**Virtual meeting for the socialization of UNODC´s campaign #DeadlyBusiness**

**January 25th, 2016**

**Participants:** Belize: Mario Arzu; Costa Rica: Laura Sánchez; El Salvador: Yessenia Lozano; Guatemala: Marisol Garrido; Honduras: Gladis Arias; Mexico: Sergio Zapata, government institutions from Mexico; Nicaragua: Carlos Vicente Ibarra, Claudio Arana; Panama: Ricardo Berna MINREX, Marilin Espinoza, Anabel Delgado; Dominican Republic: Mayrellis Paredes; Civil Society from Guatemala: Mayra Alarcón; TS RCM: Salvador Gutiérrez, Maribel Muñoz, Renán Rodas, Marta Leone, Andrea Jiménez, Mariana Chaves; UNODC: Felipe de la Torre, Mariana Alegret and Stephanie Galeana.

**Topics approached:**

**Welcome – TS of the RCM**

* The TS briefly reviews the agenda.
* The TS contextualizes to the participants UNODC´s campaign #DeadlyBusiness which has been presented several times within the framework of the RCM. In 2015 it was presented and subsequently, based on the interest expressed by the Member Countries, it was requested that it be presented again in the XXI RCM.
* Regarding this campaign, during the XXI RCM, the Member Countries agreed in the Vice-ministerial Declaration, Decision #32, to:
* *“Thank the participation of the United Nations Office on Drugs and Crime (UNODC) regarding the use of the campaign entitled “Migrant Smuggling: #DeadlyBusiness” and adopt it, with a regional scope, as a communication initiative in the framework of the RCM. #DeadlyBusiness was developed by UNODC in partnership with the Mexican government and with the funding of the European Union. UNODC offered to cover the expenses of adapting the existing materials of the campaign to the graphic identity of the RCM; as well as to financially co-sponsor a regional event to formalize its adoption…”*

**Presentation of the Campaign #DeadlyBusiness – UNODC**

* Mr. Felipe de la Torre, regional adviser of UNODC Mexico, starts with a presentation of the campaign and a tour through the website.
* UNODC committed to share with the Member Countries the link to download the videos and the communications products that comprise this communication initiative. The link shared by UNODC is the following:

