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Evaluation of the Somos Panas Colombia Communication Campaign

FINAL REPORT
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UNHCR Evaluation Service

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List of acronyms

ASOVENCOL	Association of Venezuelans in Colombia
BTL	below the line
COP	Colombian peso
COVID-19	Coronavirus Disease 2019
CPEM	Presidential Advisory Office for Women's Equity
DANE	National Administrative Department of Statistics
EPS	external health-care provider
FENALPER	National Federation of Public Advocates of Colombia
GIFMM	Interagency Group for Mixed Migration Flows
HIV	human immunodeficiency virus
ICBF	Colombian Family Welfare Institute
IDARTES	District Institute of the Arts
ILO	International Labour Organization
IOM	International Organization for Migration
LGBTI+	lesbian, gay, bisexual, transgender and intersex
PAO	points of attention and orientation
PEP	special permit to stay
RAMV	Administrative Registry of Venezuelan Migrants
ROI	return on investment
RTVC	National Radio and Television of Colombia
SISBEN	Identification System of Potential Beneficiaries of Social Programmes
SWOT	analysis of Strengths, Weaknesses, Opportunities and Threats
UN	United Nations
UNHCR	United Nations High Commissioner for Refugees
UNICEF	United Nations Children's Fund
VAT	value-added tax

Executive summary

Context

Since the political and humanitarian crisis in Venezuela began, Colombia has hosted the largest number of Venezuelan refugees, migrants and asylum-seekers in the world, reaching 1.7 million people at the beginning of 2021.

These people have faced multiple challenges since arriving in Colombia. Challenges include a lack of knowledge regarding governmental procedures, barriers to accessing employment and social services, experiences of xenophobia, and a lack of solidarity shown by the host population. Initially, the host population seemed favourable towards those arriving and broadly expressed their support. As numbers increased, however, so did xenophobic attitudes.

The Somos Panas Campaign

Within this context, the United Nations High Commissioner for Refugees (UNHCR) in its mandate to protect refugees and those displaced by persecution or conflict and to promote long-term solutions developed the Somos Panas (“We Are Buddies”) Campaign in coordination with the Colombian government. The campaign had the following objectives: 1) to discourage expressions of xenophobia; 2) to promote empathy and solidarity towards Venezuelans to the benefit of society; and 3) to deliver useful, up-to-date and adequate information for those most vulnerable among the Venezuelan population.

The Somos Panas Campaign launched on 20 December 2017 through different strategies that included social media and media campaigns to promote solidarity and reduce xenophobia; training for influencers and journalists; community or specialized events; and “below the line” (BTL) actions. The campaign also promoted actions implemented in partnership with civil society organizations, private companies and other UN agencies.

Purpose and scope of the evaluation

After conducting internal reviews and evaluations as part of each campaign cycle, UNHCR decided to conduct an external evaluation of the entire campaign. The main goal of the external evaluation was to produce recommendations to improve actions during the next campaign cycle. The goal of the campaign will remain to influence public opinion in favour of receiving and integrating the population of Venezuelan refugees, migrants and asylum-seekers in Colombia. UNHCR is the primary user of this evaluation and will coordinate additional applicability of findings and recommendations with campaign partners.

The evaluation reviews the activities implemented by UNHCR for the Somos Panas Colombia Campaign from 20 December 2017 to 1 December 2020.

The evaluation was carried out based on guiding questions provided in the Terms of Reference (see Annex 1). During the preparation phase, these questions were refined and structured around four evaluation criteria: relevance, effectiveness, efficiency and sustainability.

The objectives of the evaluation were as follows:

1. Evaluate the actions of the campaign, including those carried out in partnership, within the framework of the six strategic approaches.
2. Analyse the relevance, effectiveness, efficiency and sustainability of Somos Panas Colombia, emphasizing the impact on public opinion and the objectives of the campaign.
3. Analyse the results of the cooperation effort offered by UNHCR to partners in developing strategies to discourage xenophobia and promote solidarity towards the Venezuelan population.
4. Analyse the reach of the campaign in raising awareness of the humanitarian response and its depiction as a source of protection and support to the Venezuelan population.
5. Draw lessons learned, achievements, good practices and limitations of the implementation, and formulate concrete conclusions and recommendations to inform the planning of the next campaign cycle or other strategic communication actions.

Methodology

The evaluation used a mixed-methods design, utilizing both quantitative and qualitative techniques. The evaluation process consisted of three main stages or strategies: preparation, document review and analysis; application of instruments to gather information, including a pilot study; and systematization and analysis of the information. The information was collected in the cities of Bogotá, Pasto, Cúcuta, Maicao, Riohacha, Barranquilla and Medellín from 18 February to 8 March 2021. Evaluators conducted a total of 1,042 surveys, 25 semi-structured interviews and 12 focus groups.

Evaluators created four indices to interpret the information collected, one for each evaluation criterion. Each index is composed of indicators or the aggregate of responses to different survey questions. The questions were formulated for use on numerical, nominal or ordinal scales. From these responses, evaluators calculated indicators and averaged results to provide the value. This generated a value between 0 per cent and 100 per cent for each index or indicator, ranging from “strongly disapprove” to “strongly approve” for indicators, and from very low to very high for indices.

Very low	Low	High	Very high
0% <X ≤25%	25% <X ≤ 50%	50% <X ≤ 75%	75% <X ≤ 100%

Main findings

Relevance

Relevance index: 87.5% (very high)

- The campaign promptly modified its content and strategies to adapt to the changing situation of the mixed population flow and reorient each of the annual cycles.
- Work in partnerships enabled the main changes in objectives, strategies and content making it possible to reach different population groups in more relevant ways. More diverse messages, on national and local levels, facilitated the reach of the campaign. In-person activities generated more

recall and appropriation of the content.

- The campaign reflected the diversity and intersectionality of the target population, and the complexity around xenophobia and solidarity. It therefore could communicate messages that appeal to different people according to their life situation.
- The content of the campaign represents the ethnic and cultural diversity of the migration context and the host population but it does not address the multiple forms of discrimination and vulnerability faced by ethnic migrant groups.
- Besides providing useful content for refugee and migrant women to access their rights, the Valientes (“The Courageous”) strategy builds ties of solidarity and support networks between Colombian and Venezuelan women. These are essential for Venezuelan women, especially mothers.

Effectiveness

Effectiveness index: 54.9% (High)

- The campaign has been successful in mitigating xenophobia. People who are aware of Somos Panas Colombia demonstrate lower levels of xenophobia than those who are unaware of this or similar campaigns.
- The campaigns promoting solidarity and non-discrimination towards Venezuelans have contributed to reducing prejudices and fears about refugees and migrants among most of the host population, and within the public and private sectors.
- The objective to provide refugees and migrants with access to useful information has yielded the most success, as refugees and migrants seek information about access to routes, rights and services, and especially, employment.
- The campaign to promote the socioeconomic integration of the refugee and migrant population through job placement has shown positive results, although on a small scale.
- The campaign has managed to position itself as a central reference point in the fight against xenophobia, but individual parts of the campaign are remembered more than the campaign as a whole.
- The population of concern has participated mainly through the validation and dissemination of content and messages, but very little in their design and creation.
- The life stories of Venezuelans disseminated through social media are the most viewed campaign initiative.
- UNHCR has successfully created an environment that enables collaboration with other agencies and organizations, but partnerships with the public sector have had limited effectiveness.

Efficiency

Efficiency index: 87.5% (very high)

- The campaign investment was maximized by generating communication pieces that were easily disseminated by the media and organizations allied to the campaign.
- The campaign's emphasis on using social media enabled more audiences to be reached at a lower cost, with high organic growth generation, especially in 2020.
- Partner agencies funding specific sub-campaigns within the Somos Panas Campaign and the involvement of the private sector and local governments both expanded the reach of the campaign.
- Leaders of organizations in the territory were fundamental to the appropriation and dissemination of the content of the campaign through social media and word of mouth.

Sustainability

Sustainability index: 87.5% (very high)

- The leadership of UNHCR allowed partnerships to be set up with joint strategies and resource management to promote the campaign.
- Partners perceive that the campaign was conceptually consistent, clear and included an important social responsibility component, strengthening sustainable commitment.
- Internal and external monitoring of the campaign's alignment with the objectives and effectiveness targets enabled campaign leaders to adapt the approach each year. This guaranteed high levels of response for the future.
- New campaigns aimed at integration and combating xenophobia build on the existing capacity and legacy of Somos Panas Colombia but these may dilute the efforts and the message.
- The campaign's coordinated content and knowledge transfer enabled capacity-building in both national and territorial government entities for handling mixed movements.
- Despite success with some companies, cooperation with the private sector presented difficulties, so alternatives must be sought to make the campaign more attractive to this sector.
- The communication materials for orienting the refugee population have generated capacity in the campaign partners, local authorities and partner organizations.

Recommendations

To mitigate xenophobia:

- Anticipate the impact of the electoral process on the issue of migration and the communication strategy.
- Instill perspectives among more public officials against xenophobia by providing information on rights and access routes to services for the Venezuelan refugee and migrant population.
- Continue the strategy of generating partnerships and co-productions with national and territorial

government entities to expand coverage, innovate in content and create installed capacity.

- Continue to train journalists and follow up on their subsequent work.
- Implement a strategy to mitigate xenophobia from an intersectional perspective for ethnic groups.
- Develop unique content to transform negative depictions of Venezuelan refugees and migrant youth, particularly adolescents and young men.

To promote solidarity:

- Promote local integration and dialogue activities between the migrant and refugee population and the host population.
- Continue to make progress on integrating the Venezuelan population into broader society.
- Encourage the participation of the refugee and migrant population in the creation of content and messages that would enable the campaign to become a communication platform for integration.
- Share stories of solidarity and reciprocity as part of the integration process to demonstrate the abilities and professionalism of Venezuelan people and their potential to contribute to the development of the country.

To provide information to the migrant and refugee population:

- Urgently develop a campaign to guide the registration process for the Temporary Protection Statute and the use of derived services.
- Provide more accurate and practical information for accessing rights and services.
- Strengthen the work with civil society organizations, through which it is possible to achieve greater dissemination and acceptance of messages and information at the territorial level and provide services.
- Take the Valientes strategy to more cities and promote it to become a platform for advocacy and integration for women.
- Offer the population of Venezuelan youth and adolescents tailored messages on accessing information on assistance routes and services.

To strengthen partnerships:

- Do not subordinate the campaign objectives and strategies to the interests of large partners such as the media.
- Involve communication and journalism schools within Colombia in building and disseminating the content of the campaign.
- Strengthen the relationship with primary schools and high schools to disseminate and apply the educational material developed from the campaign.
- Involve the private sector more, taking into account the dynamics of small, medium and large

companies in order to reach them in a timely and relevant manner.

- Continue strengthening partnerships between the campaign and the public sector and establish relationship protocols to address different cooperation scenarios.

To enhance the reach and impact of the campaign:

- Continue to strengthen the cooperation between the campaign and the territories to better adapt communication to local contexts and languages.
- Document the uses of the communication pieces by the population of concern.
- Disseminate and transfer good practices and lessons learned from the campaign.
- Seek different channels of communication and give priority to in-person activities within the territory.
- Use channels such as TikTok to reach out to the child and youth population to encourage integration.
- Strengthen UNHCR's territorial team through the local presence of communication agencies.
- Align campaign content on preventive measures, the vaccination process and the negative impacts caused by the COVID-19 pandemic.

1. Introduction and context

1.1 Context

Since the start of the political and humanitarian crisis in Venezuela, Colombia – of all the countries in the world – has hosted the largest number of Venezuelan refugees, migrants¹ and asylum-seekers. Of the 4.5 million Venezuelan people who have left in the past five years, Colombia has received more than 30 per cent of that number. According to immigration data from the government of Colombia as of 30 October 2020,² the numbers of Venezuelan people in Colombia rose from 403,702 in 2017 to 1,174,743 in 2018. It reached 1,771,237 in 2019 and fell to 1,717,352 in 2020. Of this figure, 770,246 are in a regular situation, and 947,106 are in an irregular situation; 49 per cent are women and 51 per cent are men.

The lived experience of this population reflects all kinds of difficulties in terms of fundamental rights and social inclusion prior to leaving Venezuela and upon arrival in Colombia. Regarding employment of Venezuelan refugees and asylum-seekers in Colombia, the migration module of the Large Comprehensive Household Survey³ reveals that the unemployment rate of the same population living in Venezuela five years prior was 14.4 per cent, four points above the total national unemployment rate (10.2 per cent.) The unemployment rate of the population that was living in Venezuela 12 months prior was 19.2 per cent, nine points above the national unemployment rate. Regarding social services enrolment, the same 2019 survey showed that among the population of people who were living in Venezuela five years prior, 511 out of 1,641 persons were enrolled in social services, while 1,128 were not.

In terms of the Colombian labour market, mixed population flows do not affect the unemployment of Colombian nationals, since, although they have significant adverse effects on the employment rate, they also reduce the labour participation rate, which offsets the first effect.⁴ Among nationals, the effects are felt especially among low-skilled workers, while among migrants, unemployment is felt more by high-skilled workers. Finally, the most affected sector of the population is comprised of young, low-skilled women.⁵

Parallel to the increase in mixed population flows from Venezuela to Colombia, there has been an increase in expressions of xenophobia, most evident in the media, in remarks by political actors and, above all, in social media. These expressions are generally associated with adversarial situations due to the pressure that mixed population flows can create, such as access to the labour market, pressure on available jobs, informality of employment, access to health and education services, and the perception of security.⁶

¹ Colombian returnees who experience discrimination, violence, fear or phobia from the host population are included in this group.

² Migration Colombia (2020) "X-Ray of Venezuelans in Colombia". Retrieved from: <https://www.migracioncolombia.gov.co/infografias/radiografia-venezolanos-en-colombia-corte-a-30-of-october-2020> (in Spanish).

³ DANE (2019) "Large Comprehensive Household Survey. Publication of the migration module: Module Results and Analysis". September 2019. Retrieved from: <https://www.dane.gov.co/files/investigaciones/boletines/ech/ml-migracion/presentacion-geih-migracion-2012-2019.pdf> (in Spanish).

⁴ The Labor Market of Immigrants and Non-Immigrants: Evidence from the Venezuelan Refugee Crisis (Bonilla-Mejía, Morales, Hermida-Giraldo, & Flórez, 2020) Retrieved from: https://repositorio.banrep.gov.co/bitstream/handle/20.500.12134/9872/be_1119.pdf?sequence=8 (in Spanish).

⁵ Ibid.

⁶ Venezuela Migration Project (2020b) "Perception of migration during the relaxation of measures to contain COVID-19: a look from stereotypes". Newsletter #15. Retrieved from: https://s3.amazonaws.com/semanaruralvzla/documentos/1606257669_boletin_15_percepcion_y_stereotypespdf (in Spanish).

