GFMD Communications Survey Outcomes

The purpose of this executive summary is to briefly present an analysis of the survey.

1- Methodology/Process

In accordance with IOM procurement rules, CR Kommunikation was hired to develop the design and content of the online questionnaire, analyse and present the results in collaboration with the GFMD Support Unit.. CR Kommunikation worked in close collaboration with the members of the Adhoc Working Group on Communications and the GFMD Support Unit.

The survey questionnaire was comprised of 21 questions, some "open" and others "closed," which were aimed at drawing the respondent's views on the accessibility of GFMD information tools and user habits, among other factors.

The online GFMD communication survey ran from 26 April to 27 May.

The questionnaire and responses were classified under the following sub-themes:

- o Knowledge of GFMD activities and objectives (Questions 5 and 6);
- o Habits of GFMD users (Questions 7, 8, 10, 11 and 12);
- o Assessment and appreciation of user-friendliness of GFMD communication tools (Questions 9 and 17);
- o Source of information on migration and development, use of Policy and Practice Database (PPD) (Questions 13, 14, 15 and 16);
- o Need to enhance communication activities and future development (Questions 18, 19 and 20).

2- GFMD Survey Outcomes

a) Participation

The survey drew insights from 96 respondents, representing 68 countries from all continents (or 35% of membership), and 14 international and civil society organizations. 21 out of 30 Steering Group members (or 70% membership) participated in the survey.

Regarding the geographical distribution, most 30.8% of respondents came from Africa (32.4%), followed by Europe (30.8%, Asia-Pacific (22.1%), South America (10.3%) and North America and the Caribbean (4.4%). 46.9% of the country respondents hold a policy-making function.

Overall, the conduct of the survey has proved to be a success, given its positive response rate and the quality of the data provided by the participants. The engagement and involvement rate was higher than the average response rate of 20% in most surveys. From a statistical point of view, this survey guarantees a strong representativeness of the results.

b) Knowledge of GFMD Activities and Objectives

> *Q.5: How would you describe your current state of knowledge with respect to the current activities and objectives of GFMD?*
> *Q.6: Looking at the GFMD objectives, please list them in order of relevance to you (1 highly relevant – 5 least relevant)*

General observations

The results suggest overall positive appreciation and familiarity with the GFMD objectives. More than 90% of all respondents stated that they knew the Forum's activities and objectives "sufficiently well" or "very well". Most participants valued having a venue for the exchange of practices and experiences over structuring international priorities and agenda. They also welcomed informality over formal cooperation in discussing relevant policies and practical challenges.

Suggestions and possible measures

Strategically, this implies that either the Forum should reinforce its strengths (i.e. informality, exchange of good practice) or address current weaknesses (i.e. formal cooperation and development of partnerships); with a preference for the first option.

c) Habits of GFMD users

> *- Q.7: Within my daily work, I use the information generated by the GFMD*
> *- Q. 8: If your answer in question 7 is B, C or D, please describe a typical question or context the Forum's outcomes and processes become of professional relevance to you (as sharing best practices, policy development, etc.);*
> *- Q. 10: How often do you visit the GFMD website?*
> *- Q. 11: What is the information you look for on the GFMD website?*
> *- Q. 12: GFMD uses various instruments and tools to communicate the Forum's outcomes. Please select the ones you use / visit regularly to obtain information.*

General observations

Respondents indicated that they were mainly using the GFMD web portal and other communication tools to obtain information, know-how and content. Out of all country respondents, 85.2% use these GFMD sources often or sometimes, with African countries being the most frequent users. The outcomes produced by GFMD, including best practices, are used in policy-making at the national level, and in preparing for meetings. Some respondents have indicated, in particular, that they used GFMD outcomes when engaging with their diasporas or developing respective policies.

Respondents also identified some weaknesses, including inadequate use of social media, delay in publication of reports and documents, and lack of translations, especially into French.

