

COUNTRY OF ORIGIN



The Gambia

SOURCES OF INFORMATION

- Migrants in EU through social media
- Family and friends
- "Ghettos" (slang word for public places)
- Traditional media, including radio and TV

OTHER FACTORS TO MIGRATE

- Prospects of higher prestige and incomes
- Ability to marry and found a family
- Remittances for family and community

FACTORS IN MIGRATION JOURNEY

- Influence of family members in decision-making
- EU border regime and deportations
- Variations in resources, up to €10,000
- Dependent on smugglers for route
- Low destination specificity
- Migration alone or with family
- Aware of the risks, plus personal experience
- Long process, many wait for years

Remain in The Gambia



Move!

Migrant Narratives:

- "More opportunities"
- "Prospects of higher living standards"
- "Risks and danger of route"

Decision-making

COUNTRIES OF TRANSIT

Risks

COUNTRIES OF DESTINATION



EU-27



EU Campaigns:

- "Life in Europe is difficult"
- "The route is dangerous"
- "There are opportunities at home"

Risks

BORDER

Push: Lack of prospects and opportunities

Pull: Opportunity, better future