The stereotypes that are constructed around the Venezuelan population also exacerbate expressions of violence, discrimination, fear or phobia of refugees and migrants. The most common of these concerns the working ability of Venezuelan migrants, their involvement in criminal acts, and gender stereotypes, particularly those that discriminate against Venezuelan women around appearance, sexuality and sex work.⁷

Regarding the public perception of Venezuelans, it is noteworthy that Colombian attitudes have become more negative over time. The Observatory of the Venezuela Migration Project⁸ analysed the Invamer Gallup-Poll survey of February 2020 and found that Colombians' perception of hosting Venezuelan persons went from 58 per cent approval in February 2018 to figures below 50 per cent as of May 2019; this sank to 35 per cent approval in December 2019 and rose to 42 per cent in 2020. Colombians have a progressively negative opinion of Venezuelans who have arrived in the country, with those saying they were unfavourable moving from 52 per cent in October 2018 to 67 per cent in February 2020 and reaching 81 per cent in April 2020.⁹ As can be seen, the negative view of Venezuelan migration into Colombia has increased in proportion to the increase of refugees and migrants from that country.

1.2 The Somos Panas Campaign

The United Nations High Commissioner for Refugees (UNHCR), present in Colombia since 1997, is the United Nations agency responsible for protecting refugees and persons displaced by persecution or conflict and promoting durable solutions to their situation. In this regard, UNHCR has supported the Colombian State's response to the significant flows of people arriving in need of international protection, primarily from Venezuela.

Faced with the progressive increase in the migration of Venezuelan people and the return of Colombians fleeing the humanitarian crisis in Venezuela, the Colombian Government (Ministry of Foreign Affairs and Border Management of the Presidency) and UNHCR in 2017 started discussing how to establish a route for action against xenophobia, anticipating that xenophobia would rise due to the pressures generated by this migration. As a result of this meeting, UNHCR hired UNO Publicidad to develop a strategic approach and a creative concept for a campaign proposal with the objective of generating empathy and solidarity towards the Venezuelan population. The focus was to be on the cities considered a priority. This creative proposal was enriched by the joint work between the Colombian Government and UNHCR.

The Somos Panas Colombia Campaign was launched on 20 December 2017 by UNHCR, with three main objectives: 1) to discourage expressions of xenophobia; 2) to promote empathy and solidarity towards Venezuelan people to the benefit of society; and 3) to deliver useful, updated and adequate information for those most vulnerable among the Venezuelan population.

The campaign has been implemented in annual cycles and reformulated each year according to the lessons learned and evaluations from the previous year. In 2019, for example, the institutional response was included as a determining factor in both the change of Colombian public perception about the humanitarian situation of the Venezuelan population, and in the informative objective of the campaign. At

⁷ Ibid.

⁸ Venezuela Migration Project (2020a) "Perception of the integration of migrants in Colombia at times of coronavirus". Newsletter #10, page 2. Retrieved from: https://s3.amazonaws.com/semanaruralvzla/documentos/1590818285_boletin_discriminacion2_020pdf (in Spanish).

⁹ Ibid.

the end of 2019, UNHCR contracted MSH Consulting to study perceptions associated with content, campaigns and organizations that aimed to mitigate xenophobia towards the Venezuelan population.¹⁰ The study concluded that misinformation about the migratory phenomenon was persisting and that citizens, the media and the government must do their part to solve the problem. Furthermore, it concluded that Somos Panas Colombia is a mechanism that can be further consolidated to achieve integration, acceptance and support for the Venezuelan population in the country.¹¹

For 2020, the proposed strategy was to show that socioeconomic and cultural integration between Venezuelan and Colombian people brings benefits, development and progress to the country. To achieve this end, the campaign aimed to influence public opinion with guidance, support and education.

In the three years that the Somos Panas Campaign has developed, six central strategies have been consolidated:

1. Create awareness through the circulation of stories about Venezuelan people in Colombia and of integration between the Colombian and Venezuelan populations.
2. Promote educational strategies to combat xenophobia through social skills training.
3. Create awareness on the differential impact of xenophobia on groups, populations and territories, and create specific tools to combat xenophobia and promote solidarity among these populations and territories.
4. Deliver useful information on the access to rights and services for the Venezuelan population in Colombia.
5. Create content and build capacity with public opinion drivers (journalists, media and social media influencers, opinion leaders).
6. Build partnerships to develop actions within the framework of the campaign.

The strategies have been advanced by developing content, circulated through social media, WhatsApp groups, press releases, mass emails, workshops for journalists and in the community or with specialized events, institutional outreach activities and “below the line” (BTL) actions. As a result, the campaign has generated an audience of more than 80,000 followers on digital platforms, as well as direct interaction with specific communities and partnerships with other UN agencies such as UN Women, UNICEF, the International Labour Organization (ILO), the International Organization for Migration (IOM) and UNAIDS, other international organizations, civil society organizations, national government entities, private sector companies and the media.

The campaign promoted changes in attitudes towards Venezuelan migration through a logic of intervention that promoted empathy, awareness and integration via media content or in specific communities, through workshops and content for journalists and in joint work with other UN agencies and civil society organizations as well as with the private sector. This was expected to reduce xenophobia and generate additional acts of solidarity. The campaign also sought to encourage migrants to use existing channels of assistance in Colombia by providing them with useful information, thus further promoting their reception and integration.

This intervention logic involves these stakeholders:

¹⁰ UNHCR (2019) *Perceptions associated with content, campaigns and organizations aimed at mitigating xenophobia towards the Venezuelan population*. November 2019. Colombia (in Spanish)

¹¹ *Ibid.*, page 20.

- The Venezuelan or Colombian migrant population returning from Venezuela, settled in or in transit through Colombia, as a human group affected by xenophobia, lack of solidarity or ignorance in the host country.
- The Colombian population, as the host population for whom the aim is to promote solidarity towards the migrant population and reduce xenophobia.
- UNHCR, a United Nations entity, as the funder and implementer of the campaign.
- UNO Publicidad as the implementer of the communications component of the campaign under the leadership of the UNHCR Colombia Communications Officer.
- The media, led by communicators, journalists and influencers, as drivers of public opinion related to migration; and for the campaign, as recipients of communication messages and training on integration, tolerance and prevention of xenophobia.
- Various civil society organizations that have also been campaign partners, contributing through content dissemination, creation and implementation.
- Colombian government entities as actors that contribute to the integration of the Venezuelan population and the promotion of integration as well as the reduction of xenophobia.
- Finally, agencies of the United Nations system such as IOM, the ILO and UN Women that have cooperated to implement some components of the programme.

2. Purpose, objectives and scope of the evaluation

2.1 Purpose of the evaluation

Since the beginning of the Somos Panas Campaign, UNHCR has carried out monitoring, evaluation and public opinion survey actions on an annual basis to make the necessary adjustments at the start of each cycle, incorporating changes in migration and public opinion. UNHCR decided to carry out an external evaluation to evaluate the programme in its full scope and duration, and to obtain an external view. The consultancy firm Isegoría was chosen following an open bidding process.

The main objective of the evaluation was to produce recommendations to improve the implementation of the next campaign cycle. This particularly related to developing strategic actions in communication to influence public opinion in favour of receiving and integrating the Venezuelan population in Colombia. The evaluation also aimed to collect recommendations for implementing actions under the strategy of Communication with Communities, including strengthening the participation of the migrant population in creating messages and content.

UNHCR, as the direct user of the evaluation, will be responsible for implementing the recommendations made. Secondly, UNHCR will be responsible for disseminating the results it considers relevant to stakeholders in order to improve the programmes and actions it has developed jointly with these stakeholders – such as United Nations agencies, international organizations, the private sector,

government institutions, civil society organizations and the media, among others. The Somos Panas Colombia Campaign, launched in the context of UNHCR's response to the mixed population flow of refugees and migrants coming from Venezuela, was one of UNHCR's first communication actions in the Americas region. As such, the evaluation has the potential to inform other anti-xenophobia campaigns that have subsequently been formed.

2.2 Objectives of the evaluation

The evaluation of the Somos Panas Colombia Campaign has the following objectives:

1. Evaluate the actions of the campaign within the framework of the six strategic approaches previously mentioned, including those carried out in partnership.
2. Analyse the relevance, effectiveness, efficiency and sustainability of Somos Panas Colombia, emphasizing the impact on public opinion and the objectives of the campaign.
3. Analyse the results of the cooperation offered by UNHCR to partners in developing strategies to discourage xenophobia and promote solidarity towards the Venezuelan population.
4. Analyse the reach of the campaign in raising public awareness of the humanitarian response and its role as a source of protection and support to the Venezuelan population.
5. Draw lessons learned, achievements, good practices and limitations, and formulate conclusions and recommendations that can serve as a basis for planning the next campaign cycle or other strategic communication actions to influence public opinion while allowing for accountability and adherence to UNHCR's evaluation policy.

2.3 Scope of the evaluation

Time and geographical scope

The evaluation covered the activities implemented by UNHCR for the Somos Panas Colombia Campaign from 20 December 2017 to 1 December 2020. The evaluation covered the strategic lines of action of the campaign carried out in the Colombian territory.

Evaluation criteria and questions

The guiding questions for the evaluation, as contained in the Terms of Reference (see Annex 1), related to the following four evaluation criteria: relevance, effectiveness, efficiency, sustainability.

Relevance

The relevance criterion of the evaluation was intended to analyse, through use of opinion polls, how the Somos Panas Campaign has adapted to the growing influx of Venezuelans. In addition, the evaluation analysed how well the campaign was adapted to its target audience – that is, the host population and the refugee and migrant population – especially in terms of content, language, cultural differences and actions.

The criterion was used to answer the following guiding questions, refined from the questions provided in the Terms of Reference:

- What was the relevance of the Somos Panas Campaign, according to the needs and challenges that arose during the campaign? (P1)
- What was the relevance of the Somos Panas Campaign to the needs, contexts and culture of the population of concern? (P2)

Effectiveness

The effectiveness criterion is used to measure the results obtained in each of the strategies, and how and to what extent these have contributed to achieving the objectives of the Somos Panas Campaign.

For the different strategies of the campaign, the evaluation team analysed the level of success for communications and its contribution to the objectives of Somos Panas; the perceived change in attitudes and practices around xenophobia; the extent to which communications also promoted solidarity; and how they contributed to the target population's access to information, as well as the utility of the messages. For the overall evaluation of the campaign, the team also assessed how UNHCR positioned itself and whether it generated partnerships and added other actors to broaden the impact of the campaign's objectives. The team investigated how the population of concern was involved in producing and validating the campaign messages and content.

For this evaluation criterion, the questions were:

- How effective were the strategic lines of the campaign? What strategies have been most effective in meeting the objectives, and what factors contributed to the success? (EC1)
- Have the messages been effective in meeting the objectives? Were the objectives to reduce xenophobia, promote solidarity and provide useful information to the population met? (EC2)
- Have the strategies developed made it possible to generate partnerships with different actors? Have the partnerships been effective? (EC3)
- Have the strategies developed been able to promote participation to enhance the campaign and its results? (EC4)
- How have UNHCR and its partners positioned themselves as a reference point for the protection and support of migrants and refugees? (EC5)

Efficiency

The efficiency criterion was used to evaluate the relationship between resources and inputs, and the results or products of the Somos Panas Campaign. The evaluation team analysed whether these resources and inputs enhanced outcomes; how savings and return on investment (efficient use of resources and inputs) have been achieved; and where resources and inputs could be maximized. The team also determined the rate of increase in the number of media joining the campaign since it began. An analysis of the leverage of cost and non-cost resources and inputs was also carried out.

The question for this evaluation criterion was:

- Is there an efficient use of resources and inputs to generate a return on investment and expand the reach of the campaign? (EA1)

Sustainability

This criterion was used to assess the extent to which the messages, content, actions, products and results of the campaign can be sustained over time and have provided tools or capacity-building for other actors to multiply the objectives and achievements of Somos Panas.

The sustainability of the partnerships was looked at through the lens of the technical assistance provided by UNHCR and the extent to which the partners have been able to generate installed capacity through technical strengthening, commitments to combat xenophobia and promote solidarity, and the securing of resources to continue working.

For the sustainability criterion, the evaluation sought to answer the following guiding questions:

- What are the lessons learned from the campaign, and how could its effectiveness and sustainability be improved in the future? (S1) (Responses to this question will appear in the lessons learned section and not in the conclusions).
- How sustainable are the partnerships established under the campaign? (S2)

3. Methodology

Methodological approach

The team investigated access to readily available information to answer the guiding questions. Existing documentary information was identified along with a significant number of accessible representatives of the different stakeholders. Thus, it was determined that there was sufficient information to propose a mixed quantitative and qualitative research design based on surveys, focus groups and semi-structured interviews. The consistency matrix was then created, with questions and sub-questions per criterion and the types of information sources for the respective unit of analysis, corresponding to the stakeholders and for each sub-question defining the corresponding variable (see Annex 1).

The questions for the qualitative component instruments, focus groups and semi-structured interviews were created based on the variables obtained from the consistency matrix. In the case of the quantitative component surveys, three forms were designed, also based on the variables of the consistency matrix, with closed and multiple-choice questions for the following groups of stakeholders: Venezuelan migrants or refugees; public officials and businesses; and the host community. (See Annexes 4a, b and c.) Both the construction of variables and indicators for the evaluation and the design of the instruments were based on inputs provided by the Somos Panas Colombia communications team in a group workshop held in December 2020.

Construction of indices by evaluation criteria

The evaluation team constructed four indices – one for each evaluation criterion. Each index is composed of different indicators created from the variables for each criterion in the consistency matrix and recorded in the indicator matrix or by different questions in the survey. The questions for each criterion, corresponding to the variables, were formulated to be transformable to numerical, nominal or ordinal scales. From the responses on a numerical scale, a value was obtained for each of the indicators, and these, in

turn, were averaged to obtain the index value for each evaluation criterion (see Annex 5).

In this way, a value between 0 per cent and 100 per cent was generated for each indicator. The score obtained for each indicator was graded on a four-point scale: “strongly approve”, “approve”, “disapprove”, or “strongly disapprove”. Table 1 shows the ranges of the four-point scale.

Table 1. Four-point scale for indicators

Strongly disapprove	Disapprove	Approve	Strongly approve
0 % <X ≤25%	25% <X ≤ 50%	50% <X≤ 75%	75% <X ≤ 100%

Prepared by: Isegoria

The value of each of the indices (relevance, effectiveness, efficiency and sustainability) is seen as the average of each of the indicators that compose it and is between 0 per cent and 100 per cent. The following four-point scale indicates whether the index is very low, low, high or very high.

