

STEPS OF CHANGE

ON THE PATHS THAT SHAPE SAFETY

**PROJECT
MEDIA
CAMPAIGN**

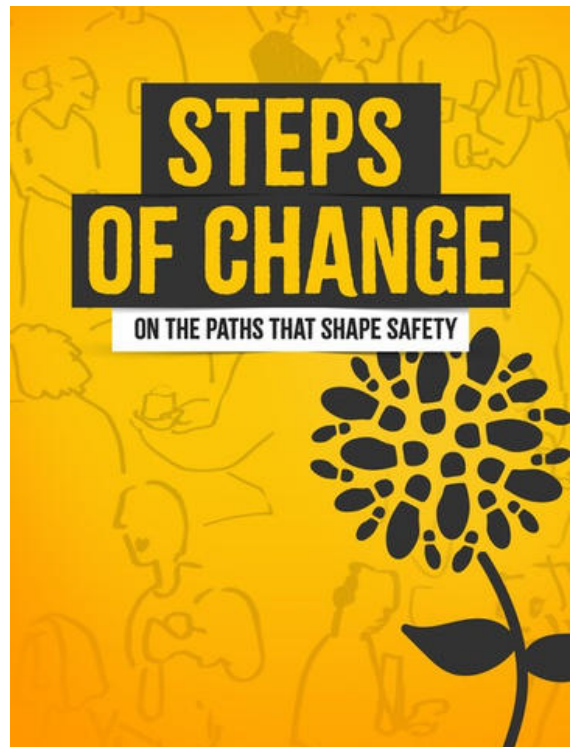
DECEMBER 2025 - MAY 2026



The project “Strengthening Migration Management, Asylum and Return Processes in the Western Balkans” supports authorities in Bosnia and Herzegovina, Montenegro, Serbia and North Macedonia in strengthening migration management, asylum and return processes. The project focuses on improving institutional capacities, encouraging regional cooperation among security institutions, and supporting more effective, legally grounded and human-rights-based approaches to migration and asylum.

One key communication direction of the campaign was to present authentic human stories of individuals who, through legal stay, work, engagement and integration, contribute to the economy and social life of their host countries. By highlighting these examples, the campaign promoted the idea that newcomers should not be seen only through the lens of challenge or risk, but also as people who can bring value, skills, diversity and social contribution to Western Balkan societies.

The campaign also addressed the role of institutions and public communication in shaping perceptions of migration. It emphasized the importance of presenting migration and asylum in a clear, responsible and human-centered way, while also underlining the balance between security, legality, human rights and inclusion.



CAMPAIGN OBJECTIVES

- Present the benefits of safe and regular asylum through authentic life stories
- Support informed decision-making by providing realistic and practical information
- Promote inclusive dialogue, shared values and foreigners' contributions to society
- Counter disinformation, stigma and negative perceptions related to migration
- Inform the public about the role of security institutions in managing migration while respecting human rights

VISUAL IDENTITY

The campaign slogan **“Steps of Change - On the Paths that Shape Safety”** brings together two key dimensions of the campaign: the personal stories of migrants and the role of security institutions in managing migration processes.

The word **“change”** refers both to the transformative journeys of people on the move and to the change the campaign seeks to encourage within local communities - a shift toward greater understanding, empathy, and informed public dialogue.

At the same time, the phrase **“paths that shape safety”** points to the institutional processes, procedures, and responsibilities that guide migration management and contribute to a safer, more organized, and more humane system. In this way, the slogan connects the human and institutional aspects of migration: individual experiences, public perception, and the structured role of institutions in shaping security and social trust.

CAMPAIGN SYMBOLS

The official symbol of the campaign is a **flower** whose petals are shaped like footprints, symbolizing movement. Based on this symbol, the campaign was presented through simple and clean visual elements, infused with three contrasting colors: yellow, black, and white—creating a harmony between warmth (yellow), safety (black), and understanding (white).

