



Piloting one-stop-shop citizenship campaigns for mobile EU citizens

Evaluation and lessons learned for practitioners



MIGRATION POLICY GROUP



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This project is co-funded by the Rights, Equality & Citizenship (REC) Programme of the European Union and the Open Society Foundation.

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DECEMBER 2018

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- ⊕ Support: This project is co-funded by the Rights, Equality & Citizenship (REC) Programme of the European Union and the Open Society Foundation.

Many thanks to our partners European Citizen Action Service, Immigrant Council of Ireland, Irish Immigrant Support Centre (NASC), Migrant Rights Network (UK) and Objectif (Belgium).

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1. Literature review

Political mobilisation is the act of informing and encouraging someone to undertake some form of political participation. For immigrants and non-immigrants, the most common and most researched form of mobilisation is electoral mobilisation or Get Out to Vote (GOTV). GOTV aims to transform non-voters into voters, either through non-partisan or partisan strategies. The findings on the high-quality international GOTV research for immigrants and non-immigrants provide useful lessons for broader initiatives to promote the political participation of mobile EU citizens. Green and Gerber 2015 conclude that mobilisation is not simply a matter of information, reminders and partisan messages. Rather, mobilisation requires a personal outreach and invitation based on people's interests and sense of social and civic obligation; "the decision to vote is strongly shaped by one's social environment" (Green and Gerber 2015).

These initiatives do not have the same effect on all types of people. Substantial international research finds that effectiveness differs little between immigrants and non-immigrants after controlling for their general socio-economic status. What matters most is a person's level of political information and political participation. Several studies find that mobilisation has a greater impact on immigrants than non-immigrants because the main difference is that immigrants have significantly less information than non-immigrants about the elections, major issues and politics/parties. Greater political information and civic participation (i.e. in ethnic or mainstream associations) are

some of the strongest predictors of immigrant and non-immigrant electoral participation in Europe (e.g. Gonzalez-Ferrer 2011 across Europe, Pons 2016 in France, Ruedin 2017 in Switzerland). The simple act of receiving political information and encouragement, whatever the message, can increase electoral participation among immigrants, in particular among newly enfranchised or low-information voters (Bergh et al. 2016 in Norway). Therefore, targeted content is not necessarily more effective among immigrants who want the same political information.

Most initiatives end up reaching likely voters rather than unlikely or non-registered voters and thus ultimately exacerbates the participation gap (Enos et al. 2013). Combining together different generic methods does not seem to improve this outreach problem. The organisations and authorities seen as most successful at mobilisation initiatives have large numbers of volunteers and email contacts (Arceneaux and Nickerson 2009). Unfortunately, the service-providers for immigrants and specifically mobile EU citizens, even in the highly politically charged United States, are significantly less likely to engage in targeted GOTV on an ad hoc or ongoing basis than other community-serving sectors (Brown 2015). The methods that work for mobilisation of immigrants, including mobile EU citizens, are generally the same as for non-immigrants. Generic direct mailings or letters or emails, information materials/leaflets or automatic/paid phone calls are generally not found to be effective.

Field experiments do not show strong or consistent results for these methods, regardless of content, format or language. These approaches can have small negligible effects when nonpartisan contact is repeated and urgent, highly personalised using social pressure/gratitude/information, readable (simple and powerful i.e. duty and voice) and targeted for low-information and largely ignored communities, such as immigrants (Bryant 2014). However, materials and mailings on their own are generally ineffective and, what's more, expensive.

Instead, interpersonal contact has proven the most effective and cost effective, regardless of the type of election, target group or country (e.g. studies in US, France, Sweden, UK). Enthusiastic staff/volunteers should have semi-scripted conversations that are highly personalised to them and to their specific audience. People feel valued for voting, feel social pressure for not voting and can get the information and arguments that work best for them. Most effective are face-to-face conversations (door-to-door canvassing or presentations at events) or unhurried chatty calls. Similarly, direct voter registration (e.g. site- or event-based) is much more effective than remote registration actions, such as mailings/letters, leaflets or email. Organising one's own events are more time-intensive because securing high attendance usually requires significant time, good timing (i.e. close to the election/deadline) and local partners (i.e. piggy-backing on to a more attractive community event).

A slightly less effective complement to face-to-face conversations are highly intimate and direct mediums of communication, such as official non-partisan text messages

or personal emails/messages from friends or very close contacts/organisations (Dale and Strauss 2009 cited, Bhatti et al. 2014 among immigrants in Denmark and Bergh et al. 2016 among immigrants in Norway). Even online information orienting potential voters to online registration systems seem less effective than face-to-face registration within communities/neighbourhoods.

All these interpersonal contact strategies are most effective among the following target groups: likely voters in low-stakes elections, less likely voters in high-stakes elections (Arceneaux and Nickerson 2009) and new or neglected groups, such as young people, immigrants and minorities (Gerber and Green, Garcia Bedolla and Michelson in the US and Pons 2016 in France). For example, first-time voter programmes, such as for students or immigrants, are an equally effective face-to-face contact to provide them the right information about how to vote and why, especially when highly interactive and accessible (e.g. during existing events and structures with a captive public, such as courses, events and association meetings). More generally, intimate interactive political information events, such as interactive lectures and vote simulations, can be effective for low-information and first-time voting groups.

