMENARBEIT (GIZ) GmbH**

ON

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List of Abbreviations

AU – African Union

ANF – Africa No Filter

AWiM – African Women in Media

AU FMP – African Union Free Movement of Persons Protocol

MPFA – Migration Policy Framework for Africa

JLMP – Joint Labour Migration Programme

ICD – Information and Communication Department (of AU)

HHS – Health, Humanitarian Affairs and Social Development (Department of AU)

LEM – Labour, Employment and Migration (Division of AU)

CSOs – Civil Society Organizations

YHA – YouthHubAfrica

AfCFTA – African Continental Free Trade Area

SDGs – Sustainable Development Goals

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

RECs – Regional Economic Communities

IOM – International Organization for Migration

ToC – Theory of Change

SECTION A: PROJECT DETAILS AT A GLANCE

Project Title	MOVE AFRICA
Duration	June 2024 to October 2025 (16 months)
Budget	EUR 400,000.00
Background	This project builds upon the foundational efforts of the African Union’s (AU) Health, Humanitarian Affairs, and Social Development (HHS) Department, as well as the work of the AU’s Economic, Social, and Cultural Council (AU ECOSOCC). These efforts have been instrumental in popularizing the AU’s migration policy frameworks, including the Migration Policy Framework for Africa (MPFA), The Joint Labour Migration Programme (JLMP) and the AU Free Movement of Persons Protocol (AU FMP) .
AU lead organizations	The project is commissioned by the AU’s Information and Communication Department (AU ICD). The main AU partners for this initiative are the divisions within the AU working on migration issues.
Location	Africa; all AU Member States
Partners	Africa No Filter (ANF), African Women in Media (AWiM), Baraza Media Lab, YouthHubAfrica (YHA), The Continent
Key objective	To foster a more nuanced, positive understanding of migration, labour mobility, and free movement in Africa, contributing to the realization of the AU Agenda 2063 by promoting, informing, and advocating for inclusive and progressive migration narratives.
Technical and financial support	Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH
Target beneficiaries	General public, young Africans (18-35 years), policymakers, government officials, lawmakers, media professionals, CSOs, and educational institutions.
Expected outcomes	<p>R1: Awareness enhancement: Elevate the level of understanding and knowledge about the AU’s (labour) migration frameworks as well as its continental Free Movement of Persons Protocol (AU FMP) among African citizens, policymakers, and the global community, leading to a more balanced perspective on migration in Africa.</p> <p>R2: Diversified narratives: Amplify a variety of perspectives, especially from women, youth, and marginalized communities, to ensure a rich and inclusive discourse on migration and free movement.</p> <p>R3: Media capacity building: Enhance the skills of African journalists and content creators for accurate and comprehensive reporting on migration, focusing on human stories and policy impacts.</p> <p>R4: Impactful content creation: Produce and disseminate high-quality, engaging multimedia content that effectively communicates the benefits, challenges, and realities of (labour) migration and free movement in Africa.</p>

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Executive Summary

Under the leadership of the African Union (AU), Africa No Filter (ANF), African Women in Media (AWiM), Baraza Media Lab, The Continent, and YouthHubAfrica (YHA) are jointly spearheading the "MOVE AFRICA" project. This initiative aims to reshape and enrich African media migration narratives from the currently mainly crisis-centered stories to more balanced depictions, highlighting migration's role in the continent's economic and social development.

Rooted in the mission to promote, inform, and advocate for more inclusive migration narratives, the project envisions a united Africa where migration, particularly labour mobility, is a cornerstone of regional prosperity and cultural richness. By highlighting the positive impacts and opportunities offered by eased labour mobility, specifically through the African Union's Free Movement of Persons Protocol (AU FMP) and the Joint Labour Migration Programme (JLMP), the project will focus on dispelling myths, addressing misconceptions, and spotlighting the potential of migration to catalyse economic growth, enhance regional integration, and foster socio-cultural exchange.

A key objective is to foster a more nuanced and positive understanding of the concept of free, meaning eased movement and, hence, the AU FMP and related AU migration policies and strategies such as the Migration Policy Framework for Africa (MPFA) among African citizens, policymakers, the media, and the international community. This effort aims to promote, inform, and advocate for inclusive and progressive migration narratives, contributing to the realization of the AU's Agenda 2063 by fostering a more informed perspective on migration in Africa. By changing perceptions and increasing understanding of the MPFA, the AU FMP, and other policies among Africans, including policymakers, "MOVE AFRICA" aspires to facilitate the implementation of these policies, thereby contributing to the vision of an integrated, prosperous, and united Africa.

