

Development engagement document

<i>Project title</i>	<i>Telling the Real Story Information Campaign</i>
<i>Donor reference (F2)</i>	<i>2020 – 23317</i>
<i>Executing agency / Beneficiaries</i>	<i>UNHCR</i>
<i>Project site</i>	<i>Somalia, Ethiopia and Sudan</i>
<i>Duration</i>	<i>18 months</i>
<i>Budget</i>	<i>DKK 15.7 mill.</i>

1. Introduction

The present development engagement document details the objectives and management arrangements for the development cooperation concerning the *Telling the Real Story* Information Campaign (18 months) as agreed between the parties specified below. The development engagement document constitutes the documentation of the project and is annexed to the Exchange of Letters which forms the funding agreement between Denmark’s Ministry of Foreign Affairs and UNHCR related to this project.

1.1 Parties

Denmark’s Ministry of Foreign Affairs and UNHCR.

1.2 Documentation

“The Documentation” refers to the partner documentation for the supported intervention, including Attachment 1, “Telling the Real Story: Summary of Impact on Behavioural Change”. The following is a list of links to further Telling the Real Story products and visibility material:

Material	Link
<i>Telling the Real Story</i> Promotional video	All languages
Sample of testimonials	Eritrean testimony , Somali testimony
Community engagement in Somalia	Celebrity engagement
Social media pages	Somali , Tigrinya , English , Twitter , and Instagram
Animated films	Somali and Tigrinya
Posters and billboards	In English
Children’s books	Somali and Tigrinya (have been translated into relevant languages)

1.3 Contributions

Denmark, represented by the Department of Migration, Stabilisation and Fragility of the Danish Ministry of Foreign Affairs, commits to a contribution to the engagement of

DKK 15,700 000¹ (Fifteen million, seven hundred thousand Kroner)

for the period 1 November 2020 to 30 April 2022

¹ Equal to USD 2,498,806.30 at the UN exchange rate of 15 September 2020 (6.283). Actual exchange rate will be the UN exchange rate at the date agreement is signed.

2. Background

In 2019, arrivals in Italy dropped significantly compared to the large numbers that reached Italy each year between 2014 and 2018. Despite COVID-19 induced restrictions on movement in many countries, 5,119 persons arrived in Italy during the first five months of 2020, showing an increase of 228% as compared to the same period in 2019. The journeys to Europe by sea are as dangerous as ever. In 2019, an estimated 1,319 people perished in the Mediterranean – an average of four deaths every day. For many, the journey by sea is just a final step in a long and dangerous series of movements on land routes, where refugees and migrants face grave human rights violations, including trafficking for forced labour or sexual exploitation, torture and extortion, where many die along the various routes to Libya.²

While refugees, asylum-seekers and migrants may know in advance that the journey is dangerous, many do not understand the full extent of the risks and suffering that lie ahead of them, when they decide to leave. Often they become victims of traffickers.

UNHCR launched the awareness raising campaign, *Telling the Real Story (TRS)*³, in 2015, as part of a multi-country initiative aimed at providing truthful and trustworthy information to refugees and other persons of concern in mixed flows. The purpose was to empower target audiences (asylum-seekers, refugees and other people on the move) to make informed decisions about their future, their immediate courses of action, and the risks associated with their choices; decisions based on facts rather than on smugglers' and traffickers' narrative or misinformation from the diaspora.

The project design is based on extensive preparatory research about knowledge gaps, decision-making patterns, and influencers in the communities, preferred forms of communication and trusted sources of information. The campaign plugs into each group's habitual communication patterns and beliefs; it is focused on the collection and dissemination of testimonies from inside the communities. *Telling the Real Story* combines traditional and social media channels of communication. It is the peer to peer aspect of communication that constitutes the guiding thread of the project and is built on two premises. Firstly, that communication that is carefully attuned to the information needs of the community are often more widely heard than institutional messages. Secondly, that information must reach people as they move.

The project's success to date lies in its ability to re-enact traditional communication and capitalizes on the fact that the communities that *Telling the Real Story* engages with, trusts information coming from their own members, mirroring of the activities with thousands of diaspora in Europe and face to face engagement with persons of concern in the field. Of significance is *Telling the Real Story's* ability to match testimony givers' emotions with stories that align with the audience's life experiences, recognizing that values and emotions play a bigger role than facts. This success is attributed to *Telling the Real Story* being developed in cooperation with the communities, engaging credible messengers, and embracing partnerships.

