

# Cooperation on migration



## *Migration Policies: The Importance of Investing in Human Resources and the Role of Media*

International Conference held in Cairo, 25<sup>th</sup> February 2007

Conference's follow up



SPECIAL THANKS TO IOM

*A special thank goes to Mrs. Juliana Stefan and to the IOM Cairo Office Staff for their continuous and fruitful cooperation during the implementation of the IDOM project. IOM support and participation to the final Conference have contributed to the success of the initiative.*

**Italian Ministry of Foreign Affairs  
General Directorate for Development Cooperation  
Development Cooperation Office  
Italian Embassy  
Cairo**

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**Egyptian Ministry of Manpower and Emigration  
International Organization for Migration**

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*Attached to this publication a CD containing the integral acts of the Conference, the database with the contacts of all the participants as well as the documentation concerning the different projects presented.*



## FORWARD OF ITALIAN AMBASSADOR TO EGYPT

I am very pleased and honored to finally present the Italian-Egyptian Cooperation model for the management of migratory flows in its completion.

Thanks to the work and to the effort exerted by the various Italian and Egyptian actors involved in the project, together with the experience of the International Organization for Migration, it was possible to match the Italian and Egyptian Government's political wills.

Since the very beginning these wills aimed at reaching a two-fold objective: contrasting the Egyptian irregular migratory phenomenon towards Italy and, at the same time, offering to the Egyptian citizens concrete and regular job perspectives in the Italian labor market.

The path traced was long and tortuous and at the beginning of the project very few believed in its success. Thanks to the solid Italian-Egyptian partnership, together with the willingness to offer a better future to young Egyptians, we have defined an exemplary model of cooperation. Such model is based on the principle of sharing mutual benefits, which considers the mobility a precious resource and a fundamental vehicle for the promotion of an authentic exchange of knowledge and values.

As a matter of fact, the investment on human resources, which is the real engine for the socio-economical development of a country, needs to be enhanced.

It is of utmost importance to invest on education and vocational training in order to respond to the needs of the labor market, which is becoming increasingly integrated and competitive, and to make qualifications and educational degrees transferable and comparable for both our countries. These are the challenges that we have to face together.

We are confident that the agreements which are presently being defined by the two Governments will offer the proper solution.

Antonio Badini  
*Italian Ambassador in Egypt*

## INTRODUCTION

The Conference *Migration Policies: The Importance of Investing in Human Resources and the Role of Media*, held in Cairo on the 25<sup>th</sup> of February 2007, was organized by the Development Cooperation Office of the Italian Embassy in Cairo, the IOM and the Egyptian Ministry of Manpower and Emigration. Its main objective was to make visible the joint Italian-Egyptian commitment to managing issues of migration, through a synergic and integrated approach.

### The approach

The Italian approach proposed in Egypt considers immigration as a unitary phenomenon which foresees a method of interdisciplinary action aimed at fully recognizing mobility as a precious resource. It aims to promote authentic exchange by helping to sustain the circuit of migration within the Euro-Mediterranean area.

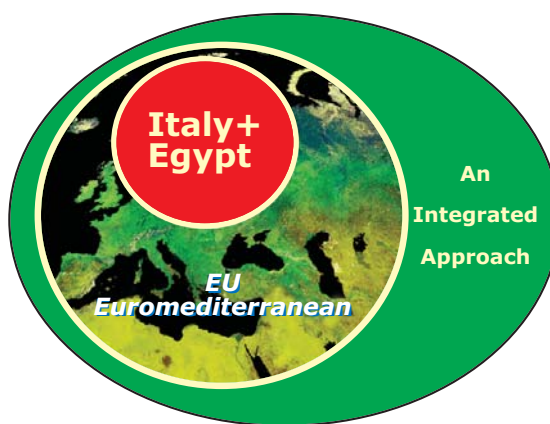
For this reason Italian activities in the migratory sector have been a part of a wider systematic approach, based on an institutional-applicative platform. The twofold objectives of this platform are on the one hand, to contrast the illegal migratory phenomenon and on the other, to encourage the regular migratory flows of the workers in response to the needs of the international labor markets.