Table 2. Four-point scale for indices

Very low	Low	High	Very high
0% <X ≤25%	25% <X ≤ 50%	50% <X≤ 75%	75% <X ≤ 100%

Prepared by: Isegoria

Sample

The survey sample was collected by quota sampling, using point sampling techniques (see Annex 6). Quota sampling seeks to be representative of the population by ensuring the inclusion of all the groups that define the population. Three criteria were used in the sample: origin (Colombian or Venezuelan persons in Colombian territory), age and gender. The sample was defined for six municipalities where the Somos Panas Campaign had been developed and where there were more than 100,000 Venezuelan refugees or which were strategic points for migrants for transit or permanence: Pasto (Nariño), Medellín (Antioquia), Bogotá, Riohacha (La Guajira), Barranquilla (Atlantic) and Cúcuta (Norte de Santander). The design established a representative sample size of 1,000 people. Of these, 400 were Venezuelan refugees, 400 were Colombian people, 50 per cent were men and 50 per cent were women from four age groups. Some 200 public officials working with the migrant population, civil society organizations, the private sector and the media were also surveyed.

Collection of information

A preparation phase was carried out, followed by a pilot study for the survey; this enabled some of the questions to be better formulated and helped identify the need to include binational teams of interviewers to help build trust. The field team was then trained, and included qualitative researchers (6), surveyors (13), field supervisors (2), and scheduling professionals (2). Additionally, a statistician professional was in charge of verification and quality control of the information collected and the sample (gender, age, actors), and a programmer was in charge of uploading the information to the CSPro capture system.

A total of 1,042 surveys were conducted in the six cities mentioned above, resulting in an oversample of 42 persons. In the case of the qualitative component, 25 interviews were conducted with

different actors and 12 focus groups (see Annex 7). Eleven of the focus groups were conducted in- person in Riohacha, Barranquilla, Pasto and Bogotá. The only virtual focus group was the one previously mentioned with the Somos Panas Colombia communication team. The 11 focus groups conducted in person involved six people. The call for proposals followed differential approach criteria to address specific content of the sub-campaigns (as in the case of Valientes for women and Super Panas for boys, girls and adolescents). Additionally, in an experimental way, some groups were made up of Venezuelan and Colombian people and were separated according to their nationality.

Quality control and processing

In addition to equipment training and pre-testing, the CSPro data capture software enabled proper tracking and verification of data. The evaluation team supervised interviewers and reviewed the surveys to detect and correct inconsistencies. The information was recorded in the SPSS software where verification and debugging of the data took place.

To systematize the qualitative information, the evaluation team designed an information collection matrix based on the construction of categories and research variables. Two researchers carried out all activities; one researcher applied instruments while the other filled out the matrix. After finishing the core group of interviews, the team met to identify the main findings from the information collection matrix, to give value to the qualitative indicators contained in the indices defined for each evaluation criterion, and to develop the main findings presented in the following chapter.

Information triangulation

Once the quantitative and qualitative information was collected, this was processed and subsequently integrated. Initially, triangulation was conducted for some of the indices that integrate information from interviews and surveys. Secondly, as will be presented in the next chapter, after calculating the indicators and indices, the information provided by the index was complemented or contrasted with the findings from the surveys. Likewise, other quantitative information not recorded in the index, or recorded in the index but requiring additional emphasis, was contrasted with the qualitative information.

Ethical considerations

This evaluation is considered a minimal risk research study, according to Article 11 of Resolution No. 008430 of 1993 of the Ministry of Health. Furthermore, this research study poses no risk or harm to the environment or population. Its compliance with the following three main bioethical principles is guaranteed: respect for all human subjects, nonmaleficence and justice, as described in the Declaration of Helsinki. Despite the minimal risk, if at any point it was found that the research was causing harm to participants, the instruction was to stop immediately.

Those who participated in the study did so freely, regardless of any personal condition such as gender, sexual orientation, ethnic or religious condition, or beliefs, among other conditions. The objectives of the campaign were communicated to all participants before the different activities and this allowed them to decide whether to participate. If they felt uncomfortable or wished to end their participation at any time during the activity, they could do so. All interviewees were aware of and approved the informed consent, which was recorded on audio. None of the participants were forced to talk about topics they did not wish to

discuss nor were they forced to give information they preferred to keep private.

To preserve the storage, security, retention and disposal of data, only the research team handled the materials resulting from this research. Data were securely stored and protected during and after the completion of this evaluation study.

Since this study involved group activities with adolescents, the research followed the principles established in the "Ethical Research Involving Children" document published by UNICEF in 2013.

4. Main findings

The main findings are presented below, based on the established evaluation criteria and their corresponding indices and categories of analysis. At the start of each section, the index value for that criterion is presented and then expanded and contrasted with qualitative information according to the categories of analysis defined as a result of the evaluation questions. Additionally, based on the survey, there is a description of the participating population, which can be found in Annex 9.

4.1 Relevance

Relevance index and indicators	Numerical value	Scaled value
Relevance index (average of indicators)	87.5%	Very high
IP1 Degree of relevance of the Somos Panas Colombia Campaign, according to the needs and challenges by years of execution	100%	Very high
IP2 Degree of relevance of the actions of Somos Panas Colombia according to the contexts and culture of the target population (refugees, migrants and host population).	75%	Very high

The numerical value of 87.5 per cent for the relevance index reflects that Somos Panas Colombia achieved a very high level of relevance. The campaign adapted to the refugee and migrant crisis needs year after year and responded to the territorial and differential approach (see calculation of the index and indicators in Annex 6). However, in 2020 a reduction in progress was perceived because Somos Panas Colombia, in its strategic approaches, did not clearly respond to the need to strengthen the integration processes between the host population and the refugee and migrant population.

Adaptation and coherence of Somos Panas Colombia

4.1.1 The Somos Panas Campaign showed adaptability in that its annual cycles were updated each year and reformulated according to annual evaluations. Each year had different core ideas that were adapted according to the changes perceived through the studies and the follow-up to the campaign. For 2020, the proposed strategy for the Somos Panas Campaign was to show that socioeconomic and cultural integration between Venezuelan and Colombian people brings benefits, development and progress to the country. To achieve this strategy, the campaign aims to activate solidarity and influence public opinion with guidance, support and education.

4.1.2 The implementation of the 2020 strategy was affected by the COVID-19 pandemic. The Somos Panas Colombia Campaign was forced to adapt to the lockdown situation and to the ways in which the pandemic affected the Venezuelan refugee and migrant population, and the perceptions and attitudes of the host population. The pandemic completely changed the international and national context and shifted the media agenda from the phenomenon of mixed population flows to COVID-19. In the opinion of most of the people interviewed, this led to a slowing down in the efforts and progress that Somos Panas Colombia had achieved between 2018 and 2019. In effect, the risk of contagion through direct contact caused the work in the territories to diminish and some local strategies to end, such as in-person workshops with journalists.

4.1.3 Somos Panas Colombia nonetheless modified its content and strategies in a timely manner to adapt to the changing situation of the mixed population flow. Many of those interviewed recognized that the campaign could adapt to new situations, such as the COVID-19 pandemic. For example, in the case of Valientes in Barranquilla, information was provided on health measures and access to health services. According to one interviewee from a partner organization: “The campaign has had an evolution, they try to innovate, they seek to bring culture to the service of integration. They try to do things that appeal to young persons, who are more open-minded and progressive” (Partner interview, 2021). An interviewee from the territorial team told a similar story: “Each situation of the migration crisis has posed significant challenges in communication. At first, it was in the form of xenophobia. Now more in terms of integration, linking the work of the host population in the campaign [has been a main challenge.]” (UN agency interview, 2021).

4.1.4 Partnerships have prompted major changes in objectives, strategies and content. The partnerships involved the sum of efforts and visions of other organizations, entities and institutions, which has given greater breadth to Somos Panas Colombia and produced more highly targeted strategies at the local level. For example, with UN Women and Fundación Plan in the Caribbean region, emphasis was placed on the Valientes campaign, which is aimed at women and provides access to information on assistance routes for cases of gender-based violence. There is also the case of Red Somos, where the partnership built the campaign Somos Panas en Positivo; it highlighted the situation of refugees and migrants living with HIV and promoted solidarity towards them. Likewise, partnerships have translated the objectives and strategies into different methods and languages, as is the case of Scouts Colombia working as a partner of Super Panas.

4.1.5 At the beginning, not all of the Somos Panas Colombia Campaign action strategies were consolidated, but over time the campaign has built up those it needed and has developed those it already had, based on the dynamics of Somos Panas Colombia. This has given the campaign a range of flexibility that allowed it to adapt strategies to partnerships and territorial levels without losing consistency. The initial focus was on the host population, with the strategic lines of action directed towards creating awareness among groups of concern, providing tools for these groups to react to xenophobia, and activating leaders. In 2019, the discourse of the Somos Panas Colombia Campaign changed and included technical management to respond to the needs of the vulnerable Venezuelan population regarding access to their fundamental rights. In 2020, information was collected and investigated to help respond to the widespread concern about different forms of discrimination beyond that directed towards the Venezuelan population, as in the case of Valientes. Likewise, in 2019, the consolidation of partnerships was established as a strategic approach of Somos Panas Colombia. In 2020, the campaign included more information about

integration, connected with the requirements of the new migratory context and coinciding with the issuance of the Protection Statute in March 2021. The process of regularization for the Venezuelan population intending to stay in Colombia is a step forward in reducing barriers to accessing work, goods and services for this population: “without documents we cannot buy a telephone, get a formal job or even get on a bus to move from one city to another” (woman, refugee and migrant population, 2021). It should be noted that 40.2 per cent of the Venezuelan respondents to the survey are in an irregular situation in Colombia, and most are women.

4.1.6 On the other hand, for the host population and the refugee and migrant population, integration is already a reality and Somos Panas Colombia can fall short when promoting and reflecting this. In fact, different sectors (Venezuelan and Colombian leaders and public officials) agree about recommending an update of the objectives and strategic approaches of Somos Panas Colombia, for the following reasons:

1. The messages against xenophobia and promoting solidarity have focused on making the journey of Venezuelan people visible, including their arrival in Colombia and the conditions of extreme vulnerability in which they live.
2. Messages of solidarity continue to frame an emergency humanitarian context caused by the migration crisis. However, they fail to portray a scenario where both populations are integrated, coexist, and share vulnerabilities.
3. The pandemic made the populations more acutely vulnerable and redefined their needs – a context that is not evident in the messages of Somos Panas Colombia. The Colombian population is affected by the COVID-19 crisis, and this is hindering integration mechanisms. According to the survey data, 58.7 per cent of the host population agrees or strongly agrees that the situation in Colombia is too difficult for them to be able to help refugees and migrants.
4. The survey results show the urgency of moving towards integration. For example, 60 per cent of the host population was shown to be particularly hesitant about the political participation of the Venezuelan population in neighbourhoods and communities.

Territorial approach

4.1.7 The Somos Panas Colombia Campaign has managed to meet the challenge of reaching the population in multiple ways and with multiple messages at national and local levels. Among Colombians who have seen the Somos Panas Colombia Campaign, 67 per cent accessed it through social media. Social media predominates in the large cities, except in Bogotá, where 41.7 per cent of respondents said that they were aware of the campaign through television. In general, it was found that there is a wide range of channels that change according to the territories.

4.1.8 In-person activities have a more significant impact because they are better remembered and appropriated by the population of concern. Participation in local events in the neighbourhoods and communities where UNHCR is present, using cultural expressions such as accents and costumes of each region, generates greater identification with the content and messages both among

the refugee and migrant population and the host population. In addition, partnerships with local actors have allowed greater access to differential strategies.

4.1.9 Disseminating Somos Panas Colombia content through community leaders who work hand-in-hand with UNHCR and other partner organizations extended the campaign's reach in the territory. It was also identified that, for the refugee and migrant population, it is more relevant to have leaders who take ownership of the content of Somos Panas Colombia since most people who are seeking information prefer a Venezuelan intermediary.

4.1.10 There is enormous potential for disseminating Somos Panas Colombia and its sub-campaigns at the territorial level that has not been fully realized. This is partly due to the fact that the human resources of partner organizations and agencies in the territories are limited and that there are rarely specialists in the area of communication. There are also no defined budgets for the territories or medium- and long-term work plans to implement the strategy (partner, 2021).

Differential approach

4.1.11 The Somos Panas Colombia Campaign understands the different voices and intersectionality of the public, identifying the complexity around xenophobia and solidarity. It therefore, transmits messages that strongly appeal to different people according to their life situation. As noted in the categories on adaptation and territorial approach, by developing specific content for segments of the population such as women or children, partnerships and the development of sub-campaigns made it possible to deepen and adapt the content of Somos Panas.

4.1.12 In addition to providing useful content for refugee and migrant women to access their rights, the Valientes strategy builds solidarity between Colombian and Venezuelan women. In fact, this strategy, arising from joint work between UNHCR and UN Women, focused on strengthening the capacities of women leaders to disseminate information and access routes in cases of gender-based violence, as a leader from Barranquilla explained:

Yes, I am in many WhatsApp groups. I know about the Valientes Campaign because we worked with this last year. We were informed about the assistance routes, how to activate them, we were trained to be able to work in the communities with women and they made us do replication groups. We had our training group, and I had my own group of women. (Leader, refugee population, 2021)

4.1.13 Over time, working groups have been strengthened, and important solidarity networks have been formed between Colombian and Venezuelan women: The leader in Barranquilla described the progress made in their group:

Yes, they are the majority, we were a smaller group, but the theme of the partnership has really allowed us to grow a lot and to be able to support each other, because we are women, regardless of the nationality we have, that is what is important, that we help each other as women. (Leader, refugee population, 2021)

4.1.14 From the beginning, the host population and the refugee and migrant population were involved in creating and validating the content, ensuring the participation and relevance of the communication pieces. On the other hand, in addition to targeting women, the Valientes strategy focused on attacking the prejudices and multiple vulnerabilities experienced by pregnant refugee and migrant women. Finally, multiple strategies were used for dissemination, the main one involving training women leaders in the main cities of interest and building small information transfer networks. This last point is relevant because, as the survey showed, 57.4 per cent of refugee women have difficulty accessing the Internet. Thus, the strategy achieved a high level of recall as 15.3 per cent of women and 26.3 per cent of refugee women surveyed were aware of the strategy. It is worth highlighting the success of the experience in Barranquilla (focus city for the BTL strategies of Valientes) where 62.9 per cent of refugee women recalled and were aware of the strategy.

4.1.15 Somos Panas Colombia created content for Colombian and Venezuelan children and adolescents in different regions of the country thanks to the partnership with UNICEF. The expertise of this UN agency in developing strategies for children and adolescents meant that it was possible to reach out with messages on the promotion of integration and solidarity, and the fight against xenophobia.

4.1.16 Somos Panas Colombia does not offer Venezuelan youth and adolescents differentiated content about accessing information on assistance routes and services. Although there is relevant information about access to services and registration, this information is handled directly with parents and caregivers. However, as evidenced by migration dynamics, there is a large population of unaccompanied adolescents and separated children and adolescents entering the country who need to receive information and awareness-raising on protection routes, family reunification and accompaniment. As mentioned by several officials in the regions of interest of this evaluation, the population of adolescents aged 15 to 17 years exists below the radar. These adolescents do not receive humanitarian aid, are unaware of their rights and fear capture by state institutions that do not have a differential approach for this type of population. In addition, this population is the most exposed to xenophobia and discrimination, especially adolescents and young men. According to the results of the survey, one out of two Colombians interviewed has a negative attitude towards the youth refugee and migrant population.