Telling the Real Story testimonies are gathered from refugees and asylum-seekers in Europe, countries of transit in North Africa and from returnees in Somalia. These stories are uploaded to the various digital platforms – dedicated website, and social media sites in the languages of the communities – which are then promoted by the project team in Europe through carefully built up networks with the diaspora groups. Diaspora engagement is crucial to ensuring that messaging on onward movement is adapted to the populations the project engages with - Somali and Eritrean. *Telling the Real Story* has built up over its five years of operation a trust base with communities and a solid audience base. Today, *Telling the Real Story*

² Desperate Journeys – Refugees and migrants arriving in Europe and at Europe's borders Jan – Dec 2018 available at <https://www.unhcr.org/desperatejourneys/>

³ <http://tellingtherealstory.org/>

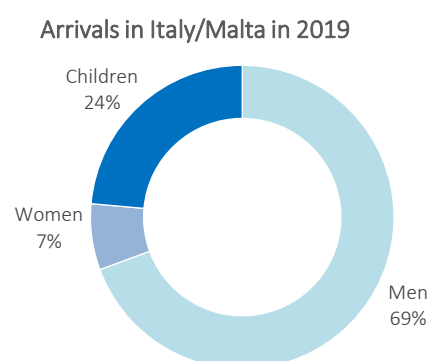
carries out awareness raising activities in some countries of origin and in some countries of transit/first asylum: Somalia (Somaliland), Ethiopia, Sudan (see Annex 3 for a *Telling the Real Story* project map).⁴

Although refugees and other people on the move report a change in their levels of awareness and, at times, attitude through the *Telling the Real Story* campaign, outreach remains crucial. *Telling the Real Story* regularly monitors trends to identify key points of information and risks and adjusts messaging accordingly. The *Telling the Real Story* Facebook pages reach target audiences in countries of origin, asylum and transit in the language of the communities, with an average of 8.5 million persons per year, with some posts reaching hundreds of thousands within a few hours. The top five countries reached are Somalia, where posts reach over 100,000 persons per month followed by Ethiopia, Libya,⁵ and Saudi Arabia (this latter country where there is a large Eritrean diaspora). Increasingly, refugees contact *Telling the Real Story* social media for advice on whether to depart in an irregular manner. Direct face-to-face engagements reach an average of 35,000 per month⁶ with persons of concern in the Horn of Africa. This direct engagement includes activities run by *Telling the Real Story* refugee outreach volunteers, who amplify the reach to fellow community members.

Returnees that *Telling the Real Story* teams have spoken with have indicated that those who used smugglers, although generally aware of the risks associated with onward irregular movement, often underestimated the difficulties they would face; all the testimony givers expressed regret once in Libya but were unable to turn back to their countries of first asylum. The 143 testimony givers who were in touch with *Telling the Real Story* staff reported being kidnapped, witnessing death, and being subjected to different forms of violence, including sexual violence, while crossing the desert between Sudan and Libya. In addition to the testimonies gathered by *Telling the Real Story*, several child-friendly materials have also been produced including seven animated films and children's books.

Refugees participating in focus group discussions facilitated by *Telling the Real Story* continue to report that despite being aware of some of the risks, some still felt that they had no alternative but to undertake the dangerous journey through Libya because of the lack of options in refugee camps. Among the drivers of onward movement were the ability to continue their education, opportunities to earn money to support their families at home and the opportunity to join family members. *Telling the Real Story* has incorporated the provision of information on complementary pathways (should they be made available), in the countries of first asylum, in addition to awareness raising on the risks of onward movement.

There is serious concern related to the increased number of unaccompanied and separated children embarking on dangerous irregular movements. In 2019, children account for 24% of arrivals in Europe from Libya across the Mediterranean.⁷ The majority of the children came from Sudan. As of May 2020, some 155 (73% unaccompanied and separated) known refugee and asylum seeking children were being held in detention centres in Libya.⁸ Discussions with children in *Telling the Real Story* sessions reveal that smugglers had approached them with various schemes such as “Go now, pay later”, “Travel now for free and work when you arrive in Libya”, “Get three friends to pay and you travel for free”, and “Collect five people and you can all travel free and work on arrival”. Such schemes are known to contribute to people subsequently being held for ransom and often subjected to



⁴ Nigeria is not part of this project proposal. However, it has been, to date, part of the current project activities.

⁵ This statistic includes Nigeria which has been part of the *Telling the Real Story* footprint but for which funding will be sought separately.

⁶ Detailed project activity reports contain a further breakdown of these figures and can be made available upon request.

⁷ In percentage, it represents a 15% increase compared to 2018.

⁸ Libya Statistical Dashboard - <https://data2.unhcr.org/en/dataviz/105?sv=0&geo=666>

torture. Some also noted that smugglers had started using children to pass on information and to recruit others.

A UNICEF study found that 75 per cent of children and youth who took the Central Mediterranean route, reported to have suffered some form of exploitation, including human trafficking, arbitrary detention and kidnapping-for ransom.⁹ UNHCR staff members interviewing new arrivals who disembarked in Europe noted that the “vast majority of women and girls, as well as many men and boys had been survivors of torture, sexual and gender-based violence, including sexual assault and rape, sometimes by multiple perpetrators, during their journeys.”¹⁰ These findings are consistent with the information collected during refugee status determination interviews conducted in Niger and Rwanda for asylum-seekers evacuated from Libya.

