A new WhatsApp channel was set up, and the campaign was also rolled out on YouTube. The Minister of Asylum and Migration noted that the information is disseminated on the "strictest asylum and migration policy ever", and it targets countries of origin and transit countries. A pilot project was launched specifically in Bulgaria and Greece, for applicants coming from Cameroon and Guinea, to inform them that the Belgium reception system is full.

The Minister announced to focus on dissuasive messages also offline, and for example, travel to Moldova to discuss with policy makers the influx of Moldovan applicants.

Source(s)

- European Migration Network (20 March, 2025), [Belgium launches social media campaigns to discourage asylum seekers from coming], https://www.emnbelgium.be/news/belgium-launches-social-media-campaigns-discourage-asylum-seekers-coming

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