



ONLINE

LABOUR MIGRATION

E-LEARNING ON COMMUNICATING ON LABOUR MIGRATION AND MOBILITY

7 OCTOBER – 15 NOVEMBER 2024

🕒 6 WEEKS, 60 HOURS

Information Note



International
Labour
Organization



International Training Centre

INTRODUCTION TO THE COURSE

Labour migration is a global reality and every country in the world is, to varying degrees, affected by cross-border labour mobility. While human migration is not a new phenomenon, migration-related debates have been gaining importance over the past decade, fuelled notably by political discourse. In many countries, these debates have been heated, mixing diverse realities and leading to a sense of confusion or cacophony. In some cases, anti-migrant rhetoric has been documented, foreigners alternatively being accused of “stealing jobs”, “draining public resources” or “generating insecurity”.

Media is instrumental in informing the general public about the positive impact of labour migration on societies, as well as influence policymaking to improve the living and working conditions of migrant workers, refugees and their families. If well informed, media and communication professionals can become the VOICE of migrant workers and refugees in denouncing the exploitations they can face, but also highlighting the positive contribution they made in both countries of origin and destination.

KEY FEATURES

THREE PHASES

Learning begins at own pace, continues through high-quality, engaging “real time” sessions and ends with an individual assignment.

DIVERSE EXPERTISE

Participants will exchange experiences, challenges and good practices and learn from practitioners working on migration narratives in different parts of the world.

“GLOCAL” PERSPECTIVE

An action-oriented, highly participative approach including global conversations and examples from local situations. Participants will identify ways to advance public debates on labour migration in their respective countries.

INTEGRATED E-LEARNING

An innovative e-learning experience combining self-paced modules, webinars and discussions, case studies, forum debates, role-play exercises and group work using up-to-date learning methods and technologies.

This online course has the objective to empower communication professionals, media, policymakers, and practitioners with the knowledge, skills, and ethical understanding necessary to navigate the intricate landscape of labour migration and mobility communication. Participants will dissect current dominant narratives, explore strategies to engage with their audiences, and draft practical roadmaps to integrate the learnings from the activity in their communication efforts.

By the end of the course, participants will be equipped to critically analyze prevailing narratives, counter misinformation, and communicate labour migration and mobility topics responsibly, sensitively, and effectively.

WHAT WILL I LEARN?

This course is based the ILO media engagement on labour migration and mobility.

INTRODUCTORY MODULE

- Introduction to key concepts in labour migration and mobility
- State of play of labour migration and mobility communication: good practices, common mistakes, general constraints
- Communication on labour migration and mobility within the broader field of migration and mobility communication

MODULE 1: CONCRETE SKILLS TO COMMUNICATE EFFECTIVELY AND RESPONSIBLY ON LABOUR MIGRATION

- Ethical communication when working with vulnerable groups: consent, safety, mental health
- Understanding and addressing mis-/dis-information
- An intersectional approach to labour migration communication
- Using images – photography, art, comics – to illustrate labour migration
- Useful resources: data and statistics, specific expertise
- Critical issues: labour exploitation, forced labour, human trafficking

MODULE 2: DEVELOPING A COMMUNICATION STRATEGY

- Thinking strategically, defining specific steps and planning
- Mapping partners and audiences
- Considering a campaign
- Working with others within and outside the national borders

Apply now and be exposed to:

- **Challenge Dominant Narratives:** Participants will learn to critically analyse and deconstruct prevailing narratives, ensuring that public discourse is based on facts rather than misconceptions.
- **Ethical Communication:** Ensuring the voices of migrants are heard ethically and responsibly, fostering empathy and understanding among audiences.
- **Combat Misinformation:** Equipping participants to combat misinformation and disinformation with accurate data and compelling storytelling.
- **Intersectional Approach:** Participants will learn to communicate labour migration's intersection with other issues such as gender, economic and social inequality, leading to more comprehensive narratives.
- **Strategic Communication:** Developing communication strategies that foster inclusivity, challenge stereotypes, and promote a positive narrative on migration.
- **Network Building:** Creating a network of professionals who share the goal of enhancing labour migration communication, facilitating continuous learning and collaboration.

This comprehensive journey spans flexible and real-time phases, culminating in a Certificate of Achievement.

HOW?

The course consists of a number of online modules offered through the eCampus online platform to be completed over a period of six weeks, for an estimated total of 60 learning hours. The course is broken down into three phases:

- **Self-guided learning:** asynchronous, flexible online learning on eCampus and an end of phase assessment.
- **“Real time” learning:** Live interactive sessions and engaging video presentations by highly experienced trainers, blended with individual and collaborative group exercises, peer-to-peer assessment and online technical forums on eCampus.
- **End of course assignment:** Individual assignment applying the course content to your professional context.

Participants who successfully complete all assessments and the final assignment will receive a Certificate of Achievement

WHO ATTENDS THIS COURSE?

The course is designed for officials and practitioners committed to better communicate labour migration. It is specially geared towards equipping communication officers, public information officers and journalists with concrete skills but can be of interest for anyone involved in drafting, overseeing, or implementing a communication strategy.

More precisely:

- Managers, planners, advisers and professionals working in labour administration;
- communication officers and representatives from key ministries responsible for migration;
- communication officers and representatives of the social partners involved in the governance of migration;
- communication officers and representatives of regional economic communities (RECs) dealing with labour mobility;
- practitioners and staff of UN agencies, notably public information officers;
- communication officers from civil society organizations (CSOs) working on labour migration;
- journalists.

WHY SHOULD I JOIN?

If you want to:

- Unlock the art of impactful communication
- Immerse yourself in a 'glocal' perspective, blending global insights with local cases.
- Master ethical communication, combat misinformation, and harness the power of visuals
- Join a community of diverse experts and practitioners to exchange experiences and best practices
- Elevate your skills, join the discourse on labour migration and mobility, and drive positive change worldwide.

The Turin Centre is known for its innovative learning tools and methodologies.

- Course facilitators are subject matter experts and specialists
- Training delivery includes online and tutor based learning opportunities
- Participants exchange knowledge and ideas on existing good practices

This course qualifies for the ITCILO Diploma for Labour Migration Experts and Practitioners. Take the Academy on Labour Migration, three courses out of all eligible courses within a five year period, and complete a capstone project to become part of a global cadre of practitioners and experts with a recognised set of skills in labour migration policy.

WHAT WILL I BE REQUIRED TO DO DURING THE COURSE?

Course learning materials and tuition will be offered online in English.

The following requirements are therefore essential to participate in this course:

- The ability to use and access a computer with internet
- Working knowledge of written English
- The availability to dedicate per week between 5-10 hours to the course.

HOW TO APPLY

Interested candidates should register on-line at <https://oarf2.itcilo.org/DST/A9717408/en> by **29 September 2024**. Selection will be based on the following criteria:

- Proven work experience in relevant field;
- Submission of a letter of sponsorship to cover the total course fees.

WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

International Training Centre of the ILO

Programme on Social Protection, Governance and Tripartism (SPGT)
Viale Maestri del Lavoro, 10
10127 Turin – Italy

Ms. Michela Albertazzi
Programme Officer
T +39 011 693 6317
spt@itcilo.org
www.itcilo.org

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