The activities listed in this proposal are aimed at widening the focus of ongoing and previously funded awareness raising activities to go beyond the established individual and community networks. The proposal seeks a shift in outputs from messages and products to building on dialogue and interaction and would seek to balance the interventions from mass media while expanding on the interpersonal and traditional communication patterns. The *Telling the Real Story* project has been guided by UNHCR’s Communication with Communities (CwC) approach, the goal of which is to achieve improved protection outcomes by involving affected populations in solutions, *Telling the Real Story* has successfully been able to reach individuals, raising awareness of risks and improving communication with communities that are likely to travel onward irregularly.

Telling the Real Story has benefited from a range of funding sources and is now seeking to consolidate the achievements of the project to date in three project countries: Sudan, Somalia and Ethiopia.¹¹ For this purpose, new funding is required from November 2020 to April 2022 for the activities foreseen in this proposal. The activities for which funding is being sought will build on and complement ongoing initiatives and activities being carried out by *Telling the Real Story*, while maximizing opportunities for joined-up dissemination with partners and other relevant entities, including UN Agencies and IOM.

Telling the Real Story’s awareness raising activities described under section 2 below will continue to form the core of the backbone of the project. In addition, there are country specific activities which have evolved to complement the core awareness raising activities of *Telling the Real Story*, in order to provide an operational response to onward irregular movement. Some of these existing project activities require consolidation and form part of this proposal as well.

3. Development Engagement Objective

Building on the project’s successes to date, the objectives of the development cooperation among the parties are two-fold;

- 1) Awareness raising activities in the Horn of Africa and Sudan on the risks of onward irregular movement and,
- 2) Provide information on available services in countries of first asylum and opportunities for regular movement, when available.

With support of the Government of Denmark the project’s core awareness raising activities can:

- Continue providing truthful and trustworthy testimonials by members of the diaspora in Europe and elsewhere, as this proved to be the most powerful tool to maintain and reinforce

⁹ UNICEF, *Harrowing Journeys: Children and youth on the move across the Mediterranean Sea, at risk of trafficking and exploitation*, September 2017, available at: <https://www.refworld.org/docid/59b7fdd74.html>.

¹⁰ UNHCR, *Desperate Journeys: Refugees and migrants arriving in Europe and at Europe’s borders*, January –December 2018, available at: <https://reliefweb.int/sites/reliefweb.int/files/resources/67712.pdf>, p. 20

¹¹ The project has benefited from funding from the European Union, Norway and Germany over the course of its lifespan.

- a critical intra-community discourse on the dangers of “Tahriib” (i.e. the journey to Europe);
- Widen and deepen the direct involvement of the community and refugee members by actively bringing on board teams of refugee volunteers, who will engage directly with the target populations and see to the sustainability of the project;
- Keep reframing the narrative on life in Europe, debunking myths and providing trustworthy information on entitlements to protection and of the economic and social realities of everyday life in close cooperation with the respective diaspora, including in Denmark;
- Counter the narrative of smugglers and traffickers, expose their methods and undermine their credibility;
- Provide information on complementary pathways should they be made available in the countries of first asylum; and
- Continue to promote intra-community dialogue on risks and opportunities.

The Department of Migration, Stabilization and Fragility will base the actual support on progress attained in the implementation of the engagement as described in the documentation. Progress will be measured through the UNHCR’s monitoring framework.

For Danida’s reporting purposes the following key outcome and output indicators have been selected to document progress:

Project title		Telling the Real Story Information Campaign	
Project objective		Objective of the campaign are two-fold a) Awareness raising activities in the Horn of Africa and Sudan on the risks of onward irregular movement and, b) Provide information on available services in countries of first asylum and opportunities for regular movement, when available.	
Impact Indicator		# of refugees, asylum seekers and persons of concern engaged through awareness raising activities	
Baseline	Year	May 2020	81,050 refugees and persons of concern reached in outreach activities 11 million reached through social media
Target	Year	Dec 2021	125,350 refugees and persons of concern reached through outreach activities 12 million reached through social media
Outcome		Somalia - scale up activities in regions of Somaliland and expand activities in regions of South Central Somalia, Puntland in the regions of South and North Galkayo, Bossaso, Garowe and Gardo	
Outcome indicator		# of persons (including children) reached and engaged in direct outreach activities and through the media	
Baseline	Year	36,000 persons	Somalia has one of the world’s lowest school enrolment rates—70% of children of primary school age do not attend school. ¹² Almost half of the youth in Somalia are unemployed. Among young unemployed people and persons, who stay out of education, many still have the intention to seek employment and opportunities outside Somalia, including in the Gulf countries and in Europe.

