

SEEFAR

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Annual Report
2024

Seefar Foundation

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| ACRONYMS

<u>A2R</u>	Access to Rights
<u>AMIF</u>	Asylum, Migration and Integration Fund
<u>CAT</u>	Confidence in Action Training
<u>CSPD</u>	Civil Status and Passports Department
<u>CSO</u>	Civil Society Organisation
<u>DG HOME</u>	Directorate-General for Migration and Home Affairs (European Commission)
<u>EU</u>	European Union
<u>FFP</u>	Feminist Foreign Policy
<u>GFFO</u>	German Federal Foreign Office
<u>ICMPD</u>	International Centre for Migration Policy Development
<u>ICLA</u>	Information, Counselling and Legal Assistance
<u>LACE</u>	Learning Awareness Counselling and Empowerment
<u>LIFT</u>	Livelihood Initiative For Transformation
<u>MGF</u>	Macquarie Group Foundation
<u>MPF</u>	Mobility Partnership Facility
<u>NGO</u>	Non-Governmental Organisation
<u>NRC</u>	Norwegian Refugee Council
<u>OFW</u>	Overseas Filipino Worker
<u>TMP</u>	The Migrant Project (project brand)

| GLOSSARY

▶ Irregular migration	Movement of people that takes place outside the regulatory norms of the sending, transit, and receiving countries.
▶ Feminist Foreign Policy	An approach to international relations that places gender equality and women's rights at the center of policy decisions.
▶ Remote counselling	One-on-one support delivered via phone, chat, or online platforms rather than in person.
▶ Legal pathways	Official, state-sanctioned routes for individuals to migrate or seek asylum.
▶ Digital archiving	Converting physical documents into digital formats for easier access and long-term storage.
▶ Migration counselling	Personalised sessions to provide irregular migrants in transit or potential irregular migrants with accurate information about risks, opportunities, legal options, and alternatives to irregular migration.
▶ Social media engagement	Actions taken by users on social media posts (likes, shares, comments, clicks).
▶ Reintegration	The process by which returnees adapt and become part of society in their home country after a migration experience.
▶ Psychosocial support	Services that address psychological and social needs of individuals to improve wellbeing and resilience.
▶ Human trafficking	The recruitment, transportation, and exploitation of people through force, fraud or coercion.
▶ Behaviour change communication	Strategic use of messages and media to encourage individuals and communities to adopt safer behaviors.
▶ Returnee	A person who has returned to their country of origin after living abroad.
▶ Transit migrant	A person passing through a country on the way to their intended destination.
▶ Referral system	A structured process of connecting individuals to appropriate services or resources.
▶ Digital signage	Electronic displays used to provide real-time information in public service spaces.

| WHO WE ARE

Our story

When we founded Seefar ten years ago, our aim was simple: create lasting positive change. To get there, we chose to blend a private sector results-driven approach with our dedication to helping vulnerable people. We're experts in individual agency, recognising that by changing the lives of small population segments, we can have an outsize impact on large scale problems.

Today, we deliver programmes and services in over 60 countries. From providing psychosocial support to returnees in Afghanistan to reducing irregular migration through the Sahel, our work has spanned the globe.

Over the years, we've become adept at creating platforms that deliver services remotely, giving us the ability to reach new audiences with speed and flexibility. Our team includes people from and within target communities, providing us with high levels of trust and easy access to locations many others cannot reach.

Our Mission

We're a social enterprise with a simple mission: to transform the lives of vulnerable people.

Through our programmes rooted in tech, psychology and behaviour change, we help people build vital skills and confidence so they can make a positive contribution to their communities. It's how we support governments and other donors in finding solutions to irregular migration, poverty, human trafficking, violent extremism and more.

In short, we're building stability, one person at a time.



Our Values



Social purpose

Social purpose drives everything we do. It's our fundamental aim, underpinning how we invest in our people and how we strategise. All our values are ultimately designed to promote social purpose by helping us deliver the highest quality of services for the people who use them.



Productivity

When it comes to improving productivity, we are ruthless. We focus on completing the most important steps to advance our objectives and we experiment to find the most efficient methods to complete those steps. We actively share best practice and new methods among ourselves.



Take smart risks

We encourage each other to take smart risks. It's how we make progress on problems that seem intractable to others. If we do make mistakes while taking smart risks, we always use them as an opportunity to learn.



Feedback

To learn faster, we make sure to give and receive constructive feedback. We use this to identify excellent as well as substandard performance, helping us all to improve.



Humility

We approach all our work with humility. That means genuinely listening to others and keeping an open mindset when collaborating.



Grit

Grit is what gets us through when things are challenging. The social outcomes we aim for often involve a high chance of error and failure, grit helps us fail faster and find better solutions.



Learning

Higher productivity and smarter risk-taking requires constant learning. That's why we're always experimenting, reflecting and sharing ideas. Learning also means trying different approaches to get the best result and deeply understanding how gender and other forms of identity affect people and programmes. It's part of stretching ourselves individually and as a team.

| FORWARD FROM
THE DIRECTORS

As Seefar marks its tenth anniversary, we take pride in over [a decade of innovative and impactful ideas](#), courageous and grounded action, and a deep commitment to the people we serve. [What began as a small team with an ambitious vision has become a globally recognised organisation operating in more than 60 countries](#) - proof that purpose, when paired with grit, scales.

2024 was a defining year. We clarified our mission, strengthened our brand, and deepened our engagement with the communities we serve. Building on our one-on-one migrant counselling model, we focused more intentionally on [delivering viable alternatives - strengthening referral networks and partnering with local organisations](#) to offer locally led and sustainable options. We also [launched our first direct job placement initiative from Nigeria to Europe](#) in the STEM sector, expanding our services in response to the ambitions and needs of those we serve. Throughout, we remained committed to practical, people-centred solutions that create lasting change.

Across our work, we've seen how [psychosocial and behavioural change approaches](#) can unlock transformation - even in the most constrained environments. From [Nigeria to Tunisia, community-led forums and individual counselling](#) changed minds about unsafe migration. In [the Philippines, a mobile learning app](#) rebuilt confidence for migrants returning from overseas work. In [Jordan, digital legal tools](#) made it easier for refugees to access essential documents for themselves and their families. In [Afghanistan](#), where we have been co-developing solutions and supporting colleagues and programme participants since 2014, our LIFT programme empowered over 130 women with [digital skills, psychological resilience, and economic independence](#) - all delivered remotely, in defiance of severe restrictions. In [Nigeria and Pakistan](#), our [feminist foreign policy](#) campaign helped women-led organisations shift migration narratives in classrooms, markets, and online spaces, reaching thousands of peers with gender-sensitive information and support. When people feel seen, heard, and capable of acting, change becomes possible.

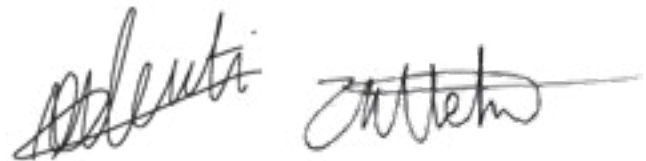
[Gender equity has always been a non-negotiable lens in all of our work - from how we approach issues to how we design solutions.](#) We strive to highlight how girls and women, in all of their intersectionalities, are disproportionately affected by violence, poverty, and displacement. Our feminist engagement is evident in both our team and our impact: we consistently recruit and train [local female leaders](#), and we have developed our own [trauma-informed, adaptive counselling](#) model based on over a decade of work supporting vulnerable displaced populations - especially women who are victims and survivors of human trafficking, sexual and gender-based violence, and exploitation.

