

CALL FOR EXPRESSIONS OF INTEREST



Diaspora-led Protection Information Along the Mediterranean Migration Routes

The Danish Refugee Council's (DRC) Diaspora Programme (DP) is pleased to launch a call for expressions of interest from diaspora organisations interested in forming partnerships to implement information campaigns aimed at protecting the rights of migrants along the Central, Western, and Eastern Mediterranean migration routes. This call is a dedicated component of the broader *Pathways to Protection* (P2P) programme.

We invite expressions of interest from **diaspora organisations** representing **Syrian, Afghan, Sudanese, or Senegalese** communities. **Eligible organisations must be based** either in **Europe** or in one of the P2P target countries: **Türkiye, Mali, Senegal, Libya, Morocco, Tunisia, Chad, Egypt, Sudan, or Niger**. Organisations may also operate in multiple of the listed locations.

Campaigns must target:

- **Displaced persons from Sudan, Syria, Afghanistan, and Senegal**, as well as individuals at risk of displacement, who are currently **located in P2P target countries**. This may also include displaced populations considering return; and/or
- **Members of the wider Sudanese, Syrian, Afghan, and Senegalese diasporas in Europe or P2P target countries** who regularly communicate with family and friends in P2P target countries and share information within their networks.

DRC aims to identify five diaspora organisations for **one-year partnerships starting in the fall of 2025**. Partnerships may be extended depending on funding availability and continued relevance. Each selected partner will receive a **grant of up to DKK 300,000** to implement communication campaigns.

Organisations may apply independently or together. The lead organisation must be specified in the expression of interest.

1. Background Information

About DRC

The Danish Refugee Council (DRC), is Denmark's largest Non-Governmental Organization, established in 1956. Its mission is to assist refugees and displaced individuals, protect their rights, and empower them toward a better future. DRC supports forcibly displaced people and their host communities throughout the displacement cycle, working across the humanitarian-development-peacebuilding nexus. The organisation provides assistance in four core sectors: Protection, Economic Recovery, Humanitarian Disarmament & Peacebuilding, and WASH, Shelter, and Infrastructure.

DRC and its partners intervene within a rights- and needs-based approach and target people on the move based on vulnerability and capacity, regardless of their status, gender, age, or nationality.

About the Diaspora Programme

Since 2010, the DRC's Diaspora Programme has worked to support and enhance the role of diaspora communities in humanitarian response and development efforts.

Diaspora refers to migrants and refugees - and their descendants - who maintain ties with their former or ancestral homeland - and with compatriots living elsewhere. DRC considers diaspora crucial transnational civil society actors, with substantial impact in countries of origin, transit, and destination, and consequently, strong potential to improve the situation for many affected by displacement.

Pathways to Protection

The P2P Consortium, led by the Danish Refugee Council in partnership with the Danish Red Cross and the International Detention Coalition, is a five-year initiative designed to strengthen protection services and systems for people on the move along key migration routes.

By adopting a Whole-of-Route Approach, P2P facilitates access to essential services, including basic humanitarian assistance and protection services, throughout migration journeys. P2P also enhances the protective systems and environments of communities, while promoting access to accurate information, to rights, and pathways for people on the move.

Working across Mali, Niger, Senegal, Morocco, Tunisia, Libya, Egypt, Chad, Sudan and Türkiye, P2P emphasises rights-based and locally led solutions. P2P works closely with and empowers local communities and duty bearers through capacity building, targeted advocacy, peer learning, and alignment with regional and global frameworks for sustainable impact. P2P paves the way for lasting impact, access to rights, protection and safer futures for people on the move.

P2P is funded by the Danish Ministry of Foreign Affairs.

Diaspora Component of Pathways to Protection

The diaspora component of P2P builds on DRC's established model of partnering with diaspora organisations to deliver accurate, culturally relevant protection information in mixed migration contexts. It leverages trusted networks, shared language, and lived experience to reach people on the move with timely messages and links to essential services.

Diaspora actors play a vital role both before and during migration. As trusted sources, they help counter misinformation, offer emotional support, and connect migrants to legal aid, healthcare, and psychosocial services. According to the Mixed Migration Centre, over 60% of migrants seek information from friends and family abroad before departure — and more than 40% continue to rely on them throughout their journey. Diaspora-led campaigns therefore offer unique reach and impact, delivering trusted, relevant information

through both digital channels and personal networks - often more effectively than conventional institutional messaging.

This component combines DRC's protection expertise and field presence with the reach and credibility of transnational diaspora networks. It aims to reduce protection risks by improving access to rights-based information, enabling safer, more informed decisions, and strengthening understanding of safer migration options and alternatives to irregular migration.