¹² See UNICEF, *Education in Somalia*, available at: <https://www.unicef.org/somalia/education.html>, 5.12.2018.

			<p>Thanks to previous funding, <i>Telling the Real Story</i> activities were expanded to regions in Somaliland outside of Hargeisa, in Burao, Boroma, Wajaale, Gabiley and Berbera considered as major entry transit and exit points for people on the move. As a result, <i>Telling the Real Story</i> outreach continued to increase in scope and ability to engage with persons of concern and their communities.</p> <p>TRS has reached approximately 36,000 persons (including children) in Somalia (Somaliland) through dialogue sessions with community members and religious leaders, debate sessions in 40 primary and secondary schools, engaged with returnees who's stories serve to complement the project video testimonies, career counselling sessions in schools, engaged with 12 celebrities in 15 events. Awareness raising activities also have taken place in camps for Internally Displaced People (IDPs).</p> <p>Telling the Real Story activities are also organised in collaboration with four main partner organizations: the Danish Refugee Council, the Migration Response Centre (MRC); National Displacement and Refugee Agency (NDRA); Somaliland Ministry of Education and offices of the regional education coordinator.</p>
Target	Year	60,000 persons reached	<p>Thanks to the support of the Government of Denmark, <i>Telling the Real Story</i> will scale up activities in regions of Somaliland and expand activities in regions of South Central Somalia, Puntland in the regions of South and North Galkayo, Bossaso, Garowe and Gardo.</p> <p><i>Telling the Real Story</i> will be able to engage hard-to-reach populations in dispersed areas of Somaliland through enhanced partnerships with the Migration Response Center (MRC), a departmental function of UNHCR's government counterpart Somaliland's National Displacement and Refugee Agency (NDRA). MRC already partners with <i>Telling the Real Story</i> and is able to reach populations in remote locations through the organization's mobile teams that are stationed in different strategic locations that <i>Telling the Real Story</i> officers are unable to travel to for security reasons.</p> <p><i>Telling the Real Story</i> plans to expand its media reach to include radio programs and theatre. Radio proves to have a wider reach of audiences located primarily in remote regions of Somaliland, Puntland and South Central Somalia go beyond the regional borders to other regions of Somalia. The radio programs will serve to complement ongoing activities through reaching persons who would not otherwise benefit from the activities of <i>Telling the Real Story</i>. The radio programs will be coupled with radio phone-in sessions to engage listeners.</p> <p>Enhance outreach through focus group discussions remains an integral platform to share and discuss concerns and seek solutions. <i>Telling the Real Story</i> will enhance outreach to all parts of the community, including engaging with religious leaders and elders. Returnees became increasingly engaged and their participation in the <i>Telling the Real Story</i></p>

			<p>activities proved to be helpful. Engagement of the returnees will be enhanced and would complement <i>Telling the Real Story</i> testimonies.</p> <p>Enhance entertainment-education initiatives through school debates have proved to be very engaging for students, who are able to articulate the pros and cons of <i>Tahriib</i>, foster critical thinking, and increase retention of key messages. <i>Telling the Real Story</i> will reach out to additional schools and encompass debates during awareness raising activities. Perceived lack of employment opportunities continues to be one of the main drivers of onward irregular movement to Europe. <i>Telling the Real Story</i> will continue to seek the engagement of career counsellors, who are able to guide students on career goals locally.</p> <p>Celebrity engagement - In the Somali community, singers are considered to be highly influential and can have a significant impact in shaping attitudes and behaviours. The engagement of celebrities has had a positive and significant influence in the retention and wider dissemination on messages on <i>Tahriib</i>. <i>Telling the Real Story</i> already engages with musicians from the region and such engagement will be enhanced and expanded to regions of Puntland.</p> <p><i>Telling the Real Story</i> will engage with federal and State governments, inter-agency partners through its Field and Sub-Offices in Puntland and Somaliland to carry out capacity development training, targeting law enforcement to monitor the routes and strengthen legal frameworks for the prosecution of traffickers and smugglers. In both locations this will be undertaken through existing inter-governmental/inter-agency mixed migration task forces.</p>
Output		<p>Somalia:</p> <ul style="list-style-type: none"> • Face to face outreach discussions • Production and distribution of video testimonies, fliers, billboards, radio programs and mobile cinema’s for screening purposes • Radio and television programs on the dangers of irregular movement through drama/theatre, talk shows, and testimony screenings • Engagement and collaboration with local implementing partners and governmental counterparts • Engagement with celebrities and influencers 	
Output indicator		<p># of face to face outreach discussions held</p> <p># of radio programs produced</p> <p># of collaborations with implementing partners and governmental counterparts</p> <p># of celebrities and influencers engaged</p> <p># of visibility material distributed</p>	
Baseline	Year		<p>80 face to face outreach discussions held</p> <p>five radio programs produced</p> <p>4 implementing partners collaborate in awareness raising activities</p> <p>12 celebrities and influencers engaged</p> <p>14,000 visibility material produced and distributed</p>
Annual target	Year 1		<p>160 face to face outreach discussions held</p> <p>10 radio & television programs produced</p>