As a [women-led organisation](#) - three of our board members and the majority of our senior leaders are women - we are proud to stand with girls and women. Around the world, women are the drivers of care, community cohesion, and long-term change - embodying the very values we strive to uphold in our work: resilience, empathy, and impact through service.

Zdena Middernacht & Lea Valenti

Co-Chairs, Board of Directors

Seefar Foundation



| OUR GOVERNANCE

Seefar Board of Directors



▶ **Zdena Middernacht**
Director

Zdena is a senior consultant and co-owner of Organisation Development Support, specialising in supporting civil society organisations in all areas of organisational development. She has been Director of Seefar Foundation since 2023.



▶ **Lea Valenti**
Director

Lea is a passionate intersectional feminist with a background in gender and violence and has been working in global development and humanitarian efforts for over a decade. She has been a Director of the Seefar Foundation since August 2024 and also consults on migration and gender issues.



▶ **Maria Jargon**
Board Member

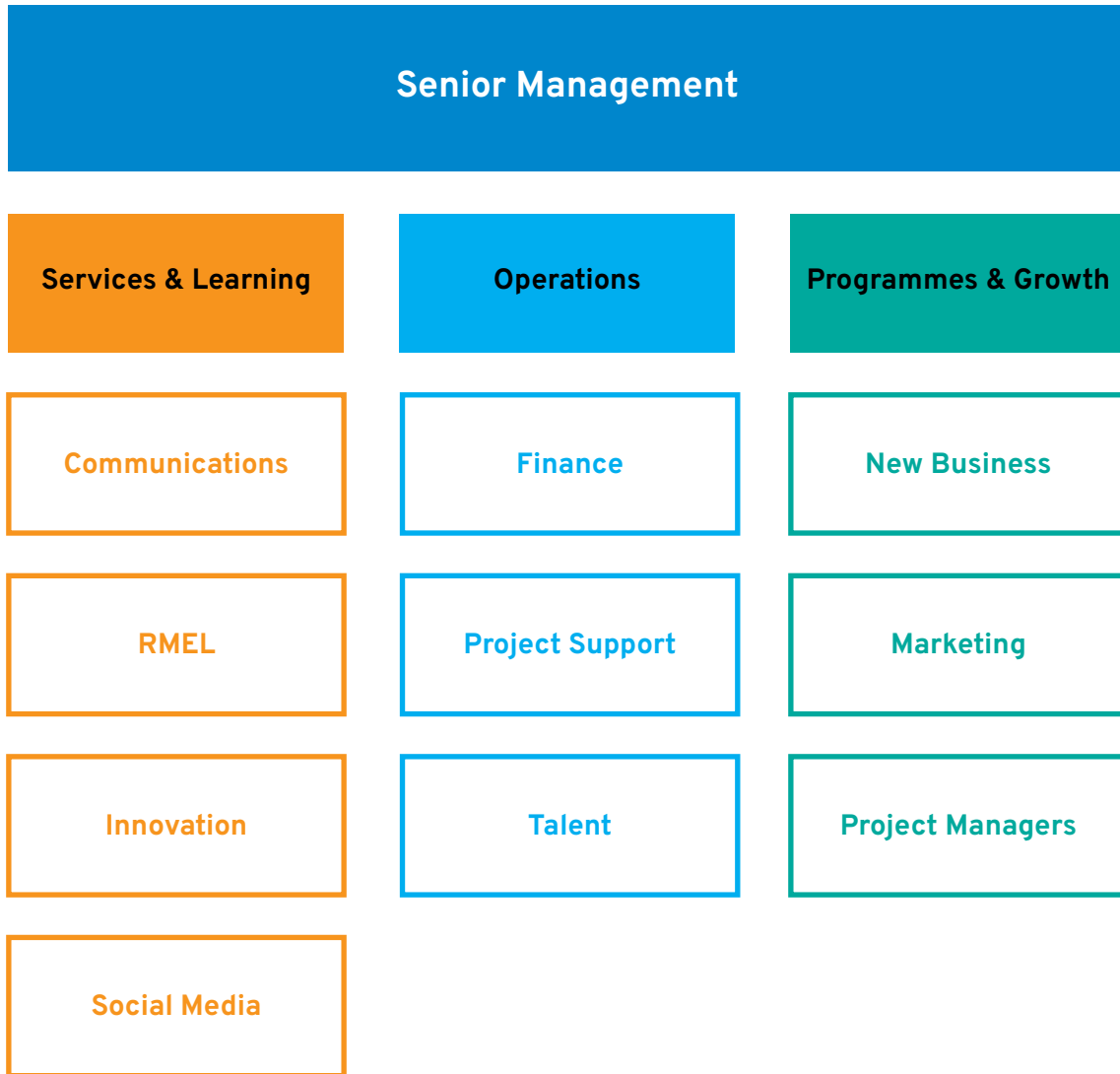
Maria Jargon is a MEAL and research expert with 10 years of experience designing and delivering research, monitoring, evaluation, and learning across Africa, Asia, and Europe. Formerly Seefar's Technical Services Manager, she now works independently, supporting strategic communication and social and behavior change initiatives. Her work spans themes including migration, mental health, peacebuilding, disinformation, capacity-building, and livelihoods in fragile and conflict-affected settings. Besides being a board member, Maria continues to collaborate with the organisation on research and evaluation projects.



▶ **Alex Silberman**
Board Member

Alex Silberman is a business and human rights expert with 15 years working on child labor, forced labor, and international migration in the public and private sectors. He currently works as a Senior Risk Manager for Amazon's Human Rights and Social Impact team, and previously delivered EU-funded projects for Seefar across the Middle East, Afghanistan, East Africa, Southeast Asia, and Europe.