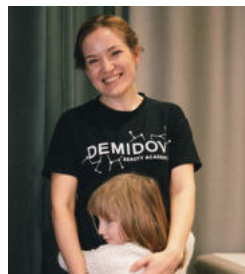
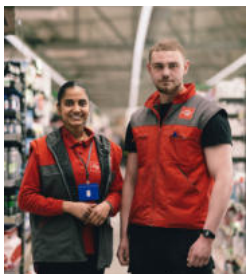


STEPS OF CHANGE

ON THE PATHS THAT SHAPE SAFETY

STORIES OF MIGRATION, ASYLUM, AND RETURN IN THE WESTERN BALKANS

Authentic personal stories were identified and presented through video and photo content. These stories were selected to create space for inclusive dialogue, reduce misinformation and challenge negative perceptions of migration by showcasing realistic and successful examples of asylum seekers' integration into society in the Western Balkans.



CAMPAIGN FOCUS - AUTHENTIC STORIES

PROMOTIONAL MATERIALS

As part of the campaign, promotional items featuring the campaign's symbol and distinctive color palette were produced and distributed to participants at outdoor campaign activities. These materials were intended to encourage dialogue with local communities and event attendees at activities organized within the framework of the campaign.

INTERACTIVE OUTDOOR PERFORMANCE BIH

The campaign also included a public performance that brought elements of its visual and auditory content to audiences and local communities in Sarajevo, Bosnia and Herzegovina.

During a two-day photography exhibition featuring individuals and their personal stories, passersby had the opportunity to learn more about the project while listening to authentic music from the countries of origin of the featured asylum seekers.





CAMPAIGN AMBASADOR

The visibility of the campaign was further enhanced through the engagement of the project ambassador, **Adnan Hamidović Frenkie**, as one of the most influential hip-hop artists in Bosnia and Herzegovina, songwriter, author, human rights activist and graffiti artist. Known for his strong social awareness, authenticity and dedication to positive changes, Frenkie initiated social dialogue through his communication channels daily, empowering young people, who are his most widely represented audience, and sending messages of solidarity and togetherness, fighting against the focus on differences and segregation.



Through his written texts and rich public engagement, Frenkie consistently promotes the values of peace, justice and belonging, which makes him the ideal voice of the STEPS OF CHANGE campaign. Through various communication channels, he highlighted the experiences of individuals in the migration process and contributed to raising awareness and fostering understanding among wider audiences.

RECEPTION AND INDOOR PHOTOGRAPHY EXHIBITION BiH



As part of the campaign, a two-day event for media representatives and institutional stakeholders was held in Sarajevo (BiH), creating a platform for direct dialogue between key stakeholders and public relations representatives of security institutions. At the same time, residents of Sarajevo had the opportunity to engage with authentic stories and photographs of people on the move during the 10-day exhibition period, fostering greater understanding of their experiences and journeys.



INSTITUTIONAL COOPERATION

**MINISTRY OF SECURITY
OF BOSNIA AND HERZEGOVINA**

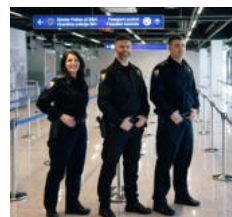
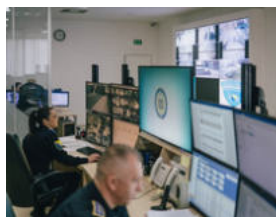
BORDER POLICE OF BIH

SERVICE FOR FOREIGNERS' AFFAIRS



Efforts to improve the asylum system and facilitate access to information related to residence and asylum applications were further supported through the enhancement and upgrade of the website of the Service for Foreigners' Affairs, carried out as part of the campaign.

Through the campaign, the work and efforts of security institutions were highlighted, emphasizing their commitment to strengthening the security system through a human rights-based approach for both the citizens of Bosnia and Herzegovina and foreign nationals residing in the country.



HANDBOOKS, GUIDELINES AND BROCHURES



An important strategic document developed as part of the campaign entitled **Strategic Recommendations for Communicating Migration-Related Content** in the Public Sphere has been given its own visual identity within the campaign. This will result in a lasting and practical tool that can be used by a wide range of key stakeholders involved in addressing migration issues.