			10 implementing partners collaborate in awareness raising activities 17 celebrities and influencers engaged 30,000 visibility material produced and distributed
Outcome		Ethiopia - Enhance key awareness raising activities building upon the project's successes	
Outcome indicator		# of refugees and asylum seekers reached and engaged in direct outreach activities	
Baseline	Year	22,800 refugees and asylum seekers	<p>Ethiopia is a country of destination and transit for refugees, asylum-seekers, and other persons of concern who are fleeing persecution in their countries of origin.</p> <p>Of particular concern is the high number of unaccompanied and separated children arriving in Ethiopia from Eritrea fleeing impending military conscription, also referred to as national service, with a disproportionate impact on teenage boys. Children accounted for 44% of the total refugee population residing in the Tigray region camps, of whom 27% arrive unaccompanied or separated from their families.¹³ In the first quarter of 2020, over 9,000 asylum seekers from Eritrea sought refuge in Ethiopia. In January 2020, the Ethiopian government changed the eligibility process for Eritrean asylum-seekers from prima facie determination to individual refugee status determination. Additionally, After the outbreak of the COVID-19 Pandemic, the Ethiopian authorities closed all border crossings and subsequently suspended asylum seeker reception and screening activities¹⁴. These changes have affected asylum seekers. A key challenge in providing protection, assistance and solutions to Eritrean refugees concerns the high number of individuals leaving the camps and UNHCR has witnessed an influx of asylum seekers in Addis Ababa who, including unaccompanied children, opt for negative coping mechanisms. Refugee leaders have reported that many are waiting for the border closures to be eased in order to embark on onward movement.</p> <p><i>Telling the Real Story</i> has played a significant role in the provision of information and raising awareness of the difficulties and dangers of onward movement in refugee camps in Jijiga (Somali region), Shire (Tigray region hosting Eritrean refugees) and urban refugees in Addis Ababa. In addition to awareness raising, <i>Telling the Real Story</i> was able to incorporate community empowerment projects that address some of the root causes of onward irregular movement.</p>
Target	Year	35,000 refugees and asylum seekers	<p>Thanks to the support of the Government of Denmark, the following activities will be further strengthened:</p> <p>Engage refugee talents in creative documentaries and songs that can be streamed at global platforms to showcase refugee talents. In Jijiga, the <i>Refugees Got Talent</i> Competition has been extremely successful in engaging children and youth, who would otherwise be idle and susceptible to smugglers. Also, the Refugee Art Exhibition in Addis</p>

¹³ Ethiopia Country Refugee Response Plan 2020/21 <https://data2.unhcr.org/en/documents/download/73572>

¹⁴ Eritrean refugees in Ethiopia: [Situational Update](#)

			<p>Ababa has been a great example of promoting refugee talents and can be built upon.</p> <p>Amplify the engagement of refugee incentive workers in outreach activities to amplify community involvement. <i>Telling the Real Story</i> has been successful in including refugees as contributors, who are able to facilitate nuanced messages through community-based outreach. The refugee incentive workers, through informal dialogues and information sessions, will contribute to a reinforced intra-community dialogue. Some of the information will relay “back to school” messages. These approaches would enable communities to develop home-grown solutions and take action to address various social issues within the community.</p> <p>Celebrity engagement – <i>Telling the Real Story</i> has engaged local celebrities in awareness raising and these have proved to be very effective in message retention, mobilisation of the population and additionally nurturing local refugee talent through <i>Refugees Got Talent</i>.</p> <p>Build upon community empowerment projects that trigger positive emotions – In 2018, <i>Telling the Real Story</i> conducted livelihoods training, in collaboration with the University of Jijiga. The training, which was on business management, proved to be very engaging and elicited positive feedback from refugees, as it was seen to prepare them for future employment possibilities. <i>Telling the Real Story</i> will build upon the training and expand it to include seed funding for refugees, who are successful in developing viable business plans. <i>Telling the Real Story</i> aims to have 21 business plans during the funding period that would directly engage 105 refugee university graduates between the ages of 20 to 35, in turn benefiting refugee populations in each camp.</p>
Output			<p>Ethiopia:</p> <ul style="list-style-type: none"> • Face to face outreach discussions • Production and distribution of video testimonies, fliers, billboards, radio programs and mobile cinema’s for screening purposes • Enhanced participation of refugee incentive workers • Engagement and collaboration with local implementing partners and governmental counterparts • Community empowerment projects • Engagement with celebrities and influencers • Business plans developed
Output indicator			<p># of face to face outreach discussions held</p> <p># of visibility material distributed</p> <p># of refugee incentive workers actively engaged</p> <p># of collaborations with implementing partners and governmental counterparts</p> <p>#of community empowerment projects launched and</p> <p># of celebrities and influencers engaged</p> <p># of business plans developed</p>
Baseline	Year		<p>650 face to face outreach discussions held</p> <p>13,000 visibility material produced and distributed</p>