Seefar Team Structure

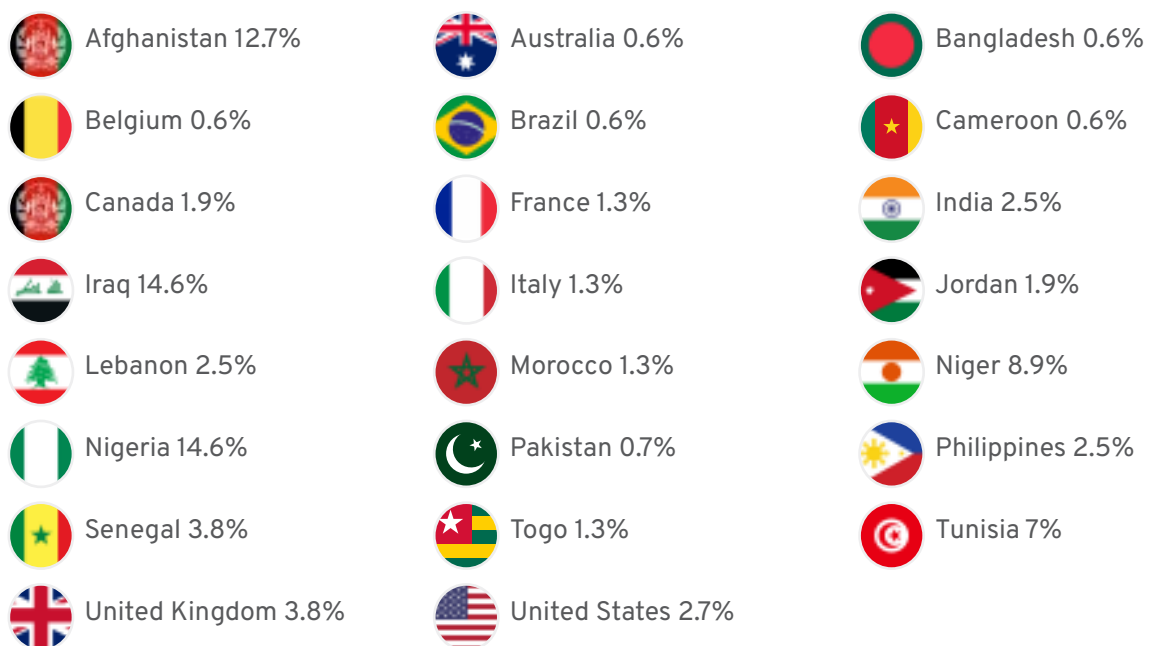


| OUR PEOPLE

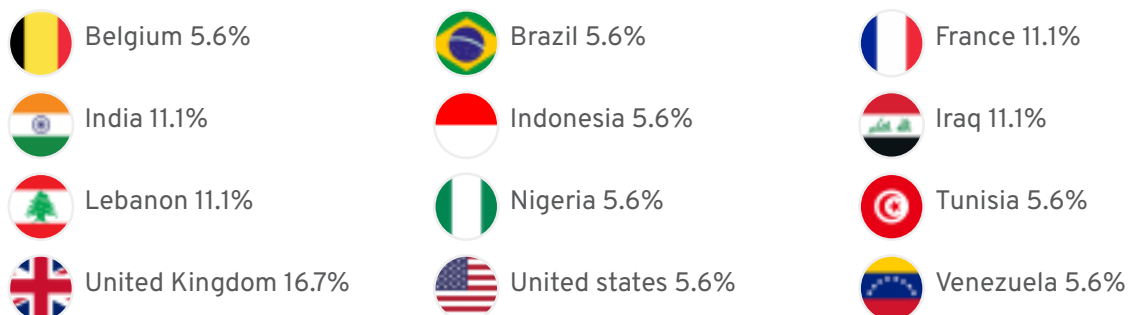
At Seefar, our fully remote, globally connected team reflects our **deep commitment to diversity and inclusion**, spanning **32 nationalities** in 2024 and **proudly led by women**, who make up the majority of our workforce. This multicultural and female-driven composition is evident not only across the organization but also at the leadership level, fueling innovation, enriching our global perspective, and strengthening our ability to empower the communities we serve.

Nationality Disaggregation of Personnel in 2024

2024 staff nationalities breakdown

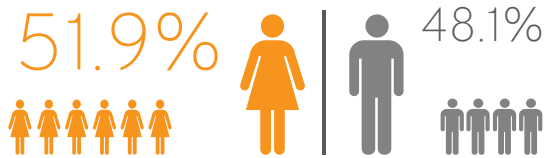


Leadership Team¹ Nationalities Breakdown



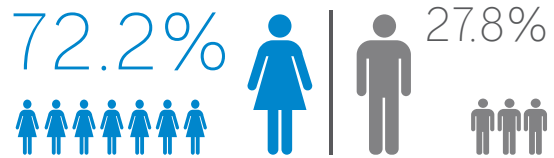
¹ Including SMT, Services and Learning, Programme Growth, and Operations

Gender Representation at Seefar



All personnel

Female 82
Male 76



Leadership Team

Female 13
Male 5

From Refugee to Respected Leader: Shadab Qane's story



It has been an incredible and rewarding journey working with Seefar, first as a Migrant Counsellor and later as a Team Lead. Coming from a migrant background myself, I deeply understand the importance of providing authentic information and/or psychosocial support to people on the move. This experience has strengthened my passion for supporting migrants and allowed me to contribute meaningfully by offering guidance, empathy, and practical assistance throughout their journeys.

- Shadab Qane

Shadab Qane is a 36-year-old Afghan woman who fled the war and spent years as a refugee in numerous countries. She served at Seefar for three years, as a migrant counsellor and later, as a team leader for Afghanistan, a position she was appointed to even when some team members initially resisted being led by a woman. Seefar stood firmly behind her leadership potential, championing her appointment. She not only rose to the challenge but thrived in the role, leading with resilience, empathy, and skill. Today, she is a finance expert based in Australia.

| INTRODUCTION/
PROGRESS AT
A GLANCE

2024 marked [Seefar's 10th anniversary](#), a milestone that invited both reflection and renewed ambition. From a small, values-driven team with a bold idea to a globally recognised social enterprise operating in over 60 countries, we've grown in scale, strength, and impact. Over the past decade, we've empowered thousands of people to access safer migration pathways, return and reintegrate with dignity, gain documentation, and rebuild their lives.

This year alone, our projects spanned from [Afghanistan to Jordan](#), [Morocco to the Philippines](#), reaching over [40,000 direct beneficiaries](#) through personalised counselling, skills training, digital platforms, and targeted outreach. Millions more engaged with our campaigns, learning about their rights, and being empowered to create new paths for themselves and their communities. Our work has continued to evolve, leveraging [technology, behaviour change, and locally rooted partnerships](#) to create sustainable, scalable solutions.

2024 was also a year of [internal transformation](#). We sharpened our focus, deepened collaboration across teams, launched new online courses through [Seefar Academy](#) and [LearnHub](#) app, supported the development of AI-powered tools such as [Migrant Match](#), and brought greater strategic clarity to the [Seefar Foundation brand](#). Amid funding transitions and growing operational complexity, we delivered some of our most innovative initiatives to date - including the digitisation of 5 million civil documents in Jordan, an educational escape game for Moroccan youth, online courses and apps that empower and educate returnees, migrants in transit, teachers, and frontline workers.

As we step into 2025, we remain committed to [doing more with less](#), investing in our people, and holding ourselves to high standards. We are proud of what we've built, and immensely grateful to our donors and partners who made it possible. Thank you for continuing to believe in what we do, and in the communities we serve.



| EMPOWERING
SAFER JOURNEYS:
ADVANCING
A FEMINIST
FOREIGN POLICY
ON MIGRATION
IN NIGERIA AND
PAKISTAN

Project Details

Donor	German Federal Foreign Office (GFFO)
Timeline	August 2023 – January 2024
Countries	Nigeria and Pakistan
Target Audience	Potential and transit migrants in Nigeria and Pakistan (18–34), Nigerian students, Nigerian teachers, Women-led CSOs in Nigeria and Pakistan
Beneficiaries Reached	3,077 individuals through counselling sessions; over 10 million reached via social media; 417 teachers trained

Amplify women's voices in migration decision-making in Nigeria and Pakistan

In 2023, with support from the German Federal Foreign Office (GFFO), Seefar implemented a five-month campaign in Nigeria and Pakistan focused on reshaping how young people, particularly women, engage with the topic of migration. This initiative, rooted in a Feminist Foreign Policy approach, aimed to not only raise awareness about the risks of irregular migration, but to elevate women's voices in influencing societal norms and personal decision-making on this often gendered issue.

The campaign, launched in August 2023 and concluded in January 2024, combined educational outreach, individual counselling, civil society engagement, and digital outreach to reach a wide and diverse audience. Central to the effort was the belief that informed choices and empowered voices, especially those of women, can help shift risky migration behaviours and contribute to safer, legal, and more sustainable alternatives.

A Multilayered Approach to Awareness and Empowerment

At the heart of the campaign was a comprehensive strategy that integrated educational outreach, individual counselling, and capacity building for women-led civil society organisations (CSOs).