Empowering diverse perspectives, especially from women, youth, and marginalized communities, is key to ensuring that migration narratives are inclusive and reflective of Africa's diversity. The project will build the capacity of African journalists and content creators to report on migration with accuracy and depth, focusing on human stories. It will also produce and share engaging multimedia content that highlights the benefits, challenges, and realities of migration and free movement in Africa.

This initiative is commissioned by the AU's Information and Communication Department (AU ICD) and will be supported by a collaborative network of AU departments and experts, including the AU Department of Health, Humanitarian Affairs and Social Development (AU HHS), journalists, content creators, thematic experts, and representatives of civil society organizations (CSOs), underpinned by continuous capacity building and strategic communications.

Section I: Background, Challenges, and Proposed Solutions

I. Background

Despite the AU's commitment to the free, safe, and orderly movement of people as a cornerstone of its continental agenda, the reality across Africa is starkly different. Most borders within the continent continue to impose significant restrictions on the movement of people and goods. These barriers, which date back to colonial times and are far from being mere lines on a map, have profound implications - they not only fuel conflict but also hinder crucial development and regional integration efforts. Labor migration, a vital aspect of economic growth and livelihoods for millions of Africans, is particularly impacted by these restrictions, limiting opportunities for workers to access jobs across borders and for businesses to tap into a diverse labor pool.

In 2018, the AU took a decisive step to address these challenges by introducing the Protocol to the Treaty Establishing the African Economic Community Relating to Free Movement of Persons, Right of Residence and Right of Establishment, often referred to as the continental Free Movement Protocol (AU FMP). This initiative was a response to the commitments made by African Heads of Government to demonstrate the importance of eased mobility for continental integration, particularly for the effective implementation of the African Continental Free Trade Agreement (AfCFTA). Coupled with the Migration Policy Framework for Africa (MPFA), the FMP is a crucial element of the AU's strategic alignment with key policies and goals, including Agenda 2063, the Sustainable Development Goals (SDGs), and international efforts to cooperate and coordinate on migration issues.

However, the path to ratifying the FMP has been fraught with obstacles. Out of the 32 countries that signed in 2018, only four countries have so far ratified the protocol. Member States have shown hesitancy, largely due to concerns about potential negative impacts such as job competition, increased labor market pressure, security risks, and strains on public services. These fears are exacerbated by complex political dynamics within and between Member States, encompassing domestic political considerations, competing national interests, and varying degrees of commitment to regional integration. Furthermore, there is often a negative public sentiment towards immigration, frequently manifesting as xenophobia, which adds to the challenges of achieving consensus.

Yet, at the same time, more Africans view migration as a promising pathway to improved job and educational opportunities. In 2023 alone, visa openness in Africa reached an all-time high with the continent seeing an increase in countries that have been offering visa-free travel bilaterally or to many AU Member States: 24 countries, for example, started offering e-visa,



almost three times as many as in 2016 and 33 countries introduced visa-free travel to citizens of at least 10 other countries. This increase signals a great shift towards Africa becoming an increasingly integrated economy and recognizable force on the global market.

However, to date, the prevailing narrative around migration in Africa is still rather negative. Media portrayal and public perception often skew towards highlighting the negative aspects of migration, overshadowing the positive contributions and opportunities it presents. Narratives, often driven by the Global North, portray an image of Africa being a continent of mass migration and displacement. Yet, studies and available data indicate that migration within Africa is predominantly intra-regional and vital to the livelihoods of millions, more so than migration from Africa to other regions. Seasonal labor migration, for example, is an integral component of many African economies and societies. The movement of people, goods, and services across borders is essential not only for economic reasons but also for fostering cultural exchanges and strengthening infrastructural linkages among African nations.

It is important to clarify that the aim of the AU FMP and other policies aimed at promoting migration is to facilitate easier movement across borders to enhance regional integration and development, not to promote unregulated or uncontrolled migration. This distinction is crucial for addressing misconceptions and ensuring that these policies are understood as frameworks for well managed and beneficial mobility.

Therefore, addressing these misconceptions and reshaping the prevalent narratives around migration is essential for the successful implementation of the MPFA, the AU FMP, and the AU's Joint Labour Migration Programme (JLMP) and the realization of the broader goals of Agenda 2063 and the SDGs. The need for a more balanced and positive portrayal of migration is clear, emphasizing its role as a driver of economic growth, cultural richness, and regional solidarity.