As a matter of fact Italy is the only EU member country that has signed two fundamental agreements to this effect:

- **The Labour Agreement signed in November 2005**
- **The Re-admission Agreement signed in January 2007**

### An integrated action

This Italian-Egyptian cooperation model has been effectively realized through the IMIS (Integrated Migration Information System) and IDOM (Information Dissemination on Migration) projects which are financed by the Italian Ministry of Foreign Affairs Cooperation for Development and implemented in partnership with the Egyptian Ministry of Manpower and Emigration and IOM. Such projects have allowed, respectively, the match-making of demand and offer as well the institutional capacity building and the dissemination of information, through the Egyptian mass-media, concerning the dangers of irregular migration practices. Within this framework a “free toll number” has been set up to provide information on the legal procedures they must go through to enter Italy.



It is therefore an integrated approach, aiming at reducing illegal migration through legal and concrete opportunities, based on the three following pillars:

### Instruments for implementation of the model

- 1 Match-making between Italian demand (through the Italian Data collection System Borsa Lavoro) and Egyptian offer (through the system set up at the MOME by IMIS).**
- 2 Human Resources Development activities through:**
  - Italian support to Egyptian selected training Institutions, aimed at providing professional competencies, according to a demand-driven approach.
  - Provision of competencies in line with International benchmarks. The process will allow for automatic and larger flows of supply, making match-making easy and reliable. Certified language courses for enhancing professional and social integration in host country.
  - Analysis of regulations and laws hindering mobility in view of facilitating the whole process.
- 3 Awareness media and social campaign aimed at providing information about the dangers connected with irregular practices and above all about the legal possibilities and the ways to enter the labor mobility schemes implemented together with the Egyptian authorities.**



On this basis, the International Mobility Project is being implemented. The project is financed by the Italian Ministry of Labor and executed jointly by the Italian Ministry of Social Solidarity and the Egyptian Ministry of Manpower and Emigration. The technical assistance is provided by Italialavoro Agency. The pilot phase of this initiative is almost completed. Two-hundred Egyptian workers have been selected to work according to the specific needs expressed by some Italian regions. Once they have completed their linguistic and professional training these workers will enter the Italian labour market.

So as to enable on a larger scale an effective match-making between the demands of manpower and the availability of work, based on stable and “certified” cooperation basis several training programs have been designed and proposed to the Egyptian Ministry of Industry and to the Egyptian Ministry of National Education. This also acts to support the work of the Training Centers and the Egyptian secondary, technical and vocational schools.

Within the framework of these programs is the teaching of the Italian language, thanks to the contribution of the Don Bosco Institute in Cairo. This will allow young Egyptian students to fulfill one of the main requirements for their inclusion in the “priority” lists for entering the Italian labour market. Specifically, the programs will offer:

- **Knowledge of the Italian language;**
- **Qualifications and certified titles;**
- **The ability to professionally respond to European benchmarks.**

The model suggested and implemented in Egypt, thanks to the coordination and operational activities of the Italian Embassy and the Cooperation for Development Office, is exactly in line with what was foreseen by the recent legislative addresses expressed in Italy in the migration field.

The experience gained in Egypt will be pivotal for the activation of the new systems and mechanisms which foresee provide a key role for diplomatic and consular delegations in the area.

## THE CONFERENCE



The conference has provided a precious opportunity for laying the basis of dialogue and exchange of information between the Italian, the Egyptian and the international actors involved in the sector.

In order to make the informative and operative network sustainable for the future, the event saw the participation of representatives of the political, diplomatic, economic and educative world together with various representatives of the local and international mass-media, of the civil society and of the entrepreneurial world. The Conference has been opened by Prof. Nesma El Batrik, Faculty of Communication of Cairo University who highlighted the positive results of the Italian-Egyptian cooperation in the sector. In this framework, added the speaker, the bilateral relations between Italy and Egypt are to be considered a model as they include a strong commitment towards the valorization of the human capital. This is the real base to enhance development and social stability of Egypt and it is also an efficient tool for assuring the empowerment of workers.

Integration of European labor markets with manpower coming from developing countries represents a good practice to curb irregular migration; providing the necessary knowledge and professional skills helps migrants overcome the obstacles of a more and more globalized labour market.

