

Press Release

Date: 16 June, 2025

Venue: Malmö, Sweden



Shaping the African Migration Narrative: AMO Highlights Role of Data, Communication, and Cooperation at IFMS 2025

AMO participated in the high-level panel where [Amb. Namira Negm \(Dr\)](#), Director of the AMO addressed many issues from African migration strategies to the importance of evidence-based migration policies through credible data and knowledge. The first panel which AMO participated in entitled: "Creating a balanced narrative on migration in Africa: exploring data solutions and communication strategies for better development impact", the second panel: Strengthening cooperation and partnerships on statistics on international migration and the third: International partnership for better data on trafficking in persons.

During the first panel " Creating a balanced narrative on migration in Africa: exploring data solutions and communication strategies for better development impact" organized by the OECD and SCB. This session complemented a joint session held by the [OECD - OCDE](#) and SCB at the GFMD in Geneva in January 2024. The focus was on the importance of data-driven solutions and effective communication strategies for understanding migration dynamics.

[Amb. Namira Negm \(Dr\)](#), Director of the [African Migration Observatory \(AMO\)](#), opened the discussion by emphasizing that the narrative on African migration is often shaped by external, politicized perspectives that misrepresent the reality. We must challenge these stereotypes, especially those used in Europe to spread fear and racism and highlight migrants' contributions to economies and aging societies. Improving communication requires a deliberate, multifaceted strategy led from within Africa to reshape the dominant, one-sided global narrative. She stressed AMO's role in advocating for directly confronting misinformation and promoting a balanced, fact-based dialogue on migration's positive impacts.



[Charles](#) Ogolla reviewed IGAD's efforts to standardize methodologies for collecting displacement data at both national and regional levels. Aimé Dago pointed out the challenges arising from the different variables used in data collection and advocated for the adoption of unified standards to enhance data reliability. Professor Ellen Percy Crale highlighted that Goal 23 of the Global Compact for Migration focuses on building partnerships for effective and sustainable migration governance.

Ambassador Dr. Namira Negm, Director of the African Migration Observatory, participated in the panel alongside Professor, Ellen Percy Crale of Colgate University, Charles Ogolla, Head of the Statistics Unit at IGAD, and Amie Dago, a Demographer at STATAFRIC. The panel was moderated by Muhannad Sammar, Project Manager at Statistics Sweden SCB. AMO's presence at IFMS 2025 was significant to bring the [African Union](#)'s voice to the table.