This project, building upon the foundational efforts of the AU's HHS Department and the work of the AU's Economic, Social, and Cultural Council (AU ECOSOCC) in popularizing AU migration policies such as the AU FMP through various sensitization and dialogue measures conducted in 2022 and 2023 with the support of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, seeks to transcend beyond basic awareness-raising. Its focus is to foster critical reflection and dialogue among a broad spectrum of Africans on the multifaceted benefits and challenges of (labour) migration and free movement. By engaging Africans from diverse backgrounds in storytelling, the project aims to cultivate a more inclusive, nuanced, African-driven understanding of migration, recognizing it as a key element in the continent's socio-economic fabric. This approach is designed not just to inform but to inspire a transformative shift in perceptions, laying the groundwork for a more unified and integrated Africa.

II. Challenges

1. Misconceptions and fears around migration: Common misunderstandings about migration in Africa include fears of job displacement, security risks, and added strain on public services. These concerns, often amplified by xenophobia and cultural biases, lead to resistance against policies promoting eased migration and free movement.
2. Negative media narratives and external influences: The media frequently portrays African migration negatively, focusing on crises and challenges rather than opportunities. This skewed narrative is often influenced by dominant portrayals from the Global North and Europe, emphasizing mass movements across the Sahara or the Mediterranean, which impacts the perceptions of African policymakers and the public.
3. Lack of awareness and reliable information: A general lack of awareness and understanding about the benefits of migration and the existence of AU migration policies in general and the specifications of the AU FMP in particular exist among both the public and policymakers. Additionally, there's a notable deficit in access to accurate and timely information on migration patterns and trends in Africa, leading to misinformation and ineffective policy advocacy.
4. Political dynamics and national interests: The diverse political landscapes within AU Member States, characterized by differing domestic priorities and levels of commitment to continental and regional integration, pose challenges to achieving consensus on the implementation of the different migration policies (MPFA, JLMP, AU FMP). This is made more complex by the existence of regional migration policies and strategies, including free movement protocols, for example in the East African Community (EAC).
5. Slow ratification of the AU FMP: Despite its potential for advancing regional integration and development and the AfCFTA, the FMP's ratification process has been slow among AU Member States. This reluctance significantly hinders the protocols implementation and the realization of its benefits.
6. Implementation of AU migration policies: While the AU has several migration policies, frameworks, and programmes in place such as the MPFA, the JLMP, the African Common Position on Migration and Development (ACPMD), the rate of their implementation needs to be enhanced.
7. Insufficient stakeholder engagement: There has been limited effective engagement with crucial stakeholders like civil society organizations (CSOs) and specifically media

experts and organizations, and the general public in the dialogue surrounding continental migration policies in Africa. So far, there has been very little direct engagement with the media as a stakeholder group with great impact on policy-making and public opinion.

III. Solutions

1. Building a foundation for narrative shifts: The project will lay the groundwork for ongoing and future efforts in narrative change. By establishing a solid base of nuanced and diverse stories and fostering a culture of open dialogue about migration, the project sets the stage for continued evolution in how migration is perceived and discussed. The usage of different forms of media aims to ensure that different target groups will be reached.
2. Continuous creation and dissemination of dynamic stories: A sustained effort will be made to source, develop, and publish diverse multimedia stories. These stories will not only highlight the immediate benefits and impacts of migration and free movement but will also progressively build a more nuanced understanding of its long-term significance for African societies. This will ultimately also have an impact on policymaking as decision-makers also obtain information from and are influenced by the media.
3. Long-term narrative transformation: The project will focus on steadily introducing and reinforcing new, more positive yet nuanced narratives about migration. This long-term commitment is essential for gradually shifting deep-seated perceptions and attitudes.
4. Engagement and monitoring over time: Recognizing that changing narratives is a long-haul effort, the project will implement continuous engagement strategies with its audience, particularly African youth, leaders, and policymakers. Monitoring and Evaluation (M&E) will be integral, with a focus on assessing both immediate impacts and gradual shifts in perceptions over time. This approach will help to gauge the effectiveness of the narratives and adjust strategies as necessary.
5. Sustainable engagement and capacity building: Efforts will be made to ensure that the capacity built through this project, particularly among media practitioners and content creators, is sustainable. Strengthening knowledge on migration issues and providing access to accurate and timely data will enable project stakeholders to engage in a continued and evolving discourse on migration, beyond the project's lifespan.

