4 Billion
Conversations

to Protect Refugees and Migrants

The problem

The woman cooking falafel had a crowd around her, everyone waiting to buy the best falafel in town. She'd fled Syria to get her family to safety. "We didn't get any information," she told us, "Whatever we got, it was from smugglers." There was no other information in Arabic except from the smugglers and she knew they lied. The smugglers spoke the same dialect, so many children trusted them too. It was dangerous, but what else could they do?

The facts

- Language barriers are the number one challenge to integration in a new country. They affect the ability to find work, medical care and housing, and generally communicate.
- Less than half of school-age refugee children go to school. Many because they don't know if they can.
- Over 80 million people have been forced to flee their homes. Almost one million children were born into refugee households between 2019 and 2020.

Refugees and migrants often look to each other and to social workers for information, but often social workers don't speak the same language as the refugees and have limited time to manage large caseloads. Moreover, summarized information like information sheets, or FAQs are on websites that are difficult to navigate.

CLEAR Global's contribution

At CLEAR Global, we support displaced people to get answers to frequently asked questions, allowing social workers to assist those who really need specialized assistance. CLEAR Global does research on the languages people speak, the sources of information they trust and can access, and the channels they prefer. Based on this, we open up appropriate communication channels using the ones that refugees and migrants are familiar with, like chatbots in text messaging apps. We use natural language processing so that they can ask questions however they are most comfortable, without having to search through websites or menus. We use content from specialized partners to make sure the information is reliable, correct, and safe. We offer users confidentiality, and aggregate the questions asked to gain insights on what people want to talk about. These, in turn, help our partners create content to meet people's needs.

The outcome

Our solutions enable people to get answers to their questions, saving countless hours of call center or helpline time. Our solutions have 80-90% satisfaction rates. Users recommend them to others. These are solutions that scale easily and have already helped thousands of people understand information better.

We want all migrants and refugees to have the same opportunity.