In Nigeria, 417 teachers were trained, through both in-person and online modalities, to facilitate sessions with students on the risks of irregular migration and the gender-specific vulnerabilities involved. Teachers not only deepened their own understanding but carried that knowledge into over 215 classroom sessions, and we estimate over 3,000 students were reached through these sessions. Feedback showed that over 90% of trained teachers felt empowered and motivated to continue this work long after the initial training.

The training is highly educational and everyone should be made aware. The training is especially timely during this harsh economy as it will guide (young) people from succumbing to the pressure to leave for foreign countries by all means.

- Nigerian teacher



Her Migration Voice Campaign, Genius Hub Global, Edo State, Nigeria

Meanwhile, the campaign also offered one-on-one counselling sessions to over 3,000 young adults across Nigeria and Pakistan. These sessions helped shift perceptions and behaviours: 36% of participants abandoned their irregular migration plans, and many others redirected their focus toward legal alternatives, job opportunities, or local entrepreneurship. Notably, a higher number of Pakistani consultees reported abandoning their plans, potentially reflecting differing migration drivers between the two countries. In the months following the consultation, about 30% of youth participants reported taking new steps toward alternatives to irregular migration, with men and Pakistani nationals showing higher levels of engagement compared to women and Nigerian participants.

Recognising the power of community-driven change, the campaign also invested in the capacity building of 10 women empowerment focused CSOs, five in each country. Through workshops and mentorship, these organisations developed and implemented gender-sensitive campaigns that reached tens of thousands, both online and in-person. In Pakistan, change ambassadors at universities sparked peer-led awareness, while in Nigeria, community events and market sessions engaged women at the grassroots level.

The knowledge and skills we've gained during these two days will undoubtedly have a lasting impact on our work and advocacy in the field of migration and women's rights. We are eager to apply what we've learned to make a positive difference in the lives of the women we seek to empower and amplify. Furthermore, we want to emphasise that this training will not simply end here. Upon returning to our organisation, we are eager to provide step-down training to the rest of our staff.

- CSO beneficiary in Nigeria



Gogi Studio Campaign Bus Tour, Islamabad, Pakistan

Digital Innovation and Targeted Messaging

Social media played a vital role in scaling the campaign's reach. Through The Migrant Project (TMP) pages in both countries, the campaign reached over 10 million people and drove over 6 million post engagements. Social media was also a gateway to counselling services, with rigorous A/B testing showing that risk-based messaging was most effective in reaching men, while narratives around the realities of migration resonated more with women.

These insights not only made the campaign more cost-effective, cutting signup costs by up to 65%, but also highlighted the importance of gender-responsive communication in migration discourse.

Learning and Looking Forward

While the campaign was short in duration, it offered several insights. First, digital education is scalable - online teacher training, though slightly less impactful in terms of knowledge gains, proved to be three times more cost-efficient and continued to attract participants even after the campaign ended. Second, gender-sensitive counselling and peer engagement created meaningful behaviour change in a space where migration narratives are often dominated by men. Finally, the experience affirmed that long-term engagement, especially with CSOs, is essential to sustaining impact.

In many ways, the campaign served as both a pilot and a proof of concept, demonstrating how feminist principles and grassroots strategies can intersect to create safer, more informed migration journeys. With the groundwork laid, the next phase must involve sustained support, longer timelines, and regional expansion to deepen this impact across both countries.

Key Achievements



10M+ reached via social media with **6M+** engagements



36% of consultees abandoned plans for irregular migration



Shift in migration priorities - **57%** redirected toward legal alternatives post-counselling



417 teachers trained; **93%** remained motivated months after training, **100%** would recommend the training to their peers



43 CSO members received capacity building; **10** CSOs implemented large scale gender-sensitive campaigns



400+ women CSO-led community workshops, seminars, and sessions in schools, markets & online platforms

| AFGHANISTAN
LIVELIHOODS
HUB: BUILDING
SAFER FUTURES
FOR AFGHANS
AND IRANIANS
IN TRANSIT
AND AT HOME

Project Details

Donor	Norway's Ministry of Justice and Public Security
Timeline	October 1, 2022 – March 31, 2024
Countries	Afghanistan (Kabul) and Türkiye (transit communities)
Target Audience	Afghan and Iranian young adults (ages 18–34), returnees, and potential migrants
Beneficiaries Reached	602 Afghan and Iranian men received individualised migration consultations, and 258 enrolled in the LIFT programme (232 completed), including 133 women and 125 men

A Dual Response to Reintegration and Risk

From October 2022 to March 2024, Seefar in collaboration with Farsight Global, with funding from Norway's Ministry of Justice and Public Security, implemented the second phase of the Afghanistan Livelihoods Hub, a strategic intervention that addressed both the needs of returnees in Afghanistan and the vulnerabilities of Afghan and Iranian youth migrating irregularly through Turkey.

Building on the success of its 2021–2022 pilot, the Hub's second phase combined two strategic components: the LIFT Programme in Kabul, and a migration consultation campaign targeting transit migrants in Turkey. In Kabul, it delivered market-driven skills training, psychosocial support, and entrepreneurship development tailored for Afghan returnees and potential migrants. Simultaneously, in Turkey, a new migration consultation component provided individualised counselling to help youth in transit reconsider their migration plans and explore safer, legal alternatives.

Together, these efforts reached hundreds of at-risk individuals with timely support, new skills, and restored hope.



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Responding to Migration in Transit

The migration consultation component reached over 600 Afghan and Iranian young men (ages 18–34) who were in transit through Turkey and considering irregular migration to Europe. Outreach was driven through social media campaigns in Farsi and Pashto, which not only provided critical information about migration risks and legal alternatives but also funneled high-priority individuals into 1:1 consultations.

These consultations went beyond providing facts. Counsellors tailored each session to the individual's circumstances and, where necessary, integrated psychosocial support into the conversation. Follow-up calls were conducted a week later to support next steps and offer continued guidance.

Many consultees credited these conversations with profoundly changing their perspective. Most notably, 67% of beneficiaries had abandoned their irregular migration plans when contacted months later, and over 93% had taken proactive steps toward legal pathways.

Building Confidence and Livelihoods Opportunities in Kabul

In Kabul, 258 beneficiaries enrolled in the LIFT programme, 125 men and 133 women, including many returnees. Due to the Taliban's restrictions on female education, the programme used a gender-sensitive design, with men attending in person and women joining remotely from home. Both groups followed the same curriculum and received psychosocial support, digital skills training, and career preparation.

Women's participation in the programme, though delivered online, was highly impactful. Female learners displayed strong knowledge growth, especially in resilience-building modules such as Confidence in Action (CAT), which many identified as life-changing.

Graduates left the programme with a renewed sense of agency. Within three months, the share of graduates reporting an income rose from 6% to over 41%, with several starting businesses or securing formal employment. Psychosocial resilience also improved markedly, with the prevalence of stress-related symptoms dropping by more than two-thirds post-graduation.

Many participants reported that they were no longer planning to migrate or felt more able to stay and build a future in Afghanistan. This was particularly true for men, whose perceptions of their ability to remain in-country shifted significantly over the course of the programme.

By the time of graduation:

85% of participants showed sustained psychological resilience

37% reported new employment, and **42%** reported increased income

90% of women actively worked to improve their financial situation

54% felt they could stay and live in Afghanistan, VS **24%** at enrollment (x2)

Stories of Resilience and Women Empowerment

The Hub's greatest impact was perhaps seen in its female participants, many of whom had been forced to abandon their education or careers due to Taliban restrictions. Their stories speak volumes.