4.1.17 The collaboration and strategy regarding information and non-discrimination towards people living with HIV is another successful example of UNHCR's commitment to closing gaps related to multiple vulnerabilities.

4.1.18 The content of Somos Panas Colombia reflects the ethnic and cultural diversity of both the migration context and the host population, but it does not address the multiple forms of discrimination and vulnerability from an intersectional perspective. The ethnic focus of the campaign has been limited to the representation of ethnic diversity in the leaflets and content. However, there is no strategic approach from an intersectional perspective that seeks to tackle the multiple forms of discrimination and vulnerabilities faced by the indigenous and Afro-descendant Venezuelan population who enters the country. For example, in the survey, only 22 per cent of Afro-descendant refugees or migrants surveyed remember Somos Panas Colombia, compared to 46.7 per cent of respondents from the host population. Additionally, most of the refugee and migrant indigenous (80 per cent) or Afro-descendant (90.2 per cent) population do not have access to useful information through Somos Panas Colombia.

4.2 Effectiveness

Effectiveness index and indicators	Numerical value	Scaled value
Effectiveness index (calculated based on responses to eight survey questions)	54.9%	High

For the effectiveness index, a value of 54.9 per cent was obtained. While this is a favourable result for this evaluation criterion, there are opportunities for improvement so that this index could score higher in the future. The reasons for this score will be expanded upon in the following section for each category of analysis of the Somos Panas Colombia Campaign.

Compliance and evaluation

4.2.1 The objectives to reduce expressions of xenophobia and increase solidarity had positive results between 2018 and 2019. The positive results are attributed to the following: the creation of innovative and fresh content designed for digital media; appealing to children; focusing more on life stories that expose personal experiences and not only statistics; associating Venezuelan refugees and migrants with forced displacement; showing how a Venezuelan person can get ahead with the help of a Colombian person; and doing multidisciplinary or multi-team work.

4.2.2 Respondents highlighted the frequent publications with informative segments on this issue in digital, print and mass media such as the television programme “Amigos Sin Fronteras” on Señal Colombia, and local radio programmes. It is important to highlight how the campaign used widely dispersed national media and not only institutional media. The regional approach allowed Somos Panas Colombia to engage further with the people who received the campaign messages.

4.2.3 The objective of providing useful information to the refugee and migrant population has probably been the most successful. The assistance and employment routes, the territorial training workshops carried out by UNHCR, and the dissemination of information in the media and social media (through influencers) have contributed to a large extent to the good results for this objective. However, there are perceived difficulties related to gaps in access to information, connectivity difficulties and unfamiliar terminology, such as difficulties in understanding what the Civil Registry is.

4.2.4 The campaign to promote the socioeconomic integration of the refugee and migrant population through job placement has shown positive results, although on a small scale. This is mainly due to the information on employment routes offered by Somos Panas Colombia and its cooperation with important partnerships, which demonstrated good results.

4.2.5 Overall, there is a budgetary challenge because the resources allocated for the campaign are a constraint to achieving the objectives. However, it should be noted that UNHCR has provided alternatives to overcome these limitations and the different partner organizations have contributed financial, logistical, administrative and human resources. On the other hand, a strategy for reaching older sections of the population is necessary, as people in these sections use other types of media (partner, 2021).

Xenophobia

As a context for the topic of xenophobia, the survey asked different questions, which showed that

the majority of the population does not approve or agree with xenophobic sentiments. **However, some of the results suggest that discrimination against the Venezuelan population still occurs or is observed due to their refugee or migration status.** For example, in response to the statement “persons who have come to live and work in Colombia should have the same rights as others”, 66.3 per cent strongly agreed and 66.3 per cent agreed. Despite this positive outlook, most of the host population surveyed (53.2 per cent) agreed with the statement “the situation of Colombian persons is already difficult enough to help refugees”, and 5.4 per cent of respondents stated that they strongly agreed with that statement.

Similarly, 76.5 per cent of those surveyed agreed that “refugees and migrants who arrive in Colombia in an irregular manner should receive help to regularize their migratory status”. However, 74.3 per cent of the respondents from the host community agreed or strongly agreed with the statement: “the arrival of refugees and migrants who come to live and work here harms the economic situation of poor Colombians”. Likewise, imaginaries about the relationship between immigrants and violence persist, as 86.4 per cent of the host population agreed or strongly agreed with the idea that “since Venezuelans have arrived in Colombia, crime has increased”.

Among the refugee and migrant population, there is a general feeling of being welcomed but there are still situations where their nationality is viewed negatively. In this sense, when inquiring about the behaviour of Colombians towards Venezuelans, it was found that most Colombians are “kind” (52.3 per cent), “supportive” (18.4 per cent) and “empathetic” (7.3 per cent). However, when asked if they have ever felt discriminated against in Colombia because of their migratory status, opinions were divided; while 46.2 per cent said yes, 53.8 per cent expressed the opposite. When asked if they had witnessed acts of discrimination in Colombia towards a refugee or migrant, 63.2 per cent of refugees and migrants answered that they had, and 36.8 per cent responded that they had not.

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4.2.6 In general terms, it can be argued that Somos Panas Colombia has managed to mitigate xenophobia against the refugee and migrant population in Colombia. It should be noted, however, that these results were most evident and impactful between 2018 and 2019, whereas in 2020, due to the pandemic, there was a perceived reduction in progress. In the words of one of the interviewees:

(...) the negative facts of migration dominated the news agenda, and this had a negative impact on the progress that had been made. (...) Before the pandemic, some reports and workshops were carried out and the feedback allowed us an initial measurement. Then in the following workshops we were slowed down by the pandemic.
(Partner, 2021)

4.2.7 Indeed, the xenophobia indicator created for this evaluation shows that among the host population, levels of xenophobia are only just registering as “low”. The indicator score is 0.46, which is close to the threshold of 0.5 for a “high” level score. However, a positive result is that people exposed to campaigns in favour of solidarity and non-discrimination towards Venezuelans and, even more, people who are aware of Somos Panas Colombia, show lower levels of xenophobia. Thus, while the score of people who had not been exposed to any campaign is 0.47, the score of those who were exposed to campaigns is 0.44, and the score of people who are aware of Somos Panas Colombia is 0.41. In other words, there is a difference of 0.06 between those who are aware of Somos Panas Colombia and those who are unaware of any campaign.

4.2.8 The most significant difference between persons who are aware of Somos Panas Colombia and those who are not aware of any campaign is regarding the issue of the rights of refugees and migrants who have come to live and work in the country. Among those who chose the options of agreeing and strongly agreeing with the statement “persons who have come to live and work in Colombia should have the same rights as others”, a 14 per cent difference exists between the proportion of those who are aware of Somos Panas Colombia (77.9 per cent), and those who are not aware of any campaign (64 per cent). There is also a difference of 14 per cent between those who are aware of Somos Panas Colombia (61 per cent) and those who are not aware of any campaign (47.5 per cent) among respondents who disagreed and strongly disagreed with the statement “although it does not sound good to say it, Venezuelans are lazier than Colombians”.

4.2.9 On the other hand, the qualitative evidence collected in this evaluation indicates that both the host population and the refugee and migrant population perceive that xenophobia is not as high today as it was when the mixed movement from Venezuela began, which demonstrates the contribution of Somos Panas Colombia to mitigating xenophobia in Colombia. In addition, an essential role is played by workshops, kits, communication pieces, access to information in general to create awareness and orient the population. Examples include workshops with officials from the Nariño Ombudsman's Office and work with the Scouts of Colombia.

4.2.10 In relation to anti-xenophobia kits, 15.4 per cent of refugees and migrants, respondents from the public and private sectors, and the host population say that they have received such a kit. Positive answers are most prevalent in the public and private sectors, where the figure rises to 30.7 per cent, which suggests almost one-third of people in these sectors were successfully reached. In cities like Barranquilla, Maicao, Riohacha and Cúcuta the figure is around 50 per cent, while in Medellín, it barely reaches 16.7 per cent and in Bogotá it plummets to 2.8 per cent. Results from the host population shows that more work needs to be done in relation to this area, as only 5.9 per cent say they have received an anti-xenophobia kit.

4.2.11 On the other hand, in social media, the messages of the Somos Panas Colombia Campaign and its actions, such as videos, songs and collaborations with celebrities, receive positive reactions and comments. The same is true for news stories that attempt to use a narrative that does not fall into stigmatization against the Venezuelan population.

4.2.12 The writing and awareness-raising workshops for journalists should also be highlighted, bearing in mind that the media affects the way the Venezuelan population is perceived in the country. Particularly noteworthy are the pre-pandemic workshops held with UNICEF in eight regions. A previous analysis of 200 news articles in local media detected “a handling of information that did not support any type of solidarity and generated, on the contrary, xenophobia and discrimination” (UN agency official, 2021). Based on these results, the workshops focused on learning about the situation of refugees and migrants, children's rights and how to cover news related to children, and an awareness-raising exercise based on the life stories of Venezuelan people.

4.2.13 The announcement of the regularization of refugees and migrants in the context of the COVID-19 pandemic and the imminent election electoral context are seen as significant challenges facing the Somos Panas Colombia Campaign.

4.2.14 The life stories of Venezuelan people that the Somos Panas Colombia Campaign has

disseminated through social media such as Facebook, YouTube, Instagram and WhatsApp have been seen by most of the surveyed population. The life stories give an honest and concrete look at the mixed population flow, generating greater empathy beyond statistics. Among the total population surveyed (host population, refugee and migrant population, public and private sector population), 78.3 per cent have seen videos or testimonies of Venezuelan people telling their life stories on social media. To a lesser extent, the people surveyed have listened to songs that describe solidarity and non-discrimination towards Venezuelans; 52.3 per cent of respondents confirmed having done so, generating a high level of recall. Furthermore, half (50.5 per cent) of the three population segments surveyed have seen videos or TV series of Venezuelan children on Facebook, Instagram, YouTube and WhatsApp.

4.2.15 The campaigns in favour of solidarity and non-discrimination towards Venezuelan people have contributed to reducing the prejudices and fears about refugees and migrants among most people in the host population and in the public and private sectors. This is true for 68.7 per cent of these two population segments, which shows both the effectiveness of this type of campaign and its relevance. Specifically, the host population segment responded affirmatively by 62.5 per cent, while the public and private sector proportion was higher, reaching 79.1 per cent. On the other hand, only 51 per cent of the host population considered that these campaigns have contributed to a positive change in their behaviour,¹² mainly reducing xenophobic comments (9.8 per cent) and achieving greater tolerance (34.9 per cent).

Solidarity

4.2.16 By way of context, according to the findings of the survey, the ties of solidarity between Venezuelans and Colombians are positive and have benefited refugees and migrants in their process of arrival in the country. Regarding perceptions of solidarity, the refugee and migrant population, the host population, the public sector and the media were asked whether they “believe that Colombians show solidarity with refugees and migrants”. Of those surveyed, 84.1 per cent answered yes compared to 15.9 per cent who answered no.

When the host population was asked whether they had supported a Venezuelan person in difficulty, the results were encouraging, with 80.2 per cent responding affirmatively. In the case of the public, private and media sectors, this percentage rose to 91.1 per cent of the total. This indicates that, in general, the Colombian population has contributed in various ways to improving the conditions of the refugee and migrant population.

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4.2.17 Among the surveyed host population, there are high levels of solidarity, and these are higher for those who are aware of the Somos Panas Colombia Campaign than for those who are not aware of similar campaigns. This is evidenced by the solidarity indicator. This indicator is scaled from 0 to 1, where 0 implies no solidarity and 1 implies total solidarity (see Annex 5). In this case, the general indicator of solidarity for the host population is 0.81, a very high score. A similar score was registered among the population that had no awareness of any campaign. Those aware of any campaign scored 0.82,

¹² It should be clarified that this percentage does not correspond to the total number of people surveyed from the host population, but to the people who responded affirmatively to any of the questions from 37 to 49, which, roughly speaking, refer to whether they have seen, heard or participated in any content in any media related to the promotion of solidarity and non-discrimination against Venezuelan people.

while those specifically aware of Somos Panas Colombia received 0.83 – 0.02 points higher than those unaware of any campaign. Although a slight difference, Somos Panas Colombia has a demonstrated impact on the promotion of solidarity.

This is corroborated by the results of the question, “Have you supported any Venezuelan person in difficulty?” Among those unaware of any campaign, 79.9 per cent responded that they had, while 83.1 per cent of those aware of the Somos Panas Colombia Campaign responded affirmatively, a difference of 3 percentage points.

4.2.18 The main acts of solidarity on the part of the host population towards the refugee and migrant population take place at a local level. There are several examples of solidarity actions identified in the field activities, from helping those on their way to other cities to delivering food and medicine in the cities. But solidarity is also created through sporting activities or by meeting people with similar needs, as the women participants in the mixed focus group in Barranquilla confirmed.

4.2.19 There is an increased awareness on the part of agencies, companies and some media of the importance of promoting solidarity and socioeconomic integration. An interesting initiative of solidarity and integration is the one organized by the newspaper *El Colombiano* through meetings between the refugee and migrant population and the host population, partially interrupted by the pandemic.

4.2.20 The need for socioeconomic integration has led to the creation and circulation of placement guides for refugees and migrants to network with entities such as the Fundación Corona or the Ministry of Labour, institutions that have become a coordination platform with other actors in the sector. In this sense, an initiative on the need to create trusted relationships was launched in partnership with the Fundación Ideas para la Paz. That initiative emerged from successful experiences of economic integration that reach a greater audience and tended to be remembered. generate increased recall of the message considering that individuals in the sector provide it.

4.2.21 Strategies aimed at children and adolescents, such as Super Panas and Amigos sin Fronteras, have succeeded in creating a high level of awareness and solidarity among adults. These strategies seek to train children and adolescents in social skills to promote solidarity with and non-discrimination towards Venezuelan people. They have managed to expand their reach, generating a high level of empathy with the adult public, especially parents between the ages of 25 and 34. The children “tell the stories of their family, (...) which starts to leave a perception of the migrant and refugee population from the human perspective, which is very positive” (UN agency official, 2021).

4.2.22 More than a quarter of the population surveyed (27.9 per cent) said that they had taken part in events, talks or workshops promoting solidarity and non-discrimination towards the Venezuelan population, although the host population is the least likely to have taken part in this type of activity. There are also regional and gender differences: there is a difference of 15 per cent between the proportion of women (35.9 per cent) and the proportion of men (20.6 per cent) who took part. Almost half of the respondents in Barranquilla (46.5 per cent) have participated in one of these activities, while in Bogotá the figure is only 11.5 per cent.

Access to and usefulness of information

4.2.23 The diverse communication channels used by Somos Panas Colombia for providing

information (social media, telephone, specific locations and workshops) are perceived as useful, timely and important. UNHCR conducts workshops in the territories where they provide information on how to obtain the PEP (special permit to stay), regularization procedures and step-by-step instructions to access different services and rights, among other relevant topics. The Points of Attention and Orientation (PAO) in different cities are telephone lines that provide information on how to access different assistance routes and the specific places where this kind of information is provided. These helplines played an essential role in the pandemic (Allied, 2021).

