UNHCR
The UN Refugee Agency

# MENA Communication and Transparency Toolbox

## Annex to Chapter III - MENA AAP Toolkit

UNHCR
The UN Refugee Agency

**Cover photo:**
High Commissioner Barham Salih during his visit to Zaatari refugee camp interacting with Syrian refugees Alaa and Islam in Jordan on 2 February.

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Lebanon. UNHCR delivers humanitarian aid to displaced living in Tripoli school

© UNHCR/Ximena Borrazas

# Strategic Communication and Transparency

## Introduction

In line with Inter-Agency Standing Committee (IASC) commitments and guidance, UNHCR and other international agencies must ensure that Accountability to Affected People (AAP) is central to its actions. As per the Statement of Principals of the Inter-Agency Standing Committee (IASC) on Accountability to Affected People in Humanitarian Action: '*our primary responsibility is to people affected by crisis. They are the sole reason our institutions and programmes exist. How communities experience and perceive our work is the most relevant measure of our performance. Hence, our accountability to them is paramount and must be acted upon. It is non-negotiable, at all times.*' This commitment is emphasized by UNHCR's Policy on Age Gender and Diversity (AGD) and reflected in the 2018 Global Compact on Refugees (GCR) as well as UNHCR's Strategic Directions 2022-2026. It is also important to underscore the potential of the Sustainable Development Goals (SDGs) as a vehicle of human rights realization and accountability.

'Communication and Transparency' is a Core Action of UNHCR's AGD Policy and further developed in UNHCR's 2020 Operational Guidance on AAP which affirms '*Women, men, boys and girls of diverse backgrounds in all operations have access to timely, accurate, and relevant information on (i) their rights and entitlements, and (ii) the programmes of UNHCR and its partners*'. This means that all affected people must have equitable and non-discriminatory access to protection, and solutions programmes, and have a say in decisions that affect their lives. It requires that communication channels are appropriate and accessible to all groups in a community, including people with specific needs and diverse profiles, such as people with disabilities,

those in hard-to reach areas or on the move. Inclusive two-way communication is therefore instrumental to meet UNHCR's AGD and AAP Core Actions. It is key to ensure meaningful engagement of affected communities in all phases of the Operations Management Cycle (OMC) cycle and related decision-making processes. It requires testing and adjusting messaging content, formats and channels to the needs and preferences of diverse affected communities, as it is essential to build trust and empower them to meet their needs.

With the support of the PROSPECTS Partnership, the UNHCR Middle East and North Africa Regional Bureau (MENA RB) implemented a three-year strategy (2020-2023) to operationalize and contextualize corporate and interagency AAP policies, guidance and commitments. In 2020, UNHCR MENA RB commissioned a study with the Center for Human Rights, Gender and Migration (CHRGM) at Washington University and with Transcultural Campaigning on Outreach and Communication called 'In touch with Refugees'. The research highlighted how communication and transparency has developed into one of the main AAP instruments to respond to an increasing demand for information by communities. It also highlighted challenge, including different communication capacities, language barriers and digital divides affecting different AGD groups, as well as the need for dedicated resources to respond to these challenges. Recommendations included the development of a toolkit to equip frontliners with the necessary skills and tools to increase outreach, information sharing, and access to protection and solutions.

The present Toolbox responds to these recommendations. It builds on the MENA AAP Toolkit[1] to support existing strategic efforts by UNHCR and partners to strengthen AAP and access to protection and solutions through tailored and effective communication and transparency interventions and products.

## The MENA Communication and Transparency Toolbox

The MENA Communication and Transparency Toolbox aims to provide UNHCR operations and partners, community and grassroots organizations with a repository of tools for crafting targeted and effective messages that reduce complexity, increase readability and accessibility. It proposes measures to reach forcibly displaced and stateless people (FDSPs), and host communities with diverse needs, and integrate their views and opinions. The UNHCR MENA RB led its development in consultation with multiple actors and thematic experts.

### The Toolbox is composed of two main sections:

A guidance section to provide advice on how to develop and implement effective and tailored communication approaches and interventions. This section contains contextualized resources to design and disseminate targeted messages in consideration of the key elements of the communication cycle. It also includes guidance for implementation in different contexts as well as learning materials, and a glossary of terms to promote two-way communication approaches in the MENA region.

The second section comprises thematic chapters structured around five topics of particular interest in MENA, namely:

1. Mixed movements
2. Feedback and Response
3. Integrity and Fraud Prevention
4. Two Way Communication in Cash Interventions
5. Inclusive Communication Strategies
6. Solutions

Each thematic chapter contains contextualized and tested messages, content for inclusive and accessible communication, such as ready-to-use messaging formats, communication materials in different languages (video animations, cartoon illustrations) that can be adapted for dissemination or outreach, and a repository of practical communication examples from within and outside the region. Most importantly, each thematic chapter contains examples of practical application of the strategic communication and transparency guidance provided in its respective and contextualized focus area.

### HOW TO NAVIGATE THE TOOLBOX

Blue underlined text in this document contains **hyperlinks** to the resources. Move the cursor over the name of the document to see the hyperlink and click on it for more information or tools.

1 The MENA AAP Toolkit provides contextualized tools and guidance to strengthen the four dimensions of AAP (Participation and Inclusion, Communication and Transparency, Feedback and Response, and Organizational Learning and Adaptation). It includes 26 AAP tools developed in the MENA region and additional global resources developed by UNHCR and other organizations working in humanitarian and development contexts.

Syria. UNHCR supports Syrian refugees returning from Jordan through Nasib border
© UNHCR/Vivian Tou'meh

# Strategic Communication and Transparency Guidance

## The Communication Process

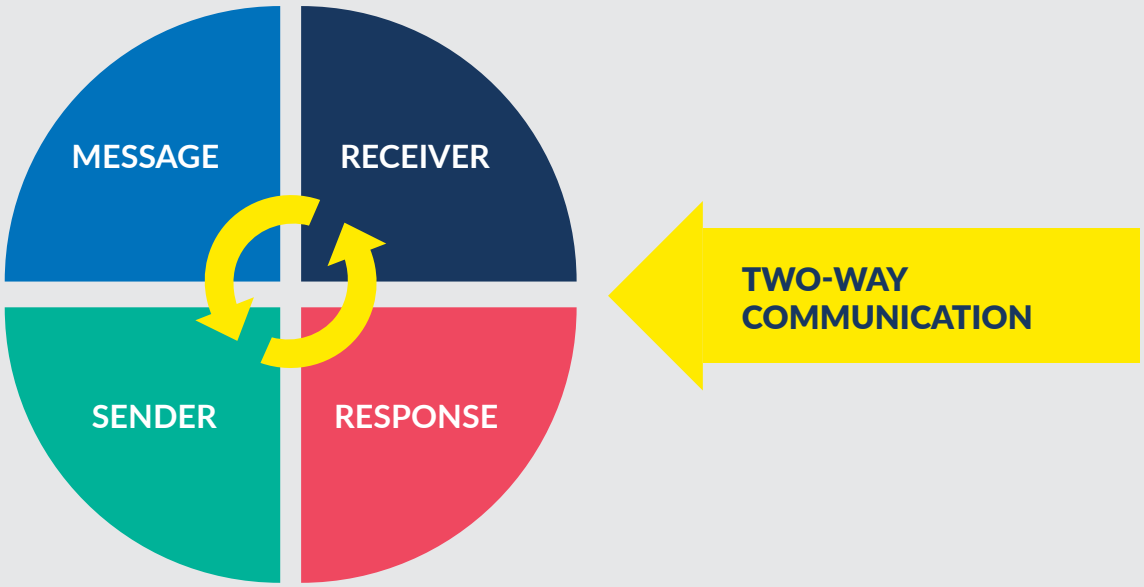
Communication and transparency activities should aim at achieving AGD Core Action three: "*At a minimum, all country-level protection and solutions strategies will detail the operation's approach to communicating with women, men, girls and boys of diverse backgrounds, through means that are appropriate and accessible to all groups in a community.*"[2]

A two-way communication approach is preferred to implement transparent and inclusive communication initiatives. This entails considering communication activities as part of a strategic cycle, whereby four elements, namely the sender, the receiver, the message, and the response are systematically integrated in a flow so that the sender transmits the message to a receiver, and the latter can elaborate a response to feed into the message of the sender. This cyclic process is outlined in the below table.

A strategic communication approach involves placing the community at the centre of the process, so that the communication outcomes are audience-centric and respond to the needs of the recipients. **UNHCR's communications strategy** identifies primary target audiences who hold the keys to success in achieving set objectives. These include UNHCR partners as well as Forcibly Displaced and Stateless People (FDSPs), and host communities.

2 UNHCR Policy on Age, Gender and Diversity Accountability (2018)

**TABLE 1.** Two-way communication diagram flow, UNHCR MENA RB 2022




A good audience-centric strategy has five communication components: the messages, the audience, the channels, the cadence, and the adjustment (testing). These are defined and outlined in the below table. Building upon the five elements of the strategic approach presented above (Table 1), this chapter contains practical guidance and resources to facilitate strategic communication and transparency planning and delivery to strengthen two-way communication.

Any strategy should cover the full communication cycle (Table 1) from developing messages with a clear goal to collecting the views of people of diverse AGDs and adjusting the messages to them. In line with this strategic approach, this chapter provides a tool for each phase of the strategic cycle.

As UNHCR is accountable for providing transparent information on the rights of affected people and the services available to them, all UNHCR protection staffs are responsible for supporting the identification of communication needs and related key messages for communities within their areas of responsibility. The community-based protection (CBP) unit should typically provide guidance on engaging affected communities in designing and safely disseminating these messages, ensuring they are accessible and inclusive in collaboration with relevant units and their managers. The CBP unit should also coordinate efforts to ensure consistent messaging for affected communities, maintain a balance between digital and offline engagement, and support communities in bridging the digital gap. This may involve engaging with the External Relations (ER) or Communication units and partners, sharing feedback from communities, and seeking clearance from relevant technical advisors and managers.

For instance, in a UNHCR Country Operation, Refugee Status Determination (RSD)–related messaging to communities will be developed by the RSD team and shared with the CBP team, which will guide the design, testing, and finalization of the messages. This process will be carried out in consultation with the relevant technical team (RSD) and, where necessary, the External Relations (ER) or Communications teams. Such consultation is particularly required when the target audience includes high-level stakeholders, or when the communication tools or content will be publicly accessible (e.g. websites, social media, mass media, or widely distributed materials).

The process should be based on an assessment of community's information needs and preferred communication channels. Prior to dissemination, clearance of both content and communication channels must be obtained in accordance with the Country Operation Feedback, Complaints and Response Mechanisms (FCRM) Standard Operating Procedures (SOPs). Urgency, relevance, and potential risks will be taken into account when determining the appropriate clearance authority. Typically, messages will require clearance by the Head of the relevant technical unit and by the Head of Office or Representative.

Ongoing analysis of community feedback and the impact of the messages is essential to ensure that necessary protection and programmatic adaptations are identified and implemented.

# Resources and guidance

Here below is a summary of the strategic communication resources and related guidance provided in this chapter, including hyperlinks for easy access.

## A. Messaging Matrix Template

The matrix aims to develop key messages that are tailored to specific audiences ensuring adequacy and consistency of the content and the consideration of different communications needs. This matrix should be used with the below stakeholder analysis.

The ready-to-use messaging matrix template and dedicated step-by-step guide below can be used before carrying out communication and transparency interventions to tailor key messages to specific audience needs while integrating key considerations relating to format, distribution channels, timing, accessibility features and other requirements.

**Downloads**

**Messaging Matrix Template**

**Messaging Matrix Quick Guide**

## B. Messaging Tip Sheet

The sheet is an easy-to-access one-pager with key questions to consider when communicating and reaching affected people.

**Downloads**

**Messaging Tip Sheet**

## C. Stakeholders Analysis Matrix

In line with the **UNHCR Communications Strategy**, the matrix aims to support the identification of key stakeholders before carrying out meaningful two-way communication interventions. It helps to widen perspectives, not focusing solely on target audiences but considering other people who may also receive the message. A dedicated quick 'how to use' guide to the use of this matrix is also available below.

**Downloads**

**Stakeholders Analysis Template**

**Quick Guide** to Stakeholders Matrix

## D. Frequently Asked Questions 'Quick Guide'

A frequently asked questions or FAQs is a document that provides answers to a list of typical questions that users might ask regarding a particular subject. In the case of UNHCR, FAQs users are mostly identified with forcibly displaced and stateless persons or host community members who rely on UNHCR and partners to provide key information about their rights, protection and assistance. Below is some guidance on FAQs use and 'how to write effective FAQs'

**Downloads**

**Download FAQs Quick Guide**

## E. Soundbites 'Quick Guide'

Soundbites are normally referred to as short extracts of a longer speech or text, in the forms of written or recorded content, such as interviews or informative pieces. They should be concise and capture the essence of the full piece. In the written press, soundbites assume the form of 'quotes', such as short and catchy sentences that summarize the quoted person's point of view on a particular subject. Soundbites communicate the message in the clearest, simplest, and most concise possible manner. They consist of:

- Complete sentences of maximum ten words, in a written form
- Complete sentences that last no more than ten seconds, in an audio form
- The core message of an idea/concept or piece of information you want to pass in a simple way

Below is a quick guide on how to write effective soundbite messages and how to use them.

**Downloads**

Soundbites Quick Guide

## F. Testing Template

Testing is a core communication element and the best mechanism to measure how key messages are resonating with a target audience and to be able to refine them if or when communication is not having the desired impact. Community-based protection relies on regular testing.

The below template is meant to support testing of key messages and channels in regular focus group discussions (FGDs) or other meetings with a selected group of affected communities of diverse AGDs before launching a new communication initiative. Some examples of results of such testing initiatives are presented in the thematic chapters of this Toolbox. This template is available in English, French and Arabic.

**Downloads**

Testing Template: English, French, Arabic

# Learning Materials

## Strategic Communication Learning Module

The learning module 'Strengthening two-way communication in MENA' aims to clarify key concepts of two-way communication and covers practical methods to CBP approaches and outreach in the region, including the members of the MENA Community Protection Network. The module consists of five parts, each one is based on a key element of the strategic communication cycle. Each part is presented as a step-by-step guide to develop key two-way communication approaches at each phase of the cycle. It provides key definitions and concepts as well as concrete ready-to-use guidance for practical tools. At the end of the module, the learner should be able to identify and connect with target audiences, tailor key messages, integrate planning with adequate consideration of various formats, channels, and timely communications outputs, and test and adjust content to the needs, opinions and preferences of target audiences.

Go to Strategic Communication Learning Module

School in Boujdour refugee camp, Tindouf, Algeria
© UNHCR/Nisrine Benyahia

## THEMATIC AREAS

# Mixed Movements

### Overview

MENA continues to witness large and complex mixed movements. This term refers to '*flows of people travelling together, generally in an irregular manner, over the same routes and using the same means of transport, but for different reasons. The men, women, children, and others travelling in this manner are often on the move in search of a better life*[3] *or have either been forced from their homes by armed conflict or persecution, including a growing number of asylum seekers and refugees, from the Middle East, Sub-Saharan Africa, the Sahel and the Horn of Africa towards the Gulf of Aden, North Africa, the Mediterranean region and Europe. 'The people who move in this manner often place their lives at risk and are obliged to travel in inhumane conditions and may be exposed to exploitation and abuse'*[4].