For interpersonal contacts, the messenger can matter a lot. The general principle is to match the messenger to the audience. Interpersonal contact by immigrant canvassers and in immigrant languages are as—if not more—effective when compared to personal appeals by non-immigrants in the official language (Bryant 2014). Using immigrant canvassers and languages is mostly effective for immigrants with limited information and limited language

proficiency (Abrajano and Panagopoulos 2011). Equally effective are personal “messengers”, for example from friend-to-friend, family-to-family or neighbour-to-neighbour.

One immigrant-specific example of an effective messenger is ethnic/mother tongue radio. Ethnic/mother tongue media is usually ignored by mainstream politicians and thus not saturated with political messages, unlike other media. These channels may be the main way to get information on citizenship and political participation, especially among immigrants with limited language abilities and information channels (Felix et al. 2008 and Panagopoulos and Green 2011). Immigrants are often regular consumers of immigrant-specific media, although the market share of immigrant-media will vary community-to-community.

While the method and the messenger are essential for mobilisation, the message itself does not matter that much, so long as the messenger is simple, personal and empowering. For example, using partisan vs. non-partisan messages does not seem to differ much in terms of uptake of voter registration or turnout. What’s most important is a direct appeal to voters to go vote and simple information to overcome any bureaucratic obstacle. Low-information or newcomer groups in particular are likely to respond to personal appeals showing them how specific issues or decisions at stake in the election can directly affect them and their communities.

Rather than targeted content, targeted outreach to immigrants and EU citizens in particular may be effective depending on their language and information channels, their identities and the political context.

Whether or not targeted messages work on immigrants depend on the strength of their feelings of group identity, discrimination and threat within the current political context. For example, different effects have been observed for the first vs. second generation (Michelson and Bedolla 2014) and immigrants in different US states (Valenzuela and Michelson 2016). Appeals to identity only seem to work among people with very strong ethnic or religious identities or perceptions of discrimination in society (Sanders et al. 2014). Strong identities can be found among people with both high and low status, resources and information. Identity strength is thus a key moderator of responsiveness to identity messages and attentiveness to the community context can enhance the effectiveness of targeted outreach (Valenzuela and Michelson 2016). People who directly experience discrimination in highly democratic and egalitarian societies, on the other hand, tend to have lower levels of trust in politics/system (Ziller 2017). Experiences of discrimination and far-right electoral success can decrease democratic satisfaction (Just 2015) and increase support for opposition parties/groups (Sanders et al. 2014).

2. Background on citizenship campaigns

So far, few integration actors in Europe are promoting the political participation of mobile EU citizens and immigrants, despite their importance for democracy, communities and integration outcomes. Most promotional measures are few and poor-quality, even in countries with liberal laws on naturalisation and political rights. These targeted ‘citizenship’ measures provided by local and national authorities are often limited to election periods and general information on voting rights and nationality laws. As a result, immigrants are rarely encouraged to acquire nationality or defend their interests in elections.

A model for ‘citizenship campaigns’ was developed by NGOs in Europe in 2014 in order to pilot these promotional activities across Europe. Information was collected on best practices from Europe and traditional countries of immigration on the question of how to inform and encourage immigrants to become politically active in terms of voter registration, voter turnout, nationality acquisition and membership in civic associations. These best practices were then presented and discussed with a dozen NGOs/authorities from 10 EU countries that are working actively on the political participation of newcomers. These results were discussed with practitioners who identified lessons learned and critical success factors so that these practices could be transferred and adapted to different national contexts.

These practices were assembled together in an MPG handbook for practitioners. Following the launch of this handbook, Belgian and Irish NGOs started to pilot

these campaign activities at a small scale in preparation for high-impact launches. A UK NGO got involved after the handbook launch and agreed on the need to adapt this approach for mobile EU citizens. The partners agreed that the one-stop-shop events and web tools were the key missing element in their countries, as informational websites and hotline/drop-in services already existed. Community-based events with local volunteers and NGOs seemed to be more efficient and flexible means to inform and convince a target group to become politically active, as opposed to impersonal websites and time-intensive one-on-one services. Events would allow participants to meet a wide range of expert/stakeholders from organisations interested in them as potential future voters, volunteers and active citizens. Participants would get a wide variety of information and encouragement including processing where possible (e.g. voter registration). These campaign activities and events would try to account for the needs of specific EU citizen groups.

The one-stop-shop community approach generally followed a similar process. The national lead partners are highly specialised stakeholders serving or run by immigrants. They have extensive networks of immigrant-run NGOs, service-providers, lawyers, local/regional political actors and authorities. The national partners take the lead in the coordination of campaign events. They develop partnerships and network of contacts, volunteers, invitees and media/community information sources. At the start, they identify and meet with the relevant immigrants and other immigrant-

run/serving organisations. During consultations with these organisations, the partners provide training on the key legal and practical issues. They also discuss the organisations' experiences with these issues and their interest in collaboration. In turn, the local organisations provide their own expertise, contacts and, most importantly, volunteers, mainly to provide outreach, logistical support, interpretation and translation of materials. The lead and local partners then organise follow-up support for participants.

The scope and messaging for the event are designed around the most relevant political issues or concerns for local immigrants identified together with the local partners. The structure of a one-stop-shop is sufficiently flexible to match the issue and the accessibility needs of participants. The event take place at well-known and accessible places and times. The event can be hosted by one or more local NGO partners and national groups. The aim is to inform and inspire volunteers and participants to take next steps in their nationality and political participation process and share this information with their family, friends and contacts.