During the introductory session, the Italian Ambassador to Egypt, H.E. Antonio Badini and the Egyptian Minister of Manpower and Emigration, H.E. Aisha Abdel Hady, thanked all actors involved in the Egyptian-Italian cooperation in the sector for allowing the implementation of the model. They underlined the importance felt by both Governments in reinforcing the Italian-Egyptian collaboration in this field. Furthermore, they emphasized the need for both countries to help the match-making of Italian demand and Egyptian offer of manpower. This will be carried out thanks to the implementation of partnerships which will enable support programs for technical and vocational Egyptian schools and training institutes. The teaching of the Italian language will be included.

ABSTRACTS  
I SESSION

THE ITALIAN- EGYPTIAN COOPERATION PROGRAMME:  
A MODEL FOR THE MANAGEMENT OF MIGRATORY FLOWS

The main topic of the first session was the illustration of the Italian-Egyptian model thanks to the intervention of the different Italian-Egyptian actors involved in the discussion. The session was moderated by Mrs. Magda Abdel Rahman, General Director of Emigration Sector of the Egyptian Ministry of Manpower and Emigration.

**Speakers**

**Dr. Nino Merola**, *Director of the Italian Cooperation Development Office, Embassy of Italy*

**Ambassador Mohamed El Menissy**, *Assistant Foreign Minister for Consular and Emigration Affairs*

**General Mohamed Wahba**, *Deputy General for Security Department, Ministry of Interior*

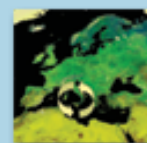
**Dr. Natale Forlani**, *General Manager-Italialavoro Agency*

**Dr. Bruno Botta**, *IDOM International Project Manager*

During the opening session Dr. Nino Merola stated the need to consider migration as a global phenomenon. Integrated methodologies are therefore necessary to make labour mobility an enriching factor for both origin and destination countries.

**Objectives of the Italian-Egyptian cooperation model**

■ **Integration of Euro Mediterranean labour market**



■ **Establishment of a virtuous circle promoting mobility**

**Outcomes**



■ **Positive results of pilot phase which consented to establish an efficient system for match-making offer and demand**

■ **Decrease of Egyptian illegal migrants to Italy**

■ **Definition of an integrated model which could be duplicated and implemented by other EU member countries**

The presentation underlined the pioneering vision and work of the Italian Development Cooperation in defining and promoting an integrated approach which has created fruitful synergies among the different Italian initiatives by rationalizing and optimizing both the commitment and the results.

Furthermore, Dr. Nino Merola underlined the importance of enhancing a virtuous circle in the Euro-Mediterranean area, aimed at the integration of labour markets.

In this respect, Dr. Merola highlighted the commitment of the Italian Government, which directly operates through the

Development Cooperation and other agencies as well as through the participation in a Trust Fund with the European ETF Agency. This is in order to establish a National Qualification Framework to make qualifications and titles comparable and transferable among Euro Mediterranean Countries.

An integrated approach for a twofold aim: reducing illegal migration through legal and concrete opportunities

based on the following three instruments:

### Instruments for implementation of the model

- 1 Match-making between Italian demand (through the Italian Data collection System Borsa Lavoro) and Egyptian offer (through the system set up at the MOME by IMIS).**
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  - Analysis of regulations and laws hindering mobility in view of facilitating the whole process.
- 3 Awareness media and social campaign aimed at providing information about the dangers connected with irregular practices and above all the legal possibilities and the ways to enter the labor mobility schemes implemented together with the Egyptian authorities.**



During the interventions of the Egyptian representatives of the Ministry of Foreign Affairs and the Ministry of Interior, H.E. Ambassador Mohamed El Menissy and General Mohamed Wahba, the importance of the bilateral agreements signed between the origin and destination countries was underlined.

Only by referring to institutional agreements such as the re-admission agreements and the labour agreements, and by considering an overall and integrated criterion which manages all the political, economic, and social aspects of migration, it is possible to activate an operative system which allows actors involved - ministries, technical agencies, entrepreneurs and training institutes - to act within a common strategy. The proliferation of barriers against migratory flows has increased irregular practices. The fight against irregular migration could not be successful without programs aimed at facilitating the legal mobility.