Frozan, a 26-year-old former midwifery student, had her education and career interrupted when the Taliban returned to power. She faced depression and uncertainty, until she found the LIFT programme online. Through tailored mentorship, skills-building, and renewed confidence, she learnt how to craft a strong CV and eventually landed a position as a third-party monitor for a WFP-funded NGO project in Kabul.

My confidence began to grow, and hope was rekindled within me. Now I have a job, a goal, and a reason to stay.

- Frozan, Female Graduate

Zahra, a 24-year-old former medical student, enrolled in LIFT after being expelled from university. With new skills and renewed purpose, she now works as a programme assistant at Search for Common Ground.

Layla, who had to abandon her English literature studies, rebuilt her confidence through the programme and secured a job as an HR assistant at PHL Limited.

These stories reflect the Hub’s success not only in developing skills, but in restoring hope, confidence, and independence in some of the country’s most marginalised voices.

Key Achievements



602 young Afghan and Iranian men received personalised migration consultations



67% of consultees abandoned irregular migration plans within **3-6 months**



93% took steps toward legal migration options




100% of those who changed course credited the counsellor’s influence




770,000+ people reached through Facebook ads




258 enrolled in LIFT, with **232** graduates (**89.9%** completion rate)



41.4% of graduates gained income within 3 months (up from 6%)



86% of graduates showed improved psychosocial resilience



IT course scores increased by up to **81%**, with strong results across all modules



Reintegration scores improved significantly across economic, social, and psychosocial dimensions



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| PATHWAYS:
EMPOWERING
INFORMED
MIGRATION
CHOICES ACROSS
THE EASTERN
MEDITERRANEAN
AND WESTERN
BALKAN ROUTES

Project Details

Donor	AMIF (Asylum, Migration and Integration Fund)
Timeline	September 2023 – August 2024
Countries	Türkiye, Pakistan, Iraq, Iraqi Kurdistan, Egypt
Target Audience	Potential and transit migrants (ages 18–35), incl. Syrians
Beneficiaries Reached	11,298 consultations; 37M social media reach; 22M engagements

A Multi-Channel Campaign to Shift Mindsets

The Pathways project was designed to address irregular migration by equipping potential and transit migrants with facts, alternatives, and options for safer, legal migration options. Implemented by Seefar under the AMIF, Pathways deployed an integrated strategy across five countries along the Eastern Mediterranean (EMR) and Western Balkans Routes (WBR), regions where misinformation and risky migration journeys are common.

Through a combination of social media outreach, one-on-one counselling, referral networks, and online training, the project reached millions and engaged thousands in conversations that changed the way people view their migration options.

Transforming Information Into Action Through Remote Counselling

Central to Pathways was its remote counselling service, which provided accurate, personalised information to over 11,000 migrants. Counselling sessions delivered by The Migrant Project (TMP) reached Afghans, Pakistanis, Iraqis, Syrians, and Egyptians who were considering or actively planning to migrate irregularly.

The results found that 95% of consultees reported increased understanding of migration risks, 93% gained clarity on the realities of life in Europe, and 89% learned about legal migration alternatives and how to access them.

These conversations didn't just inform, they shifted behaviours. Shortly after consultation, only 5% of consultees still saw irregular migration as crucial to their future, compared to 31% beforehand. More than three-quarters reported abandoning their irregular migration plans, a change that remained consistent over time.

One beneficiary was about to take a perilous migration journey. I persuaded him to stay, and tragically, his friends who went didn't survive. He later thanked me, sharing his parents' blessings for saving his life

- Nabil, Counsellor in Afghanistan

Rigorous Social Media Testing and Research for Migration Communications

The campaign's digital reach was extensive.. Across platforms and languages, over 37 million people were reached and 22 million engagements recorded. Strategic A/B testing helped optimise messages for different audiences, risk-oriented posts resonated with men in transit, while family-oriented, hopeful messaging performed better with women at home.

Critically, those most committed to migrating were also the most engaged. Rather than avoiding hard truths, they interacted deeply with the content, by looking for validation or alternatives. Exposure to Pathways' media materials significantly increased knowledge retention, especially among those uncertain about their plans. Crucially, the Pathways project didn't just use social media, it studied it. Informed by over a year of experimentation, the project produced a flagship publication: the [Compendium of Proven Social Media Guidelines for Migration Communications](#). This compendium consolidates findings from dozens of campaigns and three case studies to answer a vital question: *what works online when you're trying to inform migration choices?*

The findings were clear and actionable:

1. **Negative messaging** focusing on risks is most effective for reaching transit migrants.
2. **Positive, family-focused** content drives engagement among women in their country of origin.
3. **Testimonials** consistently outperformed fact-based posts in building trust, three out of four users in Pakistan trusted testimonial content over any other type.
4. **Short, emotional video content** was more influential than images or text, particularly when it featured real-life stories.
5. A **two-step marketing funnel**, starting broad and narrowing to highly engaged users, cut campaign costs by over 90% in some countries.
6. **Social media exposure led to statistically significant improvements in knowledge retention**, especially among well-educated users and those unsure about their migration plans.

The full compendium is now publicly available and stands as a resource for EU member states, migration actors, and communicators looking to maximise the reach and effectiveness of their digital campaigns.

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Referral and Follow-Up: Creating Pathways Where There Were None

Where possible, counsellors referred beneficiaries to local service providers for psychosocial, legal, and livelihood support. While logistical challenges limited immediate impact, especially in remote areas, the referrals contributed to greater long-term stability. Those who received services were more likely to abandon irregular migration plans in the medium term.

However, the referral network also surfaced critical gaps in access and coordination. These insights informed recommendations to hire in-country coordinators, build more localised partnerships, and integrate face-to-face engagement where possible in future projects.

Learning That Lasts: A Shift from Legal Migration to Local Opportunity

In the short term, most consultees focused on legal migration options. But over time, many realised the barriers, bureaucracy, cost, language, and pivoted to local opportunities instead. Those who explored local options were more likely to see real-world results: 24% secured employment, 18% started a business, and 11% gained a new skill.

This organic shift showed that even when legal migration isn't immediately accessible, Pathways helped participants reframe their future in constructive, proactive terms.

Key Achievements



37,000,000 people reached via social media



22,000,000 engagements across all platforms



11,298 remote consultations conducted



95% reported better understanding of risks



78% abandoned irregular migration plans shortly after consultation



70% maintained this decision 3–6 months later



52% of consultees actively explored legal migration alternatives



43% shifted toward local job and business opportunities



190 referrals to local service providers; improved medium-term outcomes

| LEARNING
AWARENESS
COUNSELLING
AND
EMPOWERMENT
(LACE) ALONG
THE CENTRAL
MEDITERRANEAN
ROUTE

Project Details

Donor	European Union (Asylum, Migration and Integration Fund - AMIF)
Timeline	July 2023 – April 2025 (Ongoing)
Countries	Nigeria, Niger, Tunisia
Target Audience	Potential and transit migrants (18–44), community and household influencers, local actors, and educators
Beneficiaries Reached	7,185 counselling beneficiaries; 8M+ social media engagements; 5,556 awareness raising events participants; 4,400 students & 119 educators through outreach; 162 local actors

Note: At the time of writing, the LACE project is still ongoing. While the counselling, educational outreach, events, and core social media campaign components have been completed, the local actors-led campaign in Tunisia is scheduled to take place through early 2025, with a strong focus on engaging youth through schools, civil society, and government centres. Additionally, a major research study on information, rumours, and disinformation among migrants in all three countries has been conducted and analysis is currently underway, with findings expected to be published in 2025.