The campaigns were launched in countries where current legislation and procedures were sufficiently inclusive for the political participation of EU citizens. In these countries, the major immigrant-serving NGOs agreed that the main contextual factor inhibiting immigrant political participation was identified as a lack of practical information and support at grassroots level. Since the spring of 2016, NGOs in Belgium, Ireland and the UK (ICI in Dublin, MRN across UK, NASC in Cork, Objectif in Brussels) have been running citizenship campaigns over the past two

years with the aim to inform and encourage EU citizens to become citizens, voters and politically active. These activities have taken the format of short one-on-one or group presentations at community events, immigrant-run NGOs and language courses. Their formats were intended to be innovative and community-based. Partners made a specific effort to target EU citizens and to address their messages to match the needs of the main nationality groups in their country. This evaluation will consider the effectiveness of information and promotion methods to enhance the political participation process for EU citizens.

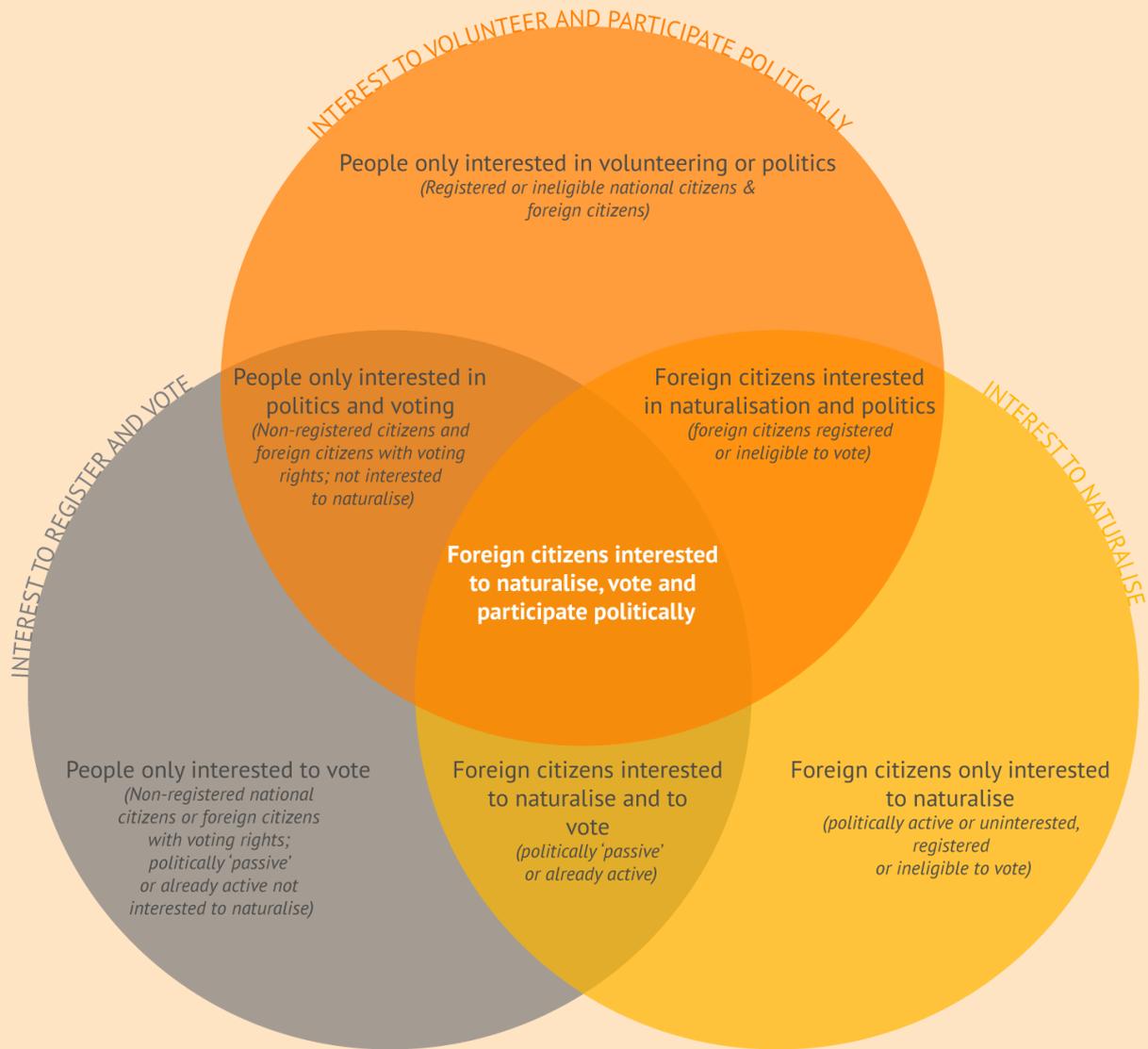


Chart 1: The diverse interests of mobile EU citizens

3. Implementation of citizenship campaign pilots

MPG and the national partners have been in regular contact for design and feedback of their events, in order to draw lessons learned and adaptations for each national partner's strategy on an ongoing basis. All national partners and their partners have generally preferred to reach beneficiaries through 'piggy-back' events, such as cultural celebrations, Q&A events and courses, rather than own-initiative one-stop-shops, as this approach is most cost effective to provide the same amount of content on political participation.