Section 2: Project Stakeholders: Description of Grantees and Target Groups

The project includes a multitude of stakeholders ranging from the AU, the five media organizations (grantees) to other partners, including GIZ. These are briefly introduced below. Moreover, the initiative has several target groups as outlined in this section.

I. Description of the Grantees

- **Africa No Filter (ANF):** ANF is a sponsored project of Rockefeller Philanthropy Advisors (RPA). It exists to shift the stereotypical narratives about Africa by supporting community storytellers and organizations. Through research, community building, and advocacy, ANF helps to portray a nuanced and contemporary image of Africa, countering the typical narratives of poor leadership, poverty, and conflict.
- **Baraza Media Lab:** Baraza Media Lab is Nairobi's hub for networking, collaborating, and experimenting among Kenya's media practitioners. It fosters a dynamic community of storytellers and media professionals, providing a platform for knowledge sharing and innovation.
- **The Continent:** The Continent is a weekly newspaper produced by African reporters, photographers, illustrators, and editors. Designed for WhatsApp and other social messaging platforms, it has become the continent's most widely distributed newspaper.
- **YouthHubAfrica (YHA):** YouthHubAfrica is a Nigerian youth advocacy and policy-oriented organization implementing programmes in Africa and beyond. It provides advisory and technical support for development communications, social media-driven advocacy and campaigns, and structuring youth engagements on national and regional levels.
- **African Women in Media (AWiM):** AWiM aims to create enabling environments for African women in media industries and change their representation in media content. It achieves this through research, advocacy, and partnerships that positively impact how media functions in relation to African women.

II. Target Groups

The project aims at different target groups at once ranging from media professionals to African citizens and policymakers.

- **General public:** Engaging a wide audience to create widespread awareness and shift perceptions about migration and free movement across Africa.

- **Young Africans (18-35 years):** Focusing on both urban and rural populations, this demographic is pivotal for its influence and engagement in digital spaces and as future decision-makers.
- **Policymakers, government officials, and lawmakers:** Essential for ratifying and implementing AU migration policies (MPFA, AU FMP etc.), this group will be engaged through dialogues and media content to foster understanding and support.
- **Media professionals:** Including journalists, content creators, and influencers, targeted for their role in shaping public narratives and opinions on migration.
- **CSOs and educational institutions:** To broaden the project's impact and foster a comprehensive understanding of migration issues to enhance CSO's capacity for advocacy and strengthen learning institutions.

Section 3: Project Approach, Vision and Mission, and Theory of Change

Below we outline the overall approach to project implementation, the vision and mission of the project, and the theory of change (ToC).

I. Project Approach and Objectives

The implementation of this project will follow a structured, multi-phase approach, emphasizing collaboration, research, capacity building, and continuous evaluation. Comprehensive planning sessions that brought all project partners together to align on objectives and strategies have already taken place in preparation for the grant. Future meetings will aim at establishing effective steering mechanisms and communication channels, and at finalizing roles and responsibilities. While ANF has commenced its work in June 2024, the four other grantees –AWiM, Baraza Media Lab, The Continent, and YHA – will start implementing their measures in October 2024.

A key aspect of the implementation will be capacity building, with workshops and training opportunities for the five media organizations spearheading the project as well as their networks of media professionals, focusing on ethical reporting and effective storytelling on migration. The content development phase will involve a diverse range of content creators to ensure wide representation, leading to the launch of various media campaigns to introduce new narratives.

The dissemination of stories across multiple social and traditional media channels, using the strength of the different organizations involved, will be crucial for achieving widespread impact. Monitoring and evaluation will play a pivotal role throughout the project, with a robust framework in place to assess impact, gather feedback, and refine strategies accordingly. Periodic reporting will keep all stakeholders, including the AU and

GIZ, informed about the project's progress, challenges, and successes, while also documenting lessons learned for future initiatives.

Finally, sustainability and legacy planning will ensure that the project's impact endures beyond its formal conclusion, potentially influencing policies or continuing media engagement efforts. This comprehensive approach aims to create a lasting shift in perceptions of migration in Africa, contributing to the goals of increased understanding and support for the AU's migration policies and the idea of eased (labour) mobility.

Project Objective:

- To foster a more nuanced, positive understanding of migration and free movement in Africa, contributing to the realization of the AU's Agenda 2063 by promoting, informing, and advocating for inclusive and progressive migration narratives.