2. Objectives of the Partnership

The overall objective of the partnerships is to co-create and implement impactful diaspora-led communications campaigns that support migrants in making safer, more informed decisions and strengthen understanding of safer migration options and alternatives to irregular migration.

Guidelines for Communications Campaigns Design

Content of campaigns: Depending on the context and technical expertise of the partner, messaging could focus on, but is not limited to, the following:

- Available services along migration routes and humanitarian assistance
- Legal information related to migration
- Legal information related to accessing employment and/or technical vocational education and training (TVET)
- Legal information related to accessing health services
- Risks faced by migrants during their movement and mitigation measures
- Key hygiene practices
- Mental health

In all campaigns, it must be clear which protection risk(s) are being addressed. The aim of campaigns should be to reduce these risks by minimizing threats, decreasing vulnerabilities, and strengthening people's capacity to protect themselves—primarily by improving knowledge and awareness of risks and safer migration options. The DRC uses the Global Protection Cluster (GPC) standard definitions for categorization of protection risks: [Protection Risks | Global Protection Cluster](#)

Target groups for campaigns:

- **Displaced persons from Sudan, Syria, Afghanistan, and Senegal**, as well as individuals at risk of displacement, who are currently **located in P2P target countries**. This may also include displaced populations considering return; and/or
- **Members of the wider Sudanese, Syrian, Afghan, and Senegalese diasporas in Europe or P2P target countries** who regularly communicate with family and friends in P2P target countries and share information within their networks.

When designing the campaigns, more specific audience segmentation and targeting according to the protection risk(s) addressed is expected. If targeting the wider diaspora, a follow-up mechanism should be included in the design to ensure that information is further shared with migrants or persons at risk of displacement.

DRC encourages an adaptive approach in the design of communications campaigns, allowing for changing focus and targeting according to new trends and risks.

Communication Channels: Diaspora-led communication campaigns may employ both online and in-person channels, including social media and digital platforms (such as Facebook, WhatsApp, TikTok, Instagram, YouTube), influencers or trusted community messengers, online webinars and Q&A sessions, events, and community meetings. While mass communication methods are common in traditional humanitarian settings for disseminating essential information on protection and assistance services, they tend to be one-directional. For this project, DRC encourages the use of bi-directional communication approaches whenever possible, leveraging personal and transnational networks to share tailored, contextual information in a trusted and interactive manner.

Partnering with DRC – What to Expect

Through equitable partnerships, DRC will support diaspora organisations with financial and technical assistance, capacity building in protection, psychological first aid across borders, advocacy, and tools for effective communication - especially on social media.

DRC will ensure that diaspora partners have access to up-to-date information by linking them to field data, service mappings, and protection and migration analysis through the Mixed Migration Centre and country operations. This equips partners to offer accurate, timely guidance and signposting, helping migrants access essential services and navigate their journeys more safely.

Diaspora partners will also be consulted on information packages developed by the wider consortium, to which messaging should be aligned.

As part of the overall P2P governance structure, diaspora partners will be invited to be part of the Local Partners Advisory Group. This group will aim to influence programming to ensure strategic, adequate, and adapted implementation throughout the project's duration.

Duration of partnerships: One year. Partnerships may be extended based on funding availability and continued relevance.

Grant: DKK 300,000 (40,000 EUR).

3. Submission Requirements

Interested organisations are asked to complete the [expression of interest form](#) consisting of questions in the following areas:

- **Organisational Profile:** Provide information about your organisation's mandate and strategic focus.
- **Communication Capacity:** Detail your organisation's current communication channels, staffing, posting frequency, and outreach capacity.
- **Interest in Partnership:** Explain why your organisation is interested in collaborating with DRC's Diaspora Programme on the P2P programme.
- **Value Addition and Relevant Experience:** Describe the specific expertise, networks, and past experience your organisation brings, including examples of similar communication or protection-related initiatives.
- **Proposed Programmatic Approach and Targeting:** Outline your initial ideas for the campaign, including its focus, target group, key activities, communication channels, methods for community engagement, and how you intend to measure and adapt based on progress.

- **Risk Awareness:** Identify potential risks related to your proposed approach and describe how you plan to mitigate them.

Please note that the communications campaigns will be further developed collaboratively during the partnership period. While no budget is required at the expression of interest stage, DRC will work with selected partners to jointly develop a detailed budget, conduct risk assessments, and agree on monitoring, evaluation, accountability, and learning (MEAL) arrangements before entering into sub-grant agreements.