<http://www.cinu.mx/minisitio/Trafico_migrantes/recursos/>

* UNODC presented the website of the campaign, which is still under construction, reason why it is not yet available for public access; however, it is expected to be made available for everyone over the next two weeks.
* It was mentioned that the campaign #DeadlyBusiness was financed by the European Union (EU) within the framework of a regional program that sought to generate dialogue between Mexico and Central America regarding the crime of migrant smuggling. This project is about to be concluded but the campaign will continue, since it has been built with the intention that it can be replicated and adopted by the countries beyond the context of the initial program. For this reason it is a great pleasure for UNODC that the RCM, body that brings together 11 countries, has arranged the adoption of this campaign.
* Deadly Business was built through a multidisciplinary and democratic process that involved governmental and non-governmental actors, the church, migrant communities, international organizations and civil society, thus the creative line and the way it has been embodied in the materials, is a reflection of a thinking process of this actors.
* Because the smuggling of migrants is a transnational crime without borders, UNODC has tried to develop a universal creative line with which all countries can identify, in the sense that there is no characterization of any nationality, race or gender, that is why the creative line chosen is illustrative, artistic, respectful and neutral, therefore it doesn´t allude to any country, wall or flag.
* The brief tour through the website starts, on the front page it can be seen the mandate given to UNODC by the Palermo Protocol to work on this topic with its respective references.
* The website provides quick and flexible access to different tools, such as the protocol and certain references to some data and official sources, for example, UNODC´s products and Emif surveys.
* In section 2 (second tab) there is a short description of the main risks of the routes by land, sea and air. In this regard, each modality has been identified with an animal that represents the danger in that geographic context; by land for example the scorpion was chosen, since this animal represents the danger in the desert, therefore the truck where the migrants are overcrowded is a scorpion. What is seek through this is to integrate representative elements of the lethality of trafficking, such as the shoe of the boy or the bill that implies a payment has been made. The same happens with trafficking by sea, the shark is the boat on which the migrants travel. The modality by air consists in the crime of granting false documents and tampered visas, it is represented with a vulture, buzzard or crow. This is the philosophy behind the creative line approved by the communication working groups of the campaign.
* In the next tab of the website (4) you can find a brief explanation of the framework in which the international campaign was developed, same that was financed by the EU.
* The next tab aims to inform the public about the process developed to reach the products to justify their legitimacy.
* The following tab establishes the products of the campaign, which are categorized into posters of each modality. Once the page is active, these products would be downloaded by the public. Banners, which can also be downloaded in HD, could be used to illustrate or decorate an event, workshop or training. There are also videos for each of the traffic modalities (land, sea and air). A demonstration of one of the videos was done. What the videos aim is to demonstrate the most representative elements of trafficking as done by organized crime, and that is why different roles are shown: the role of the trafficker; the role of money delivery, where corruption is revealed; the role of the State, which protects the human rights of migrants; the role of health services, which provide medical assistance to the rescued migrant, and so on.
* There are also 3 radio spots that were created with the same dynamic of consultation with a series of actors, the spots are intended to demonstrate that the smuggling of migrants is linked to a deadly business and that places of engagement occur mainly in the rural zones. One of the spots was played for demonstration. Some spots identify different modalities and the different dangers faced by migrants in transit. A specific section has also been created for the public to hear opinions from experts, radio interviews, television, mentions to the campaign and mentions to the subject in different digital media.
* Infographics seek to inform the public quickly and concisely. There are 2 infographics and it is planned to develop more in order to inform migrants of their rights.
* The campaign has been developed in English, Spanish, Arab, Portuguese and French.
* A section has been developed for the public to have more concise information on all the events where the campaign has been presented o mentioned, particularly it refers to the XXI RCM where the campaign was adopted unanimously, in San Pedro Sula, Honduras.
* In addition, there is a contact tab for the public to present their doubts, questions, request information or any additional document.

**Next steps for the launching event**

* The material of the campaign is open to include, if desired, the logo of the RCM and afterwards the logo of the Member Countries; to this effect, UNODC only needs the logo in high definition and the material would be ready in a couple of days.
* The content, the messages and the graphics have been made in the most global and universal way possible so that they can be easily used by any country. Nevertheless, some adjustments can be made in some of the messages, posters or videos if required, so they can be adapted for the countries of the RCM. In this case, the process would be slower because a mechanism would have to be established in order to to submit the comments in a set date and have the materials prepared.
* All the material is open to edition by UNODC. The property rights are owned by UNODC, for this reason any change has to be made by UNODC, previous notification of the countries.
* Given the nature of the topic of migrant smuggling, and since it currently represents one of the main political, social, humanitarian concerns and crimes, it has been proposed that the regional event for the presentation of the campaign takes place in Washington D.C., before high level representatives of the 11 countries, the 4th of April. The aforementioned is due to several reasons, being the main reason that UNODC wishes to have the support of a quantity of global and international, regional, continental and national actors that have their headquarters in Washington D.C., therefore the media visibility and political impact of launching in Washington can be much greater. This also offers the opportunity to have in one place the entire diplomatic corps of the 10 RCM countries accredited in Washington D.C., so that a very important audience can be reached. Also, given the government transition in the United States, it is in our interest to send a strong message as a region that what is sought is to fight together against this crime.
* This is a proposal that has been discussed with some actors and is submitted for the consideration of the Member Countries of the RCM; the specific steps and logistic aspects of an event of this nature should be considered. UNODC would assume the commitment to finance the tickets of one person of high level from each Member Country to Washington D.C., where the official event is expected to take place.
* Mexico has already tentatively arranged the installations for the event, the use of which wouldn’t have any cost. The place would be the Mexican Cultural Institute in Washington D.C.
* Mexico supports the launching of the campaign and proposes the Mexican Cultural Institute in Washington D.C as venue of the event, which they consider an appropriate space for an event of this kind. Also, Mexico makes available the social communication area and the press office in the embassy of Mexico in Washington D.C. for the issues regarding dissemination and promotion.
* A concept note will be sent with this information for everyone’s consideration.