UNHCR's engagement in situations of mixed movements is key to ensure the protection of forcibly displaced and stateless persons involved in such flows. While refugees and migrants may have differing needs, they may face the same challenges while on the move, including human rights violations. When developing messaging, it is therefore important to reflect and respond to the characteristics of different profiles.

Research conducted by the **Mixed Migration Center** (e.g., 2021 Briefing Paper '**Smuggling and mixed migration**') shows that refugees and migrants face ongoing risks of smuggling and human trafficking in a context of limited protection space across the MENA region, and a lack of legal pathways to move in a regular manner. These dynamics have serious consequences for the protection of people on the move, making them more dependent on smugglers for access to information, choice of routes and means of transportation.

For these reasons, it is key for UNHCR operations and partners to actively engage with forcibly displaced and stateless persons on the move on the risks associated with irregular movements and the difficulties they may face en route, as well as of on viable alternatives to such dangerous journeys. The objectives of an effective mixed movements communication and outreach strategy are

3 UNHCR Asylum and migration
4 UNHCR 10-Point Plan of Action on Refugee Protection and Mixed Movements

twofold: to mitigate irregular movements by ensuring that people on the move are sufficiently informed about the potential risks of such movements; and to counteract misinformation.

Communicating with people in mixed movements presents specific challenges, in terms of access and mobility as well as information needs and preferred channels, especially if compared to communicating with affected communities of different AGDs in urban or camps settings.

The study **'In Touch with Refugees'** identified barriers to disclosure of specific needs and safe access to protection and assistance in the context of mixed movements in North Africa. The study highlighted that people's access to information and communication channels varies along the route depending on internet connectivity, lack of phones and electricity among other factors. As part of the research, a survey revealed that key informants hoped for deeper engagement by UNHCR in this area through consistent outreach and harmonized messaging. The latter highlighted that timely, transparent and accessible communication is critical to understand disclosure and its facilitators and inhibitors to increase access to protection and support. The role of the diaspora in providing information that shapes movements is also important to consider within a specific context, as studies have shown that the relation between diaspora and people in mixed flows is complex and offers room for more research and engagement.[5]

In line with the recommendations of the joint UNHCR-MMC **Roadmap for Advocacy, Policy Development, and Programming**, UNHCR and partners aim to provide refugees and migrants on the move with information on the risks and the protection and assistance options available to them. To be credible, the information must prove useful and equally accessible to all groups of people on the move, including people of different AGD. This is one of the reasons why establishing and maintaining two-way communication channels and testing new messaging in advance is important (see below). One of the primary objectives of **UNHCR's regional route-based strategy for North Africa and Yemen** is strengthening two-way communication with people on the move.

A 2021 research titled '**Exploring migrants' trust in humanitarian organizations**' commissioned by the UK Aid programme highlights that refugees and migrants on the move may have very limited trust in humanitarian organizations.[6] For example, there may be a perception that contact with such organizations could increase the risk of interaction with authorities, which for some individuals is associated with fears of arrest and expulsion. Others may not have information on the assistance available to them. Multi-purpose hubs that are accessible, mobile or semi-permanent, and tailored to local contexts can serve as key entry points for communication and service provision. Ensuring these hubs meet minimum standards in terms of accessibility, confidentiality, and quality of services is vital to building trust and ensuring protection outcomes.

While guidance materials such as FAQs often emphasize the dangers of irregular journeys, it is equally important to include positive messaging that highlights available safe and legal pathways, where they exist. It is therefore essential that UNHCR and partners reach out proactively to people in need of international protection in mixed movements.[7]

Coordination with partners and other agencies, community-based and grassroots organizations, including the **MENA Community Protection Network**, continues to be fundamental for UNHCR to raise awareness about the risks associated with irregular movements. In the context of mixed movements, IOM and UNHCR work together in identifying information needs and tailoring messages to provide reliable information that addresses the needs of people on the move along key routes, including people of different AGDs.

This chapter presents some key mixed movements messages used in MENA, with a particular attention to two-way communication methods. It presents dedicated multimedia content, such as harmonized key messages, infographics, cartoon illustrations, and video animations series, as well as resources and templates. All the key messages have been tailored and tested with affected communities to integrate their views, insights, and recommendations. Content has been translated and made available in different languages spoken by the target audience and include accessibility features for inclusion of people of different AGDs, such as sound bites for audio files, among others.

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5 Although the role of diasporas in providing information to potential migrants is generally assumed to be strong, an **analysis of Somali and Afghan diasporas in Denmark** and their connections to the 2016-2017 refugees and migrants inflow has shown on the contrary that decision making was characterized by limited communication about what is involved in migrating before the migration journey starts, despite any ongoing communication about other matters between diaspora and potential migrants and that diaspora messages about difficult conditions in Europe were not considered reliable by migrants.

6 **https://seefar.org/wp-content/uploads/IMREF_Exploring_Migrants_Trust.pdf**

7 As of November 2023, patterns of movement to North Africa and to Italy indicate that many in need of international protection often transit the region without trying to seek protection. This can be seen by the high number of nationals of certain countries covered by recent UNHCR non-return advisories who have crossed the sea to Italy but few of whom have sought to register with UNHCR in North Africa.

# Tailoring messages in mixed movements contexts

Faced with increased mixed movements along the Central and Western Mediterranean as well as the West African Atlantic routes since 2020[8], UNHCR and partners have stepped up efforts to mitigate risks and improve access to protection and support services along these routes. UNHCR MENA RB has promoted consultations with affected communities in mixed movements contexts in Morocco and Mauritania to raise awareness about the dangers of sea journeys as well as available alternatives. The UNHCR MENA RB also supported the required tailoring, testing and disseminating of messages with affected communities. During focus group discussions in both countries, youth groups expressed agreement with the need to raise awareness about the risks of irregular movements as well as a need for more detailed information about available alternatives and services. Participants suggested possible means of communicating with people on the move, including:

- Posters and leaflets in relevant languages displayed in key locations
- Messages posted on social media
- The use of help.unhcr.org to address information needs
- Efforts by outreach volunteers to engage with people on the move in key locations
- Community members also volunteered to spread informative messages via word of mouth among affected communities.

Messages were then further tailored based on this feedback and disseminated via a range of modalities (See **Messaging Matrix** below). These included community meetings with affected people in key locations. Awareness-raising multimedia, such as infographics and a video animation, which are available in the below section, were also disseminated via social media and instant messaging.

In addition, since the start of the conflict in Sudan in mid-April 2023, large numbers of civilians have been forced to flee, including people who were already internally displaced and refugees from other countries who had sought safety in Sudan. Hundreds of thousands of people have fled into neighboring countries, including Egypt, or returned home in adverse circumstances –being further exposed to the risks of undertaking dangerous onward movements. As a response to the situation, UNHCR supported the tailoring, testing and dissemination of a set of key messages about risks of onward movements with Sudanese communities. The testing exercise resulted in an expressed request by the Sudanese community to clarify what services are available and how to access them. Updating and validating messaging through regular testing is essential to ensure effectiveness. More guidance for testing methodologies and a **message testing template** are available in the **Strategic Communication guidance and learning materials** of this Toolbox.

The below matrix formed the basis to produce dedicated messages, which were tailored to the needs and requirements of the affected people, such as infographics in the languages spoken by these communities (see content below).

| | | Channels | Output | Language |
|---|---|---|---|---|
| **AUDIENCE** | People on the move and asylum-seekers in Morocco and Mauritania. | **Preferred by audience** | **Suitable to channel distribution** | **Suitable to audience** |
| **MAIN CONCERNS** | At risk of undertaking irregular journeys to Europe.<br>Exposed to smuggling and trafficking networks. | Mix of digital and offline. | Online and offline formats. | Content translated into different languages. |
| **CONSIDERATIONS** | People on the move with diverse origins and a variety of minority languages spoken. | | | |

8 UNHCR, Europe Situations: Data and Trends – Arrivals and Displaced Populations, December 2021:**https://data2.unhcr.org/en/documents/details/90631**

| | | | | | |
|---|---|---|---|---|---|
| **MESSAGE 1** | *Sea travel from Africa to Europe can be deadly.* | More than a thousand people died at sea attempting the journey to the Canary Islands in 2021 alone.<br>For every 21 people who reached the Canary Islands, one died at sea.<br>Number of deaths estimated to be much higher at over 4,000.<br>For every six people who reached the Canary Islands, one died.<br>In 2020, at least 870 people died at sea along this route.<br>Since the start of the year (as of May), almost 300 more deaths have been recorded along this route.<br>Many boats go missing at sea.<br>Nobody knows how many people die. | Digital channels:<br>• Web / Facebook pages.<br>• Social and messaging apps.<br>Offline channels:<br>• Community gatherings. | Infographics | Translated into French, Arabic and languages spoken by target audience, namely Pulaar, Wolof and Bambara. |
| **MESSAGE 2** | *Irregular sea journeys from Africa to Europe are very dangerous.* | Sea crossing often involves overcrowded and unseaworthy boats.<br>Staying at sea for long periods exposes to dehydration.<br>Boats can capsize or deflate at any moment.<br>Deadly waves, currents, winds, and cold water. | Traditional channels:<br>• Face-to-face.<br>• Visits.<br>• Meetings.<br>• Outreach. | Animation video 1<br>Cartoon illustrations<br>Posters. | |
| **MESSAGE 3** | *Beware of those who say they facilitate journeys from Africa to Europe.* | They are smugglers.<br>They must not to be trusted under any circumstances.<br>They downplay risks associated with sea journeys.<br>They allow boats to depart even under risky sea conditions.<br>Many said smugglers took their money and disappeared.<br>Some said smugglers exploited them and threatened their family.<br>The journey may not take place but still paid for. | | | |
| **MESSAGE 4** | *There are alternatives to dangerous journeys.* | UNHCR help people fleeing war or persecution who cannot return.<br>[List services offered by offices and contacts]. | | Animation video 2 | |

**Key Messages (text format):**

**Messaging Matrix:** (English ,Arabic ,French )

# CONTENT

Based on the tested key messages presented above, the following content was developed by UNHCR to raise awareness and inform people of the risks of undertaking irregular onward journeys in Mauritania and Morocco.

## SOUNDBITES

The soundbite format allows for effective messaging in a simplified language, making it more suitable for a wide variety of audience needs. Soundbites can be used in different kinds of communication interventions, including social media (e.g., country Facebook pages, messaging apps) or voice recorded messages. More guidance on what soundbites are and how to develop and use them is available under the Strategic Chapter of this Toolbox. To request support with specific soundbite development, please email jorammenacbp@unhcr.org. This content is available in English French and Arabic.

## FREQUENTLY ASKED QUESTIONS (FAQS)

**Risks of and alternatives to irregular sea journeys**

The FAQs format is key to messaging as it best allows tailoring messages to anticipate needs and queries from the target audience. The benefits of integrating FAQs in a communications strategy are two-fold, as these can be used both as a standalone output piece for web dissemination (dedicated websites, UNHCR Help pages) and to test and adapt messages within the strategic communication cycle (See the methods under the Learning Materials and Resources chapter of this Toolbox). FAQs can also inform briefing materials for frontliners or be used as printed materials for affected communities (e.g., leaflets). More guidance on the use of FAQs is available in the Strategic Communication guidance and learning materials. To request support with specific FAQs development, please email jorammenacbp@unhcr.org.

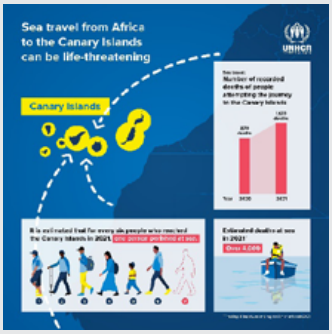
The below is a compilation of FAQs to raise awareness about the risks associated with irregular onward journeys and about alternatives. The FAQs are available in English, Arabic, French.

## INFOGRAPHICS

Infographics provide an effective format to integrate visual elements to tailor messages to younger audiences in an impactful manner and can be disseminated digitally via messaging apps (WhatsApp or other instant messaging channels). In their printed form, infographics can support direct face-to-face engagement with individuals or groups of affected communities, including focus group discussions, or other activities implemented by outreach volunteers. The infographics master file template can be updated with new data and adapted to suit different needs. To request support with the design, please email jorammenacbp@unhcr.org. These products are available in English, French Arabic, as well as some of the local languages spoken by the target communities in Morocco and Mauritania.

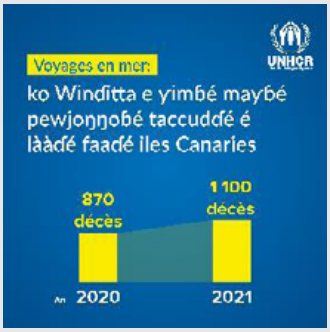
All-infographics: English - French - Arabic - Pulaar

ENGLISH




ARABIC

FRENCH




PULAAR

## VIDEO ANIMATION SERIES

The UNHCR MENA RB supported the production of a video animation series to raise awareness on the risks associated with irregular onward movements as well as the available alternatives. The product integrates two-way communication modalities by providing contact information for communities interested in knowing more about the subject or request services. The series is meant to reach people with international protection needs in Mauritania and Morocco. The animated format makes messages also more suitable for younger audiences.

The content can be used digitally via messaging apps (WhatsApp or other instant messaging channels), to support two-way communication in face-to-face meetings with affected communities, or to amplify messages on social media (country Facebook pages or YouTube channels). The videos are available in English, French and Arabic and combine accessibility features such as captions and audio descriptions to cater for the needs of people with hearing or reading difficulties, audio files for people with visual difficulties as well as simplified language. An animation editable file is available for translation in other languages. To request support with the translation, please email jorammenacbp@unhcr.org.

| Episode 1 - Risks | | Episode 2 - Alternatives | |
|---|---|---|---|
| Download | Watch | Download | Watch |
| English | English | English | English |
| French | French | French | French |
| Arabic | Arabic | Arabic | Arabic |

## CARTOON ILLUSTRATIONS

The cartoon illustrations integrate two-way communication elements by providing a feedback channel (QR codes) to users interested in knowing more about the subject or request services. Through visual support and storytelling to communicate lived experiences of people, the illustrations amplify the message content in a way that is more appealing to younger audiences. These products can also be used in direct two-way communication exchanges, either digitally via messaging apps (WhatsApp or other instant messaging channels) or in printed form to facilitate dialogues with different population groups, including children. The illustrations can also be printed as posters in A2 format and/or with a QR code and placed in strategic locations frequented by the target audience. They are available in English, French and Arabic.

1

2

3

4

**Download**

JPEG Files

# Repository

## In MENA

### Campaign: Iraq 2023 communication campaign on risks associated with onward movements

Faced with trends indicating departures of Syrian refugees from Iraq towards Belarus, the UNHCR operation in Iraq revised its key messages to raise awareness on the risks associated with onward movements. To this end, the operation used a messaging matrix to design and test the new messages before disseminating them. The efforts resulted in a dedicated campaign that included posters on the risks associated with irregular crossing by land and two posters on the risks of irregular sea crossings, as well as dedicated FAQs on the UNHCR Help.org Iraq page. Most importantly, content has been translated into languages spoken by the communities, such as Kurdish and Arabic.