One-on-One Counselling That Shifts Behaviour

The foundation of the LACE project is its personalised approach. Through 7,185 individual consultations, the project supported potential irregular migrants and migrants in transit in understanding their options, both the risks of irregular migration and the potential of legal or local alternatives. Delivered across Nigeria, Niger, and Tunisia, these sessions helped people pause, reflect, and often, choose a new path.

Post-consultation results were compelling: 69% of beneficiaries disengaged from irregular migration entirely, and 55% cancelled their migration plans. Nearly half shifted their focus to job opportunities or local entrepreneurship, 94% of consultees found the information trustworthy, and 85% considered it directly relevant to their situation.

I was desperate to travel irregularly to chase my football dreams. But the session changed everything. I was enlightened about the risks, and I've decided not to take the unsafe route.

- Male potential migrant, 18–24, Nigeria

Youth Community Event with Football Club Lagos, Nigeria



Educating the Next Generation: Awareness Raising Sessions in Nigerian Schools



LACE comic book used in Educational Outreach sessions

A standout element of LACE was its Educational Outreach (EO) component, implemented in schools and youth centers in Nigeria and Tunisia. In Nigeria alone, 89 teachers were trained and delivered 84 sessions that reached 4,400 students, while 4,000 comic books helped bring migration risks and stories to life in classrooms.

Teachers showed lasting engagement: 100% remained motivated 3–6 months later, 91% shared their knowledge with colleagues, and 24% went beyond the curriculum to hold extra sessions for parents.

The EO sessions didn't just raise awareness, they reduced interest in irregular migration among students and educators. Notably, teachers who had considered migrating irregularly before the training had all changed their minds by follow-up.

The training broadened my knowledge on prevention and creating awareness for my students.

- 42-year-old female teacher, Edo State, Nigeria

Social Media Campaign Boosted by Partnering with Social Media Influencers

The project's online campaign achieved over 8 million engagements and reached tens of thousands through influencer-led content and optimised Meta campaigns. Through partnerships with relatable, regional voices like Louay Cherni in Tunisia and Odogwu Kiwi in Nigeria, the campaign directly reached at-risk young audiences.

Standout results illustrating the power of authentic, trusted messengers:

- ▶ A single influencer video in Tunisia generated a 600% increase in signups
- ▶ Social media influencer-driven content consistently outperformed standard ads, achieving up to 98% lower costs per signup.
- ▶ Social media influencer-driven content outperformed original content by achieving 300% more engagement on average.



Louay Cherni, Tunisian activist and social media Influencer, promoting TMP consultation service to his followers

The campaign's reach was also strategically refined using data: A/B testing showed that risk-based messaging worked best with men, while content highlighting family impact and hope resonated more with women. These learnings will shape future migration communication efforts in the region.

Community-led dialogues driving local ownership of migration messaging

LACE's awareness-raising events in Nigeria and Niger fostered open dialogue on migration risks and alternatives through culturally relevant formats. In Nigeria, 19 community events reached nearly 600 participants, with support from 50 local organisations and agencies. Topics included trafficking, financial risks, and local job opportunities. In Niger, 1,340 youth took part in structured sessions at youth centres, while 20 local radio shows reached over six million listeners. Forums led by local artists and returnees sparked powerful conversations, and 15 documentary screenings encouraged reflection and debate. Together, these activities brought migration awareness into everyday spaces, empowering communities with knowledge and safer choices.

Similar activities are scheduled to take place in Tunisia through early 2025, with a strong focus on engaging youth through schools, civil society, and government centres. These include scout-led peer outreach, workshops through social defence centres (CDIS), and artistic youth mentoring programmes.




LACE Community influencers event, Lagos, Nigeria

Key Achievements



5,556 people engaged in awareness events




8,000,000+ social media engagements



7,185 individual counselling sessions delivered




119 educators trained, reaching **4,400** students in Nigeria



69% disengaged from irregular migration after consultation



94% trust in information, **85%** found consultations relevant



1 in-depth research on the spread of information, misinformation, and rumours related to migration across Nigeria, Niger, and Tunisia conducted on and offline, to be published in 2025



3,798 referrals made to local opportunities and services

| INFORMA:
PROMOTING
INFORMED
MIGRATION
DECISIONS
AND VIABLE
REFERRALS
IN SENEGAL
AND NIGER

Project Details

Donor	AMIF (Asylum, Migration and Integration Fund)
Timeline	May 2023 – August 2024
Countries	Senegal and Niger
Target Audience	Potential and transit migrants aged 18–44
Beneficiaries Reached	3,263 received counselling; 1,946 referrals to job training and opportunities; 2.7M+ social media engagements

Empowering Informed Decisions at Critical Junctures

Implemented by Seefar as part of a consortium led by COSPE, the INFORMA project was launched in response to growing irregular migration pressures in Senegal and Niger. The project sought to influence decision-making among potential and transit migrants by raising awareness of the risks of irregular migration and the benefits of local and legal alternatives. Through a multilingual social media campaign, personalised 1:1 counselling, and a growing network of referral partners, INFORMA helped individuals reassess their plans, and in many cases, reimagine their futures.

From Awareness to Behaviour Change: The Role of Personalised Counselling

The heart of INFORMA lay in its individualised counselling model, which delivered 3,263 one-on-one consultations in less than a year, 1,772 in Senegal and 1,491 in Niger. Counsellors tailored each session to the beneficiary’s age, gender, migration status, and needs, building trust through honest dialogue.

By the three-week follow-up, 33.4% of consultees had already abandoned their irregular migration plans. Three months later, that number had grown to 39.6%, while only 9.3% continued to consider irregular migration. Those who rated the counselling as relevant, trustworthy, and helpful were significantly more likely to abandon risky plans entirely.

Reaching the Right People with the Right Message

To drive signups for counselling, INFORMA ran a robust social media campaign through Seefar’s TMP-branded Facebook pages. With over 2.7 million engagements, the campaign exceeded expectations and played a crucial role in identifying high-risk audiences. Beneficiaries who signed up through Facebook/Instagram were screened and referred to counselling based on need and risk level.

Across both countries, 200 media posts, ranging from videos to infographics, dispelled myths about irregular migration and promoted legal pathways and local opportunities. The online approach proved especially powerful for younger migrants, with over half of consultees aged 18–24 abandoning their plans following consultations.

Referrals, Ripple Effects, and Community Impact

A key innovation of the project was its external referral system, which connected nearly 2,000 individuals to over 200 employment and training opportunities. From job seeker visa applications to vocational training, these referrals gave beneficiaries practical next steps. Some even secured employment within weeks.

After my consultation, I realized the risks and let go of the idea. I applied for a job locally and got it. I'm now building a life here.

- Female potential migrant, 34, from Senegal



The project's influence extended beyond individual beneficiaries. By the three-month mark, former consultees had begun sharing learnings with peers, creating a ripple effect of awareness at the community level.

A Real Shift Toward Local Alternatives

Before receiving counselling, nearly 58% of consultees considered irregular migration their top priority. But just three weeks later, this had dropped to 2.2%, with most shifting their focus to legal migration (41.8%), local employment (28.8%), and entrepreneurship (12.4%).

Concrete investments followed:

- ▶ Job-seeking jumped from 14% to 56%
- ▶ Interest in starting a business grew nearly x 10
- ▶ Legal migration preparation, such as applying for passports and collecting visa documents, more than doubled x2

These changes reflected a broader mindset shift: not just about rejecting risk, but about investing in what's possible here and now.

Thanks to the project, I realized I could build my future at home instead of risking my life in the desert. I've started my own business from scratch.