Partners have tested a number of different type of 'piggy-back' events, all of which normally involve the provision of information through short tailored presentations and the distribution of leaflets. Partners have piloted own-initiative one-stop-shop events. Partners have found that their time and resources are often not enough for sufficient community outreach. The reasons given are generally 1) the under-developed infrastructure of NGO partners with good community reach, 2) the hard-to-reach and under-served/self-reliant character of several target groups, especially EU citizens and 3) the difficulty to reframe/message nationality acquisition and political participation around the top day-to-day priorities of immigrant groups.

Interest is important but not on its own sufficient to explain the challenges of outreach. For example, this project was well-timed to respond to EU citizens' fears in response to the Brexit referendum. Interest in the topics and the project's activities peaked among EU citizens and

other immigrants in the UK as well as among UK citizens in Belgium and Ireland. The materials and staff brought together for this project were rapidly mobilised following the Brexit referendum to address the rights, status and nationality acquisition questions of EU citizens and concerned non-EU and UK citizens. However, partners still reported challenges to reach interested EU citizens via the few available formal and informal information channels and organisations that reliably reach these groups.

In Belgium, the national partner Objectif started by piloting two one-stop-shops with partners and then successfully shifted strategy to one-stop-shop presentations and meetings at partners' events and courses. The initial full-day one-stop shops (4 February and 2 June 2016) involved a 45-minute interactive series of presentations and debriefs and attracted several hundred non-EU citizens but relatively few EU citizens. The design and implementation of the two collaborative one-stop-shops allowed Objectif to consolidate and develop its partnerships with a wider range of NGOs, particularly immigrant-run NGOs, whose staff are now committed and trained on nationality acquisition, political participation and EU citizens' rights.

Through feedback sessions with partners and MPG, Objectif identified partners' events, courses or meetings that beneficiaries are more likely to attend. Their one-stop-shop content was easily condensed into presentations (formats ranging from 10-20 minutes to up to 2 hours) and leaflets that volunteers could present in a variety of settings. Since June 2016, Objectif volunteers have significantly increased their external presentations and

mainstreamed information and promotion on these topics at cultural events, language courses and their own walk-in clinic. As a result, Objectif has been able to meet its outreach targets for EU citizens, continue to find more events for its volunteers and focus its last one-stop-shop on a high visibility topic in October 2017: the start of voter registration for the local elections in October 2018.

In Ireland, the Irish partners developed new partnerships with underserved groups and piloted new ways to reach them, including a few one-stop-shops. The project has enabled the two partners (ICI and NASC) to, firstly, consolidate their ad hoc work on this topic into coherent information materials, presentations and strategies and, secondly, expand their already significant reach to underserved groups, such as EU citizens, Roma and rural areas. Both partners began their consultations and trainings with local organisations. The work in Cork has been concentrated around the implementation of one-stop-shops and the deepening of existing relationships among the city's small well-networked service sector.

These activities have increased the number of volunteers and organisations trained on these topics and the visibility of these topics through extensive promotion of NASC and its events. The work by ICI has led to coherent and flexible information materials and new partners promoting these topics. Drawing on the experience of its walk-in clinics and advocacy, ICI's new materials include leaflets, presentations and English conversation materials. Its training and outreach has secured new partners with extensive reach to underserved groups: EU embassies/schools, volunteer groups in more rural areas, Business in the

Community (BITC) and, most promisingly, Failte Isteach, a best practice of informal English conversation courses between immigrants and Irish senior citizens. These new materials and partners have allowed ICI to reach many new beneficiaries and to raise this agenda. The more resource-intensive one-stop-shop events got new partners in new areas on board and then opened the door to follow-up invitations of 'train-the-trainers' trainings and direct workshops for beneficiaries. This project has made these topics and outreach in general a higher future priority for ICI and its new partners.

In the UK, the timing of this project has provided the partner, Migrants' Rights Network, the opportunity and resources to address nationality acquisition and political participation concerns around the Brexit referendum and 2017 snap General Election. The hiring of a dedicated part-time coordinator and part-time assistant have allowed MRN to try to meet the peak in demand for training and presentations. These trainings have expanded MRN's network working on these issues to the diversity of EU citizen groups (i.e. farm workers, Roma, universities, high-skilled expat workers) and to under-served areas. The one-stop-shops allowed MRN to expand its networks around Manchester and led to a decent turnout rate compared to the number of invitees.

4. Results from pilots

By December 2017, the project's national partners could confirm that their trainings, meetings and one-stop-shops had reached hundreds of associations and at least 2359 confirmed EU citizens (1492 in Belgium, 499 in Ireland and 368 in the UK). Not counting nationality (i.e. including non-EU citizens, nationals of the country concerned and unidentified nationality), the partners' citizenship actions reached 4610 people (1492 in Belgium, 1412 in Ireland and 1706 in the UK). These statistics are based on the official sign-in sheets and signatures as beneficiaries' proof of participation. The actual number of beneficiaries are higher by several hundreds, because a sizeable minority of participants were unwilling to sign due to privacy reasons or unaware/unable due to the nature of the event (i.e. limitations or open nature of presentation determined by organiser of the piggy-backing event).