**Use and dissemination channels:** UNHCR Iraq official media accounts, UNHCR Iraq Help.org page, printed posters and face-to-face community meetings.

- Languages: English, Arabic, Kurdish
- Links: **https://help.unhcr.org/iraq/en/belarus-polish/**
- **https://help.unhcr.org/iraq/en/sea-greece/**

### Campaign: Jordan 2023 communication campaign on risks associated with onward movements

The UNHCR operation in Jordan developed an awareness raising campaign about the risks associated with onward movement, including legal consequences of irregular entry or stay in third countries, fraud and misinformation. The updated messages provided information on how to contact UNHCR and partners, including emergency hotlines. One of the key communication products of the campaign included five infographics in English and Arabic.

**Use and dissemination channels:** UNHCR Jordan official media accounts, UNHCR Hotline, UNHCR Jordan Help.org.

- Languages: English, Arabic
- Link: **https://help.unhcr.org/jordan/en/onward-movements/**

### Campaign: Lebanon 2023 communication campaign on risks associated with onward movements

UNHCR Lebanon developed three videos based on the personal testimonies of refugees that have attempted irregular onward movements. Each video addresses a specific risk, including risks associated with the use of smugglers, the perils associated with sea travel, and the risks faced by those who attempted and failed to move irregularly. The videos are accompanied by facts and figures to serve as counselling lines for UNHCR and frontline partners' staff.

Use and dissemination channels: The videos were launched via UNHCR's official communication channels, (YouTube page, WhatsApp Coms Tree, country **Facebook page**, **Twitter account**, **Instagram account** as stories and in the highlights). They have also been displayed at UNHCR Reception Centers. UNHCR's partners (especially Education, Legal and Case Management partners) are also encouraged to disseminate the videos through their networks and to display them at their Community Development Centres (CDCs). Community-Based Protection, Education, Health, Legal and Child Protection/Gender-Based Violence partners and outreach volunteers and call centre operators also disseminate the messages. The Protection Working Group members were also engaged in the dissemination.

- Languages: Arabic
- Link: **help.unhcr.org/Lebanon**

## Outside MENA

### Project: *El Jaguar*

As part of its regional efforts to respond to challenges related to accessing information on protection, refugee status determination, and public services, in Mexico UNHCR launched the El Jaguar network and Facebook page. Through the page, people in need of international protection can ask questions directly through Messenger and WhatsApp, which are answered in real time by the UNHCR Helpdesk team. As of January 2024, the Confía en El Jaguar page has gathered more than 181,000 followers. On a yearly basis, approximately 400 posts with critical information are disseminated. The project is instrumental to UNHCR's efforts to promote two-way communication, greater transparency and meaningful participation of affected communities in decision-making processes.

See more at: https://www.facebook.com/ConfiaEnElJaguar

### Project: *Telling the Real Story*

Launched in 2015, UNHCR's Telling the Real Story (TRS) initiative aims to communicate about the risks associated with irregular onward movements. By reaching out to people on the move, in their native languages, through social media, community leaders, volunteers and diaspora, TRS aims to combat misinformation about the movements towards Europe, counter narratives of human smugglers and traffickers, and inform people about alternatives available to them. The TRS initiative works directly with affected people from Somalia, Eritrea and Nigeria in refugee camps and cities in Somalia, Ethiopia, and Sudan, and with the diasporas in Europe. The project was also expanded to Nigeria. Messages are disseminated through dedicated multimedia content for digital channels such as the official TRS website as well as social media and the face-to-face methods, in the languages spoken by the affected communities.

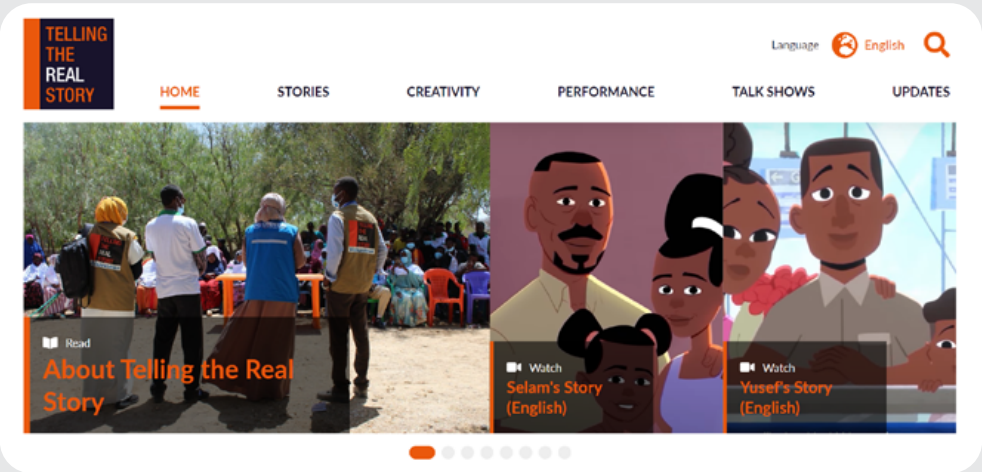
See more at TRS website: https://www.tellingtherealstory.org/en/about/

Telling the Real Story English Facebook page and Twitter

Telling the Real Story Tigrinya Facebook page

Telling the Real Story Somali Facebook page

Telling the Real Story Nigerian Pidgin Facebook page



Yemen. UNHCR helps displaced people in Ibb.
© UNHCR/Duniya Aslam Khan

# Feedback, Complaints, and Response

## Overview

The **UNHCR Policy on Age Gender and Diversity** (2018) requires that all groups of affected people have equitable and non-discriminatory access to protection, assistance, and solutions programmes, and have a say in decisions that affect their lives. The main objective is to promote participation of communities in programme planning, implementation, monitoring and evaluation, including by ensuring systematic response to feedback and complaints, and the appropriate corrective action (AGD Core Action four: Feedback and Response) to enhance overall programme quality and sustainability.

In the **2022 Statement by Principals of the Inter-Agency Standing Committee (IASC) on Accountability to Affected People in Humanitarian Action**, Principals stated that *"We must commit to empower affected people, including women, girls and young people, to continuously and effectively shape humanitarian decision-making. We must recognize, support and engage them, and the organizations that represent them, as equal partners"*. This involves access to feedback channel, analysis, response and related programmatic and outreach adaptations. For these reasons, UNHCR and its partners in MENA are committed to ensure equal access to feedback, complaints and response mechanisms (FCRM) in their respective operational contexts. This is complementary to AGD Core Action three (Communication and Transparency) as it requires clear and transparent messaging about the standards operating procedures (SOPs) that ensure safe, confidential, and responsive means to submit feedback and complaints related to their needs, concerns and experiences with the protection and assistance services they use.

The **MENA AAP Toolkit** introduces digital interventions and communication tools and existing participatory mechanisms in the MENA region. In coordination with the **MENA AAP Reference Group**, standardized categories for feedback and response have been established at regional level to enable tracking, analysis, and follow-up of feedback and complaints, including programmatic and sensitive ones (such as SEA, fraud, or corruption). The categories are based on topics that have been identified as the most frequently raised, namely health, mental health and psychosocial support (MHPSS), education, water sanitation and hygiene (WASH), shelter (accommodation), safe shelter (for GBV, trafficking survivors), communication and participation, gender-based violence (GBV), child protection (CP), statelessness, registration, refugee

status determination (RSD), resettlement (RST) and complementary Pathways, misconduct including corruption and fraud, sexual exploitation and abuse (SEA)[9], cash, legal and physical protection[10].

The MENA Communication and Transparency Toolbox seeks to provide dedicated guidance to strengthen two-way communication efforts in different thematic areas. This chapter supports access of affected people to feedback and response mechanisms, including programmatic and sensitive issues such as fraud, corruption, misconduct or SEA. This should be reflected in targeted and tailored messaging to inform communities of different ages, genders, and backgrounds to understand what type of behavior is deemed inappropriate and how to report.

# Tailoring messages for Feedback, Complaints and Response

The following key messages were developed by the UNHCR MENA RB and the **MENA AAP Reference Group**[11] to ensure equal access to accurate and timely information about feedback and complains channels across the region. This included messages and a video animation on SEA reporting channels. Particular attention was paid to testing and tailoring messages to diverse audiences.

In Mauritania and Tunisia, the testing exercises revealed a strong preference among the communities to report sensitive complaints, including SEA, in person, while some population groups would also rely on other communication methods. A multichannel approach is therefore recommended to reach different populations with various concerns and communication preferences. This involves messaging and two-way communication through digital and face-to-face methods that respect **data protection** and confidentiality procedures. Programmatic and sensitive complaints should be integrated in the broader feedback and response communication about the mechanisms, channels and services available in each context.

Building upon existing communication materials and the results of the testing exercises carried out in the MENA region, the below matrices provide a distinct set of harmonized messages to access feedback channels and to raise awareness for SEA prevention and response. The matrices map the specific communication strategy, including key messages, channels, audience, and communication product. Additional dedicated content developed with this method is available in the following paragraphs of this chapter. More guidance about the processes of tailoring, testing and disseminating messages is available in the **Strategic Communication guidance and learning materials** of this Toolbox. The **matrix template** can be downloaded as well.

| | | | | |
|---|---|---|---|---|
| **AUDIENCE** | Displaced and stateless people[12]. | | | |
| **MAIN CONCERNS** | Vulnerable individuals are likely exposed to fraud, corruption, or exploitation schemes. | Require secure channels to express their views about services and submit their complaints. | Individuals may have trust issues with humanitarian and development organizations or other community members or service providers. | Require their information to be treated with safety and confidentiality. |

9 Misconduct, including sexual exploitation and abuse (SEA) are part of the regional standardized list, in compliance with relevant **IASC guidance** and UNHCR's 2023-2025 '**Tackling Sexual Exploitation and Abuse and Sexual Harassment**' Strategy and Action Plan, as well as the 2003 **Special Measures** promulgated by the Secretary General to prevent and address cases of sexual exploitation and sexual abuse that apply to all United Nations staff.

10 A summary with explanation of these categories can be consulted in the MENA AAP Toolkit which also provides FCRM tools and practices across the region.

11 The MENA AAP Reference Group was established in 2021 by the UNHCR MENA RB to support further progress, harmonization, and mutual learning on AAP across UNHCR operations and partners in the MENA region. As an overarching goal, the MENA AAP Reference Group aims to promote equal participation and access to AAP mechanisms for all FDSPs through the contextualization of the **UNHCR AGD Policy**, **UNHCR Operational Guidance on AAP**, **IASC Revised Commitments on AAP and PSEA 2017** and the **UNHCR Strategic Directions 2022-2026**.

12 In some contexts, target audience may also include host communities if directly benefitting from assistance. It is recommended however messaging is tailored specifically to this category through a separate matrix, to better reflect on key considerations and needs that may be specific to this audience.

| KEY MESSAGES | | PROOF POINTS | CHANNELS | OUTPUT | LANGUAGE |
|---|---|---|---|---|---|
| **MESSAGE 1**<br>**Inviting feedback** | *We welcome feedback on your level of satisfaction with the quality and effectiveness of the assistance received.* | • We want to know your experience of UNHCR and [insert name of partner] or of the wider development or humanitarian assistance you have or have not received. This will help us to improve our services and programmes.<br>• Contact [insert contact details or explain other means of feeding back].<br>• A safe, confidential, and responsive mechanism to handle complaints about programmes is available for you.<br>• To raise a concern or provide feedback. In [add country]: [add channel: i.e. Contact Helpline, email or visit Help.org site].<br>• This will be followed up within [insert number] days and you will then hear back about what action has been taken. | **Preferred by audience**<br>Offline channels:<br>• Community centre attended by displaced communities.<br>• Community meetings, outreach.<br>Digital channels:<br>• Website or page (Help.org or other dedicated websites).<br>• Social media and messaging apps. | **Suitable to channel distribution**<br>• Posters.<br>• Stickers.<br>• Leaflets.<br>• Dedicated page/ Sign post.<br>• FAQs.<br>• Soundbites.<br>• Social copies.<br>• Macros for sharing via messaging apps. | **Suitable to audience**<br>Accessible language and content translations, i.e. content in different languages, sign language, captions, audio description or braille as required. |
| **MESSAGE 2**<br>**Organizational commitments** | *You should know your rights and entitlements in relation to assistance, have access to information and be able to participate in decisions that affect you.* | For genuine information about UNHCR in [country] work and services, please consult:<br>• official websites<br>• official social media accounts<br>• hotlines | | | |

| To prevent and respond to sexual exploitation and abuse (SEA) | | | Channels | Output | Language |
|---|---|---|---|---|---|
| **AUDIENCE** | Displaced and stateless communities[13] | | **Preferred by audience**<br>Offline channels:<br>• Community centre attended by displaced communities.<br>Digital channels:<br>• Website or page (Help.org or other dedicated websites)<br>• Social and messaging apps. | **Suitable to channel distribution**<br>Video animation displayed in community centres.<br>Focus group discussions, home visits and other in-person method.<br>FAQs<br>Video animation disseminated via you tube and shared via apps | **Suitable to audience**<br>Accessible language and content translations, i.e.content in different languages, sign language, captions, audio description or braille as required. |
| **MAIN CONCERNS** | Some individuals may be facing trauma or other barriers to seeking protection[14].<br>Some individuals may not be aware of risks and protection mechanisms against SEA.<br>May be not willing to disclose needs | | | | |
| **KEY MESSAGES** | | PROOF POINTS | | | |
| **MESSAGE 1** | *All humanitarian assistance by UNHCR is provided free of charge.* | • You should never be asked to do or give anything in exchange for assistance, including any favour (that may be touching, kissing, asking for or sending personal pictures or messages, or anything that make you feel uncomfortable).<br>• All organizations are responsible to make sure that you are not exposed to such acts, to take action against staff who abuse their power and to protect victims and witnesses. | | | |
| **MESSAGE 2** | *Report inappropriate and abusive behaviour against you, your family or community members so action can be taken to stop this.* | • If you have been asked by someone working in a humanitarian organisation to do something inappropriate, demanded any kind of favour or activity from you in exchange for their help, or if you have seen or heard of an aid worker acting improperly, please report it.<br>• If you report, action can be taken to stop this behaviour.<br>• Organizations are responsible for ensuring your safety against retaliation.<br>• Your complaint will be handled confidentially, no one in your family and community will be informed.<br>• Reporting will not affect the assistance that you are receiving.<br>• You can report using the channels that you prefer [Insert UNHCR or interagency contact details available at country level: phone, email, complaint boxes and in person at...] or directly contact the Inspector General's Office (IGO) at UNHCR Headquarters by email: inspector@unhcr.org; fill in the online form; by confidential mail or in person to: UNHCR, 94 Rue de Montbrillant, 1202 Geneva, Switzerland. | | | |

13 In some contexts, target audience may also include host communities if directly benefitting from assistance. It is recommended however messaging is tailored specifically to this category through a separate matrix, to better reflect on key considerations and needs that may be specific to this audience.