In this respect, it is very important to create collaborative relations between European countries in order to regulate legal migration on the basis of equal rights for migrants. Such objectives can be achieved only by creating a bilateral dialogue between Egypt and the EU Member States, and between the African and European continents. An accompanying Action Plan would also be necessary, taking into account the need for cooperative mechanisms.

Within this framework, the institutional Egyptian representatives underlined that the agreement signed with the Italian Government, together with the diffusion in Egypt of awareness campaigns on migration, have contributed to a significant reduction of the illegal immigrants in Italy. In 2005 illegal immigrants numbered 10.000, and by 2006 they had been reduced to 4400: a decrease of around 50%!

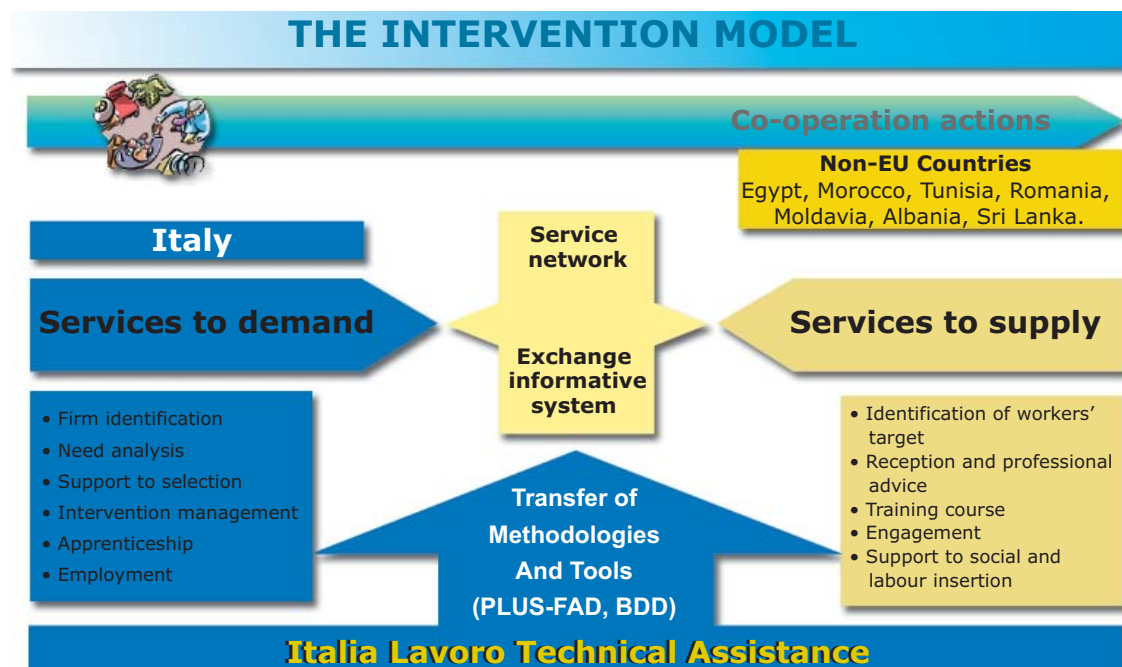
Year	Total disembarked	Egyptians	Egyptian %
2004	13.594	8.782	61%
2005	22.824	10.201	45%
2006	22.016	4.478	20%

Furthermore, emigration has been defined once more in Egypt as a positive phenomenon, a source of richness and social and economic stability and a promoter of intercultural dialogue.

The Italian-Egyptian cooperation has been defined by the Egyptian institutional representatives as an integrated model for the management of migratory flows which could be duplicated and implemented by other EU Member States.

The intervention of Dr. Natale Forlani, the General Manager of Italialavoro Agency, underlined how enriching migratory flows can be. He referred to past Italian experiences that have seen how returning immigrants have been a propulsive element for development within their country of origin. This was due to remittances and know-how acquired abroad.

The main topic that emerged was how to efficiently match labour demands and offers. The idea discussed was the necessity of activating services in both origin and destination countries, which will enable the effective matching of demands and offers, through a preliminary screening of the workers interested in international mobility as well as the creation of mobility lists in the origin country. To this end it is necessary to create networks among institutional actors, enterprises, workers and training centers and to generate informative and operative focuses which function as the go-between for foreign enterprises/operators and the local authorities.



This approach guarantees the credibility of collaboration, allowing the sustainability of initiatives even after the completion of the institutional projects.