Intended Outcomes:

- **Awareness enhancement:** Elevate the level of understanding and knowledge about the major AU migration policies and programmes, including the continental AU FMP among African citizens, policymakers, and the global community, leading to a more balanced perspective on migration in Africa.
- **Diversified narratives:** Amplify a variety of perspectives, especially from women, youth, and marginalized communities, to ensure a rich and inclusive discourse on migration and free/eased movement.
- **Media capacity building:** Enhance the skills of African journalists and content creators for accurate and comprehensive reporting on migration, focusing on human stories and policy impacts.
- **Impactful content creation:** Produce and disseminate high-quality, engaging multimedia content that effectively communicates the benefits, challenges, and realities of free movement in Africa.

Intended Outputs:

- **Dynamic multimedia stories:** Develop and share compelling stories, documentaries, photo essays, and articles that portray migration positively and informatively.
- **Media training:** Provide training sessions for content creators and media professionals to ensure consistent and empathetic coverage of migration.
- **Public engagement campaigns:** Execute targeted campaigns to raise public awareness and reshape perceptions about the benefits of migration and free/eased movement.
- **Monitoring and evaluation reports:** Systematically monitor and evaluate the project's progress, documenting its impact, successes, and lessons learned for future initiatives.

I. Mission and Vision Statement

Mission statement: “Promote, inform, and advocate for inclusive and meaningful migration narratives in Africa”

Detailed mission description: The mission of the project is to reshape and enrich the narrative surrounding migration within Africa. It aims to highlight the positive impacts and opportunities of (labour) migration and eased mobility through dynamic storytelling and comprehensive reporting. The focus is on dispelling myths, addressing misconceptions, and spotlighting the protocol’s potential to catalyze economic growth, enhance regional integration, and foster socio-cultural exchange.

Vision: Our vision is a united, interconnected Africa where the eased movement of people is universally embraced as a cornerstone of regional prosperity, cultural richness, and mutual understanding. We envision a continent where narratives around migration are nuanced and rooted in positivity, opportunity, and inclusivity, directly contributing to the realization of AU Agenda 2063. Through impactful storytelling and informed discourse, we aspire to create a paradigm shift in how migration is perceived and implemented, paving the way for a future where every African can move more easily and safely move across borders, harnessing the full potential of our diverse and dynamic continent.

II. Theory of Change

To address existing misconceptions around migration and free movement in Africa and counter the dominant, often negative narratives, the project has defined a Theory of Change (ToC) aimed at raising awareness, spreading accurate data and information, and changing perceptions and narratives with the ultimate objective of promoting migration and eased movement in Africa. The ToC argues *that **IF** skilled media professionals effectively produce and circulate impactful multimedia stories about migration and free/eased movement, **and IF** these initiatives are bolstered by a synergistic alliance of journalists, content creators, and civic organizations, reinforced by ongoing capacity enhancement and strategic communication efforts, **THEN** there will be a substantial transformation in public narratives surrounding migration, the AU FMP and other migration policies and programmes such as the MPFA and JLMP.*

Such a paradigm shift will not only deepen the African populace’s comprehension and appreciation of free movement’s advantages but will also motivate AU Member States to ratify and implement the protocol. This change will significantly contribute to the larger goal of an integrated, well-regulated Africa where migration is acknowledged as a pivotal factor for socio-economic growth and communal unity.

Section 4: Overview of Planned Activities

The project will include different activities to be implemented by the grantees. GIZ will support the coordination of the overall project with the different partners and stakeholders involved such as the AU and other partners.

Activities will include work with different content creators (e.g. bloggers, vloggers, podcasters, TikTokers, and others) as well as traditional media, capacity building measures for media professionals, and a series of photos of African border towns. Below is a rough overview of activities and timelines for the overall project.