14 Potential barriers to consider: a) language for individuals who don't speak English, French or Arabic; b) Psychological state: some individuals might not self-identify as victims of persecution – especially when form of harm common or felt others suffered more greatly; Social norms: Cultural norms prevent speaking about violence suffered (Syrian, Yemeni women in particular); c) Different levels of knowledge about nature of protection or right to asylum: Syrians automatically accepted as refugees, sub-Saharan Africans might prefer to open up to someone who resembles them; d) Fear/mistrust: Fear of arrest/deportation, mistrust of police, those who seem foreign or roles seem unclear (humanitarian workers)

| | | | |
|---|---|---|---|
| **MESSAGE 3** | *UNHCR and partners can support you to access the services you may require.* | • If you have been exposed to this abusive behaviour, UNHCR and partners can support you to access the services you may require, such as legal services, health, psychosocial support or other.<br>• UNHCR gender-based violence (GBV) entry points are available if you require immediate assistance [enter contacts of available entry points at country level].<br>• [mark contacts above as secure channels] This is a secure channel. | |
| Download: **Feedback, complaints and response Messaging Matrix** | | | Download: **PSEA Messaging Matrix** |

## CONTENT

Based on tested key messages presented in this chapter, the UNHCR MENA RB supported the development of the following content.

### SOUNDBITES

Soundbites were extracted from tested messages to inform affected people about feedback and response channels and to raise awareness about SEA. Soundbites can be used to amplify messages in FAQs and dedicated websites such as Help.unhcr.org and to make them more accessible through social media (country Facebook pages, messaging apps etc.). More guidance on soundbites and how to develop and use them is available in the Strategic Communication learning module under the **Strategic Communication guidance and learning materials** of this Toolbox. To request support with specific soundbite development, please email **jorammenacbp@unhcr.org**. The content is available in **English, Arabic and French**.

| **Receiving feedback and addressing complaints** |
|---|
| **Invite feedback** |
| We welcome your feedback |
| We value your opinion |
| We want to know your experience of UNHCR |
| Help us improve your services |
| **Express commitment** |
| Our staff are obliged to treat people with respect |
| Our staff must not exploit, abuse or otherwise discriminate against people |
| Our staff commit to manage resources responsibly |
| Our staff is committed for the benefit of affected people |

| Complaints mechanisms |
| --- |
| You should know your rights and entitlements |
| You should have accurate information |
| You should be able to participate in decisions that affect you |
| Check official sources for genuine information about UNHCR service |
| Contact us |
| **Response and adaptation** |
| This will be followed up within [insert number] days |
| You will hear back from us when action has been taken |
| We will let you know what action has been taken |

Download **Feedback, complaints and response soundbites** (English, Arabic, French)

### Preventing and responding to sexual exploitation and abuse

Soundbite messages

| Prevent and respond to SEA |
| --- |
| No one should make you feel uncomfortable |
| Beware of abusive behaviour |
| You should not feel pressured to do anything |
| Report any abusive behaviour |
| You should not be touched inappropriately |
| All UNHCR assistance is free of charge |
| Do not trust anyone asking you to do something or give anything in exchange for assistance |
| Report any request for favour immediately |
| You can report using the channel you prefer |
| Your complaint will be handled confidentially |
| UNHCR can help you find support |
| Reporting will not affect the assistance that you are receiving |
| Report UNHCR or partner staff misconduct by email: inspector@unhcr.org; |
| Fill in the online **complaint form** |

**Download PSEA soundbites** (English, French and Arabic)

## FREQUENTLY ASKED QUESTIONS (FAQS)

FAQs contain general lines defining common issues on which affected people may wish to report or submit feedback on, including on sensitive topics, such as staff misconduct. These are used across the MENA region to raise awareness and inform people feedback and response mechanisms and are available in English, French and Arabic. FAQs can be used for web dissemination through social media and internally to tailor messages and develop other communications outputs. FAQs can also be used to support frontline actors and information materials for affected communities (e.g. leaflets). More guidance on the use of FAQs is available in the **Strategic Communication guidance and learning materials** of this Toolbox. To request support with specific FAQs development, please email **jorammenacbp@unhcr.org**. The content is available in **English, Arabic and French**.

## VIDEO ANIMATION

**Report abuse!**

The below video animation was developed by the MENA Bureau in consultation with UNHCR PSEA focal points and partners in the region to raise awareness about SEA among affected communities. The content is designed for screening at key locations attended by the communities, such as refugee registration and community centers but can also be used digitally or as screened during group meetings. It is available in English, French and Arabic and combines accessibility features such as captions and narration voice to cater for the needs of people with hearing and/or reading difficulties, as well as simplified language to reach a broader audience.

**Title:** Report abuse!

**Objectives:** To prevent SEA among displaced and stateless men, women and children attending community centres or other places commonly visited by affected people.

**Target audience:** Forcibly displaced populations in the MENA region.

**UNHCR Iraq:** **Report Abuse – UNHCR Iraq – English - Arabic - French**

**UNHCR Jordan:** **Report Abuse – English - Arabic - French**

**UNHCR Mauritania:** **Report Abuse – English - Arabic - French**

## How to Report Template

UNHCR developed a *How to Report Template* to provide key contacts to report abuse in Mauritania. This content can be disseminated through social media (UNHCR.help.org, WhatsApp or other instant messaging channel) or printed for offline communications during meetings with individuals or groups of the affected communities. To request support, please email **jorammenacbp@unhcr.org**. The product is available in **English, Arabic and French**.

# Repository

## In MENA

### Introducing the UNHCR Digital Gateway Contact Centre in Iraq

The UNHCR Digital Gateway Contact Centre is a unified, multi-channel communication platform designed to make it easier for forcibly displaced and stateless people to connect with UNHCR and receive timely, accurate support. By integrating phone, WhatsApp, SMS, email, in-person interactions, and online portals into a single system, the Contact Centre streamlines case intake, smart routing, and follow-up, ensuring more consistent, accountable, and people-centred responses. Real-time dashboards, a verified knowledge base, and flexible workflows strengthen coordination across UNHCR and partners, while secure interoperability supports inter-agency collaboration. The platform, hosted on Microsoft Dynamics 365, is built for humanitarian contexts and will be piloted in Iraq in late 2025, with broader deployment foreseen in 2026.

As part of this upcoming rollout, UNHCR Iraq has developed tailored communication materials to introduce the Contact Centre to communities and partners, ensuring clear, accessible messaging on how individuals can seek information, request support, and engage with UNHCR through the new system."

Communication Materials available in **English** and **Arabic**.

Video: **https://go.screenpal.com/watch/cTIQiYnY6GD**

### Standardized FCRM messages translated into different languages in Yemen

Standardized messages bolster accountability, credibility, and trust. In Yemen, UNHCR developed minimum standards for key messages and materials (January 2023) on Feedback, Complaints and Response Mechanisms (FCRM), Prevention of SEA (PSEA), and Anti-Fraud. A messaging template was developed to facilitate reception of complaints and feedback from communities via different channels.

Standardized messages can be accessed in **English, Arabic, Amharic, Oromo, Somali and Tigrinya**, including a suggested answer to affected people who reach out to UNHCR/partners through social media platforms (Facebook, Instagram and Twitter accounts) and any other non-designated FCRM communication channels. These messages provide information on the designated channels and prevent the use of other insecure channels for sensitive communication.

### The Jordan Inter-Agency PSEA Community-based Complaints Referral Mechanism (CBCRM)

The CBCRM in Jordan was developed under the umbrella of the Inter-Agency Network on Protection from Sexual Exploitation and Abuse by Humanitarian Personnel (PSEA Network and the PSEA Task Force). The CBCRM was established in 2015 following extensive consultations with refugees and humanitarian services providers within the Refugee Response in Jordan. The discussions involved over 700 refugee women, girls, men, and boys from different backgrounds living in and outside camps, and over 30 agencies and community-based organizations. In February 2020, UNHCR and INTERSOS led an intensive consultative workshop that contributed to further dissemination of the CBCRM and related awareness-raising materials.

Download **CBCRM**

## Outside MENA

UNHCR's '**Using Social Media in Community Based Protection: A Guide**' has been created for all partners and stakeholders interested in delivering protection information through social media. This Guide has a dedicated chapter (Chapter 7) about Feedback, Complaints and Response Mechanisms (FCRM), including how to create FCRM using social media. The chapter offers useful resources such as the FCRM checklist that can be directly accessed and downloaded from the link below. This checklist is helpful to whoever is planning to launch a new FCRM mechanism via social media.

### CDAC Network Feedback and Complaints Message Library and Learning course

The **CDAC Network** **Feedback and Complaints Message Library** has a compilation of standardized messages for feedback, and presents mechanisms to address complaints. This resource provides ready-to-use messages and guidance to disseminate them. In collaboration with the **Humanitarian Leadership Academy**, the CDAC Network also offers an online self-learning course about communicating in humanitarian settings, with a strong focus on Feedback and Response messaging. The full course requires about three hours to complete it and can be accessed on the **https://kayaconnect.org/.**

Go to '**Communicating about Aid' learning course**

**Go to CDAC F&C Message Library**

### IASC PSEA visibility and communication materials

IASC offers a repository of PSEA dedicated visibility materials, such as brochures, flyers, posters, cards and leaflets, as well as dedicated communications strategies to prevent and respond to SEA from different countries. These materials are publicly available in different languages on the official publication section of **the IASC website**.

Video on reporting SEA at UNHCR. This video is the result of a collaboration between the UNHCR Office of the Inspector General and the Office of the Principal Adviser on PSEA/Sexual Harassment. The video is intended to explain the reporting process and what to expect and is available externally.

The PSEA Outreach and Communication Fund is a joint initiative of UNHCR and the International Civil Society Volunteer Network and was established in February 2020. The Fund aims to support the critical work of NGOs in preventing situations of SEA by ensuring all affected people know that humanitarian assistance is never conditional on transactions or exchanges of any kind. Interested organizations can browse the PSEA database for ideas, designs, and templates. Available in both final and editable formats, the materials are divided into different categories (Organizations; Region/Country; Language; Type of deliverable; Target group).

Go to **Database**

Libya. Refugees and asylum-seekers register for protection at UNHCR centre
© UNHCR/Mohamed Alalem

# Integrity and Fraud Prevention

## Overview

In 2022 to 2023, UNHCR has witnessed an increase in online fraud and scams that target forcibly displaced and stateless communities. As a result, UNHCR is taking additional steps to address these issues, including online information and reporting tools for affected people through UNHCR **Help Pages**, integrated feedback and complaints mechanisms and **reporting tools** for fraudulent schemes that impersonate UNHCR and seek to obtain money or personal information from the recipients.

Against this backdrop, UNHCR communication efforts rely on harmonized key messages that are transparent, inclusive, timely and tailored to the needs and preferences of the affected communities. It is key that these messages continue to be tested to integrate views and opinions of the affected communities, allowing us to adjust and improve our strategic communication and programmes. This chapter presents some key integrity and anti-fraud content examples from the MENA region, with a particular attention to two-way communication methods. It presents dedicated multimedia content, such as harmonized key messages, FAQs, related resources and templates. Fraud committed by unknown individuals against forcibly displaced and stateless persons should be handled as protection incidents, in line with the Administrative Instructions on Procedures on Addressing Fraud Committed by Forcibly Displaced and Stateless Persons (para. 1.12, p. 10). These incidents can involve serious harm — including financial exploitation, identity theft, misuse of UNHCR-issued documents, psychological harm, and physical threats — and often require UNHCR's involvement. Staff should assess the nature and severity of harm where possible and ensure appropriate referral to legal, psychosocial, or safety services, while coordinating with local authorities and partners as needed.

UNHCR anti-fraud messaging should also be adapted to help forcibly displaced and stateless communities recognize and report evolving types of fraud, including online scams, cyberattacks, and risks related to trafficking and smuggling. Given the Organization's limited ability to intervene in cases of third-party fraud where no impersonation of UNHCR is involved, communication materials should be transparent about these limitations to better manage expectations. This comprehensive approach to fraud prevention and response has already been adopted in several operations across MENA and other regions.

To support these efforts, operations are encouraged to make use of the **UNHCR Anti-Fraud Communication Kit**, which offers practical tools and key messages to help prevent and respond to fraud in a way that is accountable, consistent, and community-centered.

# Tailoring integrity messages

The following key messages were developed by the UNHCR MENA RB to prevent fraud and scams among the communities and to tackle misinformation about UNHCR services. Anti-fraud messages in use from across the MENA region have been compiled and harmonized with the support of thematic experts and tested with communities in Mauritania and Tunisia. During the testing exercise, communities expressed preference for in-person channels, while some population groups access information regularly through digital channels. These messages can be used by combining dissemination on UNHCR.Help.org or Facebook country pages with in-person communications approaches such as focus group discussions (FDGs), regular meetings and dedicated forums.

The below messaging matrix was developed to tailor key messages to the needs of affected people to better identify exploitation schemes and prevent scams and frauds at their detriment. More guidance on messaging and testing is available in the **Strategic Communication guidance and learning materials** of this Toolbox, as well as a messaging **matrix template**.

| To prevent fraud, corruption and misinformation | | | Channels | Output | Language |
|---|---|---|---|---|---|
| **AUDIENCE 1** | Forcibly displaced and stateless communities | | **Preferred by audience 1**<br>Offline channels:<br>• Community centre attended by displaced communities.<br>• Community meetings, outreach.<br>Digital channels:<br>• Website or page (Help.org or other dedicated websites).<br>• Social media and messaging apps. | **Suitable to channel distribution**<br>• Posters.<br>• Stickers.<br>• Leaflets.<br>Dedicated page/ Sign post.<br>FAQs.<br>Soundbites.<br>Social copies for sharing via messaging apps. | **Suitable to audience 1**<br>Accessible language and content translations.<br>Sign language. |
| **MAIN CONCERNS** | Vulnerable individuals are likely exposed to fraud, corruption, or exploitation schemes.<br>Individuals may be exposed to misinformation.<br>Individuals may have trust issues with humanitarian organizations or other community members. | | | | |
| **KEY MESSAGES** | | PROOF POINTS | | | |
| **MESSAGE 1**<br>**Preventing fraud and exploitation** | *All humanitarian assistance provided by UNHCR is free of charge.*<br>*Beware of scammers.* | • UNHCR will never ask you to pay for services under any circumstances.<br>• UNHCR does not charge money or any kind of fee at any stage of a registration or recruitment process (this includes applications, interviews, meetings, travelling, processing, administration, service and training).<br>• [List any services provided free of charge by partners and if any payment is exceptionally required for any of these, clearly state for what payment should be expected].<br>• Do not trust anyone asking you to pay money or do something or give anything in exchange for assistance by UNHCR [or partner].<br>• UNHCR will never ask for your username or password to access safety information.<br>• UNHCR always uses secured websites for donation pages.<br>• UNHCR will never send email attachments you didn't ask for. | | | |

| To prevent fraud, corruption and misinformation | | | Channels | Output | Language |
|---|---|---|---|---|---|
| | | • UNHCR will never charge money to register for a conference or reserve a hotel.<br>• Anyone who claims being able to assist you with resettlement in exchange for money or other favours may be a fraudster.<br>• Use caution when receiving messages that promise resettlement, visa help, or other assistance for money or other favours.<br>• Do not interact with them [example of fraudulent attempt]. | | | |
| **KEY MESSAGES** | | • PROOF POINTS | **Preferred by audience 1**<br>Offline channels:<br>• Community centre attended by displaced communities.<br>• Community meetings, outreach.<br>Digital channels:<br>• Website or page (Help.org or other dedicated websites).<br>• Social media and messaging apps. | **Suitable to channel distribution**<br>• Posters.<br>• Stickers.<br>• Leaflets.<br>Dedicated page/ Sign post.<br>FAQs.<br>Soundbites.<br>Social copies<br>for sharing via messaging apps. | **Suitable to audience 1**<br>Accessible language and content translations.<br>Sign language. |
| **MESSAGE 2**<br>**Addressing fraud and exploitation** | Please report scams so action can be taken to stop it. | Use the online form for reporting a fraudulent site or online scam Report a fraudulent site or cyber security issue \| UNHCR<br>or contact your nearest UNHCR office to report any scam.<br>Country operation: [add channel: i.e. Contact Helpline, email or visit Help.org site].<br>contact inspector@unhcr.org if you were asked to pay money or a service by a UNHCR or an NGO staff.<br>if you paid money or provided any favours in exchange of a service this will not impact your eligibility for UNHCR services that are provided purely based on merit and need. | | | |
| **MESSAGE 3**<br>**Counteracting misinformation** | Beware of fake accounts.<br>Watch out for the red flags. | Double check before you share info.<br>Do not click on links to suspicious content that circulate on social media.<br>Check if they come from UNHCR or other trusted source.<br>Make sure you are dealing with a staff.<br>Watch out for these signs to spot fake messages:<br>• No name or unknown name.<br>• Vague announcements.<br>• Strange links or phone numbers.<br>• No matching content.<br>In case of suspicion around content, please contact UNHCR hotline or the nearest UNHCR office for confirmation. | | | |
| Download key messages: English \| French \| Arabic | | | | | |

# CONTENT

Based on tested key messages presented in this chapter, UNHCR developed of the following content.

