

# IOM and Ooredoo Partnership Overview 2021- 2022



## Overview of 2021

Since the signing of a 2-year cooperation agreement between the International Organization for Migration (IOM) in November 2020, several activities have been organized. The cooperation agreement between IOM and Ooredoo allows Nojoom members who are also Ooredoo customers to donate their points to IOM through the 'MyOoredoo' application to support community cohesion activities and support migrant workers in Kuwait.

### International Women's Day

The first collaboration was on March 8, 2021, to mark the International Women's Day, a day that is dedicated by the United Nations (UN) to celebrate the effective participation and role that women play in our societies. On this day, the IOM launched a series of psychosocial support workshops through the month of March for women residing in the government of Kuwait's shelter for female foreign worker, in collaboration with Ooredoo and the Public Authority for Manpower (PAM).



## Overview of 2021

The workshops benefitted 32 women, and aimed to offer women a safe space to discuss and share their psychosocial challenges, concerns, and experiences in a structured and non-stigmatizing manner.

In addition to the series of psychosocial support workshops and in light of the ongoing COVID-19 pandemic, IOM also provided 200 Personal Hygiene & Protective kits (PPE) to women residing in the shelter as a preventive measure against the virus.



## Overview of 2021

This cooperation was highlighted on various social media platforms through an awareness video by IOM Kuwait's former Goodwill Ambassador, Sheikha Bibi Nasser Al-Sabah, and a joint press release between the two entities following an official meeting that took place at the Ooredoo premises headed by the Chief Executive Officer of Ooredoo Kuwait, Mr. Abdulaziz Yaqoub Al-Babtain.



Following the conclusion of the psychosocial support workshops, IOM distributed essential non-food items (NFI's) to the residents of the shelter in June. The items included toiletries, mattresses, blankets, and clothing.



## Overview of 2021

### World Day Against Trafficking in Persons

In commemoration of this year's World Day Against Trafficking in Persons (WDATIP) marked each year on the 30th of July, IOM Kuwait organized a series of awareness raising and outreach activities to shed light on the issue of human trafficking, in partnership with various entities including Ooredoo.

The first activity was an online contest that gave people a chance to win a free iPhone by providing their response to a questionnaire on the topic of counter-trafficking. The contest that was announced on both Ooredoo and IOMs social media account where participants were then directed to either access the questionnaire by clicking on the link in Ooredoo's Instagram account bio, or through the IOM Kuwait's Instagram account bio. The questionnaire was bilingual and consisted of five questions about trafficking in persons (TiP). The questionnaire was open for 1.5 days and within that time, a total of 67 responses were received.

The winner of the draw was later announced on Ooredoo's Instagram account.



## Overview of 2021

The second activity was outreach through SMS text messages. IOM provided Ooredoo with a short message to mark the WDATIP and highlight its negative impact on societies and call on everyone to stand together against human trafficking. The broadcast SMS text messages were sent to Ooredoo mobile users on the 30th of July with 'IOM' as the message sender. The messages were in both English and Arabic and reached a total of 900,000 people.

Today, the International Organization for Migration (IOM) - UN Migration celebrates the World Day Against Trafficking in Persons

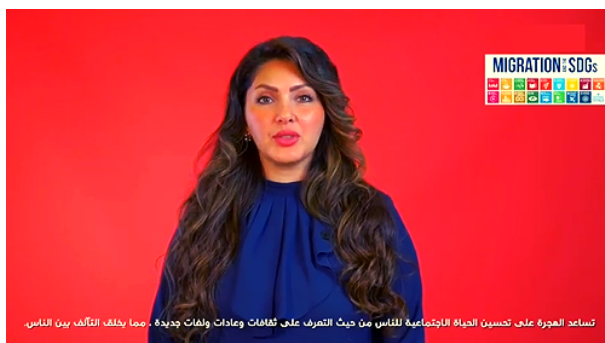
Human trafficking is a serious crime and a grave violation to human rights. It is the third largest crime industry in the world. We must all do our part and stand together against trafficking in person

تحتفل اليوم المنظمة الدولية للهجرة - الأمم المتحدة لليوم العالمي لمكافحة الاتجار بالأشخاص.