Media Organizations	Objective of the activities	Project activities	Timeline
Africa No Filter (ANF)	To create and manage the “New Media Migration Campaign Fund”, to identify influential content creators and incentivize them to generate conversations around the benefits and importance of intercontinental migration.	- Public grant callouts to vloggers and podcasters. - Onboarding sessions to equip content creators with necessary skills and resources. - Production of 20 pieces of content from grantees. - A close-out session with all content creators to review outcomes and impact.	Start date: June 2024
The Continent	To commission and publish several photo stories on border-towns in Africa.	- Commissioning photographers to capture 7 unique photo stories on border-town life in Africa. - Developing 7 detailed photo essays to accompany the stories. - Publishing the photo essays in The Continent's media outlets.	Start date: October 2024
Baraza Media Lab	To facilitate training sessions on data and engage the Baraza community journalists to develop stories using unique storytelling formats, targeting audiences across different demographics. Channels will include	- Training 20 fellows in data journalism and storytelling techniques. - Producing podcasts featuring stories developed by the fellows. - Conducting radio interviews to discuss the project and its impact.	Start date: October 2024

	radio (e.g., podcasts), TV, and social media.	<ul style="list-style-type: none"> - Organizing dialogues to showcase the project's outcomes. - Launching influencer campaigns to amplify the stories created. 	
YouthHubAfrica	To engage several video bloggers to develop a mini-video documentary on migration and free movement.	<ul style="list-style-type: none"> - Collaborating with video bloggers to script and shoot a documentary. - Editing and producing a high-quality documentary in English. - Distributing the documentary. 	Start date: October 2024
African Women in Media (AWiM)	To strengthen and promote the quality of news coverage on labor migration and free movement in Africa, particularly highlighting women's experiences.	<ul style="list-style-type: none"> - Commissioning freelancers to produce 25 stories focusing on labor migration and women's experiences. - Providing editorial support and resources to enhance story quality. - Promoting the stories through various media channels. 	Start date: October 2024

Section 5. Monitoring, Evaluation & Learning

The Monitoring, Evaluation, and Learning (MEL) approach ensures comprehensive tracking of activities, outputs, and outcomes. It facilitates progress assessment, identifies areas for improvement, and involves all partners and stakeholders for accuracy and ownership.

The objectives of the MEL approach are to ensure timely and effective implementation of project activities, assess the impact on target groups, provide actionable insights for continuous improvement, and document best practices and lessons learned.

Indicators are developed using the SMART criteria for each project objective, including awareness indicators for campaigns conducted and engagement levels, capacity-building indicators for journalists trained and the quality of training, narrative change indicators for multimedia stories produced and shifts in narratives.

Evaluation activities consist of a mid-term evaluation to assess progress and make mid-course corrections, an end-line evaluation to measure the overall impact and document lessons learned.

Feedback mechanisms are established to gather input from beneficiaries, partners, and stakeholders, and this feedback is used to refine project activities and strategies. Learning and adaptation involve documenting and sharing best practices and lessons learned to inform future project phases and initiatives. Additionally, a plan is in place to document all activities, outcomes, and insights in a brochure. This brochure will serve as a detailed record of the project, ensuring transparency and providing a valuable resource for all involved parties.

Section 6. Communication

Internal Communication Strategy

Effective internal communication will be crucial for the seamless execution of the MOVE AFRICA project. Regular steering meetings will be held with all project partners and key stakeholders to discuss progress, address challenges, and plan next steps. Detailed agendas and minutes of these meetings will be documented and shared to ensure transparency. Additionally, progress reports will be prepared and circulated among stakeholders, providing comprehensive updates on activities, achievements, and any issues encountered. A final comprehensive report will summarize the project's overall progress, outcomes, and lessons learned, fostering a collaborative and informed project environment.

External Communication and Social Media Strategy

The MOVE AFRICA project will employ a comprehensive external communication strategy to engage with various stakeholders and share insights from the project with a wide range of stakeholders, including potential supporters and funders. This involves an active online presence through the partners, the AU, and GIZ'S social media platforms and through establishing strong local media and/or social media relations. Events and engaging content will be promoted through these stakeholders' social media channels to maximize reach.

To enhance visibility and engagement on social media, the project will use targeted hashtags and campaigns via the implementing partners. The **Campaign identity** will be: **THIS IS THE AFRICA WE WANT!**



It will be supported by key hashtags like **#MoveAfrica**, **#AUMigration**, **#FreeMovement**, **#PositiveMigration**, **#AFRICANDiversity**, and **#AUFMP**. These hashtags will create a unified online presence and encourage discussions. Posts will feature success stories, milestones, and

engaging content to drive participation and raise awareness of the project's and ultimately the AU's goals and achievements.

Section 7. Sustainability, Risks, and Mitigation Strategies

The project involves certain risks, particularly regarding sustainability and coordination among stakeholders. These and related mitigation strategies are outlined below.