Strateške preporuke za
komuniciranje sadržaja
o migracijama u javnom prostoru



Federal Ministry
Republic of Austria
Interior



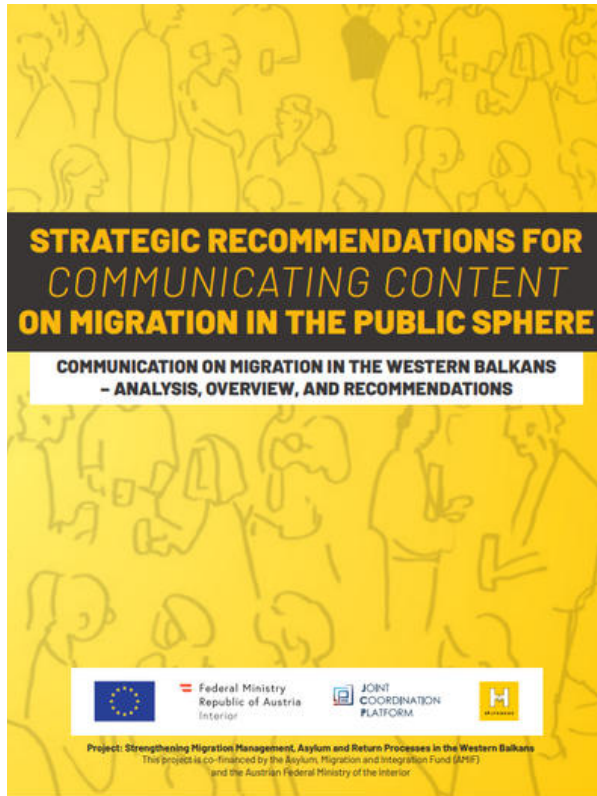
JOINT
COORDINATION
PLATFORM



Projekat: Jačanje upravljanja migracijama, azilom i procesima povratka na Zapadnom Balkanu
This project is co-financed by the Asylum, Migration and Integration Fund (AMIF) and the Austrian Federal Ministry of the Interior



HANDBOOKS, GUIDELINES AND BROCHURES



The Strategic Recommendations for Communication document, developed within the campaign, was also produced in the form of a concise practical guide. This shortened version will significantly support training sessions and workshops, while also facilitating the practical application of the document and its key components in the field by representatives of public relations sectors, media professionals, and relevant institutions.



HANDBOOKS, GUIDELINES AND BROCHURES



The characters and familiar faces featured in examples of successful integration stories into the countries and systems of the Western Balkans are also presented through elements of an illustrated brochure, which showcases these stories in a creative, imaginative, and innovative way, offering a perspective that reflects the characteristics of both their countries of origin and the countries in which they have found a new home.



HANDBOOKS, GUIDELINES AND BROCHURES

Strengthening Migration Management, Asylum And Return Processes In The Western Balkans

Highlighted Project Activities

Implementation period: 1 July 2023 - 31 May 2026



Federal Ministry
Republic of Austria
Interior



The project: Strengthening Migration Management, Asylum and Return Processes in the Western Balkans
This project is co-financed by the Asylum, Migration and Integration Fund (AMIF)
and the Bosnian Federal Ministry of the Interior

NEWSLETTER (2026 Edition) Bosnia and Herzegovina

The most prominent and significant project activities have been mapped and presented in a separate brochure, which serves as a permanent record of the activities implemented in the period from 1 July 2023 to 31 May 2026.

The brochure provides an overview of the most important trainings, educational programs, study visits, workshops, and conferences carried out within the framework of the project.



The project media campaign was implemented in the period from December 2025 to May 2026, during which two intensive waves of advertising were carried out across various social media channels:

Wave 1: 18 December 2025 – 18 January 2026

Wave 2: 17 March 2026 – 15 April 2026.

Across both waves, the campaign delivered:

- **3,492,099** impressions
- **108,293** total clicks
- **53,910** landing page visits
- **1,093,764** total reported reach across campaign groups

In this way, the campaign, through social media activities, live events and performances, as well as materials and brochures developed for continued and future use by all relevant stakeholders, contributed to a better and more comprehensive understanding of the complexity of migration management, asylum, and return processes in the Western Balkans. It also placed particular emphasis on the human rights-oriented capacities, efforts and activities of security institutions and organizations in the WB region operating in this field.

Strengthening Migration Management, Asylum and Return Processes in the Western Balkans



 **Federal Ministry
Republic of Austria
Interior**

 **JOINT
COORDINATION
PLATFORM**



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