			8 collaborations with implementing partners and governmental counterparts 42 refugee incentive workers engaged 13 community empowerment projects conducted 14,000 visibility material produced and distributed 5 celebrities and influencers engaged 2 business plans developed
Annual target	Year 1		750 face to face outreach discussions held 15,000 visibility material produced and distributed 10 collaborations with implementing partners and governmental counterparts 50 refugee incentive workers engaged 25 community empowerment projects conducted 7 celebrities and influencers engaged 21 business plans developed

Outcome		Sudan - Enhance key awareness raising activities building upon the project's successes	
Outcome indicator		# of refugees and asylum seekers reached and engaged in direct outreach activities	
Baseline	Year	22,000 refugees and asylum seekers	<p>Sudan is currently a major host and transit country for East African refugees as well as migrants, who intend to move along the Central Mediterranean route to Europe.</p> <p>As of February 2020, 397,000¹⁵ refugees and asylum-seekers are estimated to live in Khartoum and an additional estimated 105,501¹⁶ in refugee camps in Eastern Sudan, 35% of whom are children. The rate of onward movement from the camps in the East was 50% in 2019. Based on some extrapolation from random registration records, it is believed that some 60% went to Egypt, while the rest either stayed in Khartoum or moved to Libya.</p> <p>Research has revealed that the main protection concerns among urban refugees and asylum-seekers in Khartoum centres around legal and physical protection issues, SGBV risks, education and child protection issues, as well as community mobilization challenges. Among Eritrean men and women, police harassment and exploitation remain key concerns and has been reported to be even a greater risk for unregistered Eritreans.¹⁷ In Khartoum, as with other project countries, the <i>Telling the Real Story</i> project has been guided by UNHCR's CwC approach. Through two-way communication channels such as a community volunteer program, the completion of survey research, focus group discussions, and engagement at outreach events within the community, <i>Telling the Real Story</i> has succeeded in engaging in dialogue and has developed a strong understanding of community needs.</p>

¹⁵ Sudan Population Dashboard: as of 29 February 2020.

http://reporting.unhcr.org/sites/default/files/UNHCR%20Sudan%20All%20Refugees%20Dashboard%20-%20February%202020_0.pdf.

¹⁶ Including the out of camp population, the number adds up to 122,649.

¹⁷ UNHCR Sudan 2018 participatory assessment report.

Target	Year	30,000 refugees and asylum seekers	<p>Thanks to the support of the Government of Denmark, these proposed <i>Telling the Real Story</i> project enhancements would respond to some of the community's major protection needs in Eastern Sudan and Khartoum, which have clear links to driving onward movement. The following are activities that would be further strengthened:</p> <p>Scale up community outreach by refugee volunteers, and establish community groups, to include women, girls and youth to promote intra community discourse, and to gather and disseminate factual information on smugglers and traffickers' tactics. For <i>Telling the Real Story</i> in Khartoum, it is hoped that involving the community in the discussion on the hardships of onward irregular onward movement will help the project be more responsive to community needs and will create greater awareness and behaviour change.</p> <p>Develop community information desks in Eritrean neighborhoods in Khartoum to expand community outreach on issues related to onward movement, complementary pathways if they are available, and ensure that larger proportions of the Eritrean refugee population have access to services.</p> <p>Dub and subtitle <i>Telling the Real Story</i> testimonies originally done in Tigrinya to Arabic, which will enable the project to disseminate truthful and trustworthy information to larger refugee populations in all areas of operation as well as in the entire country, either with partners engaged in mixed migration initiatives or through the broadcast media.</p> <p>Adapt various <i>Telling the Real Story</i> testimonies into digital formats such as short text and graphic animations for sharing on mobile and online platforms to expand outreach to refugees and asylum seekers.</p> <p>Produce testimonies and animated films from persons in Sudan to ensure a fuller collection of testimonials highlighting the extreme risks of the journey are available.</p> <p>Carry out life skills training for unaccompanied children in East Sudan to help them respond to their situations, and also help them explore available alternatives and actively make decisions in relation to onward movement and the effects that this may have on them.</p>
Output			<p>Sudan:</p> <ul style="list-style-type: none"> • Face to face outreach discussions • Production and distribution of video testimonies, animations, fliers, and billboards • Enhanced participation of refugee incentive workers • Development of community information desks established • Life skills training for unaccompanied children
Output indicator			<p># of face to face outreach discussions held</p> <p># of visibility material distributed</p> <p># of refugee incentive workers actively engaged</p> <p># of community information desks</p> <p># of life skills trainings for unaccompanied children</p>