**Questions and Answers**

* Guatemala thanks for the presentation of the campaign.
* They will be waiting for the concept note In order to to submit it to the corresponding vice-office.
* Guatemala inquires if after the launching in Washington D.C., a similar event could be held at a national level.
* UNODC answers that the main target of the regional event is to make public the official launching to the international community and to the 11 RCM countries, but they are also open to support the organization of national launching events, therefore a regional event should not represent an impediment for every country to hold a national launching event.
* The TS of the RCM thanks Mr. Felipe de la Torre for the presentation and asks if some kind of official letter will be issued by UNODC as an invitation, and if this would convene the delegations of the countries. For operational purposes of the RCM, it would be helpful that UNODC makes an official letter to invite the different Member Countries to the launch of the campaign. It also asked if it could be managed by the participants of this meeting, so they could inform their authorities and confirm their participation directly in writing.
* UNODC considers that given that the campaign was unanimously adopted during the XXI RCM, there is no need for more bureaucratic procedures and it is only a matter that the PPT, the TS, the RCM, UNODC and Mexico issue a joint letter inviting and announcing the event.
* The TS agrees with the suggestion proposed by UNODC.
* El Salvador as PPT considers that is a good path to follow, since the adoption of the campaign already occurred within the framework of the Vice-ministerial meeting and considers that the countries, knowing the details of the campaign, can facilitate the internal procedures that follow after the launching. Therefore, they support the suggestion of making a joint invitation in preparation for the event in Washington D.C.
* Mexico mentions that US colleagues support the initiative, even though they could not participate in this meeting, they requested in writing that it be transmitted to everyone at the virtual meeting that they support the initiative and that they agree with the event taking place in Washington D.C., at the Mexican Cultural Institute, and are willing to participate in the design of the event.
* UNODC mentions that given the positive response of the US colleagues, and taking advantage of the regional launching event, it would be a good moment for the high level authorities who attend to have an approximation with the authorities from the US. This represents an important opportunity for all.
* Honduras inquires if all the campaign material will be used only after the event in Washington D.C. or if the links shared can be used from now to begin with the adoption.
* UNODC considers that it would be important to wait until the day after the launching in Washington, then Member Countries of the RCM can start disseminating the campaign, post the different materials in their websites and social networks, and start giving a boost at the same time as a demonstration of the coordinated, solid, unanimous action of the RCM as a whole. Afterwards adaptations will be made for national events, but this is the best strategy that UNODC considers would not burn the project now.
* Nicaragua thanks for the shared information, and understands that the information regarding the event in Washington will be received by the countries with enough notice, so they can assess the scope of this event.
* UNODC assures that indeed everything will be sent with enough notice.
* Costa Rica inquires with who and when the adjustments or technical variations to the campaign should be coordinated.
* UNODC answers that the regional event in Washington has to launch just one creative line with the same messages unified for the whole region, including the logo of the RCM to identify the campaign as a regional initiative. Afterwards if any particular country wants to modify some more semantic things, it can be done, however the creative line can’t be changed since it already has its copyrights and that is how it was unanimously approved by the RCM.
* Dominican Republic expressed their agreement with the launching proposal and recognized that the Vice-ministers approved the campaign unanimously. However, regarding the technical aspects after the launching, they asked how will the presentation of the proposal be managed? Will support be received and will someone accompany the process?
* UNODC answers that their creative team in Mexico is willing to evaluate with each of the delegations the adjustments of minimal aspects, and support them in dissemination strategies for the material, giving them guidelines and suggestions on how to conduct the media strategy with all the countries that require so.
* UNODC mentions that the important thing is to guarantee the creative unity of the campaign and that it can be seen as a consolidated and consensual effort so it has greater strength.