Dr. Forlani underlined the importance of implementing cooperation activities such as programs in support of the educational and vocational system in order to achieve common standards, including the teaching of the Italian language which is considered a necessary means for the social and professional integration of the worker.

## THE INTERVENTION MODEL



Dr. Bruno Botta, the IDOM Project Manager, underlined the necessity to render sustainable what has been achieved through the implementation of the different phases of the institutional projects. In this respect, the political commitment of both Governments is very important because they trace the guidelines in which the different players can effectively act.

Moreover, within the framework of an integrated approach to the migratory phenomenon, the speaker highlighted the importance of awareness campaigns that show the dangers and the risks related to irregular migration. The positive results reached thanks to the IDOM project show that a reliable and defined communicative strategy, which provides information on the mobility opportunities in order to work within a legal context and on the risks of illegal migration, has a strong impact on young people.

In terms of results achieved, the IDOM project proved itself to be an effective instrument in limiting the incidences of irregular migration.

Although migration is dependent on many other factors and causes, during the implementation of the project the percentage of irregular migrants that shored on the coasts of Lampedusa and Pantelleria in the last two years has considerably diminished.

This is the most satisfying result to which a media campaign can aspire.

**II SESSION**  
**INVESTING IN HUMAN CAPITAL TO ENHANCE LABOUR**  
**MOBILITY AND REDUCE ILLEGAL MIGRATION**

The main topic of the second session was the development of human resources and the related implications on migration.

Particular attention was dedicated to the policies adopted in Egypt for the development of human resources. Moreover, the acquisition of language as a basic skill and as a fundamental means of socio-occupational integration was analyzed and discussed. The session was moderated by Mr. Francesco Panzica, Programme Manager of the European Training Foundation.

**Speakers**

**Dr. Francesco Panzica**, *Programme Manager of the European Training Foundation*

**Dr. Samir Radwan**, *Managing Director of the Economic and Research Forum*

**Dr. Maurizia Rosso Spena**, *University researcher and consultant for training activities of the International Mobility Project*

**Mr. Ricardo Cordero**, *Regional Programme Development Officer. IOM/ Cairo*

The topic was introduced by the session coordinator, who underlined the value of the investments in human capital for the socio-economic development of the country and not only in relation to migrations. According to research made by the World Bank, the development of human capital produces more returns for the companies and for the enterprises than the investments in the physical capital.

Therefore, it is important to enhance the role of education and training in order to face socio-economic challenges generated by an increasingly globalized and competitive market economy. Besides, it is essential to integrate the educational and occupational policies according to the needs of the market. In other words, the key-word is once more integration. Integration between economic development, employment and education.

What are the benefits coming from the development of human resources in favor of a better management of occupational mobility?

For many years, emigration has been a relief valve for North African countries, lightening the strong social pressure caused by unemployment and high rates of demographic growth.

Educated people have better access to information, greater means and funds to move and travel abroad and they are less inclined to utilize illegal means. Moreover migrants who have medium levels of education and good professional skills are more likely to be successful in integrating themselves in host societies.

The speaker presented, in the framework of occupational mobility, the components needed for the activation of a win-win scenario between the origin and destination countries. They have been listed as follows:

**-Facilitating the acquisition of basic skills in order to raise the occupational possibilities (e.g. Linguistic skills).**

- Allowing the comparability and transferability of qualifications and certificates
- Activating partnerships in the field of education and training so as to establish common educational standards.

### **Mobility of skills in a “win-win” scenario**

#### **Preconditions:**

- **Basic skills of migrants to increase their chance of employment (e.g. language skills)**
- **Transportability of skills and diplomas**
- **Partnership approach in investing in education**



In conjunction with Dr. Panzica, Dr. Samir Radwan, the Managing Director of the Economic Research Forum, believes that investments in favour of human capital are a necessary means for the socio-economic development of the country. With reference to the support of human resources within Egypt and the related implications for migration, Dr. Samir Radwan provided a very interesting vision.

The 2005 UN Human Development Report states that 50% of young Arabs demonstrate the will to emigrate. This percentage must be taken into careful consideration, when clarifying the internal dynamics of the labour market. Only these dynamics are able to provide the key to understanding the Egyptian migratory phenomenon, the migrants’ profile and the related push factors.

