

**Priority question for written answer P-005333/2021  
to the Commission**

Rule 138

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Subject: Urgent need for deterrence campaigns to combat illegal migration and people smuggling

Commissioner Johansson recently declared that the EU has to warn people against going to Minsk to try to enter the EU illegally<sup>1</sup>.

Australia conducts deterrence and anti-people-smuggling campaigns targeting diaspora communities in Australia representing the highest proportions of illegal arrivals, and also runs strategic communication campaigns targeting potential illegal immigrants in source and transit countries with messages deterring immigrants from considering illegal means of travelling to Australia<sup>2</sup>.

The campaigns inform and educate people about the Australian Government's tough policy on maritime people smuggling, highlighting the realities of hazardous sea journeys, the financial risks of engaging people smugglers and their deception and lies, and the consequences of illegal migration by sea to Australia<sup>3</sup>.

1. Will the Commission introduce, without delay, a similar wide-reaching communication campaign targeting diaspora communities, transit countries and countries of origin to prevent migration and people smuggling<sup>4</sup>?
2. Will the Commission embrace best practices from Australia, such as clear and concise messaging ('there is "no way" you will make Europe your home if you enter illegally', 'you have "zero chance" of making it to Europe', and 'if you enter illegally, you will be "banned for life"')?
3. If conducting Australia-style deterrence campaigns is currently not possible for legal, financial, practical or other reasons, what steps will the Commission take to enable a rapid roll-out of deterrence campaigns?

**Supporters<sup>5</sup>**

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<sup>1</sup> <https://twitter.com/F2Bruxelles/status/1458828965691408390>

<sup>2</sup> Australia has also engaged with other countries, particularly Indonesia, to prevent asylum seeker vessels leaving for Australia.

<sup>3</sup> <https://www.finance.gov.au/sites/default/files/2019-11/campaign-advertising-by-australian-government-departments-and-agencies-annual-report-2014-15.pdf>

<sup>4</sup> 'Pay a People Smuggler and You'll Pay the Price' (1999–2001); 'I know Smuggling Irregular Migrants is Wrong' (2010); 'Don't be Fooled by the Promises of People Smugglers' (2010–2011); 'No to People Smuggling' (2010–May 2013); 'Don't Be Sorry' (January–May 2013); 'No Way' you will make it to Australia; 'Zero chance' of illegal immigration: <https://www.youtube.com/user/AusCustomsNews/videos>

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