Baseline	Year		220 face to face outreach discussions held 18,000 visibility material distributed 170 refugee incentive workers actively engaged 0 community information desks 0 life skills trainings for unaccompanied children
Annual target	Year 1		300 face to face outreach discussions held 20,000 visibility materials distributed 200 refugee incentive workers actively engaged 3 community information desks established 24 life skills training for unaccompanied children

Outcome		Diaspora and online engagement – Enhance diaspora engagement and increased social media outreach	
Outcome indicator		# of diaspora members engaged through face to face activities	
Baseline	Year	250 diaspora members	<p><i>Telling the Real Story</i> testimonies are gathered from refugees and asylum-seekers in Europe, countries of transit in North Africa and from returnees in Somalia. These stories are uploaded to the various digital platforms – dedicated website, and social media sites in the languages of the communities – which are then promoted by the project team in Europe through carefully built up networks with the diaspora groups. Diaspora engagement is crucial to ensuring that messaging on onward movement is adapted to the populations the project engages with - Somali and Eritrean. <i>Telling the Real Story</i> has built up, over its five years of operation, a trust base with communities and a solid audience base.</p> <p>TRS has been successful in enhancing an intra-community dialogue through innovative refugee-to-refugee communication. The project utilizes both traditional forms of communication in camps and urban settings as well as social media and broadcast media to reach the wider communities. TRS serves as a platform, an enabler and amplifier of intra-community dialogue.</p> <ul style="list-style-type: none"> ▪ Social media dissemination and engagement conducted through Facebook (three Facebook accounts in the language of the communities), Twitter and Instagram; ▪ Web platform that has been revamped to act as a repository for video and audio testimonies. It also provides important and credible information on protection and services available in countries of asylum and transit. It progressively links to regular pathways (when they become available), and; ▪ Diaspora engagement contributes to the overall efficiency of the project contributing to the gathering and spreading of messages to a wider audience.

			TRs social media outreach reaches its target audience in the Horn of Africa head on through Facebook. Posts reach over 11 million annually, engaging with the posts directly and as a result creating a platform where the community not only receives information but also engages on the topic providing the project an opportunity to keep up with narratives, information on misinformation and trends.
Target	Year	350 diaspora members	Thanks to the support of the Government of Denmark, information on trends, motivations and misinformation will be monitored on social media in addition to reactions and sentiments of messages. A minimum of 3 Facebook updates per week for each segment and a minimum of 2 tweets daily. Systems will be strengthened to monitor social media and other online platforms with respect to the dynamics of irregular movements and spreading of false information. The basic structure of the project will remain consistent based on the positive feedback of the diaspora playing a central role as they have proven interesting, credible and inspiring for the target audiences. However, the project will vary its approach in order to keep the audience captive and avoid being repetitive through widening the profile of the testimony givers. TRs will conduct meetings with relevant diaspora groups and activists in multiple European countries including Denmark.
Output		<ul style="list-style-type: none"> • Reach and engagement on social media • Meetings with diaspora communities 	
Output indicator		# of persons reached through social media # of weekly Facebook and Twitter posts # of diaspora meetings held # of diaspora influencers engaged # of testimonies/videos produced # of animated films produced	
Baseline	Year		11 million reached through social media 3 weekly Facebook posts and 4 Tweets weekly 6 diaspora meetings 13 diaspora influencers engaged 100 testimonies/videos recorded 3 animation films produced
Annual target	Year 1		12 million reach through social media 4 weekly Facebook posts and 5 Tweets weekly 10 diaspora meetings 20 diaspora influencers engaged 25 testimonies/videos recorded 8 animated videos

4. Risk Management

Risks/ Assumptions	Risk Mitigation Strategy
COVID related restrictions on gatherings	Amplify outreach and engagement online and through instant messaging platforms
Security instability may lead to delays in implementation, including evacuation and/or relocation of TRS staff.	Make all efforts to consider business continuity and relocation opportunities.
Staffing constraints	<p>Make all efforts in bridging eventual risk of gaps, including advance implementation prior to being confronted with the possible constraints.</p> <p>TRS to engage with Country Operations Senior Management Teams as part of UNHCR's refocusing on CWC/TRS to assign / designate specific staff with objectives and deliverables for TRS</p>
Testimony production requires a number of technical steps and, depending on the testimony content, may result in delays	Make all efforts to ensure that potential delays do not affect the actual achievement of the agreed indicators by the end of the implementation period
Testimony givers may change their mind on consent with an impact on the number of available testimonies	Identification and collection of more testimony givers to address this risk
Some testimonies collected may not be suitable for use as video testimonies (e.g. not enough variety of messages/situations)	Some of the testimonies that cannot result in video testimonies may be utilized as Vox Pops
Insufficient number of testimonies could be identified and filmed in particular in some locations in North Africa	Make all efforts to ensure the required production of testimonies in different locations involving UNHCR country offices/Special Envoy's Office and to include key debates, community talk shows and related celebrity events/community discussions.
Significant fluctuations in exchange rates between USD (UNHCR's budgeting currency) and local currencies.	UNHCR is closely monitoring the budget expenditure rate. Should the fluctuations in exchange rates have a bearing on the achievement of the project targets, UNHCR will inform the donor.
Limited cases benefit from complementary pathways available	Enhance provision of relevant accurate and precise information to ensure more efficient referrals to access complementary pathways and services