I. Sustainability

The proposed project complements the mandates of ANF, AWiM, Baraza Media Lab, The Continent, and YHA to undertake advocacy with African citizens and policymakers at the AU, regional, and AU Member State level on the ratification and implementation of strategic AU frameworks such as the MPFA and the AU FMP. The learning and networks built during the implementation of this project will be fed back into the policy-process by the AU and GIZ and will help shape high-level advocacy on migration issues. Moreover, the topics of free movement and labor migration are high on today's political agendas, and the role of media is of great interest to many stakeholders, ranging from the AU and Regional Economic Communities (RECs) to international organizations such as the International Organization for Migration (IOM) and the private sector (e.g., airlines and travel agents). This means that there is potential for scaling-up and expanding partnerships.

Building on the strategic advocacy roles of ANF, AWiM, Baraza Media Lab, The Continent, and YHA, and the growing interest in free movement and labor migration, the project now turns its focus to tangible actions on the ground. These actions are designed to ensure the sustainability and lasting impact of the initiative:

Continuous learning: Tailor-made master classes and organizational capacity-building initiatives will enhance media partners' skills and empower them to effectively implement projects activities and to produce compelling and balanced migration narratives. This support ensures they have the strategic, financial, and technological resources needed for sustained and impactful migration reporting.

Capacity building: A significant emphasis will be placed on capacity building within the African media landscape. By equipping journalists, content creators, and influencers with the skills and tools to report on migration issues accurately and compellingly, the project ensures a lasting legacy of informed and balanced storytelling. This approach not only enhances immediate project outputs but also contributes to the long-term capability of media professionals to continue shaping positive narratives around migration.

Collaborative networks: The project will foster strong, collaborative networks among media practitioners, CSOs, policymakers, and educational institutions. These networks will serve as

platforms for ongoing dialogue, exchange of best practices, and collaborative initiatives, ensuring that the momentum generated by the project is maintained.

II. Risks and Mitigation Strategies

Risk	Mitigation strategy
Limited engagement and buy-in from AU Member States	Engage in proactive advocacy and dialogue with key decision-makers. Conduct briefings, workshops, and forums to demonstrate media engagement in promoting the benefits of the AU FMP and other policies aimed at facilitating mobility.
Resistance or negative response from the public	Undertake public awareness campaigns using relatable narratives and success stories. Involve community leaders and influencers.
Inadequate capacity and resources among media partners	Provide intensive training and resources on migration related policies and data to media partners. Collaborate with experienced media organizations for additional support.
Inconsistent or inaccurate messaging	Regular coordination meetings and a central editorial team to ensure messaging consistency.
Policy and political changes	Maintain flexibility to adapt to new political environments. Continuously monitor political landscape and maintain communication with policymakers.
Time pressure and high need for coordination between grantees and the AU	Appoint a dedicated project management team and use project management software. Establish clear communication protocols and regular coordination meetings.
Challenge of monitoring impact	Develop a robust M&E framework with clear indicators for success. Utilize digital tools for data gathering and analysis and adapt based on feedback.
Post-project sustainability	Embed practices and networks established into ongoing activities of partner organizations. Develop a legacy plan and create enduring resources.

Section 8. Focal Persons and Contacts

The project is supported by different stakeholders. The contacts of focal points across the main participating organizations are listed below:

Organization	Focal Person	Position	Email
AU ICD	Ms. Faith Adhiambo Ochieng	Focal Point, AU Information and Communication Department	OchiengJ@africa-union.org
GIZ AU	Ms. Kokebe Hailegabriel	Project Lead	kokebe.hailegabriel@giz.de
	Ms. Onike Shorunkeh-Sawyerr	Project Manager	onike.shorunkeh-sawyerr@giz.de
	Ms. Sowsen Said	Project Manager	sowsen.said@giz.de
Overall project coordination	Ms. Khadija Maalej	Project Coordinator	khadija.maalej@gmail.com
Africa No Filter (ANF)	Ms. Grace Njeri		grace@africanofilter.org
The Continent	Mr. Siphok Kings	Publisher	siphok@thecontinent.org
Baraza Media Lab	Ms. Wanjiru Nguhi	Project Manager	wanjiru@barazalab.com
YouthHubAfrica (YHA)	Mr. Rotimi Olawale Mr. Olusegun Medupin		rotimi@youthhubafrica.org segun@youthhubafrica.org
African Women in Media (AWiM)	Ms. Yemisi Akinbobola	Co-founder & CEO	yemisi@africanwomeninmedia.com