The percentage of unemployment in Egypt is officially 8-10%, but if we consider the age group 15-29 the percentage reaches 25%. Moreover, jobs within the informal sector are often underpaid and without proper regulation, which explains the pressure on migratory flows.

### **Skill development in the perspective of migration**

- **Emigration helps in decreasing the pressure of unemployment and poverty in countries with high population growth**
- **Those migrating may have better living conditions and increase their earning capacity**
- **Remittances provide an important source of finance for the origin country and migrant households**



On the other hand Egyptian investments in favour of the development of human capital are equal to 5% of the GDP against a medium expense of 3% in the same sector for other developing countries.

Accordingly, the problem is not represented by monetary investments but refers to the quality of the final product. As a proof, the speaker referred to the preeminent Global Competitiveness publication (WEF) which classifies Egypt as 63 among 125 countries with reference to the education/training sector and 74 as to the quality of its manpower.

In Egypt there are about 1200 training centers. Nevertheless, there is a particular situation in which, set against a high range of unemployment there is a scarcity of skilled manpower. In this framework, it is important to orientate the educational and training offers according to a demand-driven approach, by assessing the needs of the labor market and by carrying out the necessary training of the trainers in terms of didactic methodologies and curricula upgrade.

The speaker suggested that integration and greater synergies between schools and the entrepreneurial world is the key to improve Egyptian competitiveness.

Emigration is considered by Dr. Radwan as a positive way of creating better life prospects and as a relief valve for Egyptian migrants. Since the 1980's emigration has played a fundamental role in the Egyptian economy: during those years it occupied 15% of its manpower.

The integration of the Euro-Mediterranean markets is an important chance for Egypt. However, such integration is linked to the capacities of the country to provide training courses in line with what is required by the international labour markets, and it is also connected to the necessity of cooperating with the destination countries in terms of bilateral agreements and technical vocational partnerships for job creation.

This is what has been achieved with Italy through this integrated approach in order to curb illegal migration. Prof. Radwan concluded saying that "selective and limited migration in terms of numbers and profiles is considered to be the correct holistic approach, which should additionally foresee incentives for returning to the homeland".

Mr. Ricardo Cordero underlined that the approach of the International Organization for Migration is in favour of regulated labour mobility. Legal forms of labour mobility can create advantages for both the destination and origin countries. This is thanks to the opportunities offered to migrants to acquire skills and knowledge in a legal context where their rights are recognized together with the added value of remittances. Remittances represent the third largest source of revenue in Egypt, after the Suez Canal and the tourism sector.

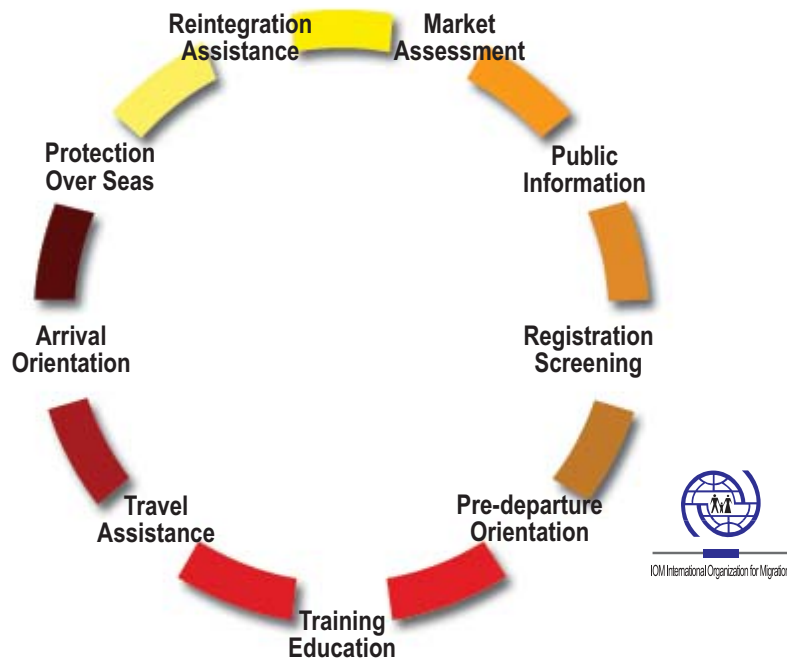
This data sufficiently states that labour mobility is very important for Egypt.