- Male potential migrant, 34, Niger

Key Achievements



Risky migration dropped from **58%** to **2.2%** as a top priority



2,700,000+ social media engagements



3,263 beneficiaries received 1:1 consultations



1,946 connected to **202** local job/training opportunities



39.6% abandoned irregular migration plans after 3 months



55.8% began job-seeking, up from **14%** pre-consultation



Interest in entrepreneurship grew from **2.2%** to **20.2%**

| ACCESS TO
RIGHTS (A2R):
DIGITISING
LEGAL ACCESS
FOR REFUGEES
AND HOST
COMMUNITIES
IN JORDAN

Project Details

Donor	Norwegian Refugee Council (NRC)
Timeline	January 2022 – October 2025
Countries	Jordan (90 CSPD offices including Amman, Irbid, Mafraq, Zarqa)
Target Audience	Syrian refugees, non-Jordanian residents, vulnerable Jordanians
Beneficiaries Reached	Over 5 million documents digitized; 2M+ social media engagements; 1.4M+ post interactions

Note: At the time of writing, the A2R project is still on-going. The results presented here are extracted from preliminary reports.

Building Inclusive and Sustainable Pathways to Legal Rights

The Access to Rights (A2R) project is a multi-year collaboration between Seefar and the Norwegian Refugee Council, supporting Jordan's Civil Status and Passports Department (CSPD) in its efforts to enhance legal inclusion and service delivery. At its core, the project aims to reduce barriers to civil documentation for refugees and vulnerable Jordanians by digitising key government services, modernising workflows, and expanding public access to legal information.

These efforts have been especially critical for Syrian refugees, many of whom face difficulties in registering births, marriages, and other essential civil processes. A2R responds to this gap through a blend of strategic digitalisation, legal content development, and public outreach.

Jesr: A Digital Bridge to Legal Information

At the heart of the project lies Jesr, a user-friendly platform that provides clear, accessible information about legal documentation and rights. Developed in both Arabic and English, Jesr includes a standalone website and an active Facebook page, both tailored to the needs of refugees and host communities.

The platform offers comprehensive guidance on topics such as birth registration, marriage and divorce documentation, and procedures for accessing housing, land, and property rights. Thanks to an intuitive interface and relatable content, Jesr has already reached over two million people and recorded more than 1.4 million interactions. Website traffic continues to grow, with nearly 160,000 users clicking through to access legal resources.

Many users, including those with limited digital literacy, have shared that Jesr has helped them understand complex administrative procedures.

Jesr explained everything in a simple way. I saved so much time figuring out which papers to bring and where to go.

- Syrian user from Zarqa



The online ticketing system developed to simplify appointment scheduling across CSPD offices.

Digitising Government Archives for Greater Access

One of A2R's most ambitious and impactful components has been the digital archiving of CSPD's civil records. As of the end of 2024, over five million documents have been successfully digitised. This work has significantly improved both the accessibility and security of critical civil documentation. For Syrian refugees, it means not having to travel to a specific CSPD office to retrieve paper records. For CSPD, it means faster retrieval, better organisation, and less administrative overhead.

Digitising the archives has already proven to be a game-changer in how civil services are delivered in Jordan. It also offers long-term cost savings, with an estimated \$4.7 million in annual savings for the government by reducing manual processes and streamlining operations.

This has helped us archive documents electronically and speed up processing times without the need for citizens to bring in large amounts of paperwork. This makes things much easier and faster, especially for non-Jordanians.

- CSPD employee

Making Wait Times Smarter: Online Ticketing for CSPD

In response to widespread complaints about long waits and confusing procedures, A2R developed and deployed a nationwide online ticketing system that is now live in 28 CSPD offices, including the central headquarters. The system allows citizens and refugees alike to reserve appointments online, check office availability, and receive updates about their services.

Behind the scenes, the platform was upgraded to manage over 3,700 simultaneous requests, an impressive leap from earlier capacities, and work is underway to integrate the system with Jordan's national e-governance portal, SANAD. This integration will make the system even more accessible to the broader public.



Digital signage screened in CSPD offices to display real-time service information, Amman, Jordan

Information at a Glance: Digital Signage Rollout

To further improve in-office communication, A2R is also implementing a digital signage system across CSPD offices. These screens display real-time service information, including the documents required for different applications, current wait times, and updates on legal procedures. By placing accurate and consistent information directly in the waiting areas, CSPD is able to reduce confusion, improve service flow, and empower users, especially those who may struggle with navigating bureaucracy.

The system is already fully operational at CSPD headquarters and is being scaled up to 85 locations across the country. Once complete, this network of digital signage will serve as a permanent infrastructure for public legal education.

Key Achievements



Website launched in **Arabic** and **English** to support inclusivity and access



2,000,000+ social media engagements via Jesr platform



5,000,000+ civil documents archived (Jordanian and refugee)



90 CSPD offices equipped with digital tools



Online ticketing system live in **28 locations**, serving **3,700+** concurrent users



Digital signage rollout underway in **85 offices**



Estimated savings of **\$4.7 million** per year in government service delivery



123 CSPD staff trained in new systems and digital services

| LEARNHUB:
DIGITAL
SKILLS AND
REINTEGRATION
SUPPORT FOR
RETURNING
MIGRANT
WORKERS IN THE
PHILIPPINES

Project Details

Donor	Macquarie Group Foundation
Timeline	April 2022 – March 2025
Countries	Philippines (including Masbate, Cebu, Camarines Sur, NCR)
Target Audience	Returned Overseas Filipino Workers (OFWs), especially women and underemployed youth
Beneficiaries Reached	345 active learners; 4,179 app downloads; 801K+ social media engagements

A Digital Platform for Dignified Reintegration

Launched in 2022, LearnHub is Seefar’s first app-based learning platform tailored to the needs of returning Filipino migrant workers. With support from the Macquarie Group Foundation, the project aims to help returnees gain market-relevant skills, build confidence, and re-enter the workforce or launch their own businesses.

By combining accessible digital content, social media outreach, and community-based promotion, LearnHub has reached thousands of users and helped many OFWs translate their international experience into decent, meaningful livelihoods back home.

From Concept to Scale: Learning in the Palm of Your Hand

LearnHub was designed from the ground up in the Philippines. In its first year, the team conducted in-depth interviews, community testing, and content adaptation to ensure that the app met user needs. With over nine core modules, including Entrepreneurship, Advanced IT, and Confidence in Action, the app helps returnees build both technical and soft skills at their own pace.

In 2023 and 2024, the platform was launched on Android and promoted via grassroots outreach, influencer campaigns, and targeted Facebook ads. The app surpassed its engagement and download targets, with more than 4,000 downloads and 345 learners completing at least one course.



LearnHub app interface



LearnHub app logo

The Real Life Impact of LearnHub on Users

User outcomes tell the story. Nearly 50% of participants reported improved job search success after using LearnHub. Within six months of completing a course, 32% of previously unemployed learners had found jobs, and 38% reported an increase in income. The app also helped small business owners develop new tools for managing their finances, marketing their services, or expanding operations.

For 37-year-old Eden, a former domestic worker in Hong Kong, the app was life-changing. After taking the Confidence in Action course, she opened her own variety store in her community.

The course was practical and gave me useful advice. It showed me how to take action. Now, I have enough income and don't need to go back abroad to work.

- Eden, Camarines Sur

Lessons Learned and Looking Ahead

LearnHub's success has been matched by important learnings. Engagement grew rapidly through Facebook and word of mouth, but course completion lagged, requiring additional outreach and incentives. Field testing revealed strong demand for IT skills, leading to the addition of two new tech-focused courses.