Suggestions and possible measures

"Ready-to-use" outcomes and document could be made available immediately after each GFMD meeting or activity. These could take the form of fact sheets, policy recommendations and executive summaries for long documents. Another possibility is to develop a social media concept to improve social media channels, such as by increasing the frequency of

Twitter feeds to flag events and to indicate the availability of reports. More intensive use of Twitter could also help draw more traffic to the website. Also, better timing and greater interaction through creation of videos and newsletters are suggested to attract the users' attention. Respondents underlined that videos are easier to share than long texts as an appropriate tool for transferring knowledge.

d) **Assessment and Appreciation of User-Friendliness**

> *- Q.9: How do you consider the GFMD sharing of outcomes such as minutes from GFMD*
>   *meetings or reports from the GFMD Chair?*
> *- Q.17: In your current role, what information you would like the GFMD to generate in the*
>   *future?*

General observations

In general, the information generated and published by GFMD is appreciated and considered to be user-friendly. 67.5% of all country respondents consider the sharing of GFMD outcomes as "good" or "very good". Some respondents would like the GFMD to generate specific types of information, including summaries/fact sheets/country papers on migration and development policies and local challenges, and statistics/trends/analyses.

Suggestion and possible measures

The ad hoc WG considered the development of snapshots and takeaway messages or proposed action(s) relevant to GFMD recommendations as a possible measure. Another suggestion is to hold an annual feedback round, such as by conducting similar surveys.

e) **Sources of information**

> *- Q. 13: In 2014, the Forum enhanced its existing mechanisms and established the M&D*
>   *Policy and Practices Database (PPD). This is a database where you can learn from*
>   *existing projects, programs, policies and partnerships and can submit your own*
>   *practice. How often do you visit the PPD?*
> *- Q. 14: If your answer in question 13 is B or C, please describe your experience (e.g., what*
>   *information you learned, what suggestions you would like to make, if any);*
> *- Q. 15: Which organization's website do you find most useful in the migration and*
>   *development field? Please list the top three in order of preference.*
> *Q. 16: Please explain why the websites listed in question 15 were helpful to you.*

General observations

The responses revealed that the GFMD is an important source of information for delegates and policy-makers. The GFMD's web portal ranked second to that of IOM as having the most relevant and useful information on migration and development. However, there was a sense that the structure of the website could be made easier and that its contents need to be updated regularly. The results also showed that there was a lack of awareness of the GFMD Policy and Practice Database (PPD).

Suggestion and possible measures

While the GFMD web portal and PPD were considered as important tools for the sharing of information and exchange of policies and practices, more can be done in terms of improving their visibility, accessibility and usability through measures such as promotion of PPD at internal level and interaction and engagement with stakeholders to increase their

contributions; improvement of the web search engine; adding photo and video components to the PPD; sharpening the focus, enhancing the format and providing regular updates thereon. An observation was made that the focus of other websites lies on outcomes and M&D information, whereas the focus of the GFMD web portal is on people and the forum itself.

f) **Need for Enhancement of Communication Activities**

> *Q. 18: Should the Forum develop more communication activities with a view to enhancing its external visibility on migration and development policy/agenda-setting and debates?*
> *Q. 19: If you answered yes or maybe in question 19, what communication activities should be undertaken to enhance visibility in your opinion;*
> *Q. 20: To increase participation by the Forum's relevant stakeholders and target audience, what measures should be undertaken?*

General Observations
Respondents generally agreed that migration and development is now one of the most important issues discussed in bilateral, regional and international fora and that the GFMD's role is generally informative. The majority (68%) of respondents expressed the hope that the GFMD would develop more communication activities in order to enhance its external visibility on migration and development policy/agenda setting and debates. Finally, respondents held the view that the GFMD allows the sharing of best practices but these are not so often visible to parties outside the GFMD network.

Suggestion and possible measures
When asked for specific suggestions, respondents answered that GFMD visibility could be enhanced through more frequent newsletters, digital communication and social media, email notifications when new reports are released, more frequent side meetings, having a more regional and thematic focus, and media conferences. Meanwhile, to increase participation, respondents suggested that the GFMD Chair should be more engaged with less active countries, provide more funding for the travel and participation of countries with no Permanent Missions in Geneva, streamline the agenda, hold more roundtables and regional meetings, promote interactive digital dialogue, and better engage with civil society.