Trainings and 'piggy-back' events have proven most effective as national partners' main dissemination channels. In 2016 and 2017, partners gave trainings and presentations at 144 events at least (40 in Belgium, 81 in Ireland and 23 in the UK). Information on political participation was mainstreamed into language courses in Belgium and Ireland. Partners have witnessed a significant multiplier effect as they mainstream this information on citizenship and political participation into their organisations and colleagues' external trainings and presentations. For example, this information was also mainstreamed into the one-on-one services of NASC in Cork, while Objectif increased its one-on-one outreach to EU citizens. These 144+ events reached at least 1863 confirmed EU

citizens (1418 in Belgium, 218 in Ireland and 227 in the UK). An additional 1988 participants (nationals, non-EU citizens, undetermined nationality) were reached in Ireland (1052) and the UK (1381). Due to the nature of 'piggy-back' events, few sign-in sheets could be collected and the audience was relatively diverse in terms of nationality as few events are specifically targeted at EU citizens/nationalities.

The number of participants per event was much lower and the event duration much longer in Ireland where events were small presentations to courses and immigrant organisations. The numbers were higher and the duration more varying in Belgium, where event stands were tested, and in UK, where public events on these hot topics draw larger but hard-to-measure audience. These less resource-intensive events have been proven more effective than the project's 16 own-initiative one-stop-shops (3 in Brussels, Belgium, 8 in Ireland and 5 in the UK), which reached at least 496 confirmed EU citizens (74 in Belgium, 281 in Ireland and 141 in the UK). An additional 263 participants (nationals, non-EU citizens, undetermined nationality) were reached in Ireland (79) and the UK (184). Given that the one-stop-shops were self-organised, partners were more easily able to use sign-in sheets and target EU citizens/nationalities. The number of participants per event and the event duration was relatively similar across the three countries. Partners used these events to test partnerships with new local partners and to expand their service-provision to new hard-to-reach groups and areas.

In Belgium, this project transformed Objectif from a drop-in centre with nationality application support and ad hoc volunteer campaigns into the central

coordinator and proactive partner on these topics in Brussels and French-speaking Belgium more generally. The Belgian partners reported that outreach is difficult to EU citizens who work full-time, live all across the Brussels-Region and rarely use mainstream/NGO services or their own often-weak self-organisations.

Thanks to this pilot support, Objectif quickly adapted its trainings and materials and then significantly increased its level of external activities and visibilities. Objectif now has solid partnerships on these topics and on outreach to EU citizens, with a greater number and diversity of trained and committed volunteers, committed partners and external presentations and events. Objectif has been able to meet its overall outreach targets already by June 2017. Previous one-stop-shop events on these topics suggested that such events were relatively attractive only to non-EU citizens depending on the timing, location and RSVP of groups/courses. For that reason, Objectif decided to concentrate on Brussels and piggy-backing events. Objectif was more successful, especially among EU citizens, by going to them through presentations at groups/courses and stands with individual follow-up at cultural events. Most of registered EU citizen participants came from stands at cultural events group meetings, language and integration courses (e.g. Lire et Ecrire, BON and BAPA) and one-on-one information provision. This partnership on information provision continues as core activities of Objectif's partners.

In Ireland, the project reinforced the partners' position as the central coordinators on these topics across Ireland. In Ireland, most migrants, especially EU citizens, tend to be geographically

dispersed and economically self-sufficient. Their self-organisations are small while service-providers have limited outreach and mobilisation potential due to their drop/call-in service models. Both partners – known for their drop-in legal services and ad hoc electoral work – expanded their reach by focusing on specific under-served areas. Most of their one-stop-shops focused on under-served areas, where the number of foreign citizens is high but the number of service and community organisations was low. The organisation of one-stop-shops would thus be resource-intensive in terms of preparation and outreach while turn-out would not be as high. Partners have tried to keep down the scale and time investment for the one-stop-shops and re-use materials to avoid high-cost/low-attendance events. They focused their time on delivering high-quality materials and events. This preparation attracted the available local media coverage and the best local partner organisations attending in large numbers. Migrant participation was sometimes lower than expected in one-stop-shops, ranging from 16 to 88, due to challenges related to the specific group or area. In addition, all partners had limited migrant volunteer teams and ICI activities were directly undertaken by staff members.

Following evaluation with partners, the two Irish organisations shifted to piggy-backing on existing events and services in their local areas. NASC in Cork focused on improving its local targeted information provision on these topics. ICI focused on flexible external information provision through group presentations, stands and, by mid/late 2017, courses. The partnerships built during this project had a significant multiplier effect that directly reached thousands more migrants. Both

partners have more local NGOs in their areas that are presenting their information and materials on these topics. Most notably, this information has been mainstreamed into integration courses (Business in the Community Ireland), conversation courses (Fáilte Isteach) and Ireland's new 'Public Participation Networks'. Through the project work, the partners were also able to convince the Integration Minister to commit in Ireland's comprehensive Integration Strategy 2017-2020 to concrete support on political participation and citizenship. They also secured voter registration at November 2017's Citizenship Ceremony with 3,200 naturalised citizens and their attending family and friends.