Infrastructure limitations, especially in rural areas, created barriers for older and less tech-savvy users. In response, Seefar added offline learning options, increased in-app guidance, and used Outreach Officers to assist users and families with onboarding.

Importantly, the project also revealed that many returnees desired official certification. The team is now exploring partnerships with TESDA and other accreditation bodies to strengthen the platform's long-term impact.



Overseas Filipino Workers (OFWs) Returnees using the Learn Hub app during in-person outreach initiatives in Cebu city, Philippines

Key Achievements



4,179 app downloads



345 active users,
with **207** completing
at least one course



9 courses
developed, including
Entrepreneurship
and Advanced IT



32% of previously
unemployed users
found jobs after
using LearnHub



38% reported an
income increase,
and **30+** improved
working conditions



LearnHub 2.0 in
development: new
modules, co-design
with employers, and
regional expansion
planned

Overseas Filipino Workers (OFWs) Returnees discovering the Learn Hub app during in-person outreach initiatives in the Philippines



| SUSTAIN:
SCALING UP
STEM TALENT
FROM AFRICA
IN EUROPE

Project Details

Donor	European Commission (DG HOME) through ICMPD's Mobility Partnership Facility (MPF)
Timeline	September 2024 - May 2027
Countries	Nigeria, Ireland, Germany
Target Audience	Nigerian STEM graduates, European STEM employers, migration facilitators, policy institutions
Beneficiaries Reached	200 placed candidates; 500 workshop participants; 240 trained online; 30 trained facilitators

A Market-Led Solution to the EU STEM Labour Gap

The SUSTAIN Europe project is an ambitious pilot to match high-potential Nigerian STEM graduates with legal, safe, and ethical work opportunities in Germany and Ireland. Funded by the European Commission through ICMPD, and led by Seefar, the project builds new migration pathways by aligning the needs of European employers with the skills of young Nigerians seeking better opportunities abroad.

At the time of this report, the project has been secured and is officially kickstarting in December 2024.

Three Interconnected Goals

1. Pilot legal skilled migration pathways by placing 200 Nigerian STEM workers with European employers, including pre-departure training, visa support, and post-arrival onboarding.
2. Build talent pipelines by delivering career guidance and online training to over 500 Nigerian youth, many of whom may pursue migration later or strengthen Nigeria's STEM sectors.
3. Strengthen institutions by training regulators, facilitators, and private recruiters in Nigeria, Ireland, and Germany, and by producing scalable tools and policy recommendations for other EU Talent Partnerships.

Why It Matters

Europe is facing an unprecedented shortage of STEM workers, with over 320,000 unfilled roles in Germany alone as of 2022. At the same time, only 32% of Nigerian STEM graduates find work in their field. SUSTAIN bridges this gap by offering pathways based on real employer demand, while also helping returnees reintegrate successfully.

In Nigeria, this means career growth, global exposure, and remittances. In Europe, it strengthens competitiveness and supports fair, ethical recruitment practices. The action also includes support for returning migrants, ensuring their skills benefit Nigeria's economy upon return.

This is the future of legal migration: partnerships that respond to real employer needs while empowering young professionals in origin countries.

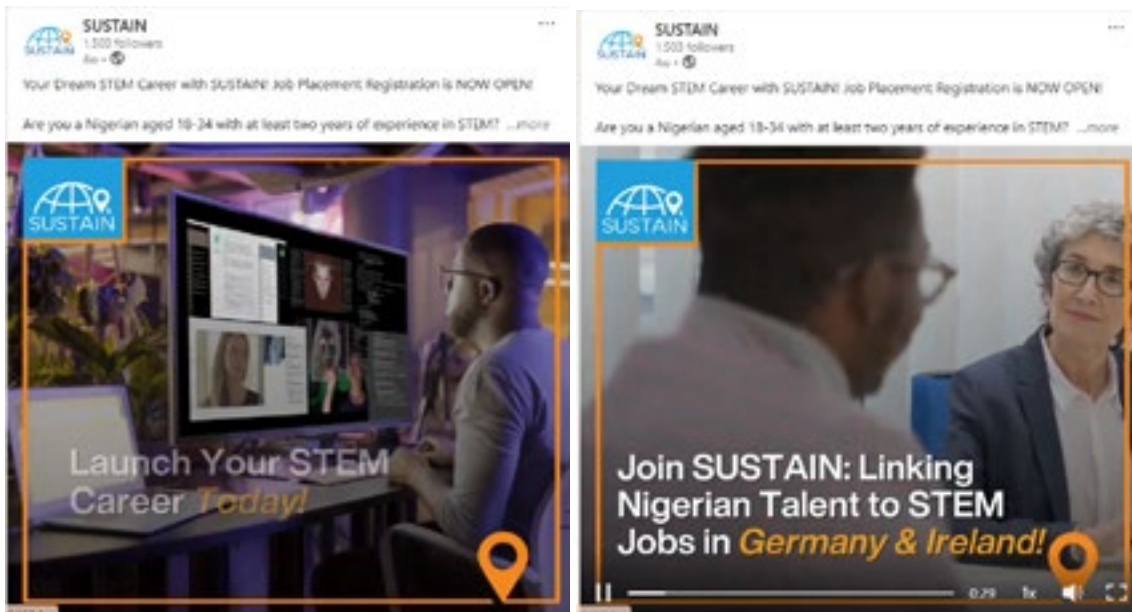
- Project Manager, Seefar

In recognition of EU skills shortages and in particular shortages in Ireland within STEM fields, as well as the project's potential to support the development goals of Nigeria via support for circular migration, poverty alleviation, and employment in Nigeria, the Department of Justice expresses its support for the "SUSTAIN Europe" project implemented by the SEEFAR Foundation between Ireland, Germany and Nigeria.

- Helen McEntee TD, Minister for Justice, Ireland (from letters of support)

BMZ expresses its support for the project "Sustain Europe" [...] The project is also of particular interest for BMZ, as it aims at promoting sustainable partnerships for fair and ethical recruitment via the development of private sector cooperation with recruitment agencies and can generate valuable insights and lessons learnt in this regard.

- Stefanie Scharf, Head of Division - Policy issues of displacement and migration, German Federal Ministry for Economic Cooperation and Development (from letters of support)



LinkedIn posts of SUSTAIN page, promoting enrollment of STEM Nigerian workers in the project

Key Targets Set (2024-2027)



200 STEM workers placed in Germany and Ireland



240 Nigerians trained via online modules



30 migration coordinators trained in ethical certification and visa support



500+ young professionals attend career workshops



20 partnerships built between Nigerian facilitators and EU recruiters



80% of participants expected to report career advancement



1 major research report on employer and migrant outcomes



Policy tools and employer guides to expand legal migration models across Africa

| PARTNERSHIPS AND FUNDING

We are proud to highlight some of the donors and partners who made our work possible in 2024, and we extend our sincere gratitude for their continued support and commitment.

Seefar Foundation's partners



We were impressed with the professionalism and expertise demonstrated by Seefar throughout the project. Their deep knowledge of mental health and psychosocial support in the Afghan context – both inside the country and within the diaspora – led to high-quality products tailored specifically to the unique challenges faced by the Afghan diaspora. Seefar's communication was clear and timely, ensuring a smooth collaboration, and enabling us to achieve our goals within a short timeline.

- Adrien Bory, Danish Refugee Council, on DRC Afghan Diaspora Project



Seefar Foundation
Annual Report
2024

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