



Assisting a World on the Move for 60 Years



Migration for the Benefit of All

60th Anniversary Objectives and Planning

April 2011



Overarching Goals of IOM 60th Anniversary

- Promote IOM's image worldwide and demonstrate to governments and to the general public the value and importance of IOM's achievements.
- Take stock of advances and trends in the field of migration and related international cooperation at the global, regional and national levels, and plan for future directions in this area.
- Give IOM staff members a sense of pride for what IOM has been, is and will be; strengthen ties between HQ and the Field through involvement, interaction and consultation.





3 Pillars of the 60th Anniversary Concept

Pillar 1: Communications Tool Box

Pillar 2: IOM 60th Anniversary reflected in regular Governing Body events and publications

Pillar 3: 60th Anniversary events in the Field and in Geneva



Pillar I

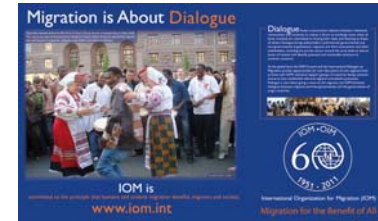
Communication Toolbox



Visibility Materials

Ten key-message posters:

- Migration is About...
- ... Being Safe (2);
 - ... Dialogue;
 - ... Feeling at Home;
 - ... Health;
 - ... New Beginnings;
 - ... Development;
 - ... Responding to Crises;
 - ... Rights
 -Protection





Visibility Materials

Other Materials:



Flyers



Postcards

Business Cards



International Organization for Migration (IOM)
Organisation internationale pour les migrations (OIM)
Organización Internacional para las Migraciones (OIM)





Dedicated Website

<http://60years.iom.int>





Photo Album: “Migration Moments”

(In progress)

- Over 100 pages of significant moments of IOM’s six-decade history
- Personal stories of IOM Staff and Migrants assisted by IOM
- Launch due in May/June 2011



Pillar II

IOM 60th Anniversary Reflected in Regular Governing Body Events and Publications





Commemoration through Events and Publications

- International Dialogue on Migration
 - Overarching theme of IDM 2011:
“The Future of Migration: Building Capacities for Change”
- World Migration Report 2011: Special Anniversary Edition
- Special 100th Council Anniversary Session 2011
 - 5th to 7th December 2011



Pillar III

60th Anniversary Events in the Field and in Geneva





Anniversary-Related Events

- Public events of relevance in host-country (roundtables, cultural events, receptions, publications etc.)
- Regional/cross-border public events
- Exhibition of anniversary posters (production of local language versions as needed)





Anniversary-Related Events

- Distribution of Picture Book and promotional materials to selected individuals/communities
- Media events
- Joint events with UNHCR and other selected partners
- Partnership with Plural +



Field Events & Initiatives

- Reception with invitees from the international community
(Austria, China, Kenya, and others)
- Cultural Events
(UK, Belarus, Colombia, Sri Lanka, Peru, Ukraine)
- Open Days
(Switzerland and Kenya)
- Public Panels
(Nicaragua, Spain, Ukraine, Kenya)
- Migration week
(Colombia)



Field Events & Initiatives

- Focus Media work (Ghana, Ecuador, Kosovo - UN Res. 1244)
- Migration Festival (Ireland)
- Production of Promotional Items (worldwide)
- « Cunard Lines » Picture Exhibition and posters at airport (USA)
- Stamps and Lottery (Spain, Greece)
- Publications (Korea, Albania, Sri Lanka, Peru)





Events at Headquarters

- Book Launch: “Moments of Migration” (1951 – 2011)
- Cultural event in partnership with the City of Geneva / cantonal authorities
- Participation in panel discussions
- Display of IOM Flags at the Pont-du-Mont Blanc in December
- IOM Geneva Staff Day
- **100th Council Conference and Reception**