The process related to regulated labour mobility must follow a cycle, according to the phases described below, as well as the active participation of all the public and private participants.

The major challenge highlighted by Mr. Cordero is inter-state cooperation and setting up action plans that allow and encourage the return of migrants to their countries of origin. This role must be played both by Governments and their Country systems.

Another objective of the second session aimed at analyzing the relation between the acquisition of linguistic skills and the capacity/possibility of socio-professional integration into the recipient country.

## The Labour Migration Circle



Dr. Russo Spina underlined that the Euro-Mediterranean area is a cooperative space filled with linguistic and cultural contacts, thanks to the phenomenon of migration too.

Migration facilitates intercultural dialogue, as it involves all forms of cultural and social systems which find their identity in languages. The Mediterranean people live these identities through social practices, financial policies, economic and cultural cooperation agreements and the joint management of migratory flows.

For immigrants, learning a language is not anymore simply an issue of linguistic skills or the formal learning of the rules of language. It is a broad issue that incorporates many aspects. People that emigrate come into contact with a second language.

The migrant is obliged to communicate in order to survive and orient himself in his/her new context. Learning the language of the host country will give him/her the opportunity not to be condemned to social ostracism and isolation. Knowing a new linguistic and communicative code enables the immigrant to positively participate in the environment in which he/she is trying to integrate. Moreover, it allows the fulfillment of social activities, such as the comprehension and interpretation of communicative rules, the allusions, the typical expressions, the meanings and all of the deep feelings shared in the community of the people who speak that language. Good linguistic training should not stop with the mere acquisition of a basic glossary, sufficient for surviving in the new context. On the contrary, it is necessary to use language as a tool to provide and receive information, interact and communicate daily, move in the city and penetrate the culture of the place where one lives. Linguistic training should so be conceived as an empowering act for subjects otherwise disadvantaged and excluded. It should firstly achieve the practical goals linked to the needs of everyday life and secondly, more specifically, carefully manage the vital processes of integration; citizenship, social and cultural promotion.

### III SESSION

#### THE ROLE AND THE SOCIAL RESPONSIBILITY OF MEDIA

The decision to dedicate a session of the Conference on the role played by mass-media in the management of emigration, derived from two main observations. The first one is represented by the importance of its role in the socialization of each individual in a society. Mass media plays a vital role in defining solutions and highlighting important social issues.

The second observation derived directly from the positive results achieved by the IDOM project, which was implemented for a year and a half and produced an effective media campaign.

The session was moderated by Prof. Nesma El Batrik, Faculty of Communication, Cairo University.

#### **Speakers**

**Neliana Tersigni**, *Italian TV correspondent for Middle East*

**Said el Lawendy**, *Writer and Journalist, Al Abram Newspaper*

**William Ebeid**, *Professor at the Faculty of Education, Ayn Shams University*

**Said Kassem**, *Chairperson of the Board of Pioneers Association for Development*

The entire session was based on the fundamental presupposition unanimously shared by all the speakers: the important role the media can play in managing emigration when it is able to compliment the operative measure and actions of state institutions.

As stated on many occasions during the Conference, if the institutions define the framework of the management of migration in political, mass media can contribute by guaranteeing the spread of information amongst the citizens personally involved in the phenomenon.

All the participants were involved in discussing how one should define the social role that mass media should play. The participants believe that mass media should not only discourage illegal migration indicating its risks, but they should also instil consciousness of the legal alternatives and their opportunities.

Moreover, it was underlined that a profitable collaboration between institutions, the various actors involved and the mass media represents a solid base from which objectives can be achieved.

The informative mechanisms implemented by the IDOM project were the means of reference for interventions made in discussion. The project managed to trigger a virtuous circle of information and awareness dissemination which produced very good results on the field.

Each speaker enriched these general positions with valid arguments and interesting ideas on all subjects.

According to Neliana Tersigni, for example, mass media revolution that has taken place over the last decade created, in some ways, the social responsibility of media. Internet, television, radio, satellite channels, together with a widespread school attendance has created immediacy in the availability of information and increased the number of people accessing it.