الاتجار بالأشخاص جريمة خطيرة وانتهاك جسيم لحقوق الإنسان. وتعد ثالث أكبر تجارة إجرامية في العالم. يجب علينا جميعًا أن نقوم بدورنا وأن نقف معًا ضد هذه الجريمة

### International Migrants Day

To mark the International Migrants Day celebrated yearly on the 18th of December, a short video was produced, in collaboration with Ooredoo. The aim of the video was to highlight the important role that migrants play in Kuwait, and within each society. The video consisted of various Ooredoo staff, all of different nationalities including the Senior Director of Corporate Communications and the IOM Kuwait Chief of Mission, each reading out one sentence from a script about migration and development. The video was posted on IOM Kuwait and Ooredoo's social media accounts. The activity was also highlighted through a joint press release between both entities.



## Overview of 2021

The last activity implemented through the generous contributions of the Nojoom funds during the fourth quarter of 2021 was the distribution of 1,150 Personal Hygiene & Protective kits (PPE) to vulnerable populations in Kuwait. The distribution was done in coordination with various embassies, including the embassy of Sierra Leone, Sri Lanka, Ghana and the Philippines, a civil society organization (CSO) and community volunteers.



## Overview of 2022

### International Women's Day

The first joint activity in 2022, came in celebration of the International Women's Day celebrated yearly on the 8th of March, where the International Organization for Migration (IOM), brought together women from different walks of life and organized an art event that allowed them to express themselves through painting, while socializing with others. The event came in coordination with the Embassy of Sri Lanka in Kuwait and took place at its premises, and was in partnership with Ooredoo telecom.





## Overview of 2022

In the Holy month of Ramadan, the International Organization for Migration (IOM), distributed food packages to a large group of vulnerable migrants. The distribution came in coordination with a Kuwaiti Civil Society Organization and its volunteers from the migrant community who provided packages of essential food staples that would last for approximately two weeks.

The beneficiaries were a targeted group of identified vulnerable migrant individuals that have little to no means of income to provide for themselves sufficient meals for iftar during the Holy month of Ramadan. This activity was implemented through the funds received from the Ooredoo funds.



## Overview of 2022

In August 2020, the International Organization for Migration (IOM) in coordination with the Embassy of Sierra Leone in Kuwait, and in partnership with Ooredoo, distributed food packages and essential non-food items to female migrants that have very limited sources of income.

This is as part of IOM's continuous efforts to support vulnerable populations, and in response to various embassy requests to support their nationals.



## Overview of 2022


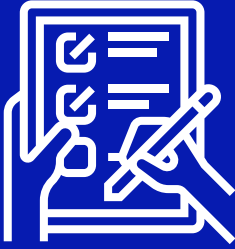

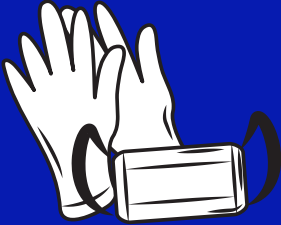

### International Migrants Day

As one of its activities to mark the International Migrants Day, celebrated yearly on the 18th of December, the International Organization for Migration (IOM), through the Ooredoo funds, supported a blood drive initiative, which was carried out by community volunteers and civil society organizations.

This initiative is aimed at encouraging migrants to come together and donate to the national blood bank, and to meet the level of demand for patients in need of blood transfusions, as a way of giving back to society.



## Facts and Figures

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|---|--|
|    | KWD 6,101 donated to IOM through Nojoom points           |
|   | 11 Activities Organized                                  |
|  | 94 Migrants received Food Packages                       |
|  | 1,350 Migrants received Personal Protective Kits (PPE's) |
|  | 57 Migrants benefitted from psychosocial activities      |