5. Inputs/budget

Activity	Total USD ¹⁸	Total DKK
Project implementation in Somalia (Puntland and Somaliland)	234,835	1,475,468
Project implementation in Sudan (Khartoum and Girba)	234,835	1,475,468
Project implementation in Ethiopia (Addis Ababa, Shire and Jijiga)	324,000	2,035,692
Diaspora & digital implementation (Stockholm team)	486,504	3,056,705
Project Manager HQ Geneva/Switzerland	129,971	816,608
Assessment and Monitoring missions	53,000	332,999
Community outreach events	302,403	1,900,000
Media dissemination and cooperation	150,749	947,154
Community empowerment projects (CEP)	90,000	565,470
Diaspora outreach and mobilization events	50,000	314,150
Layout, production and printing of visibility and advocacy material (Videos, animations, fliers, posters and banners)	270,000	1,696,410
Celebrity supporters engagement	20,000	125,660
Sub-Total	2,346,297	14,741,784
Indirect Support Costs (6.5%)	152,509	958,216
TOTAL	2,498,806	15,700,000

6. Management arrangement

The parties have agreed to the following management arrangement with the aim to ensure adequate dialogue and timely decisions in regard to this development engagement.

The project management structure in place to date will be maintained. The team in Stockholm will continue to ensure not only engagement with the diaspora but will also spearhead the management of *Telling the Real Story* digital communication material (See Section 1.2 for a comprehensive list) as well as the liaison with the field-based *Telling the Real Story* team. This close contact with field-based teams will ensure coherence of activities while maintaining adaptability of *Telling the Real Story* activity development to local country contexts. The Project Manager's co-location with the diaspora engagement team is key to ensuring coherence of messaging across the various project locations. The Project Manager will ensure regular

¹⁸ Based on the UN exchange rate of 15 September 2020 (6.283). Actual exchange rate will be the UN exchange rate at the date agreement is signed.

meetings with the teams in project countries to assess progress and workplans and deliver reports to the donor.

Overall coordination of project activities will be carried out centrally by the UNHCR Division of External Relations in UNHCR's Headquarters, through a dedicated Project Team Leader, in order to oversee the strategic direction of the project. The work of *Telling the Real Story* cuts across the work of several HQ divisions' workstreams and, in order to maintain project sustainability, requires embedding into global policies. The Team Leader will provide a clear link with UNHCR's policies and practices in the field of communications, digital engagement, communicating with communities, accountability to affected populations. Further, oversight of *Telling the Real Story* by Headquarters will ensure that there is fertilization of the project methodology drawing from lessons learned. Clarity and coherence with the UNHCR country operations, and sub-offices as well as with host countries and resettlement countries, will be maintained. Finally, by way of further oversight, the Project Team Leader will brief a *Telling the Real Story* 'Steering Committee' composed of key senior staff members from various Bureaus, which meets on a quarterly basis to discuss programmatic updates, address challenges, and assess results.

7. Financial Management

The grant will be managed in accordance with the Humanitarian Partnership Framework Agreement between UNHCR and Denmark.

8. Monitoring and Evaluation

Upon programme inception, various tools and methods will be developed for monitoring and reporting, including:

- a. Monitoring and evaluation mechanisms will be built in from the beginning to maintain quality, foster potential to scale-up, and ensure participation of all stakeholders, including refugees with the relevant feedback mechanisms in place.
- b. Field visits to the project sites will be conducted to provide technical support, identify any challenges in project implementation and put in place mechanisms to address these challenges.
- c. Regular meetings with donors will be organized.
- d. Annual narrative and financial reports are to be submitted to the donor and any other information sharing as agreed.

In addition, the project will be informed by the end of project *process* evaluation which will be carried out from 15 September 2020 - 28 February 2021 as part of the EU funding received to date. The evaluation will seek to understand whether the project has been designed and implemented as intended, and to help explain how the project has generated results at the output, and to the extent possible, outcome level. In this respect, it will provide directly relevant feedback to adjust and improve the planned project activities as well as organizational learning for UNHCR.

Signatures

For UNHCR:
Paul Stromberg

For the Ministry of Foreign Affairs of Denmark:
Anders Tang Friborg

Head, Donor Relations & Resource Mobilization Service

Ambassador, Special Envoy on Migration

Signature

Signature

Date

Date