## SOUNDBITES

Soundbites were developed to raise awareness and inform people exposed to possible scams and exploitation schemes and to correct information that reduces this type of exposure. Soundbites can be used in different kinds of communication interventions, including social media (e.g., country Facebook pages, messaging apps) or voice recorded messages. More guidance on what soundbites are and how to develop and use them is available under the Strategic Chapter of this Toolbox. To request support with specific soundbite development, please email **jorammenacbp@unhcr.org**. This content is available in **English French and Arabic.**

| To prevent fraud, corruption and misinformation |
|---|
| UNHCR assistance is free of charge |
| Beware of scammers |
| Never pay for UNHCR services |
| Do not trust scammers |
| Do not trust fraudsters |
| Do not interact with scammers |
| Do not interact with fraudsters |
| Beware of fake accounts |
| Report any scam outside UNHCR **here** |
| Report any fraud outside UNHCR **here** |
| Report to **IGO** any fraud by UNHCR or NGO staff |
| Check before you share any info |
| Do not click on suspicious link |
| Watch out for red flags on socials |
| Check information source name |
| Double check information content |
| Watch out for strange links |
| Watch out for strange phone numbers |
| Contact UNHCR if you have doubts |
| Download soundbites: **English, French, Arabic** |

## FREQUENTLY ASKED QUESTIONS (FAQS)

FAQs were developed and tested in MENA to raise awareness and inform people about common types of scams and exploitations schemes and how to report them. Below is an example of harmonized FAQs on fraud and misconduct available on the global UNHCR.Help.org. FAQs can be used externally as a standalone output piece for web dissemination (Help.unhcr.org and other websites) and internally to tailor messages and develop other communications outputs. FAQs can also be used to support frontline actors and to develop information materials for affected communities (e.g. leaflets). More guidance on the use of FAQs is available in the **Strategic Communication guidance and learning materials** of this Toolbox. To request support with specific FAQs development, please email **jorammenacbp@unhcr.org**. The content is available in **English, Arabic and French**.

### Frequently Asked Questions

**WHAT IS MISCONDUCT?**

The United Nations defines misconduct as "any failure by a staff member to comply with his or her obligations under the **Charter of the United Nations**, the **Staff Regulations and Staff Rules** or other administrative issuances, or to observe the standards of conduct expected of an international civil servant."

**POSSIBLE MISCONDUCT CAN INCLUDE:**

- Sexual exploitation and abuse of affected people.
- Fraud (e.g. falsifying a document).
- Corruption (e.g. taking money from refugees or others).
- Theft and embezzlement (e.g. stealing equipment or money).
- Workplace harassment (e.g. treating staff members in an unfair manner).
- Sexual harassment (e.g. unwelcome sexual behaviour).
- Abuse of authority (e.g. showing favouritism or discrimination against staff).
- Assault upon or threats to others.
- Misuse of UNHCR assets.
- Breach of confidentiality.
- Acts or behaviour that would discredit UNHCR.
- Non-compliance with local laws.
- Conflict of interest.
- Abuse of privileges and immunities.
- Gross negligence.
- Unauthorized outside activities or employment.

**WHAT IS FRAUD?**

Fraud is any act or omission, including misrepresentation or concealment of a material fact, that knowingly or intentionally misleads, or attempts to mislead, a party to obtain a benefit, whether directly or indirectly, whether for oneself or for a third party.

**WHAT CAN I DO TO PROTECT MYSELF IN CASE OF FRAUD?**

Be aware that any UNHCR services offered to you in exchange for money are fraudulent. If money or any other form of favours, including of a sexual nature, is requested from you, you should report it to UNHCR and/or the nearest police station immediately.

For genuine information about UNHCR's work and services, please consult **UNHCR's Help websites**.

**HOW DO I REPORT FRAUD, CORRUPTION AND OTHER MISCONDUCT?**

Report fraudsters that offer you resettlement, financial or other kinds of assistance, fake documents or fake claims in exchange for money or other favours.

You can report any fraudulent entities that falsely state that they are associated with UNHCR and seek to obtain money or personal information from the recipients **here**.

You can also submit a complaint by contacting UNHCR either via a **Help website in your country** or, if unavailable, you can find the **contact details of your nearest UNHCR office here**.

**IMPORTANT:**

- Please note that filing a complaint will not in any way impact your case with UNHCR.
- Complaints may be anonymous.
- In your complaint, please provide all facts and evidence known to you.
- Your report and all communication with UNHCR will be kept strictly confidential.

**WHERE CAN I FIND MORE INFORMATION?**

- Visit **IGO's webpage**

See also

- **Seeking help with UNHCR**
- **Rights and duties**

**Egypt**

Arabic, Amharic, Oromo, Tigryinia, Somali languages

**Jordan**

English and Arabic languages

**Regional**

English and Arabic languages

Download **anti-fraud materials from Egypt, Jordan, and MENA RB**

## ILLUSTRATIONS

**Preventing fraud, scams and misinformation**

The internal MENA Integrity Community of Practice holds an account of various anti-fraud illustrations and prevention materials, such as posters, leaflets, images for social copies and other informative content for both digital use and printing produced and disseminated across the MENA region. Some of these examples can be accessed for download.

# Repository

## The UNHCR MENA Integrity Community of Practice

The MENA Integrity Community of Practice is an internal UNHCR group comprising of about 70 staff among community-based protection and other frontline and communications functions that aims to alert on current fraud schemes and share relevant fraud-prevention information and materials from different UNHCR country operations in the MENA region.

The group regularly compiles different fraud prevention and awareness materials from across the MENA region and makes them available within the group for reference, knowledge sharing and good practicing.

**Here** are some examples of the materials developed and in use in different operations in the region.

Jordan. First refugee woman to start phone repairing in Zaatari camp.

© UNHCR/Shawkat Alharfoush

# Two-way Communication in Cash Interventions

## Overview

UNHCR uses Cash-Based Interventions (CBI) to provide protection and assistance to the most vulnerable people. Cash and vouchers help FDSPs to meet multifaceted needs, including access to food, water, healthcare, or shelter and increase access to socio-economic opportunities. This type of intervention has been widely implemented in MENA since 2014, including through innovative targeting and distribution systems to support autonomy and self-reliance of affected people.

At present there are broadly three categories of cash assistance implemented by UNHCR operations in MENA:

- One-time urgent or seasonal cash assistance
- Time-bound sectoral assistance (e.g., health, shelter, education, cash for protection)
- Monthly cash assistance (i.e. mostly multi-purpose cash assistance or MPCA)

In UNHCR operations in MENA, targeting systems have evolved significantly from their early stages. Since 2015, CBI have been evaluated in most operations with large scale MPCA interventions. Most operations in the region now use various statistical methods such as regression analysis, analytical hierarchy profiling, and clustering to inform targeting and prioritization systems. This approach ensures that interventions are evidence-based and adaptable to changes in operational contexts, including emergencies. However, this highly scientific approach constitutes a communication barrier.

To address this challenge, operations are encouraged to consider targeting approaches that are more easily understood by both staff and affected communities. Categorical targeting criteria or index-based models with a limited number of variables tend to be more transparent and easier to communicate. Where index-based approaches are used, it is not recommended to share weighting details; however, eligibility criteria can

be ranked by importance to improve clarity. Transparency should be maintained through clear, accessible communication of who qualifies and why. Additionally, any fraud risks associated with simpler or more transparent systems should be managed through existing fraud risk mitigation measures, which may require review and strengthening of related systems, processes, and staff capacities.

In this context, the UNHCR-WFP Joint Programme Excellence and Targeting Hub (website: unhcr-wfp-hub.org; email: wfp.unhcr.hub@wfp.org) is available to provide technical support to UNHCR and WFP operations on targeting and Accountability to Affected People (AAP). The Joint Hub is also actively supporting ongoing work in the MENA region to improve the inclusiveness, clarity, and effectiveness of communication related to CBI targeting

Despite the efforts of UNHCR and partners to provide transparent and consistent information on availability of funds, targeting and eligibility criteria, and appeal processes, information on CBI continues to be critical but understanding key elements of CBI remains a challenge for large segments of the population. Therefore, UNHCR and partners regularly review information materials, updating and developing new messages on cash eligibility and related procedures, including to inform about appeal processes to meet UNHCR's AGD core action 3: Communication and Transparency.

# Tailoring messages about cash interventions

UNHCR developed the following key messages to inform communities about the processes in place for CBI as well as dedicated channels to appeal cash assistance related decisions in Lebanon and Jordan.

The below matrix serves as template to communicate modifications, including reductions, to CBI programmes, to increase transparency and ensure equal access to assistance. The UNHCR MENA RB recommends the use of the messages, which need to be adapted to the communication needs and ecosystem in a specific context.

**Download key messages in English, Arabic, French**

The matrix was developed in consultation with operations in the 2023 MENA AAP and Information Management Workshop, to tailor key messages on cash assistance decisions and raise awareness on appeals channels. Guidance on how to develop and use the matrix is available in the **Strategic Communication guidance and learning materials**. The matrix can be accessed in the following link: **CBI Messages Matrix**

| **AUDIENCE**<br>[who is the target audience group:] *e.g.,* ***Refugee families with vulnerabilities, living in camp settings*** | | **Channels** Preferred by audience | **Output** Suitable to channel distribution | **Language** Suitable to audience |
|---|---|---|---|---|
| **MAIN CONCERNS**<br>[List the top-three main concerns for audience 1:] | e.g.<br>Knowing if eligible for cash assistance<br>Understanding why not eligible for cash assistance<br>Inclusion and transparency (possibility of appeal) | [List any digital and non-digital channel used or preferred by audience 1] | [Identify products that can be disseminated or amplified through the used or preferred channels]<br>e.g.<br>Illustrations<br>Audio files | [List languages spoken by audience 1]<br>e.g.<br>Wolof<br>French |
| **CONSIDERATIONS**<br>[List any accessibility or inclusion considerations related to audience 1:] | e.g.<br>Lower literacy level,<br>Visual difficulties | [Does the channel allow for inclusion features?]<br>Yes/No | e.g.<br>Illustrations<br>Audio files | e.g.<br>Wolof... |

| | | PROOF POINTS | | | |
|---|---|---|---|---|---|
| **MESSAGE 1**<br>[High level or overarching message] | e.g.<br>UNHCR provides the most vulnerable households<br>with cash assistance to better meet their needs. | [List the message's sub-points to support overarching message with evidence:]<br>e.g.<br>•UNHCR involved refugees in the development of a targeting approach to determine which households are most in need of assistance and ensure that the most vulnerable are eligible to receive cash assistance.<br>•Eligibility is based on a combination of different elements such as family size, disabilities in the family, and many others.<br>Households that meet more of these conditions are considered to be more vulnerable. | Digital channels:<br>Website or page.<br>Social and messaging apps.<br>Offline channels:<br>Face-to-face.<br>Home visits.<br>Meetings.<br>Outreach. | e.g.<br>FAQs<br>Social media content (copies)<br>Illustrations/ infographics.<br>Video.<br>Leaflet.<br>Posters etc... | e.g.<br>Arabic etc.... |
| **MESSAGE 2**<br>[High level or overarching message] | *UNHCR relies on availability of external funds to provide lifesaving assistance* | [List the message's sub-points to support overarching message with evidence:]<br>*e.g.*<br>• *The duration and amount of the cash assistance depends on year and funding availability.*<br>• *Funding shortfalls have forced UNHCR, the UN Refugee Agency, to make cuts to its lifesaving aid to refugees and other forcibly displaced people* | Digital channels:<br>• Website or page<br>• Social and messaging apps.<br>Offline channels:<br>• Face-to-face.<br>• Home visits.<br>• Meetings.<br>• Outreach. | *e.g.*<br>• *FAQs*<br>• *Social media content (copies)*<br>• *Illustrations/ infographics*<br>• *Video*<br>• *Leaflets,*<br>• *Posters etc...* | *e.g.*<br>*Arabic etc....* |

## CONTENT

Based on key messages presented in this chapter, UNHCR developed the following content.

### SOUNDBITES

The below soundbites were developed in consultation with the UNHCR operation in Lebanon to raise awareness and inform affected people about potential CBI reductions, eligibility criteria and channels to appeal related decisions. Soundbites can be used to amplify messages such as FAQs on Help.unhcr.org or other websites and to make them more accessible or inform communication campaigns and dissemination through social media (country Facebook pages, WhatsApp, etc.). More guidance on what soundbites are, how to develop and use them is available in the **Strategic Communication guidance and learning materials**. To request support with specific soundbite development, please email **jorammenacbp@unhcr.org**. The content is available in **English, French, Arabic.**

| |
|---|
| Only a few families with most critical needs are considered for assistance |
| The most vulnerable people receive cash and food from UNHCR/WFP |
| UNHCR and WFP provide cash based on available funding |
| Vulnerability assessments are based on existing data |
| Make sure your file is up to date |
| Assistance is appropriate to needs |
| Assistance must be meaningful |
| Eligibility depends on a combination of different conditions |
| There are over 50 different conditions |
| Family size, disabilities in the family among others are all conditions examples |
| The more conditions households are meeting, the more vulnerable |
| Selection ensures all families are considered fairly and equally |
| UNHCR/WFP assess vulnerability conditions once a year |
| You can appeal decisions related to cash assistance |
| The appeal system is open for a limited period every year |
| The appeal system is called Grievance Redress Mechanism |
| The Grievance Redress Mechanism takes place after the new assistance cycle is announced |
| All not selected refugees will receive an SMS |
| Information with a link to appeal is included in the eligibility SMS |
| Call UNHCR to flag any changes to your family situation or contact details |
| There are alternative types of cash assistance |
| You may be eligible for cash for protection, shelter or education |
| There are alternatives to cash assistance |
| Contact UNHCR for more information about available services |
| For more information visit [country portal] |

## FREQUENTLY ASKED QUESTIONS (FAQS)

### UNHCR's Cash-Based Interventions and Transparency

The below box offers a concrete example FAQs that were developed and tested by the Lebanon operation with the support of the UNHCR MENA RB ahead of a UNHCR-WFP Hub targeting in 2022. The FAQs were meant to raise awareness and inform people about cash assistance eligibility criteria and available appeal mechanisms. The content is available in **English and Arabic.** More examples of FAQs from other operations in MENA, including Jordan, are available under the repository section of this chapter.