4.2.24 This effort is complemented by the distribution of leaflets and information brochures in the territories. However, it is noted that for most people, the leaflets are less useful than word-of-mouth approaches: “What is most useful for us is a person who can guide us”, according to a focus group of refugee and migrant women (2021). Information is constantly posted on the campaign website and social media, informative videos are uploaded, and, in the case of some partner influencers, they serve as a bridge to connect refugees and migrants seeking information with UNHCR’s communication channels. Social media platforms have also served to establish refugee and migrant networks that disseminate information. One of the main strengths has to do with the effort to simplify the complexity of migration issues to make them accessible to the refugee and migrant population: “Immigration regulation issues are difficult to explain, and the campaign makes an effort to translate information and procedures into understandable language – for example, with the RAMV [Administrative Registry of Venezuelan Migrants] where the campaign gave information on how to access the PEP” (UN agency official, 2021). In the case of Valientes, the information provided regarding assistance routes for cases of gender-based violence is useful and stands out for its territorial and regional focus.

4.2.25 By contrast, one-fifth of the refugee and migrant population is aware that the Somos Panas Colombia Campaign provides information and guidance on rights and services. Of the people surveyed, 20.6 per cent knew that this is one of the aims of Somos Panas Colombia. More women knew about this than men, 24.9 per cent of women responded affirmatively, that is, 8 percentage points higher than the proportion of men, which was 16.2 per cent.

Among the refugees who considered the information provided by Somos Panas Colombia useful, 60 per cent had received information on different assistance routes; 67.1 per cent of the refugee and migrant population had received information on rights and regularization processes and how to apply for refugee and migrant status; 62.4 per cent had received information on how to utilize the assistance route for violence against women; 65.9 per cent had received information on how to respond to violence, discrimination, fear or phobia against refugees and migrants; 67.1 per cent had received information about assistance and protection routes for children; 48.2 per cent had received information about employment routes – a fundamental point, since in the focus group with refugees and migrants in Bogotá, all participants insisted that this type of information was the most interesting and most needed. Further, 47.5 per cent had received information on assistance and protection routes for groups with a differential approach (ethnic groups, LGBTI+ population, people with disabilities); 41.2 per cent had received information on protection routes for evictions; 36.5 per cent had received information on assistance routes for forced displacement.

4.2.26 Venezuelan grass-roots organizations are key to the creation and strengthening of refugee and migrant networks. In these organizations, bonds of solidarity are created, the confines and limits of the territory are overcome and useful information is shared, often with UNHCR participation, in meetings on how to obtain the PEP, how to apply for refugee status, regularization procedures and step-

by-step how to access different services and to exercise rights, such as obtaining documentation and registration for children from Venezuela. This latter point is one of the most important, as a Colombian person explained: “The UNHCR always showed the Venezuelan persons how to obtain the SISBEN [Identification System of Potential Beneficiaries of Social Programmes], what the PEP was, how to access health care, how to register the children who came without documents, the latter is what was most useful to them” (female host population, 2021).

4.2.27 Media partners have spaces for useful information for the refugee and migrant population and amplify the messages of Somos Panas Colombia. For example, newspaper *El Tiempo* has the “Panas en Colombia” section, which focuses on access to useful information for refugees and migrants and the efforts of training journalists in the regions through workshops. The metrics by which *El Tiempo* measures the reach of this space are positive (partner, 2021). There is also *Revista Semana*, whose website contains information on protection from violence, information on rights, refugee application guides, and the “myths vs real people” from Somos Panas Colombia (partner, 2021).

4.2.28 The two main problems in accessing information are connectivity difficulties experienced by parts of the refugee and migrant population, and the behaviour and actions of public officials. Concerning the first problem, although social media is one of the primary vehicles for the flow of information for the refugee and migrant population, due to the precarious conditions in which many arrive in the country, they cannot connect to the Internet and access the information found there. Regarding the second problem, the lack of awareness and training of public officials for dealing with the Venezuelan population continues to be a major barrier to the protection, guarantee and exercise of refugees’ and migrants’ rights.

Effectiveness of partnerships and contributions from partners

4.2.29 Overall, UNHCR has been able to create a favourable environment for inter-agency and organizational collaboration that enhances the reach of the Somos Panas Colombia Campaign. However, the effectiveness of partnerships with the public sector has been very limited. Other actors recognize that UNHCR provides constant support, is always alert, is proactive, establishes clear timetables, communicates errors in the dissemination of content and messages (in the case of the media for the creation of a narrative that avoids stigmatization), organizes the different groups, and promotes and leads coordination. In addition, the partnerships have given UNHCR greater coverage of the messages and content of Somos Panas Colombia by expanding the scope of BTL work in the territories and incorporating approaches centred on children (UNICEF), women (UN Women) and girls (Fundación Plan), among others. This has been complemented by actions such as workshops with journalists. Media partners replicated these workshops to include Venezuelan organizations.

4.2.30 The leadership of UNHCR through the Somos Panas Colombia Campaign has made it possible to create an environment of inter-agency collaboration in some territories, which several interviewees highlighted.

4.2.31 With respect to the private sector, UNHCR makes sure that companies commit themselves to the medium and long term to prevent them from using the Somos Panas Colombia Campaign to improve their image momentarily (partner, 2021). There has been excellent cooperation with WeWork; the Public Employment Agency of SENA; the Association of Venezuelans in Colombia (ASOVENCOL); and some companies such as Hamburguesas Sierra Nevada, Crepes & Waffles and some

hotels. These partnerships contribute particularly to the labour insertion of the refugee and migrant population.

4.2.32 However, it is important to continue working on partnerships with the public sector.

Carrying out actions to create awareness or transmit information to public officials is perceived as difficult. This is despite important achievements, with entities in Pasto, Cúcuta and Bogotá, with partnerships with the District Institute of the Arts (IDARTES) and IDPAC, and another partnership under construction with the Secretariat of Education.

Participation

4.2.33 The population of concern has participated primarily in validating and disseminating content and messages, but very little in their design and creation. In the creation and production phases of the messages and content of the Somos Panas Colombia Campaign, some workshops have been developed in the territories for their validation. In the case of the “Work Orientation Guide for Venezuelan Refugees and Migrants seeking employment in Colombia”, members of the refugee and migrant population pointed out that the starting point should be the migration status as regular or not. They also highlighted the importance of incorporating familiar words or Venezuelan jargon to generate familiarity and appropriation (partner, 2021).

4.2.34 The workshops were complemented with focus groups to validate the messages and monitor social media (UN agency official, 2021). Also, for Valientes, a group of 20 women actively participated in different activities. In Barranquilla, especially, attempts have been made to involve Colombian and Venezuelan women (UN agency official, 2021). The community has also been featured in television programmes (Guajira, Amigos sin Fronteras programme). In Nariño, there was a contribution from community groups of Venezuelan women, ethnic populations, women’s roundtables, adolescent roundtables, among others, to contribute to the phase of designing and creating of messages and content (UN agency official, 2021).

4.2.35 Refugee and migrant organizations and Venezuelan leaders have participated in disseminating the campaigns. The most well-known example is the Gran Acuerdo por Venezuela, which brings together multiple Venezuelan organizations to become a main disseminator of the Somos Panas Colombia Campaign. Notwithstanding this, the population of concern has not yet been involved in the design and creation of messages and content (UN agency official, 2021)

4.2.36 The quantitative findings also show that the population has participated in the dissemination of messages. In fact, 19.3 per cent of the host population, 39.2 per cent of the refugee and migrant population, and 51.1 per cent of the public and private sector populations say that they have shared some campaign messages in favour of solidarity and non-discrimination against Venezuelan people.

Visibility

4.2.37 Somos Panas Colombia has managed to position itself as a central reference in the fight against xenophobia but has problems generating recall among the population of concern. When asked about the Somos Panas Colombia Campaign, many fail to recognize it and are unfamiliar with it. However, if strategies or specific communication pieces (especially songs, Gol Caracol spots and work with influencers such as Daniel Samper) are mentioned, most respondents can identify at least one. This indicates that the campaign has managed to position itself visibly at the national level. The importance of

having linked public figures, or partnerships such as with Caracol, is recognized. It is thanks to this that the goals of coverage in social media have been exceeded – for example, an audience reach through digital media of 2 million people was anticipated, but 4 million were reached in practice (partner, 2021; UN agency official, 2021).

The quantitative findings of this evaluation corroborate that the Somos Panas Colombia Campaign has been unable to generate significant recall among the population. The number of people who remember having seen or heard any advertising campaign about violence, discrimination, fear or phobia against refugees and migrants in the past year is low: 31.2 per cent of the host population and 40.9 per cent of the refugee and migrant population.

4.2.38 At the local level, greater visibility and exposure has been achieved through BTL strategies in the communities of interest, generating additional appropriation of the messages and content of Somos Panas Colombia. These actions and the positioning of Somos Panas Colombia outside social and digital media could increase its reach and thus generate more impact (UN agency official, 2021).

4.2.39 The medium through which these messages reach the population includes celebrities, the Caracol channel, and digital media, as shown in Table 3. It is striking that television spots are the least successful in generating recall for public and private sector respondents.

Table 31. Awareness of content in favour of solidarity and non-discrimination

Type of content	Refugee and migrant population	Host population	Public and private sector
Have you heard any famous people speak in favour of solidarity and non-discrimination towards Venezuelan people (Pirry, Daniel Samper, La Pulla, Andrés Cepeda, Carlos Vives, Coraima Torres...)?	80.4%	54.7%	71.6%
Have you listened to songs that invoke solidarity and non-discrimination towards Venezuelan people (Juntos más grandes, Humanos, Me fui)?	65.6%	37.4%	54.7%
Have you seen videos or TV series about Venezuelan children on Facebook or Instagram or YouTube or WhatsApp?	63.7%	ND	44.9%
Have you seen any banners, brochures, or posters promoting solidarity and non-discrimination towards Venezuelan people?	42.6%	25.2%	44.0%
Have you seen on Caracol any public information messages about solidarity and non-discrimination towards Venezuelan people?	41.6%	37.9%	33.8%
Have you participated in events, talks or workshops that promote solidarity and non-discrimination towards Venezuelan people?	28.3%	16.8%	47.1%
Have you seen on Señal Colombia any messages about solidarity and non-discrimination towards Venezuelan people?	25.9%	17.3%	18.2%
Have you seen in the national newspapers any publication about solidarity and non-discrimination towards Venezuelan people (<i>Semana, El Tiempo, La Opinión</i>)?	19.6%	17.3%	37.3%

Prepared by: Isegoria

4.2.40 Concerning recall of the Somos Panas Colombia Campaign, 28.7 per cent of

respondents stated that they had heard of it at some point. The four strategies or actions of Somos Panas Colombia that were most remembered by the population were: 1) Historias de vida (Life Stories) (30 per cent); 2) Trabajando Juntos (Working Together) (19.3 per cent); 3) Super Panas (18.6 per cent); and 4) Valientes (17.9 per cent). This indicates that the generation of empathy from stories and the focus on work, children and women are the most memorable. Recall differed most between the female and male sections of the refugee and migrant population, with 37.8 per cent of women and 21.1 per cent of men remembering having heard about the Somos Panas Colombia Campaign, indicating a gap of almost 17 percentage points between the sexes.

4.2.41 Somos Panas Colombia reached peak visibility in 2018 and 2019 when the fight against xenophobia and the promotion of solidarity was perceived to have generated the greatest positive impact. During these years, progress was made in positioning the objectives of Somos Panas Colombia in the media agenda. However, after 2020 in the context of the pandemic, the concerns and needs of the host population changed radically. This resulted in less identification with the messages and content of Somos Panas Colombia. In the words of a partner: “Yes, the campaign is positioned, but the information agenda has been completely displaced in recent months by the pandemic. We need to reposition the issue urgently, wisely and positively” (partner, 2021).

4.2.42 To regain significance among the host population, Somos Panas Colombia has begun to move towards integrating the host population and the refugee and migrant population. To achieve this, as soon as the health emergency permits, direct actions with the communities should be resumed as they are perceived as having the most success (UN agency official, 2021).

4.3 Efficiency

Efficiency index and indicators	Numerical value	Scaled value
Efficiency ratio (calculated from the two efficiency indicators)	87.5%	Very high
Efficiency indicator 1. Perceived level of Somos Panas Colombia's reach via media used in the campaign	100%	Very high
Efficiency indicator 2. Increase in leverageable resources (affordable and non-costly resources and inputs)	75%	Very high

The 87.5 per cent efficiency rating reflects that Somos Panas Colombia achieved a very high level of efficiency. This was achieved through the reach of social media communication products and by leveraging financial and in-kind resources through partnerships with other agencies and organizations.

Return on investment

4.3.1 Resources and inputs generated provide a return on investment. The Somos Panas Colombia investment was maximized through the generation of communication pieces easily disseminated by the media and organizations allied to the campaign. Similarly, a follow-up of passing on communication pieces disseminated on social media was carried out. The communication agencies of Somos Panas Colombia were given the task of calculating the ROI (return on investment) by identifying the communication and advertising pieces that could be disseminated without incurring direct costs, thanks to

partnerships with organizations, press releases, etc. Thanks to this exercise, according to data provided by UNHCR, the ROI of Somos Panas Colombia between 2018 and 2020 has been \$1,252,418,040 pesos. The value calculated for the dissemination of communication pieces was determined according to: 1) importance of the media; 2) size of the published story or airtime; 3) day of publication; 4) time; 5) impact on the public. In this regard, several of the interviewees from partner agencies and media mentioned that many of Somos Panas Colombia's communication pieces were easily appropriated and disseminated.