* Honduras asks if the TS of the RCM will establish the link between UNODC’s creative unit in Mexico with the country that wants to make the changes, always respecting the creative line.
* UNODC mentions that the best way to do this would be to make the request through the TS of the RCM with copy to the Mexican Secretariat of Foreign Affairs.
* The TS of the RCM reiterates its support to collect the inputs of interested countries and forward them to UNODC. The TS reiterates that it will keep them informed on the development of the launching event and opens the floor for new questions.
* UNODC considers that if the regional launching involves all the Member Countries and there is unanimity regarding the fact that the creative line has to stay as it is, what is next is that the TS shares the logo of the RCM in high definition to incorporate it in the materials and start working them with the designer.
* The TS requests that the material is shared as soon as the logo is incorporated, so they can be sent to the Member Countries. This will ensure everyone is clear on what is being generated and what is going to be presented.
* Mexico inquires if once the materials are printed with the logo of the RCM, the Member Countries will have to disseminate them and if a strategy is foreseen for that matter or if the launching is simply going to be symbolic.
* UNODC considers that it depends on the political strategy that each country wants to have on this subject or if they wish to do it jointly. They recommend to include the RCM logo for the regional launch, but to include the logo of the country with the logo of the RCM for the national launch.
* Mexico reiterates their interest in this event taking place the first week of April; the inputs of each country for the design of the event are considered very important. Mexico and UNODC already have some ideas that they will submit to the PPT and the TS, but considers that it would be good to incorporate ideas from the Member Countries, so that the TS can elaborate a written proposal as soon as possible.
* The TS will work in the compilation of all the inputs for the creation of the agenda for the event. It will share the minutes of the meeting and will follow up all the topics related to this event.
* The TS considers that it would be helpful to have guidelines for the joint dissemination of the campaign.
* Dominican Republic asks what is expected from the countries as a commitment after adopting the campaign.
* UNODC considers that, after the formal presentation event, it is up to each country the strength and boost that wants to be given to the promotion of the campaign within their borders. Likewise, it depends on the political will, the interest and the relevance of the topic for each Member Country of the RCM. It may be that in some countries the topic has a higher priority than in others.
* Mexico calls on all the countries to have the highest participation possible at technical level. The invitation will be at Vice-ministerial level, therefore it is expected that the participation can be at this level in addition to the ambassadors in Washington D.C and the rest of guests to be convened by mutual agreement.
* The TS stresses the need that, as far as possible, the representations of the countries that attend this launch, have the indicated level in order to achieve greater media impact in the dissemination of these materials. Underlines again the possibility of organizing a package or a series of meetings with the new US authorities that are of interest to the RCM, taking advantage of the framework of this visit.

**Closure and other matters**

* UNODC thanks the TS of the RCM and the Mexican Secretariat of Foreign Affairs and mentions that the authorities who will attend this launching event will depend on the level decided by each country, but would ideally be the corresponding authorities to the nature of the RCM (migratory and foreign affairs). Nonetheless, that does not prevent that in each country might be different authorities or institutions, that would like to lead/attend the launch of the campaign, so this remains for the consideration of each country.
* The TS reiterates the proposal made by the PPT during the virtual meeting held January 18th, for the countries to make a video to commemorate the International Women´s Day (8th of March) with a message regarding the need to strengthen the protection actions for migrant women and mentions that in a few days the countries will receive an e-mail with the guidelines to move forward with this activity.
* The TS thanks for everyone´s participation, in particular to UNODC for following up on the initiative and to Mexico for holding the launching event and for the support to the campaign.
* The TS will soon send the minutes and the indications with the next steps for the adoption of the campaign.