FAQs can be disseminated through internet-based platforms such as unhcr.help.org or other communication channels such as frontline actors, community volunteers or other face-to-face methods. More guidance on the use of FAQs is available in the Strategic Communication guidance and learning materials. To request support with FAQs development, please email **jorammenacbp@unhcr.org**.

**WHO IS BENEFITTING FROM UNHCR'S CASH-BASED INTERVENTIONS?**

UNHCR's cash-based interventions program is designed so that the most vulnerable refugees, internally displaced or stateless families receive an amount of assistance to meet their needs.

How does UNHCR ensure the most vulnerable receive cash assistance?

UNHCR involved refugees in the development of a targeting approach. With such approach, a few characteristics have been identified that show which households are most vulnerable and therefore most in need of assistance.

**AM I ELIGIBLE FOR UNHCR'S CASH ASSISTANCE?**

Eligibility for cash assistance is based on a combination of characteristics that have been identified to determine which households are most vulnerable and hence in need of assistance. These involve different elements such as family size, disabilities in the family, and many others. Households that meet more than one of these characteristics combined are considered more vulnerable in ranking from the most to the least vulnerable.

**CAN I TRUST PEOPLE WHO SAY THEY CAN FACILITATE FOR ME TO OBTAIN CASH ASSISTANCE FROM UNHCR?**

No, UNHCR or its partners are the sole responsible to inform about the cash-based intervention program and you should never trust anybody who claims to be able to make you obtain cash assistance from UNHCR under any circumstances. People who make such claims are likely to be fraudulent. They do not give the correct information about the program and will likely ask you for money and then disappear, this is fraud.

**For more fraud and misconduct related FAQs visit chapter 2**

**I BELIEVE THAT I AM ELIGIBLE FOR CASH ASSISTANCE, BUT I AM NOT RECEIVING IT, HOW DO I COMPLAIN?**

UNHCR is always looking to improve services and wants to hear your feedback. If you have a valid case to receive cash-assistance, you can place a claim for reconsideration of your eligibility. Every UNHCR Office has a procedure in place for claims so you should look for this procedure in the nearest Office.

**HOW DO I KNOW IF MY CLAIM IS SUCCESSFUL?**

After your claim and information will be analyzed, some families will be included in the assistance program. Please be aware that a claim does not lead to automatic inclusion to assistance. Not all families will be included for assistance through this process, and only families who are currently not receiving any assistance will be selected.

## TEXT MESSAGES

The UNHCR MENA RB has made available a set of standardized messages to communicate with affected people on cash assistance in a timely manner at each stage of the assistance delivery process. These messages are available in English, Arabic and French, Oromo, Amharic, Somali and Tigrinya.

The following is an example message on eligibility for cash that can be used via SMS or other direct instant messaging format (WhatsApp, Twilio etc.).

| English | Arabic | French | Oromo |
|---|---|---|---|
| Your case [INSERT CASE NUMBER] is eligible for cash assistance for [INSERT DURATION] months from [MM/YY]. You will receive a message when the assistance is ready. | ملفك [أدخل رقم الحالة] مؤهل للحصول على مساعدة نقدية لمدة [أدخل المدة] أشهر من [شهر/سنة]. سوف تتلقى رسالة عندما تكون المساعدة جاهزة | Votre dossier [INSERT CASE NUMBER] est éligible pour une assistance financière pour [INSERT DURATION] mois à compter du [MM / AA]. Vous recevrez un message lorsque l'assistance est prête à être collectée. | lakkofsa kee { INSERT CASE NUMBER} fudhatama argate gargaarsa mallaqaatiif { INSERT DURAETION} ji'a [MM/YY] isiniif ergama yeroo gargarsii mallaqaa qophayeetti. |

| Amharic | Somali | Tigrinya |
|---|---|---|
| የእርስዎ [INSERT CASE NUMBER] ለገንዘብ ዕርዳታ የማግኘት [INSERT DURATION] ወራት ከ [ወር/አመት] ብቁ ከሆን የእርዳታ ሂደቱ ዝግጁ በሚሆንበት ጊዜ የጽሁፍ መልእክት ይላክሎታል። | Malafkaaga [INSERT CASE NUMBER] waxa uu xaq u leeyahay kaalma lacageed [INSERT DURATION] bilood laga billaabo [MM/YY]. Waxaa lasoo dirayaa farriin marka Kaalmadu diyaartahay. | ፋይልኩም (INSERT CASE NUMBER) ንገንዘባዊ ሓገዛት ብቁዕ ኮይኑ፡ ን (INSERT DURATION) ኣዋርሕ፡ ካብ (MM/YY)። እቲ ሓገዝ ምስ ተዳለው፡ ናይ ኣስ.ኣም.ኣስ SMS መሰጅ ክመጸኩም እዩ። |

[Download standardized messages]

# Repository

## In MENA

### UNHCR Egypt Humanitarian Cash Assistance

In Egypt, UNHCR provides comprehensive and up-to-date information on its cash assistance interventions through the UNHCR Egypt Help website. The page explains the eligibility assessment process, types and amounts of cash assistance, timeframes, and distribution modalities. It also includes clear information on feedback and complaints mechanisms, including fraud prevention and reporting channels. The content is available in multiple languages to ensure accessibility, including Arabic and English serves as the primary reference for affected populations seeking information on cash assistance.

For more information visit **Help Egypt / Cash Assistances**

### Video explainer

The UNHCR operation in Lebanon designed and published a video explainer on how to use the UNHCR-issued cash card. The video can be accessed under the following link **How to use your red card** at the BoB finance branches in Lebanon (youtube.com)

### Additional MENA resources can be accessed in the below links:

**Cash Assistance Through Mobile Wallets - UNHCR Jordan**

**WFP's assistance through mobile wallets for Syrian refugees registered in the community - UNHCR Jordan**

**Cash Assistance - UNHCR Lebanon**

**Basic assistance – UNHCR Lebanon**

Visit the **UNHCR Help Iraq website** for updated and verified information

Subscribe to **UNHCR's WhatsApp broadcast** to receive the latest updates directly on your phone

Follow **Yalla Sawa Facebook Page**

## Outside MENA

### Cash Hub:

The Cash Hub contains a comprehensive toolkit to enable the implementation and monitoring of cash-based interventions in humanitarian responses. The toolkit provides guidance and resources on how to communicate with affected people on cash-related matters, including related feedback and complaints.

The materials can be accessed under the following link **Set up and implementation - Cash Hub (cash-hub.org)**

Lebanon. Ceasefire agreement between Israel and Hezbollah comes into effect.
© UNHCR/Ximena Borrazas

# Inclusive Communication Strategies

## Overview

UNHCR's AGD Policy emphasizes UNHCR's commitment towards participation and inclusion of all affected people, including those with diverse needs or characteristics[15], such as people with disabilities and those with diverse sexual orientation, gender identity, gender expression and sex characteristics (SOGIESC). Regional research (such as **'Digital Accountability to Affected Populations (AAP)'** and '**In touch with refugees**') highlighted good inclusion practices but also challenges faced by marginalized groups to access safe identification and referral procedures, protection-related information, and AAP mechanisms across MENA. The research also shed light on the challenges faced by women at risk, people with disabilities and older people to access protection information, partly due to digital literacy levels, affordability of devices and connectivity.

Against this backdrop, UNHCR and partner efforts focus on reaching people with specific needs and diverse profiles to promote their inclusion and access to protection and socioeconomic opportunities, as well as their participation and access to AAP mechanisms and decision-making processes. To support these strategies, the UNHCR MENA RB has developed guidance, learning materials and initiatives such as the MENA Diversity Learning Series in 2023. Respectful language has also been identified as a key area of intervention to support inclusion, paving the way for the launch of an 'Arabic Glossary' to support appropriate terminology related to diverse SOGIESC. Inclusive language has been mainstreamed in regular interactions and events organized by the UNHCR MENA RB integrating accessibility features, such as use of captions, or

15 Diversity refers to "different values, attitudes, cultural perspectives, beliefs, ethnicities, nationalities, sexual orientation, gender identity, disability, health, social and economic status, skills, and other specific personal characteristics. These differences must be recognized, understood, respected, and valued by UNHCR in each context and operation. Respecting diversity means recognizing and valuing those differences and creating a protective, inclusive, and non-discriminatory environment where everyone's rights are upheld" ( **2018 UNHCR AGD Policy**)

availability of interpretation service and sign language. To promote horizontal knowledge and empower communities, the UNHCR MENA RB has also supported engagement with partners and grassroots organizations through the **MENA Community Protection Network**, while promoting safe spaces and inclusion.

This chapter provides an overview of harmonized communication products and guidance to promote inclusive access to protection and multisectoral services with special attention to people with disabilities and people with diverse SOGIESC.

# Tailoring inclusive messages

The following key messages against discrimination were developed and tested to mitigate risks and respond to the multifaceted needs of diverse population groups through capacity development, awareness raising and face-to-face tools. These messages have been tested in North Africa to raise awareness among humanitarian workers and first responders and provide information on protection and assistance available to people with diverse needs and profiles.

The below matrix formed the basis for tailored communication products, including illustrations, posters and stickers (see below).

**Downloads:**

**Messaging Matrix** (English, French, Arabic)

| Inclusion of people with diverse needs and characteristics | | Channels | Output | Language |
|---|---|---|---|---|
| **AUDIENCE** | People with diverse needs, profiles and characteristics, including people with disabilities, and people with diverse SOGIESC | **Preferred by audience**<br>Mix of digital and offline. | **Suitable to channel distribution**<br>Online and offline formats. | **Suitable to audience**<br>Content translated into different languages. |
| **MAIN CONCERNS** | *Some individuals may be facing trauma or other barriers to seeking protection*[16].<br>*May be not willing to disclose needs.* | | | |
| **CONSIDERATIONS** | Simplified language with accessible features, such as captioning, audio description or sign language. | | | |
| **KEY MESSAGES** | PROOF POINTS | | | |
| **MESSAGE 1**<br>**Everyone has the right to seek asylum and access protection.** | People with disabilities face barriers that may hinder full and effective participation in society and access to opportunities on an equal basis with others.<br>People with disabilities have the right to seek asylum.<br>Everyone means everyone. | | | |

16 Potential barriers to consider: a) Language for individuals who don't speak English, French or Arabic; b) Psychological state: some individuals might not self-identify as victims of persecution – especially when form of harm common or felt others suffered more greatly; c) Social norms: cultural norms prevent speaking about violence suffered (Syrian, Yemeni women in particular); d) Different levels of knowledge about nature of protection or right to asylum: Syrians automatically accepted as refugees, Sub-Saharan Africans might prefer to open up to someone who resembles them; e) Fear/mistrust: fear of arrest/deportation, mistrust of police, those who seem foreign or roles seem unclear (humanitarian workers).

# CONTENT

Based on the tested key messages presented above, UNHCR developed the following content.

## SOUNDBITES

Dedicated awareness-raising soundbites on inclusive access to asylum, safe spaces, hate-free and discrimination-free zones for people with diverse needs and profiles were developed to amplify the key messages presented in this chapter. Some were developed in the context of dedicated awareness campaigns, such as IDAHOBIT, to promote inclusion of people with diverse SOGIESC. These messages can be used as multimedia content, instant messaging, social media and audio files. More guidance on soundbites, how to develop and use them is available under the Strategic Guidance and learning resources of this Toolbox. To request support with soundbite development, please email **jorammenacbp@unhcr.org**. The soundbites are available in **English, Arabic and French**.

| For people with disabilities |
|---|
| Everyone has the right to seek asylum |
| Seeking asylum is a human right |
| No barriers should hinder full access to protection services |
| Everyone should be able to participate effectively in society |
| Everyone should access opportunities on equal basis with others |
| Everyone should access services on equal grounds |
| People with disabilities should be able to access humanitarian assistance and programmes |
| No one should be discriminated |
| No one should be persecuted because of diverse capacities |
| UNHCR/partner promotes equal access and inclusion to programme/services |
| This is a discrimination-free zone |
| If you have been exposed to discrimination, please report |
| Your case will be handled in full confidentiality |
| Your family or community will not be informed |
| This is a barriers-free space |
| This is an accessible channel |
| **For people with diverse SOGIESC** |
| Everyone has the right to seek asylum |
| Everyone means everyone |
| Seeking asylum is a human right |
| No one should be persecuted for who or how they are |
| You are safe here |
| This is a hate-free zone |

| |
|---|
| Your case will be handled in full confidentiality |
| Your family or community will not be informed |
| This is a safe space |
| This is a safe channel |

## ILLUSTRATIONS

The illustrations below were designed and disseminated as part of the regional IDAHOBIT campaign to promote a safe environment for people with diverse SOGIESC. Testing of the visuals representing hands and pins of different shapes and colors to promote diversity and equal access to protection received positive feedback among affected communities.

Those who participated in dialogues during testing exercises felt well represented by these visuals. The illustrations are suitable for printing posters, stickers, or pins to signpost safe protection spaces but can also be disseminated digitally via messaging apps (WhatsApp or other instant messaging channel) or during meetings with affected communities (through focus group discussions or other meetings).

The infographics master file template is available and can be updated with new data and adapted to suit different needs. To request support with the design, please email jorammenacbp@unhcr.org. The content is available English, French, Arabic.

**IDAHOBIT Poster**

English – French – Arabic Posters - Download poster content in jpeg format

**Download hands illustration content**: Jpeg format

Download pin graphics

# Repository

## Inclusive Communication Strategies

FDSPs and other affected people increasingly rely on digital technology and channels to communicate and access essential services in urban, rural and camp contexts worldwide. However, the digital divide remains a concern, with women, people with disabilities and older people disproportionally impacted. For this reason, effective and inclusive communication should apply both digital and face-to-face communication modalities. Below are some examples of strategies and approaches within and outside MENA.

## Digital Inclusion Approaches

In 2022, UNHCR committed to strengthen AAP people, integrity and efficiency through increased digitalization by launching a six-years **Digital Transformation Strategy**. This strategy requires adapting and adjusting to diverse needs in line with the AAP Core Action three (Communication and Transparency) to effectively reach audiences in an inclusive manner. In line with these commitments the following solutions for inclusive digital communication may be considered to respond to the accessibility challenges identified. This Toolbox integrates key inclusion considerations and accessibility features and provides guidance on how to enable these features and use them as required. To further support these efforts, a set of global UNHCR resources has been developed to guide inclusive communication practices, particularly around digital accessibility. These resources are designed to ensure the meaningful participation of persons with disabilities and to help field teams implement inclusive approaches across platforms. For example, the **AAP Operational guidance** provides tools such as guidance on supporting the participation of persons with disabilities, tips for accessible communication, and suggestions for using TV screens and developing inclusive content.