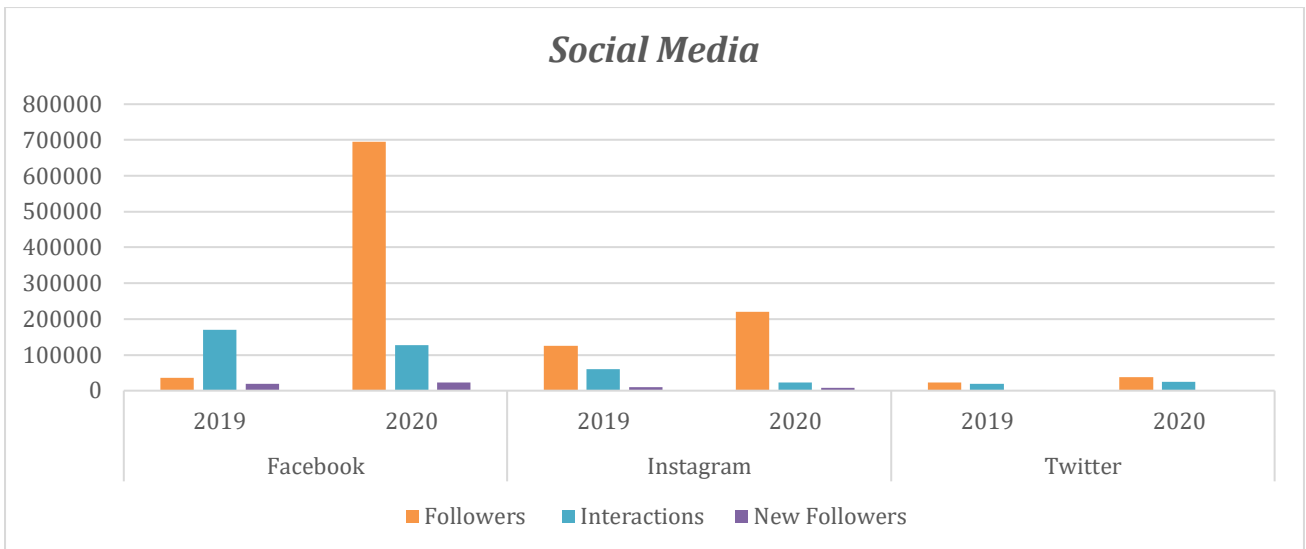
Reach

4.3.2 Somos Panas Colombia's emphasis on social media allowed it to increase its reach to more people at a reduced cost. According to campaign records, between 2018 and 2020 the Somos Panas Colombia Campaign achieved a total of 248,546,980 impressions (number of individuals who were exposed at least once to the campaign's direct communication messages). It is notable that in 2020 the number of impressions increased significantly through content mobilized organically in digital media. The organic reach achieved on Facebook and the reach achieved by Somos Panas Colombia through public relations (PR) mobilizing notes and content in different media is notable. These data contrast with impressions in digital advertising (paid), with 41,415,166 total impressions.

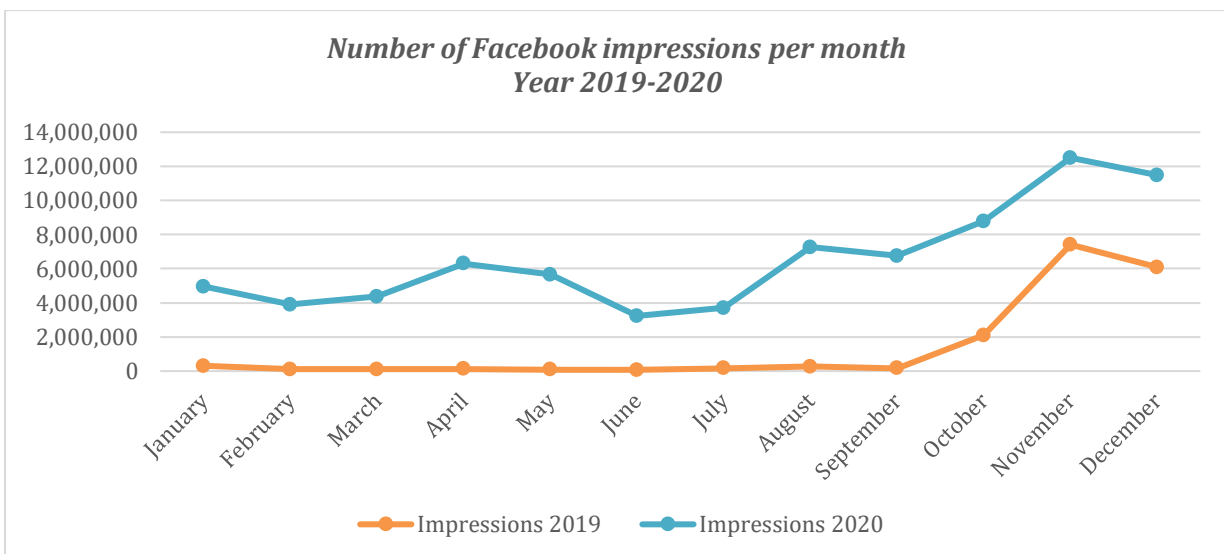
Table 42. Record of impressions of the Somos Panas Colombia Campaign (Source: UNHCR)

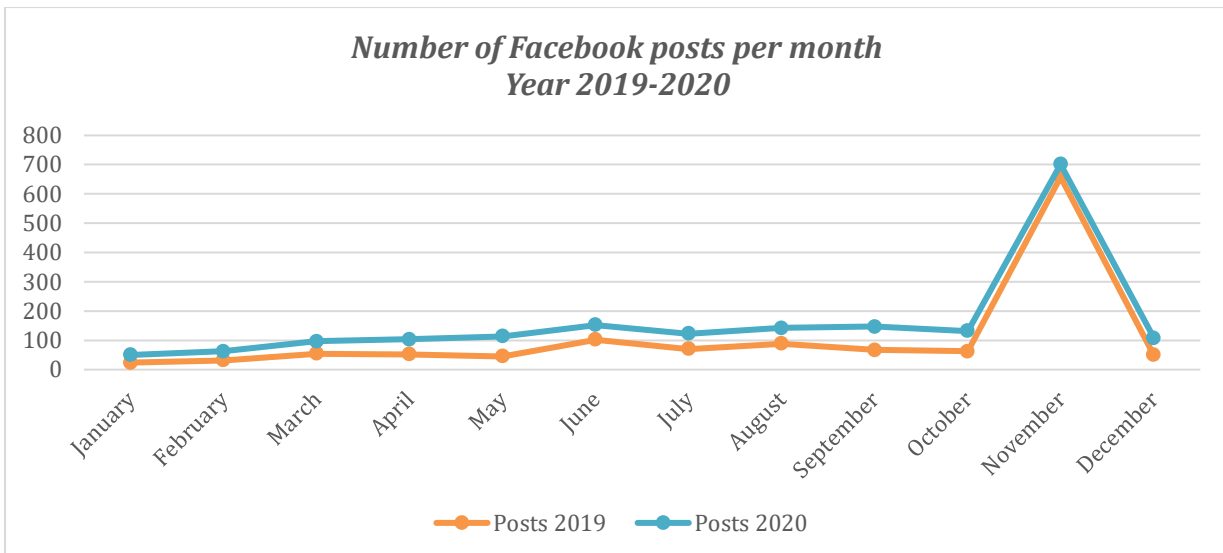
	2018	2019	2020	Cumulative	Participation
Total	73,386,513	77,598,920	109,833,338	248,546,980	
Other		393,867	-	393,867	
Free press		582,100	-	582,100	
Digital spots		15,571,356	25,843,810	41,415,166	
Digital organic		61,083,159	83,989,528	145,072,688	100.00%
Opened sent emails		9,173	42,998	52,171	0.04%
Emails responded		829	3,987	4,816	0.00%
Followers Semester New		28,576	6,900	35,476	0.02%
Facebook organic reach		29,441,297	29,891,963	59,333,260	40.91%
Twitter impressions		934,300	1,056,794	1,991,094	1.37%
Instagram organic reach		1,113,712	886,232	1,999,944	1.38%
YouTube views		153,180	85,185	238,365	0.16%
Single users website		106,575	114,808	221,383	0.15%
WhatsApp reach		15,070	35,063	50,133	0.03%
PR – reach notes		29,280,069	51,864,802	81,144,872	55.95%
Conversations in news		378	796	1,174	0.00%

4.3.3 There was a significant increase in followers of the Somos Panas Colombia Campaign on Facebook recorded between 2019 and 2020, and to a lesser extent on Instagram.



4.3.4 When comparing the number of posts made by Somos Panas Colombia on Facebook between 2019 and 2020 and the number of impressions the campaign had on Facebook, it stands out that although the number of posts was slightly higher between 2019 and 2020, with a similar peak in the fourth quarter, impressions increased exponentially in the same period. It can be concluded that **Somos Panas Colombia increased its efficiency by reaching a greater audience from 2019 to 2020 with equal effort** (number of posts) and achieving better results thanks to the organic growth of the campaign and the effort made in the last quarter with additional posts.





4.3.5 Somos Panas Colombia has had limited resources for carrying out activities at the territorial level. At the territorial level, it is perceived that the resources allocated to the Somos Panas Colombia Campaign are limited, are managed in a centralized manner and are not sufficient to achieve the desired impact and reach. One of the interviewees stated that “resources are not enough and public information issues are expensive” (UN agency official, 2021). Another interviewee said that “resources have not been sufficient. We prioritize the commemoration of emblematic dates where we transmit the messages that day. If you look at the budget, you laugh. We don't have the resources to generate the impact” (UN agency official, 2021).

4.3.6 Somos Panas Colombia was able to maximize resources and expand its reach through partnerships. To develop campaigns or content, Somos Panas Colombia partnered with other agencies of the United Nations system, media, influencers, municipalities, social organizations and private sector companies. Resources were maximized by getting agencies to fund specific campaigns within the Somos Panas Colombia Campaign and involving private sector companies and local administrations. For example, local administrations were able to include, at no cost, the Somos Panas Colombia Campaign logo in some of their actions, particularly those concerning the refugee and migrant population. Some examples mentioned by people interviewed:

- UNHCR and IOM have shared the costs of the digital (non-TV) dissemination of the Myths vs. Real People strategy. There was an initial contribution of COP\$ 120.000.000.000 including VAT, from the European Union project. IOM covered the first two months of dissemination and the following two months were covered by UNHCR. It also connected Caracol's social responsibility effort with national television broadcasting.
- In the case of the Valientes campaign, UNHCR, Fundación Plan Internacional and UN Women shared the costs and contracted UNO Publicidad directly to make videos about the assistance routes for women. It started with a budget of COP\$ 105.000.000.000. Concerning BTL actions, UNHCR managed the financial resources and UN Women and Fundación Plan managed human resources in the territories. The communication pieces about COVID-19 were made in partnership: UN Women and UNHCR worked on the content, UNHCR did the layout, and the printing was a collaborative effort.

- The partnership with UNICEF for the development of Super Panas, aimed at children and adolescents, made it possible to expand the resources and themes of the campaign by using specific content for this sector of the refugee and migrant population and the host population. The resources for the content of Super Panas and the content of 'Amigos sin Fronteras' are provided by UNICEF and UNHCR, in addition to the contributions of Scouts of Colombia and Señal Colombia to Super Panas.
- The ILO has also shared the cost for the Trabajando Juntos campaign. The ILO contributed to financing video editing, production, and human resources, providing communication specialists and three technicians. Editing software for these videos was also purchased with joint funding.
- In relation to partnerships with other organizations, the distribution of investment in resources and inputs is divided differently. For example, a collaborative relationship was developed with Red Somos, for working with the population living with HIV and belonging to the LGBTI+ community. In 2020, UNHCR was in charge of contracting actions for humanitarian aid topics, while Red Somos contributed to creating texts, personnel recruitment, human resources and support to the different UNHCR initiatives.

4.4 Sustainability

Sustainability index and indicators	Numerical value	Scaled value
Sustainability index (calculated from the two sustainability indicators)	54.9%	High
Sustainability indicator 1. Level of appropriation by the population of the messages and content of Somos Panas Colombia	42.8%	Low
Sustainability indicator 2. Perceived level of contribution of Somos Panas Colombia/UNHCR to the technical strengthening of civil society organizations, institutions and international cooperation	66.7%	High

A score of 54.9 per cent was obtained for the sustainability index, which indicates that the Somos Panas Colombia Campaign achieved a high level of sustainability. This has been partially achieved due to a medium level of appropriation of the messages and content of the campaign by the host population, the refugee and migrant population, and public and private officials. This achievement can also be attributed to a significant contribution by UNHCR in technical assistance and installed capacity in migration issues and communication against xenophobia, both in partner organizations and agencies, and in government entities and local organizations. Partnerships with agencies, social organizations, companies and government entities, and the offer of technical assistance and the distribution of educational material to public officials and leaders have promoted the sustainability of Somos Panas Colombia.

Technical assistance

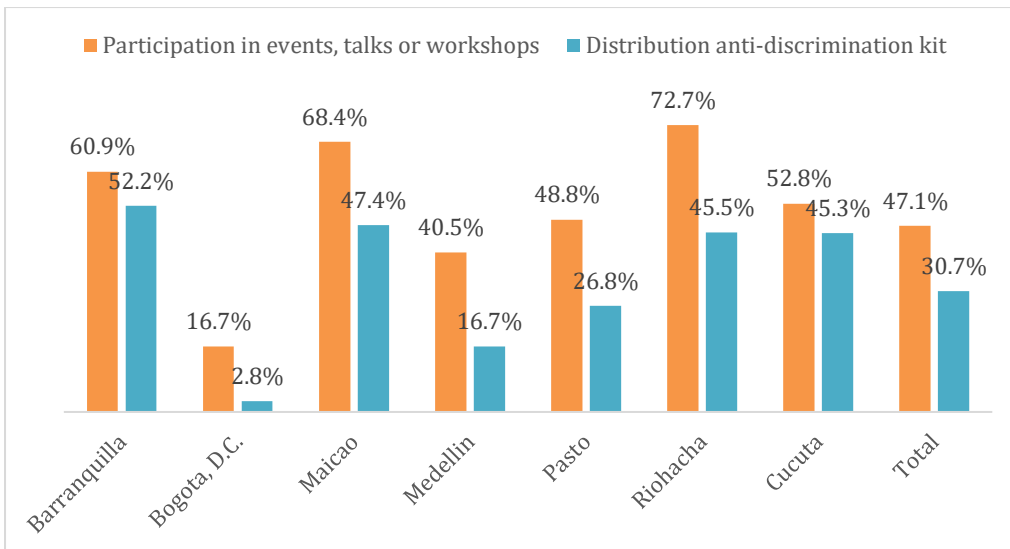
4.4.1 Partners and allies value the technical assistance provided by UNHCR on

communication strategies and regulations for dealing with mixed movements. Interviewees highlighted the knowledge and support that UNHCR and UNO Publicidad offered to allies and partners on how to disseminate information on mixed population flows and develop ideas brought by allies. In this regard, one of the interviewees from the agencies commented: “This joint work we do is an example of integration: UNHCR has led, with a lot of creativity and a lot of agency, the development of bipartite and multilateral collaborations with the different actors” (UN agency official, 2021). Similarly, an interviewee from one of the partner companies stated that in terms of communication, “nothing is done without consulting with UNHCR because they are the ones who know the subject, they know how to talk concretely about the topics” (interviewee, company, 2021). In the case of the partnership with Caracol, in addition to financial support, IOM and UNHCR provided technical and creative assistance.

4.4.2 The involvement of partner agencies such as UN WOMEN, the ILO, UNICEF and IOM enriched the technical assistance process in addressing specific issues and populations of concern. The joint review of content according to the thematic expertise of each agency was valued as part of the technical assistance provided by UNHCR. This was also the case for creating content for the Valientes campaign with UN Women, and Super Panas with UNICEF. Thanks to this, the strategies managed to maintain the visual unity and the global strategy of Somos Panas Colombia. With one of the agencies, the technical assistance has been provided in partnership, each from their expertise: “I would say it was 50/50 because I think that UNHCR has the expertise on refugees and migrants and UNICEF has the expertise on children” (UN agency official, 2021).