Each selected partner may receive a grant of up to DKK 300,000, inclusive of up to 7% for indirect costs. Implementation and project management must comply with DRC's reporting, compliance, and accountability frameworks.

4. Evaluation Criteria

Eligibility criteria

To be eligible to apply, organisations must meet the following criteria:

1. Be a diaspora-led organisation representing one of the following communities: Syrian, Afghan, Senegalese, or Sudanese.
2. Be based in Europe or in one of the Pathways to Protection (P2P) target countries: Türkiye, Mali, Senegal, Libya, Morocco, Tunisia, Chad, Egypt, Sudan, or Niger.
3. Ensure that the target group(s) for the proposed communication campaign align with the criteria outlined in this guideline.
4. Ensure that participating staff or volunteers from the organisation are proficient in either English or French, as DRC's capacity-building activities will be conducted in these languages. Please note that this language requirement applies only to participation in training and coordination activities - not to the campaign content itself, which should be delivered in the appropriate language(s) of the intended target group.

Evaluation criteria

All submitted expression of interests will be assessed based on the following five core criteria.

1. Strategic Alignment with DRC (20 points)	Evaluates how well your organisation's vision, mission, and strategic priorities align with: <ul style="list-style-type: none"> • DRC's rights and needs based, humanitarian approach • The objectives of the P2P programme
2. Communication Capacity and Reach (20 points)	Assesses your organisation's current communication capacity, including: <ul style="list-style-type: none"> • Types of channels used (e.g., social media, in-person outreach, digital platforms) • Frequency and consistency of communication • Size of audience/followers on primary platforms

	<ul style="list-style-type: none"> Whether communication efforts are led by dedicated staff or volunteers
3. Proposed Approach and Targeting (30 points)	<p>Assesses the quality and relevance of the proposed communications campaign, including:</p> <ul style="list-style-type: none"> The clarity of the campaign's focus and its alignment with identified protection risks The definition of target audience(s) and the justification for the chosen approach The selection of communication channels and the rationale for their use The design of planned campaign activities and the expected outputs The methods proposed for engaging target populations in both the design and implementation phases The approach to monitoring and evaluation, including how progress and success will be measured, and how the campaign will adapt based on findings
4. Relevant Experience and Value Addition (15 points)	<p>Considers your organisation's experience and potential contribution to the partnership, including:</p> <ul style="list-style-type: none"> Demonstrated success in similar communications or protection-related campaigns Specific technical expertise on protection issues, transnational networks, or relevant contextual knowledge
5. Risk Awareness and Mitigation (15 points)	<p>Evaluates your understanding of potential challenges and proposed strategies to manage them, including:</p> <ul style="list-style-type: none"> Contextual, operational, or reputational risks related to the campaign Proposed mitigation measures to ensure responsible and ethical communication

Scoring method

1	Weak indication that supports the criteria
2	Some indication that supports the criteria
3	Indication that supports the criteria
4	Solid indication that supports the criteria

5	Comprehensive indication of implementation and/or indication of an established approach/system in supporting the criteria
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Scoring takes into account the applicant organisation's size, experience, and available resources, ensuring that all organisations are assessed in a way that reflects their context and potential. This allows smaller or less experienced organisations to remain competitive alongside larger, more professionalised ones.

5. Submission Process

- **Deadline:** 3rd August 2025.
 - **Submission Method:** Submit through filling [expression of interest form](#). Applications are only accepted when submitted through the survey.
 - **Language:** English or French
 - **Contact Information:** For questions or clarifications during the submission process contact Marie Sønderholm Bøge, marie.boege@drc.ngo. DRC will host Q&A session two weeks before the deadline.
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6. Next Steps

- **August 2025:** Review of expression on interests, reference check, and vetting of shortlisted applicants
 - **September 2025:** Selection of partners and notification to all applicants
 - **September-October 2025:** Due diligence, joint risk assessment, budget, and MEAL followed by signature of sub-grant agreement
 - **October-December 2025:** Co-creation of campaigns and capacity building focused on protection and effective communication strategies. Note that an in-person workshop is expected in November 2025 with attendance covered by DRC.
 - **2026:** Pre-testing of messaging (on social media, focus groups with target groups), implementation of campaigns, capacity-building initiatives, evaluation and reporting.
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7. Disclaimer

Submission of an expression of interest in response to this call does not guarantee selection or funding. The DRC reserves the right to accept or reject any or all submissions at its sole discretion and without obligation.

Shortlisted organisations may be required to submit additional documentation, such as financial audits, references, or other relevant materials, as part of the due diligence and vetting process.