In addition, the **Digital Accessibility Guidance Note** offers practical recommendations to ensure that digital platforms and content are usable by all, while the **Accessibility Guidance for HELP Editors** includes a checklist to support the creation of accessible content on the HELP site.

Together, these tools form a strong foundation for inclusive digital communication and reinforce UNHCR's commitment to leaving no one behind

**The table below outlines digital accessibility tools and provides online links to the related resources.**

**TABLE 2**

| | |
|---|---|
| **Features for accessible websites** | **'Read Aloud' (text-to-speech) functionality.**<br>**Overview of accessibility in Power BI**<br>**Google speech-to-text**<br>**NVDA text-to-speech reader** |
| **Features for accessible webinars** | **Quick guidance to captioning for online events** |
| **Accessible documents** | **Immersive reader functionality**<br>**Speech to text functionality**<br>**Quick 'How to use' Guide for accessibility checker on Microsoft**<br>**Comprehensive text-to-speech reader for Word, HTML and pdf documents: Jaws** |
| **Accessible e-mails** | **Step-by-step guide to make accessible e-mails** |
| **Accessible mobile phones** | On your phone, download the accessibility package for: **Android - iPhone** |
| **Guidance** | **What is Total Communication**<br>**Key Guidelines to creating a Total Communication environment**<br>**Unicef Guidance 'Including children with disabilities in humanitarian action'** |

Summary of digital accessibility features and related guidance for use, UNHCR MENA RB 2023

The below initiatives showcase inclusive protection strategies that support tailored and accessible two-way communication:

# In MENA

## MENA Diversity Learning Series

In 2023, the UNHCR MENA RB launched a 'Diversity Learning Series' aimed at strengthening inclusive approaches across MENA UNHCR operations, equipping registration and other frontline staff with necessary skills to conduct respectful interviews and effective data collection for diverse groups while supporting multisectoral dialogues for the implementation of diversity and inclusion roadmaps. The Series was structured around five sessions, each containing a learning module covering the full spectrum of diversity.

The modules can be accessed upon request to **jorammenacbp@unhcr.org**

## Arabic Glossary for Diverse SOGIESC

The Arabic Glossary for diverse SOGIESC is the result of a multistakeholder process in MENA to identify respectful, culturally and context sensitive terminology in Arabic. To ensure accuracy and relevance of terms from a sociological and linguistic perspectives, the tool was developed with experts and affected communities through online and in-person consultations.

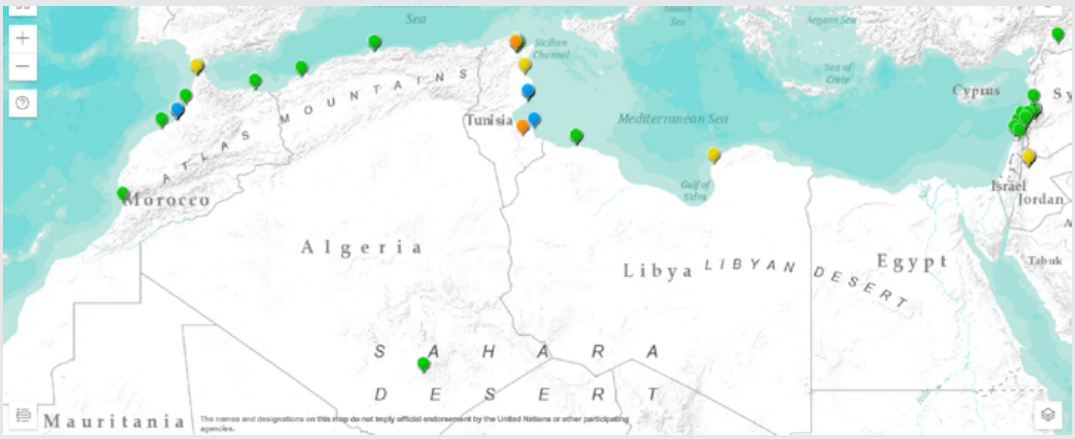
The MENA Community Protection Network consists of 139 organizations in 11 countries, which support FDSPs and other affected people in the MENA region, with particular attention to people with diverse needs and profiles. The Network comprises mainly community and grassroots organizations, refugee-led organizations (RLOs), women-led organizations (WLO) and youth-led organizations (YLO) as well as non-governmental organisations (NGOs), UN agencies and national institutions.

The main objective of the Network is to identify people with international protection needs in mixed movements and other contexts to strengthen access to protection and multisectoral services for the most vulnerable. It does so by facilitating safe disclosure and identification of protection and support needs and referrals to safe services across the region. The Network also plays a critical role in identifying information needs and preferred communication channels among affected people.

**For more information visit:**

- The **MENA Community Protection Network Website** hosted by UNHCR serves as repository for information, including service mappings, protection tools and learning materials, in three languages (English, French, and Arabic).
- The **online map,** available on the website, facilitates information sharing and referrals among members.
- The **MENA Network Membership Application Form** to become a member.

Download **Arabic Glossary (Arabic English)**




The MENA Community Protection Network Map

## Outside MENA

### The Regional Safe Spaces Network

**The Regional Safe Spaces Network** is an inter-agency coordination mechanism that was developed in the Americas Region in 2016 and launched in 2017 with the support of the UNHCR RB Americas to strengthen case management and information on GBV and child protection.

The Network led the development and implementation of a regional protection strategy to respond to people with international protection needs in mixed movements. In consultation with partners and communities, the Network focused on improving access to essential services for survivors of GBV, children at risk, victims of trafficking and aggravated smuggling and other people at high risk.

**https://globalcompactrefugees.org/good-practices/regional-safe-spaces-network-cross-border-protection**

### The UNHCR-UNICEF Safe Space, Protection and Support Hub

Established jointly by UNHCR and UNICEF together with local authorities and other partners and service providers, the Blue Dots are support hubs that bring together critical protection services as well as reliable multi-language and multi-format information for persons fleeing the war in Ukraine and other affected people within the context of the Ukraine situation. They are easily recognizable by their label – a large blue dot – and offer free of charge services to all persons fleeing the hostilities, with particular attention to people facing greatest risks, such as unaccompanied and separated children, adolescents, people with diverse needs and profiles. The hubs are key for outreach, delivery of updated and accurate information, and services such as support, assistance, and referrals to health care, education, psychosocial support among others.

Blue Dots also serve as points of reception of feedback for improved protection services. They can easily be located through this **online map**.

For more information visit: **https://bluedothub.org/**

Syria. UNHCR provides assistance to earthquake-affected people in Aleppo.
© UNHCR/Hameed Maarouf

# Solutions

## Overview

Finding solutions that enable refugees to live their lives in dignity and peace is key to the achievements of the Global Compact on Refugees' (GCR) objectives, notably to ease the pressure on host countries, enhance refugee self-reliance, expand access to third country solutions and support conditions in countries of origin and return in safety and dignity. These can include voluntary repatriation, resettlement and local integration. Faced with increasing challenges such as shrinking funds, limited places for resettlement and growing poverty in host or asylum countries, UNHCR must communicate in an accurate, relevant and timely manner with affected people about the actual processes and opportunities available.

This chapter provides guidance on harmonized messaging and content to strengthen communication efforts around solutions and provide timely, transparent and accurate information about existing programmes in contexts where managing expectations of affected people expectations is particularly crucial.

## Tailoring messages for solutions

At the end of 2023, the UNHCR MENA RB carried out a Communication and Transparency survey about information and messages available to Syrian refugees about return. The survey was addressed to UNHCR operations hosting Syrian refugees and aimed at mapping communication approaches as well as harmonizing key messages around return. Findings showed that most operations communicated proactively and provided information on return-related matters to Syrian refugees and had dedicated SOPs or Communication Strategies, including digital and face-to-face interventions. FAQs based on tested messages were widely available online through UNHCR.Help.org and hotlines, contact centers or chatbots. More guidance on messaging and testing processes is available in the Strategic communication guidance and learning materials, including guidance on how to develop messaged using the messaging matrix.

# CONTENT

A compilation of harmonized durable solutions messages in different formats is presented in the paragraphs below.

## FREQUENTLY ASKED QUESTIONS (FAQS)

The following regional FAQs address questions about durable solutions across MENA and are available in English, Arabic or French and other languages on UNHCR.Help.org, Lebanon, Jordan, Egypt and Iraq. Regional FAQs can be used as reference to develop country-based FAQs if integrated with context-specific information. They can be disseminated both externally on a webpage (Help.unhcr.org or other websites) and used internally in communications campaigns and tailored messages. FAQs can also support frontline staff and information materials for communities (e.g. leaflets). More guidance on the use of FAQs is available in the **Strategic Communication guidance and learning materials** of this Toolbox. To request support with developing FAQs , please email **jorammenacbp@unhcr.org**.

### Return to Syria[17]

Following the fall of Bashar Al-Assad Government in Syria[18], the evolving situation requires a strategic approach for communication and transparency on returns. This has led to increased engagement with the concerned populatio in neighboring countries and beyond, including through intention surveys, focus group discussions and regular updating of FAQs. As part of these efforts, the Syria Operation has developed the **Syria Is Home** platform, a dedicated information hub designed to provide Syrians with clear, reliable, and regularly updated guidance on return-related processes, available services, and the risks and considerations associated with returning. The platform consolidates key messages, inter-agency FAQs, and communication materials, helping ensure that individuals can make informed decisions based on transparent and verified information.

Many Syrian refugees are thinking about whether returning to Syria is the right choice for them and their families. UNHCR understands how important and personal this decision is.

UNHCR does not encourage or promote return. Any decision to return must be voluntary, based on clear and accurate information, and made in conditions of safety and dignity.

UNHCR's role is to help refugees understand their options, access trusted information, and know where to ask for help, before and after return.

The following key messages are intended to support informed decision-making and manage expectations for those considering return.

**Key Messages for Syrian Refugees Considering Return**

- *Your decision to return is yours alone*

  You should only return if you believe it can be done in conditions that respect your safety, dignity, and rights. If you feel unsure or unsafe, it is okay to wait. No one should pressure or force you to return to Syria.

- *Before deciding to return to Syria, make sure you have accurate and up-to-date information about conditions inside Syria and in the specific area you plan to return to.*

- *Conditions are different from one place to another*

Safety, services, housing, and livelihoods vary widely across Syria. What you hear about one area may not apply to another. Always check information for your exact place of return.

- *Use trusted UNHCR information channels*

  To avoid rumours and misinformation, use official sources such as:

  » The "Syria Is Home" platform

  » UNHCR Help Pages in your country

  » UNHCR call centres, help desks, or community outreach volunteers

- *Make sure you understand documentation requirements*

17 **UNHCR Position on Returns to Syrian Arab Republic December 2024**

18 **https://www.unhcr.org/news/stories/what-do-recent-events-syria-mean-syrian-refugees**

Returning without the right documents can cause serious difficulties. Before returning, check what identity, civil, or property documents you and your family may need, and how missing documents can be replaced.

**Think carefully about access to basic services**

Before returning, consider whether you are likely to have access to housing, healthcare, education, water, electricity, and other essential services. In some areas, services may be limited or unavailable.

**Plan carefully and realistically**

Return can involve challenges, delays, and unexpected costs. Make a plan, prepare for different outcomes, and avoid selling belongings or ending legal status in your host country before you are sure.

**Assistance after return is limited and not guaranteed**

Returning does not automatically mean receiving assistance. Support inside Syria depends on location, needs, and available resources, and may not meet all expectations.

**Stay in contact with UNHCR before and after return**

UNHCR can provide information and guidance, even if you decide to return on your own. Staying connected helps you know where to seek help if problems arise.

**Seek advice if you or your family have specific protection needs**

If you have concerns related to health, disability, age, family situation, or other protection risks, seek advice before returning to understand possible challenges and available support.

**Voluntary Return to Syria – Communication Channels by Country:**

UNHCR continues to provide information, counselling, and support related to voluntary return to Syria through official and accessible communication channels across the MENA region. Given the evolving situation in Syria, refugees are encouraged to rely exclusively on UNHCR's verified platforms for up-to-date information, guidance, and individual counselling. All engagement with UNHCR on return-related matters remains voluntary and confidential.

### Lebanon

In Lebanon, UNHCR provides information and individual counselling on voluntary return to Syria through multiple channels. Refugees can obtain guidance on return procedures, documentation, and available services, and raise individual questions or concerns.

Following recent developments between UNHCR and the Government of Lebanon, the Voluntary Return Programme (VRP) for Syrian refugees has been officially launched. This allows refugees to exit Lebanon without fees or fines and without the previously applied re-entry ban stamp.

**Communication Channels / Materials:**

UNHCR National Call Center: 04 726 111

**Online Contact Form**

Community Development Centers

Updated **HELP page**

Two posters in English and Arabic for general dissemination, and two posters in  for community outreach:

- **How to Redeem at OMT_Return EN**
- **How to Redeem at OMT_Return AR**
- **Self Organized Voluntary Return EN**
- **Self Organized Voluntary Return AR**

Mass communication initiated, including WhatsApp messaging and targeted outreach.

### Jordan

In Jordan, UNHCR provides information and counselling on voluntary return to Syria through its official communication platforms. Refugees can access updated guidance on procedures, available support, and frequently asked questions.

**Communication Channels**:

Jordan - return to Syria UNHCR Helpline - 06 400 8000

**HELP Jordan** online communication channels

**UNHCR Jordan WhatsApp Group**

**UNHCR Jordan Facebook Page**

### Iraq

In Iraq, UNHCR provides information on voluntary return to Syria through its HELP platform, including guidance on considerations, procedures, and available support. Refugees are encouraged to consult official channels for reliable and up-to-date information.

**Communication Channels**:

**UNHCR Iraq HELP platform**

### Egypt

In Egypt, UNHCR provides information on voluntary repatriation to Syria through the HELP platform, phone-based contact services, partner-run multi-purpose community centers, and UNHCR Registration and Reception Center in Cairo. Refugees can seek counselling and verified information through UNHCR's official channels.

**Communication Channels:**

UNHCR Egypt contact center (phone-based contact centre): 17760

Updated **HELP page**

Inquiries Desks in the multi-purpose community centers: Community-based Protection - UNHCR Egypt

Reception Desk in UNHCR Main Registration and Reception Center in Cairo: 17 Mecca El Mokarama St. 7th district, 6 October, Cairo, Egypt.

### Türkiye

In Türkiye, UNHCR provides information related to voluntary return to Syria through its HELP platform. Refugees are encouraged to consult official UNHCR communication channels for verified information and guidance.

**Communication channels:**

**UNHCR Türkiye HELP platform**

**Video (FAQs on Voluntary Repatriation):**

A short video addressing frequently asked questions on voluntary repatriation, with a focus on clarifying key aspects of the process and countering common rumours and misinformation related to returns. The content is designed to support informed decision-making by providing clear, accessible explanations. **https://www.facebook.com/unhcrturkiyeinfo/videos/601544829642033/**

**Podcast (Returns and Permit Types):**

An audio session responding to common questions related to return options and different types of residence and protection permits. The podcast aims to clarify procedures and distinctions between permit categories, helping listeners better understand their legal and administrative options. **https://www.facebook.com/unhcrturkiyeinfo/videos/2116358205506249/**

## Resettlement

The following regional FAQs address questions about resettlement across MENA and are available in English, Arabic or French and other languages on UNHCR.Help.org, Lebanon, Jordan, Egypt and Iraq.