4.4.3 The Somos Panas Colombia Campaign kits and manuals have been used and appropriated by partner organizations, but staff turnover and lack of follow-up affect results. In the case of the media, one of the interviewees stated that mistakes are made due to staff turnover, failures in knowledge transfer, lack of editing or supervision, as well as lack of follow-up on the content developed by journalists after they had participated in the training workshops. On the other hand, partner organizations such as Red Somos and WeWork stated that they had given their staff the kits and guidance on how to use them for the different activities they carry out.

4.4.4 Public and private sector employees at the territorial level have received awareness-raising materials and activities to promote solidarity and non-discrimination. Among these were anti-discrimination kits and other activities such as events, talks or workshops. Of the public and private sector employees surveyed, 30.7 per cent stated that they had received the xenophobia kit, with Barranquilla (52.2 per cent), Maicao (47.4 per cent), Riohacha (45.5 per cent) and Cúcuta (45.3 per cent) being the cities where most respondents reported having received the kit, and Medellín (16.7 per cent) and Bogotá (2.8 per cent) being the cities that received fewer kits. With regard to participation in workshops and awareness-raising activities, although they are not, strictly speaking, part of the Somos Panas Colombia Campaign, 47.1 per cent of public and private sector employees surveyed stated that they had participated at some time in events, talks or workshops promoting solidarity and non-discrimination against Venezuelan people, with Riohacha (72.7 per cent), Maicao (68.4 per cent) and Barranquilla (60.9 per cent) reporting the highest participation, and Bogotá (16.7 per cent) being the city where the fewest employees had participated in this type of activity.



Installed capacity

4.4.5 The communication pieces orienting the refugee population have generated installed capacity in the Somos Panas Colombia Campaign partners, local authorities and partner organizations. Somos Panas Colombia managed to position itself as a reliable and accessible source of information to guide the Venezuelan population on protection routes and access to institutional services. One interviewee from a partner organization stated: “From UNHCR we were able to learn how to give the information on applying for refugee status, we shared the contact information of the PAO [points of attention and orientation]. It has been a very symbiotic relationship. We both win and collaborate, without resources on either side” (2021). By contrast, another interviewee from a UN partner agency stated that “this has not generated new technical and financial capacity for us. It has consumed technical and financial capacity” (UN agency official, 2021).

4.4.6 The survey of public officials and private sector employees shows that 28.9 per cent of them perceive that thanks to the information received from the campaigns, their behaviour has changed. This includes through having greater knowledge of migration information. Barranquilla (39.1 per cent), Riohacha (36.4 per cent) and Cúcuta (34.6 per cent) were the cities where most public officials recognized the usefulness of the campaigns, while Bogotá (18.8 per cent) and Medellín (20.0 per cent) were the cities where its usefulness was least recognized.

4.4.7 The Somos Panas Colombia Campaign has generated installed capacity in national and territorial government entities regarding the mixed movements, through co-productions and knowledge transfer. Two attendees at the results presentation workshop stated that although institutional strengthening was not one of the objectives of Somos Panas Colombia, the installed capacity at the institutional level was achieved through co-productions with the ICBF (Colombian Family Welfare Institute), Ministry of Labour, SENA, RTVC PLAY (via the transfer of knowledge from Super Panas to the Secretariats of Education of Cartagena and Bogotá), or in joint actions with IDARTES or public officials in Cali.

4.4.8 New communication campaigns aimed at integration and combating xenophobia build on the installed capacity and legacy of Somos Panas Colombia but these may scatter the efforts and the message. Thus, on the one hand, it is stated that the multiplicity of campaigns and messages makes it difficult to do more coordinated work with a greater impact (UN agency official, 2021). But, on the

other hand, another interviewee stated that “we must reach out with multiple messages and through multiple channels, until the messages are repeated over and over again; there is no progress in that. We have to keep moving forward on that” (UN agency official, 2021). In 2021 the Colombian Government, through the Border Management Office, launched a campaign for the integration of the Venezuelan refugee and migrant population, based on the lessons learned and achievements of Somos Panas Colombia (UN agency official, 2021).

4.4.9 Community Action Boards (*Juntas de Acción Comunal*) and community associations have been strengthened, and in some cases, set up from scratch, through the work of the campaign.. UNHCR does important preliminary work of targeting the most relevant population to reach and then contacts the Community Action Boards, associations and community protection networks (including women, youth, children, elderly people) and other grass-roots organizations in the communities, and coordinates with them.

Sustainability partnerships

4.4.10 Somos Panas Colombia was able to build partnerships with organizations through the exchange of information and the management of financial and in-kind resources to promote the campaign. Partnerships with other entities and organizations have strengthened Somos Panas Colombia and demonstrated the leadership of UNHCR in joining efforts and explaining the sustainability that has been achieved in this respect. UNHCR has become the main reference in the fight against xenophobia in Colombia, and Somos Panas Colombia has become the most recognized and longest-running campaign on this issue.

4.4.11 It is valued that agencies such as UNHCR and UNICEF manage to work very closely with the government. The dedicated fieldwork they do, focusing above all on programmatic actions through communication, is valued as well. Partnerships have also made it possible to involve government entities, as in the case of the Border Management Office, which has made an effort to gather all the efforts against xenophobia. In the case of Valientes, the Ministry of Health led the coordination mechanism and the Presidential Advisory Office for Women's Equity (CPEM) also became involved, though with limitations in terms of reach and coverage.

4.4.12 Difficulties in partnerships and coordination have arisen due to institutional disputes and "institutional egos". Although UNHCR has not been held responsible, it has been stated that other partners have encountered problems in communication and articulation of actions due to their desire to be visible, thus overshadowing the work of other organizations.

5. Conclusions

Based on the above, the Somos Panas Colombia Campaign has fully complied with the three proposed objectives and its six strategic approaches. The conclusions for each evaluation criterion are presented below, first in general and then in detail for the three objectives of Somos Panas Colombia. At the end of each conclusion, the numbers in parentheses refer to the corresponding evaluation question.

5.1 Relevance

5.1.1 General

- Somos Panas Colombia modified its content and strategies in a timely manner to adapt to the changing situation of the mixed population flow. (P1, 4.1.1., 4.1.2, 4.1.3, 4.1.5, 4.1.1, 4.1.14)
- The main changes in objectives, strategies and content have been brought about by partnerships; these have expanded the reach of the campaign, making it possible to reach different population groups such as children and women in a more relevant way. (P1, 4.1.4, 4.1.1, 4.1.14, 4.1.15)
- The Somos Panas Colombia Campaign has managed to meet the challenge of reaching the population in multiple ways and with multiple messages on national and local levels. (P2, 4.1.7, 4.1.8, 4.1.4)
- In-person activities have a greater impact because they are better recalled and appropriated by the population of concern. Direct work with the populations allows an approach more aligned to the comprehensive effort of the Somos Panas Colombia Campaign so that the recall and appropriation are transformed into a more significant impact. (P2, 4.1.8, 4.1.9)

5.1.2 Objective: Develop content to reduce expressions of xenophobia

- In general, the Somos Panas Colombia Campaign understands the diversity and intersectionality of the public, identifying the complexity around xenophobia and solidarity. It, therefore, transmits messages that strongly appeal to different people according to their life situation. (P2, 4.1.4, 4.1.5, 4.1.7, 4.1.1)
- UNHCR has been able to identify strategic partnerships in order to reach specific population segments in a more relevant way – as is the case of women with UN Women, and children and adolescents with UNICEF. The joint work with the ILO on the socioeconomic inclusion of the refugee and migrant population in Colombia is also highlighted. (P1, 4.1.4, 4.1.5, 4.1.1., 4.1.15)
- The content of Somos Panas Colombia reflects the ethnic and cultural diversity of the migration context and the host population, but it does not address the multiple forms of discrimination and vulnerability from an intersectional perspective. (P2, 4.1.18)

5.1.3 Objective: Promoting solidarity between Colombian and Venezuelan people

- Somos Panas Colombia has managed to understand that counteracting xenophobia and promoting solidarity towards Venezuelan people also requires fostering socioeconomic integration to generate empathy and understanding of the productive capacity of the refugee and migrant population. (P2, 4.1.5)
- In addition to providing useful content for refugee and migrant women to access their rights, the Valientes strategy builds solidarity and networks between Colombian and Venezuelan women. (P2, 4.1.12, 4.1.13.4.1.14)
- The collaboration and access strategy for information and non-discrimination towards people living with HIV is another successful example of UNHCR's commitment to closing gaps due to multiple

vulnerabilities from an intersectional perspective. (P2, 4.1.4, 4.1.17)

5.1.4 Objective: To provide useful, updated and adequate information to the vulnerable Venezuelan population on access to their fundamental rights and the assistance routes for meeting their needs

- The dissemination of the content of Somos Panas Colombia through community leaders who work hand-in-hand with UNHCR and other partner organizations succeeds in increasing its reach. (P2, 4.1.4, 4.1.8, 4.1.9)
- Somos Panas Colombia does not offer the population of Venezuelan youth and adolescents access to differential content on assistance routes and services. (P2, 4.1.16)

5.2 Effectiveness

5.2.1 General

- Partners recognize UNHCR's leadership and how it manages to coordinate actions that enhance the reach of Somos Panas Colombia by leveraging the strengths of different agencies, organizations and companies. The effectiveness of public sector partnerships has been limited. (EC3, 4.2.27, 4.2.29, 4.2.30)
- The participation of the population of concern has been mainly in the validation and dissemination of content and messages, but very little in their design and creation. Some people from the refugee and migrant population did not completely identify with the campaign's communication pieces. By contrast, the participation in the validation and, above all, the dissemination explains to a large extent the reasons for the success of Somos Panas Colombia. (EC1, EC4, 4.33, 4.34, 4.35, 4.36)
- Some success factors for the achievement of the objectives are: the creation of innovative and fresh content designed for digital media and mass media; life stories that generate empathy; linking migration with forced displacement; carrying out multidisciplinary or multi-team work; conducting workshops in the territory; and providing information at the local level. (EC1, 4.2.1,4.2.2, 4.2.3, 4.2.11, 4.2.12, 4.2.23, 4.2.24, 4.2.38, 4.2.39)
- While there have been excellent partnerships with the private sector, this has not been the case with the public sector. (EC3, 4.2.31, 4.2.32)

5.2.2 Objective: Develop content to reduce expressions of xenophobia

- Somos Panas Colombia has managed to mitigate xenophobia against the refugee and migrant population in Colombia. People who are aware of Somos Panas Colombia show lower levels of xenophobia than those who are unaware of the campaign. (EC2, 4.2.6, 4.2.7, 4.2.8, 4.2.9, 4.2.10, 4.2.15)
- The COVID-19 pandemic and the social implications for public health and the economy have diverted attention from the problem of mixed population flows and have slowed the progress that the Somos Panas Colombia Campaign had made before this situation. (EC2, 4.2.41)
- The Somos Panas Colombia Campaign has managed to position itself as a central reference in the fight against xenophobia. However, most people remember isolated pieces of communication,

especially famous songs, but not the Somos Panas Campaign as a whole. This is particularly the case among the host population. (EC5, 4.2.11, 4.2.29, 4.2.37, 4.2.40)

5.2.3 Objective: Promote solidarity between Colombian and Venezuelan people

- The campaign to promote the socioeconomic integration of the refugee and migrant population through job placement has shown positive results, although on a small scale. The job placement guide developed jointly with the ILO is seen as a success, and the partnership with WeWork has allowed the guide to be disseminated to other companies. (EC1, 4.2.4, 4.2.19, 4.2.20)
- The life stories of Venezuelan people disseminated by the campaign through social media are the most viewed initiative by the three population segments: the host population, the refugee and migrant population, and people from the public and private sectors. (EC1, 4.2.14)
- For most of the host population and those in the public and private sectors, the campaigns in favour of solidarity and non-discrimination towards Venezuelans have reduced their prejudices and fears about refugees and migrants. However, only half of the respondents in the host population believe that they have changed their behaviour positively. (EC2, 4.2.15)
- Among the host population, there are high levels of solidarity, and these are higher for those who are aware of the Somos Panas Colombia Campaign than for those who are unaware of the campaign. The main actions of solidarity on the part of the host population towards the refugee and migrant population take place at a local level. (EC2, 4.2.17, 4.2.18)

5.2.4 Objective: Provide useful, updated and adequate information to the vulnerable Venezuelan population on access to their fundamental rights and the assistance routes for meeting their needs

- The objective of access to useful information for refugees and migrants is the objective that has yielded the best results, as this information is highly sought after. However, connectivity difficulties are a problem for migrants, especially those entering the country who require the most orientation. (EC1, 4.2.3, 4.2.28)
- Only one-fifth of the refugee and migrant population are aware that Somos Panas Colombia provides information; most find it useful. (EC1, EC2, 4.2.25)
- Venezuelan grass-roots organizations are key to the creation and strengthening of refugee and migrant networks. Through them, greater effectiveness has been achieved as they become multipliers of the content and constitute a bridge between UNHCR and the refugee and migrant population. (EC3, 4.2.26)

5.3 Efficiency

5.3.1 General

- Resources and inputs generated a return on investment. The Somos Panas Colombia investment was maximized through the generation of communication pieces easily disseminated by the media and organizations allied to the campaign. (EA1, 4.3.1)
- Social media allowed the reach of the campaign to increase and to reach more people at a lower

cost. In 2020 the campaign significantly increased the number of impressions through content mobilized organically on digital media, especially on Facebook. It is worth noting the reach achieved by Somos Panas Colombia through public relations (PR) mobilizing notes and content in different media. (EA1, 4.3.2, 4.3.3, 4.3.4)

- Somos Panas Colombia was able to maximize resources and expand its reach through partnerships. Other agencies funded specific campaigns within Somos Panas Colombia, and the private sector and local administrations were also involved. (EA1, 4.3.6)
- The appropriation of content occurred thanks to the involvement of leaders of organizations that welcome Venezuelan people; those leaders were considered to be best placed to disseminate the content of Somos Panas Colombia through social media and word of mouth. (EA1)

5.4 Sustainability

5.4.1 General

- Initially, in the Inter-agency Group for Mixed Migration Flows, the Somos Panas Colombia Campaign was the epicentre for the migration issue. Somos Panas Colombia managed to generate installed capacity that gave rise to new campaigns in the same vein. However, this has led to somewhat variable and dispersed efforts and messages. (S2, 4.4.2, 4.4.8)
- Partnerships with other entities and organizations have strengthened Somos Panas Colombia and demonstrated the leadership of UNHCR to join efforts. Sustainability is developed by agencies such as UNHCR and UNICEF collaborating closely with the government, developing important fieldwork and focusing on programmatic actions through communication. (S2, 4.4.1, 4.4.2, 4.4.6, 4.4.10)
- The internal and external evaluation of the Somos Panas Colombia Campaign has allowed it to refine its strategic approach and respond to the needs of the mixed population flow. Strategic committees were created to evaluate the alignment and effectiveness of the actions with respect to the objectives of the sub-campaigns and communication pieces. (S2, 4.1.1)
- Somos Panas Colombia has generated installed capacity in national and territorial government entities in the face of the mixed population flow through co-productions and knowledge transfer. (S2, 4.4.4, 4.4.7)
- The work in the territory has allowed further appropriation of the messages and content of Somos Panas Colombia, which is its main strength. More work can be done at the local level around integration and the generation of networks through participatory activities between the host population and the refugee and migrant population to reduce xenophobia and increase solidarity. (S2, 4.4.9)