In the United Kingdom, large numbers have been reached through trainings and presentations both in 2016 and 2017. Since the Brexit referendum, EU citizens across the country have suddenly needed to assess their eligibility for permanent residence and citizenship. They appreciate not only legal and practical advice about their specific situation, but also information on political participation opportunities and groups defending their interests in the Brexit debate. The materials and staff brought together for this project were rapidly mobilised following the Brexit referendum to address the rights, status and citizenship questions of EU citizens and concerned non-EU and UK citizens. Presentations piggy-backing on others'

events was the most effective channel in London, given the significant interest and, by extension, competition for space among service-providers to address these needs. However, presentations at big events raised logistical challenges to secure participants' signature, given that our national partner is not the organiser and these often public events may be fluid with an open-door policy.

In addition, the UK partner tested the one-stop-shop model in 5 locations across the country: Cardiff, Edinburgh, Huddersfield, London and Manchester. As in Ireland, the UK partner focused most one-stop-shops on under-served areas, a service-delivery-inspired choice that had an impact on overall uptake numbers. Positively, the organisation of the one-stop-shop created the perfect occasion to build and solidify partnerships across the country. Each event attracted the best local service-provider organisations who were pleased with turn-out in comparison to their previous events targeting migrants. However, as in Ireland, most service-provider partners had limited volunteer teams and the project's limited staff-time had to be focused on event logistics, partners and materials. The partner also worked on piloting facebook live events and a web assessment tool (<http://mobilecitizens.eu>) in order to better reach EU citizens in their own languages.

5. Final evaluation survey

Partners were asked to collect feedback from participants where possible within the event context. However, feedback forms quickly proved impractical in most settings, due to the use of volunteers and the nature of events open to the public. In particular, external partners organising their own events/courses were not keen for the project to distribute feedback forms. In response, partners organised feedback sessions with their volunteers and partners and shared the lessons learned with Migration Policy Group. Further external communication with participants proved difficult. Sign-in forms were not always possible and, when collected, email addresses were often missing and unreadable due to the hurried completion of a long sign-in form. Furthermore, the partners, much like other migration service-providers, did not systematically collect email contact details on their beneficiaries of specific actions.

Given these NGOs' data collection challenges, the evaluation focused instead on a randomly selected sample to order to avoid any potential bias in the partners' listservs, collection of email addresses and social media reach. The evaluation survey was run in English and French via Facebook targeted promotion ads in English and French from 15 December 2018 until 28 December 2018.¹ Facebook ad-based surveys are increasingly possible among researchers who are targeting migrant or mobile populations and lack a sampling frame (Poetzschke and Braun

2017). The funding for the facebook advertisement and raffle came from a separate research grant from the University of Maastricht.

The survey's target was EU citizens, with non-EU citizens also used as a control group, in the cities subject to the main citizenship campaign actions: Belgium (Brussels), Ireland (Dublin and Country Cork) and the United Kingdom (Boston, Huddersfield, London, Manchester, Cardiff and Edinburgh). The partners will also asked to promote the survey among their beneficiaries. While response rates cannot be calculated for facebook surveys, this post's engagement rate was average for Facebook posts; The survey ad was seen by 60,367 of the target respondents (nearly all thanks to the ad) and 1375 clicked on the survey. The respondents recruited via the facebook ad corresponded to the target group. The survey's refusal rate was 31% (952 of the 1375 began the survey), similar to other targeted immigration surveys like the 2012 Immigrant Citizens Survey. The completion rate was slightly lower at 80% (759 completed of the 952 who began the survey). Within the sample of 759, 52% (392) were mobile EU citizens who did not hold the nationality of their country of residence. The numbers per country were 135 in Brussels, 110 in Cork/Dublin and 147 in selected UK cities. A similar number of non-EU citizens were sampled in each country as control groups.

¹ Facebook post: <https://www.facebook.com/MigrationPolicyGroup/posts/1891505837556906> & survey

https://maastrichtuniversity.eu.qualtrics.com/jfe/form/SV_eCJoJRe45pYzEpL?Q_CHL=social&Q_SocialSource=facebook

The representativeness of the survey is impossible in the absence of a sampling frame given the use of Facebook and the selection of specific local areas. However, this random sample skews heavily female (65%). Moreover, this sample seems to reflect relatively high-interest EU and non-EU citizens. The sample reflects a population presenting many of the factors highly correlated to political participation: duration of residence, education, language and general political interest. The vast majority of respondents see themselves as long-term (40%) or permanent residents (46%) of their country of residence, although the perception of permanency was higher in Cork/Dublin (56%) and selected UK cities (50%) than Brussels (31%). Education levels are disproportionately high among the survey respondents. 56% held a Master degree or higher, although the sample ranges from 42% in Cork/Dublin to 56% in UK cities and 70% in Brussels. Language fluency levels are also disproportionately high, with 56% self-identified as “fluent” and another 21% as “native speakers.” The Brussels sample had lower fluency levels (46% moderately or little fluent in French or Dutch) than in Cork/Dublin (63% ‘fluent’) or the selected UK cities (70% ‘fluent’).

Lastly, general interest in politics is high among participants. 55% are very interested and 36% are quite interested in politics in general, with around 10% hardly or not interested. Political interest was slightly lower in Cork/Dublin (47% very interested) than in Brussels (53%) or the selected UK cities (63%). This sample with high political interest is not surprising given that the survey was administrated in English and French and advertised as a political participation survey. Given this high-interest sample, we can assume that

knowledge and information channels will be weaker among the general population of mobile EU citizens.