This process defined a precise social imperative for all mass media: “to spread correct and real information”.

In addition, Dr. Tersigni underlined that the work carried out by mass media, in particular referring to the migratory phenomenon, has not been able to undertake this “social mission.” For a long time media have been able to create incontrovertible versions of facts which have then turned out to be unfounded. In this distortion of the information process, media have been responsible in making the young people enthusiastic to emigrate. Countries (e.g. Italy) were described by the media as paradises of opportunity which could solve all financial worries.

The speaker stressed the importance of a more pedagogic role of media.

Media should not only provide information but they should guarantee that it is deep and better founded. If this is the case, “informing” through the media can be a solution as the media will be able to play a major role in educating and training.

Taking up a similar position, Said el Lawendy asserted that nowadays distorted information, represented by media on both shores of the Mediterranean, has contributed in creating and enforcing stereotypes whereby migrants become the victims.

If the Arab media are responsible for having facilitated the exit of many Egyptians by presenting migration as an easy solution, the Western media has not hesitated to show that migrants are socially dangerous elements within society. Distrust greets them when they arrive in host countries. For this reason, the speaker suggested that a common cooperation plan should be instituted between the Arab and Western media. The aim of which would be to create an informative system able to generate positive consciousness on both shores of the Mediterranean. In this way, young migrants could become beneficiaries of information instead of its victims.

William Ebeid, corroborated with what was previously described and stated that illegal migration is a social disorder, and the only way to face it is by identifying a comprehensive and integrated approach in order to act on the causes that bring people to emigrate in the first place. In this framework, mass media in collaboration with the institutions is socially obliged to confront the problem.

The speaker identified society, the individual and globalization as the three main variables which determine the decision to emigrate. Media should be obliged to inform and educate potential migrants, as well as those that have already tried to illegally emigrate - so as to help them re-integrate.

This system should be implemented through direct contacts with beneficiaries: meetings and awareness activities in schools, in the mosques, in the churches, and in all typical meeting places.

In this context, mass media can be a very useful vehicle for the dissemination of the message against illegal emigration and they can positively affect the decisional process of the potential migrants and push them to take the right decisions and to abide by the existing policies and regulations.

The conclusive intervention of Said Qassem on the IDOM project was very pragmatic and illustrated the functioning of the informative mechanism carried out by the project.

The IDOM project, which is part of the integrated approach of the initiatives of the Italian cooperation in the emigration sector, is aimed at assisting the Egyptian institutions in creating consciousness and awareness

on the risks and on the consequences of illegal migration through an innovative approach that would allow to guarantee the interactivity between media, collaboration with the non governmental organizations and the creation of focus groups for the analysis and the dissemination of information.

The project achieved valuable results in terms of the dissemination of information and especially in the elaboration of discussions thanks to the production of documentaries, as well as the organization of talk shows on television and radio.

Unquestionably, this helped to fill the gap previously mentioned by Neliana Tersigni, between the unrealistic expectations of the migrants, disoriented by inexact information and the reality of emigration.

The whole informative strategy of the project was focused on three main points:

- **Effects of illegal migration on the youth and their families**
- **Ways of dealing with illegal migration**
- **Opportunities and procedures for participating in legal labour mobility schemes.**

## CONCLUSIONS AND RECOMMENDATIONS

The Conference underlined that the cooperation model implemented in Egypt by Italy represents an example of Integrated Action, a “best practice” which could be duplicated and implemented by other EU member states.

The Egyptian institutional representatives asserted that “the guide lines traced by Italy in the management of migratory flows are for Egypt the basis for future cooperation policies”.

### **The recommendations of the Conference highlighted the need of:**

1. Strengthening the bilateral relations between origin and receiving countries through readmission and labour agreements;
2. Enhancing a better match-making of demand and offer through the creation of informative and operative centers;
3. Integrating educational offers with employment, reorienting the first according to the needs of national and international labor markets;
4. Activating programs in support of the educational and vocational system in order to achieve joint educational and vocational standards between sending and receiving countries
5. Defining action plans, designed by the Governments, in order to enhance and promote return migration
6. Defining and activating awareness campaign able to convey clear messages on the dangers pertaining to irregular migration as well as information campaigns on the reality of receiving countries.