5.4.2 Objective: Develop content to reduce expressions of xenophobia

- Audiovisual content, songs and life stories have been appropriated and replicated by the audience. (S2, 4.2.11, 4.2.14)

- The video bank of “Amigos sin Fronteras” (RTVC Play) leaves a legacy that allows it to be used by other actors. (S2, 4.4.7)

5.4.3 Objective: Promote solidarity between Colombian and Venezuelan people

- Community Action Boards (*Juntas de Acción Comunal*) and community associations have been strengthened, and in some cases, set up from scratch, through the work with the campaign. (S2, 4.4.9)
- Partners perceive that the campaign is conceptually consistent, clear and includes an important component of social responsibility. This allows the consolidated partnerships to maintain their commitment to the campaign, which gives it greater strength and guarantees its sustainability. (S1, 4.4.2)

5.4.4 Objective: Provide useful, updated and adequate information to the vulnerable Venezuelan population on access to their fundamental rights and the assistance routes for meeting their needs

- The Somos Panas Colombia Campaign kits and manuals have been used and appropriated by partner organizations, but staff turnover and lack of follow-up affect results. (S2, 4.4.3)
- The communication pieces to orient the refugee population have generated installed capacity in the Somos Panas Colombia Campaign partners, local authorities and partner organizations. Somos Panas Colombia managed to position itself as a reliable and accessible source of information. (S2, 4.4.1, 4.4.4, 4.4.5, 4.4.6)
- The transfer of knowledge and content to state entities, such as Migration Colombia, FENALPER (National Federation of Public Advocates of Colombia), RTVC and ICBF, strengthened the appropriation of Somos Panas Colombia. Public and private sector employees at the territorial level have received awareness-raising materials and have joined in activities to promote solidarity and non-discrimination. Among these were anti-discrimination kits and activities such as events, talks or workshops. (S2, 4.4.4, 4.4.7)

6. Good practices, lessons learned and recommendations

6.1 Good practices

The internal and external evaluation of the Somos Panas Colombia Campaign has enabled it to adapt its strategic approach and keep it responsive to the needs of the mixed population flow. From the start of the campaign, strategic committees composed of executives evaluated the alignment and effectiveness of the actions with the campaign objectives. In addition, they recognized the importance of annual evaluations, as these allow for an enhanced strategic approach. The creation of the strategy was also made possible through the management of data by Migration Colombia, the barometer of xenophobia, the social media monitoring and the reports provided by the territorial teams.

Formulating joint strategies between agencies, where goals and budgets are set and

teamwork occurs, helps to strengthen partnerships. One good practice in the management of partnerships with other UN agencies was to achieve cooperation between the communications offices, where there was “the willingness to work as a team, to have an equal role and (...) understand that we do have (...) goals in terms of branding and positioning and visibility” (UN agency official, 2021).

UNHCR’s continuing search for national and territorial partners in different areas, and the ongoing support it offers, have led the consolidated partnerships to maintain their commitment to the Somos Panas Colombia Campaign, which gives it greater strength and guarantees its sustainability.

The work in the territory has generated a more significant appropriation of the messages and content of Somos Panas Colombia, which is its main strength. Different actors highlight this point as a good practice of Somos Panas Colombia since the direct work with the targeted communities leads to better use of the materials and generates more significant appropriation of the content. More work can be accomplished at the local level around integration and generation of networks through participatory activities between the host and the refugee and migrant populations.

The differential approach through different lines of content has made it possible to reach diverse sectors of the population. The Somos Panas Colombia Campaign has a differential approach based on different lines of content for different population segments such as children and adolescents, women and people living with HIV. This has allowed the campaign to become involved with the labour sector because one of the primary needs of the refugee and migrant population relates to employment.

6.2 Lessons learned

The use of life stories as a strategy to generate empathy towards the situation of the refugee and migrant population while highlighting individual abilities and resilience was essential. When the problem of mixed movements is approached from a purely statistical point of view, the general population finds this difficult to understand, and it fails to generate empathy towards refugees and migrants.

Designing instruments for measuring the campaign’s impact in both the digital sphere and at the territorial level is necessary. To understand the impact that Somos Panas Colombia has made, it is necessary to continue utilizing measurement instruments and metrics that permit the measurement of the digital interactions it generates, among other things.

Weighing the nuances and particular dynamics of the phenomenon of mixed movements in each territory is important. The dynamics of the mixed population flow are different for each context. The dynamics in border areas with pendular movements differ from the dynamics in areas where people intend to stay, which also differ from transit areas. Similarly, in some places, the phenomenon of migration may be related to the phenomenon of armed conflict. All these factors must be taken into account in order to take relevant and contextualized actions.

Constant innovation and fresh content are fundamental. Given that Somos Panas Colombia requires continuous effort to stay effective, the importance of innovation became evident to avoid media saturation in the population of concern.

6.3 Recommendations

The recommendations, derived from the conclusions, are listed below. The sections of findings or conclusions to which they refer are in parenthesis at the end of each recommendation.

	Recommendations	Priority (high, medium or low)
1	Define a strategy for the 2022 electoral process, where the mixed movements will be an issue on the political agenda , to promote narratives in favour of inclusion and solidarity towards Venezuelan refugees and migrants. (4.2.13)	High
2	Instill perspectives among more public officials against xenophobia by providing information on rights and access routes to services for the Venezuelan refugee and migrant population. Some leaders perceive that public officials are not well informed about such access routes for refugees and migrants. (4.2.28)	High
3	Continue the strategy of generating partnerships and co-productions with national and territorial government entities to expand coverage, innovate in content and create installed capacity. In this way, the content and knowledge of the three years of implementation remain useful. (5.4.1)	High
4	Continue to train journalists and follow up on their subsequent work. These activities were well appreciated, but a suggestion was made to follow up with the participating journalists to assess whether they had appropriated the acquired knowledge. (4.4.3)	High
5	Implement a strategy to mitigate xenophobia from an intersectional perspective for ethnic groups. This would help to counteract the multiple forms of discrimination and vulnerability faced by indigenous and Afro-descendant Venezuelan populations entering the country. These populations recurrently suffer cases of double discrimination and racism based on nationality and ethnicity. (4.1.18)	Medium
6	Develop unique content to transform negative depictions of Venezuelan refugees and migrant youth, particularly adolescents and young men. The content should demonstrate the activities they carry out, their life projects, and how they integrate themselves culturally and economically through their working ability, studies and entrepreneurship. (4.1.16)	High

	Recommendations	Priority (high, medium or low)
7	Promote local integration and dialogue activities between the migrant and refugee population and the host population. Both the host and refugee and migrant populations thought that the Somos Panas Colombia Campaign should include spaces such as the mixed focus group to generate integration and provide information. These spaces can allow greater proximity and psychosocial support. (4.1.7, 4.1.8, 4.1.9, 4.1.10).	High
8	Continue to make progress in integrating the Venezuelan population into broader society. This new strategic approach is added to the previous ones to provide relevant responses to the needs expressed by all the sectors that participated in this evaluation. An investigation into how we can all live together and face the economic crisis caused by the pandemic is required. (4.4.8)	High
9	Within the framework of new content creation, focus on specific populations such as pregnant women, youth, LGBTI+ individuals, people with physical or mental disabilities, and people living with HIV. (4.2.25)	High
10	Encourage the participation of the population in the creation of content and messages that lead the campaign to become a communication platform for integration. A mechanism should be defined that allows the population of concern to provide inputs beyond validating and disseminating the content – one that also guarantees the leadership of the process by UNHCR. This will allow for greater ownership and sustainability of the Somos Panas Campaign. (5.2.1)	High
11	Share stories of solidarity and reciprocity as part of the integration process. To promote solidarity and the process of inclusion of the Venezuelan population, it is important to promote the stories of Colombian people who have managed to change their attitudes and prejudices towards the refugee and migrant population, and to show how they have been positively rewarded by collaborating or working together. (4.2.1)	High

	Recommendations	Priority (high, medium or low)
12	Demonstrate the abilities and professionalism of Venezuelan people and their potential to contribute to the development of the country. This should include showing the difficulties faced by this population as well as its capabilities and attributes, and how its productive potential can benefit the country. (4.2.1)	High
13	Urgently develop a campaign to guide the registration process for the Temporary Protection Statute and the use of derived services, as well as the services to which individuals are entitled upon registration. The Somos Panas Colombia Campaign can occupy an important space for resolving doubts and orienting the population to properly guide and facilitate the registration process established within the framework of the Temporary Protection Statute. (4.1.5)	High
14	Provide more accurate and practical information for accessing rights and services. In focus groups, refugee and migrant participants expressed the need for more practical campaign messages to guide them on how to access rights and services in Colombia. This need is even more relevant in light of the implementation of the Temporary Protection Statute for Venezuelan nationals. (4.2.24, 4.2.25)	High
15	Strengthen the work with civil society organizations, through which it is possible to achieve greater dissemination and acceptance of messages and information at the territorial level and to provide services. Civil society organizations play a crucial role because of their proximity to the people in the territory or those entering the country. It is important to train them and thus increase the access to Somos Panas Colombia communication pieces, especially access routes. To create installed capacity, work can be done through the design and execution of communication projects, which can include skills in social media management, audiovisual content production, project management, and so on. (5.1.4, 5.2.1, 5.4.4)	High

	Recommendations	Priority (high, medium or low)
16	Take the Valientes strategy to more cities. On the Atlantic coast, especially in Barranquilla, this strategy obtained significant results. Including expressions and communication pieces about diverse women is also recommended, given that they remain disconnected from the strategy. Given the integration process, Valientes can become a more direct advocacy platform for women, generating content through the advocacy actions carried out by UN Women. (4.1.12, 4.1.13,4.1.14)	High
17	Offer the population of Venezuelan youth and adolescents tailored messages on accessing information on assistance routes and services to achieve greater relevance among adolescents and young refugees and migrants, emphasizing access to education, access to employment and management of leisure time. (4.1.16)	Medium
18	In agreements with some key partners, the objectives and strategies of the Somos Panas Colombia Campaign require extra commitment to avoid becoming diluted into other strategies. UNO Publicidad's SWOT of 2020 argued that "sometimes it is perceived that partners influence the creative decisions of the campaign, causing the management to lose autonomy".	Low
19	Involve communication and journalism schools within Colombia to build and disseminate the content of the campaign. Establishing partnerships with communication and journalism schools in the country at national and regional levels can allow Somos Panas Colombia to multiply its efforts and involve youth in innovation, communication strategies, content and territorial presence. (4.1.16)	Medium

	Recommendations	Priority (high, medium or low)
20	Strengthen the relationship with primary schools and high schools to disseminate and apply the educational material developed from Somos Panas Colombia. The partnerships with the municipal education offices and directly with the schools make it possible to transfer materials through teaching staff and to work directly on the fight against xenophobia and on promoting solidarity and socioeconomic integration. (5.4.1)	Medium
21	Involve the private sector more, taking into account the dynamics of small, medium and large companies to reach them all in a timely and relevant manner. It was expressed that it could be pertinent to consider partnerships with banks and health care providers, including training to provide adequate attention to the refugee and migrant population. (5.3.1, 5.4.1, 5.4.4)	Medium
22	The partnerships between Somos Panas Colombia and the public sector are a challenge for adaptation that requires more effort. Activities with the public sector can change, and can become politicized in a way that is contrary to UNHCR's vision and the principles of the campaign. However, it is vital to strengthen this bond continuously and generate different action protocols to work with public entities at the national and territorial levels as scenarios change. (4.2.31, 4.2.32)	High
23	Continue to strengthen the cooperation between the campaign and the territories to better adapt communication to local contexts and languages. The campaign should generate more local actions, identify key persons in the territories that help to articulate the strategy with the communities and become multipliers, and use languages specific to each territory. (4.2.24, 4.2.33)	High

	Recommendations	Priority (high, medium or low)
24	<p>Document the uses of the communication pieces by the population of concern. Beyond continuing with the identification of segments and appropriate content for each population, it is recommended to follow up on the appropriation and use of the distributed communications so that the transfer capacity and reach of the material, content and information provided by Somos Panas Colombia can be verified and have more tangible results. (4.4.3).</p>	Medium
25	<p>Disseminate and transfer good practices and lessons learned from the Somos Panas Colombia Campaign. The lessons learned from the Somos Panas Colombia Campaign can be replicated and transferred to the campaign for the inclusion of Venezuelan people proposed by the Colombian Government. They can also be transferred to other campaigns of the agencies of the United Nations system in the region, given that Somos Panas Colombia has managed to consolidate itself as a reference for other countries in the fight against xenophobia and the promotion of solidarity. (Based on evaluation uses and users, and 6.1, 6.2)</p>	High
26	<p>Seek different channels of communication and give priority to in-person activities within the territory. It was identified in focus groups, for example, that most refugees and migrants who are just arriving in Colombia do not have access to digital media, so all content broadcast via this medium is perceived as lost for this population segment. This requires the Somos Panas Colombia Campaign to go beyond digital media, since BTL actions are most effective. (4.2.28)</p>	High
27	<p>Use channels such as TikTok to reach out to the child and youth population to encourage integration. In the focus group with children in Riohacha, high use of TikTok was identified. Somos Panas Colombia could explore the creation of content on this platform. (Evidence cited in recommendation)</p>	Medium

	Recommendations	Priority (high, medium or low)
28	<p>Strengthen UNHCR's territorial team through the local presence of communication agencies. The support of the territorial team by the communications agencies' team could favour territorial partnerships and communication strategies. This support would be useful in making it easier to educate people on what the Somos Panas Colombia Campaign intends to communicate, since the territorial offices perceived this initial interaction to be the most challenging. (4.2.3)</p>	High
29	<p>Align the content of Somos Panas Colombia to new scenarios and challenges imposed by the COVID-19 pandemic in terms of preventive measures, the vaccination process and the negative impacts caused by the health crisis. When asked about the challenges for Somos Panas Colombia in 2021, most interviewees were emphatic that xenophobia may take on new dimensions in the face of the crisis generated by the COVID-19 pandemic, along with access to health services and vaccination. Refugees and migrants can be perceived as potential competitors for access to vaccines, aid and job opportunities. Narratives are required to break down these myths and emphasize that there is no competition between nationalities. (4.1.2, 4.1.3, 4.2.13)</p>	High

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8. Annexes

- 8.1 Terms of reference
- 8.2 Consistency matrix
- 8.3 Qualitative instruments
- 8.4 a) Refugee and migrant population survey
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