The survey suggests that citizenship campaign partners had a reach among EU and non-EU citizens comparable with their size as organisations. In order to estimate the potential reach of these partners’ citizenship campaign actions, respondents were asked whether “they have received any information or presentation from [organisation X] about voting, political participation or citizenship in [country Y]”. Across organisations and countries, organisations had reached around 6% of respondents with their citizenship content. Significantly, the Belgian and British main partners were able to secure as great a reach among EU citizens (6%) as among non-EU citizens (8%) in the local area, while the citizenship work of the Immigrant Council of Ireland was even better known among non-EU citizens in Cork/Dublin (14%). In terms of composition, the respondents reached by partners’ citizenship actions were more permanent (55% vs. 46%) and politically interested (98% vs. 91% very or quite interested), but slightly less educated (39% vs. 56% with Master degree or higher) and fluent (31% vs. 20% moderately or little fluent). The gender breakdown was similar to the overall survey sample.

The efficacy of these citizenship campaign actions was significant in terms of information sharing and follow-up actions.

Given the small number of survey respondents who answered positively (54 respondents), analysis of the efficacy of these actions can be compared overall for EU vs. non-EU respondents. However,

efficacy could not be disaggregated country-by-country.

The survey results suggest that the partners' citizenship campaign actions were equally effective for the small self-selective group of mobile EU citizens and non-EU citizens reached. Three-quarters of EU and non-EU citizens reached said that the partners' information on these topics enabled them to take at one least one step to become more politically active.

Information was a major first step. Awareness of the right to vote appears to be higher among EU citizens and participating non-EU citizens than among non-EU citizens in general. Nearly all participants, especially EU citizens, shared this citizenship information with other people. A few took the next step to obtain additional information on these topics.

For the majority of EU and non-EU citizens reached, their next step was a concrete political action. Less than 10% undertook no specific action. Interestingly, this information led to a wide variety of political actions. The most common were political actions like protests, marches, petitions or donations (28% of EU citizens) and registering to vote (18%), followed by socio-cultural volunteering (10%), citizenship applications (10%) and political volunteering (5%). EU citizens reached appear more likely to follow up with political action and registering to vote than non-EU citizens who were more likely to volunteer with social, cultural or political organisations. These differences could reflect the more generous voting rights available to EU citizens (in Belgium & the UK) vs. the more extensive infrastructure of associations and naturalised elected

officials among non-EU citizen communities.

Interestingly, this randomly selected survey largely corresponds to the feedback forms that Immigrant Council of Ireland systematically distributed to the EU and non-EU participants at EPIC (Employment for People from Immigrant Communities) by Business in the Community Ireland. Among the 179 participants surveyed, 70% would definitely take action and 14% would consider so. In terms of learning, 27% spontaneously cited "the right to vote" while most talked about the political opportunities and system in Ireland. Even after a 1+ hour presentation, the majority found it simple and motivating. Nearly half wished it were even longer to learn more about political opportunities in Ireland.

Where do EU citizens turn to obtain helpful information on political participation? Looking ahead to future citizenship campaign actions, the evaluation survey considered which actors could be partners and leaders to promote the various forms of political participation available to EU citizens. Survey respondents were asked where they are most likely to go to get helpful information about a variety of political actions. The answer categories were "never used for this purpose," "not helpful," "helpful," and "very helpful."

The most common way that EU and non-EU citizens (nearly half of those surveyed) learned about their right to vote via their friends and social media. Only 1/3 learned of their right to vote via local and national government, although the range was 19% among EU citizens in Brussels, 34% in Cork/Dublin 45% in the selected UK cities. Media (13-14%) and NGOs (less than 10%) were not significant information sources

across the three countries. Interestingly, the results differ little for the respondents reached by partners' citizenship actions.

Generally, most EU and non-EU citizens surveyed expected to turn to the government, especially local government, to provide them information about elections and the voter registration process. EU citizens were more likely than non-EU citizens to expect and trust voter registration information from government. More broadly, government was cited by most EU and non-EU citizens surveyed as a main trusted information source for voter registration and citizenship applications. A minority expected government to provide information on volunteering or political actions.

NGOs working with large networks of citizen volunteers —information via their contacts and social media — may be the most effective partner for citizenship campaigns. The majority of EU and non-EU citizens surveyed had significant trust in personal contacts—face-to-face or online—to provide them information in all areas of political participation, even citizenship acquisition. NGOs were as likely to cited as friends/social media in all areas except direct political action, although participants may associate or turn to different types of NGOs for different types of political participation. Across all areas of participation, friends and social media were a slightly more important source for the EU citizens surveyed, while NGOs were a more important source for most non-EU citizens surveyed. The respondents reached by partners' citizenship actions were more likely to cite NGOs as a helpful source of information, mostly for socio-cultural volunteering and political action.