## FREQUENTLY ASKED QUESTIONS (FAQS)

**What is resettlement?**

Resettlement involves a voluntary, safe and regulated transfer of people in need of international protection from the country where they are registered (either with UNHCR or with host government authorities) to another country which has agreed to admit them as refugees.

Resettlement is intended as a long-term solution. It may offer an option for refugees to eventually become citizens in their new country, although the process can take several years. Refugees who are resettled may be given the right to work and study, access to health care and other social services, and the necessary support to participate in local communities.

**Can I apply for resettlement?**

Nobody can apply for resettlement.

UNHCR identifies refugees who are most at risk of serious harm in the country of asylum where they are registered, usually because of threats to their life, freedom or physical safety, or other serious violations of human rights.

These risks are assessed when responding to the specific needs of individuals and families, taking due account of the local context, the availability of legal and physical protection, the accessibility of relevant services, the prospects for returning safely to their home country and the principle of family unity.

Women, men, girls and boys of different backgrounds may be considered for resettlement, as well as persons of diverse gender identity or sexual orientation, people living with a disability, stateless individuals and others who are assessed to be in need of international protection. Factors such as nationality, ethnicity, political opinion, religious beliefs, education, work experience and language are not relevant to whether UNHCR will consider people for resettlement.

Resettlement is not a right.

Resettlement countries offer limited quotas, meaning that most refugees cannot be considered for resettlement to another country even if UNHCR believes it would be necessary for their protection or to reunite them with family members. UNHCR will prioritize the most urgent cases for referral to a resettlement country. Refugees cannot choose the country which UNHCR will ask to consider their case, although they have the right to decide whether they wish to be resettled.

**How do I know if I have a resettlement case?**

If your case is considered for resettlement, UNHCR will contact you.

UNHCR will be in touch with you during the different stages of the resettlement process. It is important that you tell UNHCR if you change your phone number or move to a different address.

All services provided by UNHCR, **including resettlement, are free of charge**. If you are asked by anyone to pay money in connection with resettlement, please report the incident to UNHCR: **https://www.unhcr.org/making-complaint.html**

Your personal data including your name, biographic information and reasons why you may be considered in need of international protection are protected by, **UNHCR Data Protection Policy**, and will not be shared with resettlement countries without your authorization.

**Who makes the final decision on my case for resettlement?**

UNHCR identifies people who may be in need of resettlement and interviews them to collect the information that will be required by a resettlement country. However, the final decision to accept someone for resettlement as a refugee is made by government authorities in resettlement countries and not by UNHCR. Resettlement countries also apply specific criteria and policies which may prevent UNHCR from referring certain kinds of cases to them.

If your case is not referred to a resettlement country, if you are advised that you are not currently eligible for resettlement, or if a resettlement country decides not to admit you as a refugee, then UNHCR will continue to provide protection in the country where you are currently registered for as long as UNHCR considers that you are in need of international protection.

# Family Reunification

The following regional FAQs address questions about family reunification across MENA and are available in English, Arabic or French and other languages on UNHCR.Help.org, Lebanon, Jordan, Egypt and Iraq

## FREQUENTLY ASKED QUESTIONS (FAQS)

What is refugee family reunification?

Family reunification brings together family members living in different countries. Refugee family reunification is where a family was separated and at least one member of the family was recognised as a refugee, or complementary protection holder, by the country he/she lives in. This refugee can then apply for his/her family to join them in that country.

**Can I apply for family reunification?**

Once you receive refugee or complementary protection status in your current country, you can then apply for eligible family members to join you. You will then have the status of a "sponsor" or "petitioner" of your family members.

The family members eligible for family reunification depends on the country where you live. Most national laws allow for spouses, parents of minor children and dependent children to reunify with you. In some countries other dependent family members can also apply. Eligible family members are often referred to as "applicants".

Upon acceptance and issuance of relevant visas, your family may travel to be reunited with you. On arrival they will be granted a residence permit (the type of permit differs between countries).

Be mindful that specific deadlines and procedures apply, depending on the country where you reside.

**Which countries have family reunification programmes for refugees?**

Dedicated refugee family reunification procedures exist in most countries. These programmes differ from the family sponsorship routes for other migrants (non-refugees) and are often more favorable.

**Where can I find further information on family reunification and details of how to apply?**

For more information on country-specific criteria and how to apply, please go to the Family Reunification sections of the **relevant country page**. Links to the details of some family reunification programs are below. UNHCR will work to update this list to include details on family reunification programs of other countries. In the meantime, if you are seeking information about a family reunification program in a country that is not below, please search for "*family reunification*" on the government website of the country about which you are interested.

## SOUNDBITES

Based on the tested messages presented in this chapter, soundbites were developed in the context of the Syria situation to deal with queries about return-related aspects. Soundbites can be used in different kinds of communication interventions, including social media (e.g., country Facebook pages, messaging apps) or voice recorded messages. More guidance on what soundbites are and how to develop and use them is available under the Strategic Chapter of this Toolbox. To request support with soundbite development, please email **jorammenacbp@unhcr.org**.

| Return |
| --- |
| Return is an individual decision |
| Refugees are best placed to make decisions about return |
| UNHCR can provide information to refugees who wish to return home |
| If you have questions about return to Syria, search for the nearest UNHCR office |
| UNHCR may help address your questions |
| UNHCR can provide you with information about available services |
| Contact UNHCR for counselling support |
| UNHCR is currently not organizing return movements to Syria |

Iraq. Registration mission in Basrah, south Iraq. UNHCR, PC-MOI, and UNHCR partner LCN with its partner Al-Mayameen Humanitarian Foundation.
© UNHCR/Karlo Jeelo

## Refugee Sponsorship Programmes - UNHCR Israel

Canada's private sponsorship programme allows citizens, permanent residents, and organizations to sponsor refugees for permanent resettlement, providing financial and emotional support during the first year. Sponsorship can be done through Sponsorship Agreement Holders, Groups of Five, or Community Sponsors. Refugees in Israel are eligible, with UNHCR involved in G5 and Community Sponsor cases. Applicants must provide proof of refugee status from UNHCR or the host state. Sponsored refugees arrive as permanent residents, gaining protection, full access to services and the labour market, and a pathway to Canadian citizenship.

More details can also be found on UNHCR Help page for Israel

You can also Download Soundbites on Refugee Sponsorship available in English, French, Arabic.

# Repository

## In MENA

### Jordan: World University Service of Canada (WUSC) and Refugee Guidance Counsellors in Jordan

From 2023 to 2025, the project will continue to strengthen the capacity of refugee community leaders and volunteers in Jordan to deliver information about education and employment-related immigration programs to help refugees to navigate and progress through the selection processes of the complementary pathways they wish to pursue.

By working with refugee leaders across the country, the initiative aims to better inform and connect refugees with education, employment, or family reunification opportunities for which they may be eligible.

For further information: **https://globalcompactrefugees.org/good-practices/refugee-led-counseling-complementary-pathways-project**

UNHCR Jordan operation also developed the below vide explainer on complementary pathways:

**Family Reunification - English subtitles (youtube.com)**

**Employment pathway (Part 2) - English Subtitles (youtube.com)**

**Complementary Pathway المسارات التكميلية (English Subtitles) (youtube.com)**

# Communication and Transparency Glossary

**Accountability to Affected People (AAP)** is a commitment to the intentional and systematic inclusion of the expressed needs, concerns, capacities, and views of displaced and stateless persons in their diversity; and being answerable for our organizational decisions and staff actions, in all protection, assistance and solutions interventions and programmes. (**UNHCR Operational Guidance Operational Guidance on Accountability to Affected People, September 2020**)

**Asylum-seeker**: A person who is seeking international protection. In some countries, it is used as a legal term referring to a person who has applied for refugee status or a complementary international protection status and has not yet received a final decision on their claim. It can also refer to a person who has not yet submitted an application but may intend to do so, or may be in need of international protection. An asylum-seeker may not be sent back to their country of origin until their asylum claim has been examined in a fair procedure, and is entitled to certain minimum standards of treatment pending determination of their status. (**UNHCR Master Glossary of Terms**)

**Audience:** The person or people you want to communicate with. Knowing more about them (their wants, needs, values, etc.) is the first step to tailoring messages. (**Deedra Wollert Hickman, Audience Analysis for Technical Documents Writing Commons Oct 2014**). UNHCR Global Communications strategy identifies primary target audiences who hold the keys to success in achieving set objectives, these audiences include UNHCR supporters as well as forcibly displaced people. (**UNHCR Global Communications Strategy**)

**Audience segmentation:** The process of analysing an audience by shifting focus from a larger generic group towards specific groups to identify different audiences. This can be done based on different criteria or group characteristics, such as demographics, age, education, knowledge, or interest levels etc. (**Deedra Wollert Hickman, Audience Analysis for Technical Documents Writing Commons Oct 2014**)

**Communication:** the process by which messages or information is sent from one place or person (the sender) to another (the receiver), or the message itself (**the Cambridge Dictionary**). The most well-known and influential formal model of communication, developed in 1949 by Claude Shannon and Warren Weaver explains communication in terms of five basic components: a source, a transmitter, a channel, a receiver, and a destination. This model is specially designed to develop the effective communication between sender and receiver as it's based on the assumption that by identifying barriers to communication, it is possible to develop strategies to overcome them. (**Shannon, C. E., & Weaver, W. 'The Mathematical Theory of Communication', the University of Illinois Press, 1949**)

**Communication and Transparency**: the consistent and intentional sharing of timely, accurate, and relevant information between UNHCR, its partners, and people of concern. (**UNHCR Operational Guidance on AAP**)

**Community-Based Approach to Protection:** An inclusive partnership strategy that recognizes and builds on the capacities and resources of affected communities, by establishing trust, promoting meaningful participation, consultation and leadership in all aspects of programmes that affect them. It is a continuous process that engages communities as analysts, evaluators and implementers in their own protection. (**UNHCR Master Glossary of Terms**)

**Complaint**: Negative feedback. See *Feedback* below.

**Diversity:** Refers to different values, attitudes, cultural perspectives, beliefs, ethnicities, nationalities, sexual orientation, gender identity, disability, health, social and economic status, skills, and other specific personal characteristics. Characteristics vary from person to person and intersect, making each person unique. These differences must be recognized, understood, respected, and valued by UNHCR in each context and operation in order to address effectively the needs of all forcibly displaced and stateless persons. Respecting diversity means recognizing and valuing those differences and creating a protective, inclusive, and non-discriminatory

environment where everyone's rights are upheld. (**UNHCR 2018 Policy on Age, Gender and Diversity**)

**End User:** The person or organization that uses a product or service. (**Cambridge Dictionary**)

**Feedback**: Is formal or informal communication from affected people received through feedback mechanisms. It can either be positive or negative (complaint) and informs programming or requires corrective action (response). (**UNHCR Operational Guidance on AAP**)

**Gender**: Refers to the socially constructed roles for women and men, which are often central to the way in which people define themselves and are defined by others. Gender roles are learned, changeable over time, and variable within and between cultures. Gender often defines the duties, responsibilities, constraints, opportunities and privileges of women, men, girls, and boys in any context. (**UNHCR Master Glossary of Terms**)

**Internally Displaced Person**: A person who has been forced to flee from their home or place of habitual residence, as a result of or in order to avoid the effects of armed conflicts, situations of generalized violence, violations of human rights or natural or human-made disasters, and who has not crossed an internationally recognized State border. (**UNHCR Master Glossary of Terms**)

**One-Way Communication**: A communication model for messaging in which feedback or dialogue is minimal or impossible. It conceptualizes communication as a one-way process going from a source to a destination. The term is sometimes applied to the mass media, especially broadcasting, and also to downward communication in hierarchical organizations. It usually alludes to sender-oriented communication and unequal power relations. It is also often associated with instrumental or informational communication. Technically, it also includes surveillance systems such as security cameras. (Oxford Reference) . UNHCR encourages two-way communication approaches as a consistent way to achieve accountability to affected people. (more information about this approach is available in the below paragraphs)

**Persons with specific needs:** Any person who requires specific targeted assistance in order to enjoy the full range of his or her human rights. Children (especially unaccompanied and separated children), victims of trafficking, women at risk, older persons, and persons with disabilities are among the groups that often have specific needs. (**UNHCR Master Glossary of Terms**)

**Refugee:** Any person who meets the eligibility criteria under an applicable refugee definition, as provided for in international or regional refugee instruments, under UNHCR's mandate, or in national legislation. (**UNHCR Master Glossary of Terms**)

**Returnee:** A former refugee who has returned from a host country to their country of origin or former habitual residence, spontaneously or in an organized fashion, with the intention of remaining there permanently and who is yet to be fully integrated. Returnees include those returning as part of the operationalisation of the cessation clauses in the 1951 Convention and regional equivalents. The High Commissioner has a protection and solutions mandate for returnees as former refugees. (**UNHCR Master Glossary of Terms**)

**Risk Management:** Processes to identify and manage risks within an agreed risk appetite level. (**UNHCR Policy for Enterprise Risk Management-ERM**). It does not cover communications with refugees, communications in emergencies or crisis communications related to security incidents in UNHCR headquarters in Geneva, which is specifically covered in Crisis Management – Standard Operating Procedure in UNHCR HQ.

**Sensitive Complaints:** Sensitive complaints are typically related to staff conduct or any issue that the complainant may fear recrimination or victimization for. (**UNHCR Operational Guidance on AAP**)

**Stateless person:** A person who is not considered as a national by any State under the operation of its law, either because they never had a nationality, or because they lost it without acquiring a new one. (**UNHCR Master Glossary of Terms**)

**Strategic Communication:** Communication is strategic when it is consistent with the organization's mission, vision, values and when it can enhance the positioning and competitiveness in its operating landscape. 'The nature of organizational communication in general, and strategic communication in particular, is defined as the purposeful use of communication by an organization to fulfil its mission' (**K. Hallahan et al., International Journal of Strategic Communication March 2007**).

**Target Audience:** Primary audiences who receive the communication directly. (**Deedra Wollert Hickman, Audience Analysis for Technical Documents Writing Commons Oct 2014**).

**Two-way Communication:**[19] A communication approach that encourages feedback from the receiver to the sender. This allows the sender to know the message was received accurately by the receiver. As opposed to a linear communication model (**Shannon, C. E., & Weaver, W. 'The Mathematical Theory of Communication'**), it is argued that communication is usually more interactive with messages and feedback going back and forth between the participants. This approach is implemented by non-linear transmission models, also termed interaction models. (**Chandler, Daniel; Munday, Rod. 10 February 2011 "Transmission Models. A Dictionary of Media and Communication". OUP Oxford**). These approaches emphasize the dynamic nature of communication by showing how the process evolves as a multi-directional exchange of messages. (**McQuail, Denis (2008). "Models of communication". In Donsbach, Wolfgang (ed.). The International Encyclopaedia of Communication, 12 Volume Set. Wiley-Blackwell**)

**User Experience (UX):** How a user interacts with and experiences a product, system or service. It encompasses all aspects of the end-user's interaction with the company, its services, and its products. (**Nielsen Norman Group**)

**User Journey:** A user journey is a path a user may take to reach their goal when using a particular website. User journeys are used in designing websites to identify the different ways to enable the user to achieve their goal as quickly and easily as possible. (Experience ux).

19 **UNHCR Two-way communication learning materials**

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