WHAT IS THE PROBLEM?

- Crisis-affected populations often do not have access to accurate, verified and reliable information about their situation and the services they need to survive.
WHAT IS SIGNPOST?

- The Signpost program connects vulnerable populations in the areas we work with the vital information they need to solve their most pressing problems.

- Partnership between Mercy Corps and the International Rescue Committee, with the support of Cisco, Google, Microsoft and Trip Advisor.

- The flagship Signpost program, Refugee.Info, was born in 2015 as a mobile site that provided critical information to the millions of asylum-seekers pouring into Greece.
  - Refugee.Info Italy FB Page
PARTNERS AND SUPPORTERS

Signpost has also worked with organizations including the Danish Refugee Council, UNHCR, the European Council, UNICEF, the International Organization for Migration, Catholic Relief Services, Caritas, the Goethe Institut, International Federation of Red Cross and Red Crescent Societies, the Norwegian Refugee Council, Doctors Without Borders, the European Asylum Support Office, and countless local organizations, code schools and social enterprises to increase refugee awareness of, and participation in, their programming.
SIGNPOST BELIEVES THAT...

- **IF** we provide interactive, accessible, accurate, relevant, responsive and timely information to people made vulnerable by man-made crises and natural disasters, **THEN** they will be empowered to address their needs and make informed decisions.
WHO IS OUR TARGET AUDIENCE?

- At Signpost, we communicate with crisis-affected populations, connecting them with the information they need to solve their most pressing problems, from how to escape a violent living situation to how to enroll their children in school.
  - In **Europe and Jordan** we serve primarily refugee and asylum-seeking populations.
  - In **El Salvador** we help connect those escaping gang violence with service providers who can assist them.
WHERE WE ARE

I saw that 300 people were transferred from Chios to Athens, the condition is now better. Thanks for your information!

For my daughter’s birth certificate...I have benefited from Khabrona a lot!
ELEMENTS OF PROGRAM DESIGN

- Signpost applies **human-centered design principles** to create information and communication projects tailored to the needs and preferences of the vulnerable populations we serve.
  - Have suite of assessment tools and approaches to determine the best platforms for communication, primary information needs, and barriers to receiving that information accurately.
- **We never stop iterating.** We go to where our target audience is, using a diverse set of communication tools and platforms that will expand and change according to the context within which we are operating.
- Tech solutions (digital information sharing and communication platforms; connectivity) increase the **scale** of people we can reach.
- Where possible, providing **connectivity** so that those without data can still access services.
Signpost provides information to people where they are (i.e., Facebook), in simple, digestible language, and in a responsive way.

- We actively monitor what is being asked on our FB pages and messages, and cater our content accordingly, meaning we can stay up to date and relevant to our audiences.
When refugees enter a new country, or disaster strikes a vulnerable community, they have a host of critical needs — medical and psychological care, food and water, legal aid and documentation, and education and employment.

- Information about how to access services is often unavailable or inaccurate.

In this environment, rumors and misinformation can take the place of credible, up-to-date news, and people begin to feel a sense of disempowerment or helplessness — often leading to negative coping mechanisms and increased vulnerability to predatory practices.
English speaking user: I heard that refugees can't apply for Greek passport anymore, they need to go to Afghanistan ambassador to apply for Afghani passport, is that true?

Gueya (moderator): How should I properly respond to his question @Lambrini?

Lambrini Stamat: @gueya is a huge misunderstanding and it's due to the fact that recently an Embassy of Afghanistan (http://www.athens.mfa.aef) started operating in Greece.

Refugees who have been granted refugee status are not allowed to use their own passports and they have to issue a travel document. Those who have been granted Subsidiary Protection may be able to keep their national passport (if they have one).

In any case, as going to their Embassy may jeopardize their refugee status, even going to the Embassy to renew a passport it's a decision that should be taken after serious consideration and legal consultation.
FACEBOOK TARGETING FOR GOOD

For many of our users, Facebook is the Internet. Rather than searching on Google or typing in a URL to find information, many of them navigate straight to Facebook to ask their peers. So it makes sense for us to meet them there, too.

While Facebook’s data collection methods have made headlines around the world, we’ve quietly been using Facebook targeting for good. By applying Facebook targeting by location, language and interests, we can send the right information into the newsfeeds of refugees, asylum-seekers and other people on the move in Europe.
In Europe, as well as Jordan, cash assistance has been the most common question topic throughout the past year. There have been many changes in policy as well. In Europe, the cash process changed in February, turning over management to a new organization. Refugee.Info stepped up to provide clear communication of this change through each platform.

Two years ago, Refugee.Info began working with the Greek Ministry of Education to share relevant registration information. Because of the collaboration with the Greek Ministry of Education, Refugee.Info has become the official information provider on [schooling for refugee children](#) in Greece.
CURRENT OUTCOMES

Since 2015:

- 974,928 total users
- Active in 7 countries
- 5% growth rate
- 12,100 private messages
- 7 languages
- Monthly average of 3,113 FB shares

For refugees in Europe, one of the hardest things to find is accurate information, not just to find help, but also to stop you falling between the cracks or, through ignorance, to make life threatening bad choices. Refugee.Info has been instrumental in addressing that problem. Trusted by refugees, Refugee.Info has the technical and reputational reach to be available to as many people as possible.

- Fan-Man Tsang, Interview

If you were not here, we couldn’t be informed of anything. Thanks for all the work that you’re doing. You’re not only useful in informing but you answer every comment respectfully, whether good or bad. Thank you.

- Refugee.Info User
In July 2018, we surveyed our Facebook users. Here’s what they said about Refugee.Info:

- **89%** said the information they found on Refugee.Info was accurate.
- **89%** said they know that if they message Refugee.Info, they will get a friendly answer from someone who wants to help.
- **88%** said they trust the information they find on Refugee.Info.
- **84%** said Refugee.Info knows which topics and issues are most important to refugees, asylum-seekers and migrants.
- **81%** said they feel they can make decisions about their situation because of information they found on Refugee.Info.
- **79%** said Refugee.Info gave them a better understanding of their situation.
- **79%** (and 92% of women) said they had used Refugee.Info to access a service they wanted or needed (for example, a lawyer, language class, job training program or even laundry service).
- **64%** said they have shared information they found on Refugee.Info to someone without a Facebook account.
NEXT STEPS AND CALL TO ACTION

● **Share** lessons learned and best practices with the rest of the community.
  ○ Assessment Toolkit
  ○ Human-Centered Design Approach
  ○ Team and Structure
  ○ Communication Style Guide and Pointers

● **Expand** to new geographies, **partners** and contexts.
  ○ We are **actively** looking for partners interested in learning more about how to be involved with Signpost for a specific area, globally, and/or to contribute technical expertise.
  ○ Example for how NGO/private sector can work together to provide complementary skill sets/experiences.

● **Explore** new tools and approaches that are best fit for purpose, audience and context.

● **Sustainability** beyond a response.
QUESTIONS?