Table of evaluation survey results

		EU	TCN
Total		382	367
Have you received any information or presentation from [organisation X] about voting, political participation or citizenship in [country Y]?	ALL	6%	8%
With this information, have you taken any steps to become a voter, a citizen or politically active? Choose all steps that apply.	PARTICIPANTS		
<i>Got more information on these topics</i>		18%	16%
<i>Registered to vote in local elections</i>		23%	12%
<i>Applied for citizenship</i>		10%	14%
<i>Participate in a political action here</i>		28%	16%
<i>Volunteer for a social or cultural association here</i>		10%	18%
<i>Volunteer for a political party here</i>		5%	12%
<i>Any one of the actions above</i>		75%	73%
<i>None of the actions above</i>		8%	10%
Did you share any of the information you learned with other people?		95%	73%
True or False: Immigrants who do not have citizenship here CAN vote in the local elections here.	ALL	84%	59%
	PARTICIPANTS	85%	85%
Where did you learn this?	ALL		
<i>Friends & Social Media</i>		46%	44%
<i>Media</i>		14%	13%
<i>NGO</i>		6%	9%
<i>Government</i>		34%	34%
Where are you most likely to go to get helpful information about registering to vote in local elections here?	ALL		
<i>Friends & Social Media</i>		63%	52%
<i>NGO</i>		53%	60%
<i>Government</i>		74%	64%
Where are you most likely to go to get helpful information about applying for citizenship here?	ALL		
<i>Friends & Social Media</i>		54%	53%
<i>NGO</i>		56%	59%
<i>Government</i>		77%	74%
Where are you most likely to go to get helpful information about participating in a political action here?	ALL		
<i>Friends & Social Media</i>		93%	86%
<i>NGO</i>		75%	65%
<i>Government</i>		18%	14%
Where are you most likely to go to get helpful information about volunteering for a social or cultural association here?	ALL		
<i>Friends & Social Media</i>		84%	76%
<i>NGO</i>		85%	77%
<i>Government</i>		25%	32%
Where are you most likely to go to get helpful information about volunteering for a political party here?	ALL		
<i>Friends & Social Media</i>		65%	63%
<i>NGO</i>		66%	65%
<i>Government</i>		21%	21%

6. Recommendations

One of the major added values of this pilot is the lessons learned from different methods of promotion and information provision on political participation for a variety of groups and areas. MPG has taken the lead on the evaluation process based on one-stop-shop site-visits in Brussels, London and Midleton as well as participant observation in Brussels and Dublin.

In terms of strengths and weaknesses of one-stop-shop campaigns, the strengths were generally the logistics, volunteer mobilisation, new and strong developing partnerships, content presentation and accessibility, while the weaknesses are generic messaging, start-up costs and intensity of resources, limited direct outreach capacity (i.e. searchable email databases) and practical obstacles for participation of beneficiaries.

Thanks to feedback from partners during the project, the campaigns were reoriented to piggy-back on other partners' existing smaller-scale events with guaranteed attendance and lower barriers for participation (i.e. language and integration courses and local organisations' meetings) and to match their contribution of resources according to the needs and numbers of participants. For this, the partners aimed to calibrate the resources inputted with the likely number of participants reached and adapting their information materials (greater focus on one-stop-shop presentations and comprehensive brochures than on one-stop-shop events and marketplaces).

The use of trained volunteers and partners is a more cost effective use of national partners' resources. However, the small amounts of days and budgets per partner made it difficult for partners to allocate staff to the project and coordinate volunteers. Based on the major challenges identified in implementation, the following initial recommendations can be put forward for EU policymaking for information and promotion of political participation among EU citizens:

1) Invest in volunteers for face-to-face community-based training

Face-to-face contact, with the support of good online/print materials, is the most effective way to inform and move immigrants to act on political participation. Enthusiastic presenters have semi-scripted presentations with information and promotional messages specific to their audience. Their presentation should end in the distribution of the best print/online materials and, where possible, direct next-step actions (e.g. on-site voter registration, citizenship application, petitions, etc.). In particular, first-time voter presentations, such as interactive lectures and events, are as effective as a one-on-one or small-group conversation. However, to be cost effective, interpersonal contact requires a captive public and usually a strong base of trained volunteers and local partners, preferably with a migrant background themselves.

Organising own events is only cost effective if partners have a strong mobilisation and volunteer capacity targeting the public concerned. Securing a public for own events is time-intensive and uncertain. Securing a captive public is easier through presentations at existing events, such as

classes, association meetings and social events. Pilot projects like this build most migrant service-providers' often missing network of trained volunteers.

2) Fund the creation and core work of associations run by under-represented groups with large-scale mobilisation capacity

Associations and funding are limited especially for newcomer EU citizen groups, but critically needed for information provision, promotion, mobilisation and consultation and as partners. Traditional NGOs, service-providers and authorities have few and relatively weak contacts and information channels with mobile EU citizens who can be seen as an under-served community compared to non-EU immigrants and national citizens.

3) Formal information on political participation must be accompanied with convincing promotional messages based on EU citizens' interests

In the three countries concerned, ad hoc formal information is provided on political participation opportunities (i.e. voting rights, voter registration, the political system/competences, access to nationality). Formal information is not enough. EU citizens have a great democratic potential but often need to be convinced why and how political participation in their country or city of residence will concretely improve their lives

and local areas. Immigrants can be convinced and inspired by leaders in their social network, civil society (i.e. active citizens and local self-associations) and local communities.

4) Information and promotion must be adapted to the diverse interests of EU citizens

Just like for national citizens, there is no 'one-size-fits-all' political participation argument or opportunity that mobilises immigrants. Their interest and opportunities for political participation are changing over their life course and different for students, newcomer workers and their spouses, long-settled property-owners, families with children born and educated in the country and retirees. They are different for immigrant communities that are new vs. long-settled and small vs. large. They are also highly susceptible to changes in the national/local political context and to their legal status in the country.