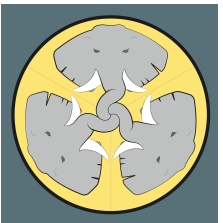


Songs of hope

Ferdi van Heerden
Dr. Augustine Mahbu Ntemi

Berlin, 8 September 2017



Setting the scene

- 1. This study has focused on migration from sub-saharan Africa**
- 2. The investigation has been conducted from the migrant's point of view**
- 3. The proposals are based on a design thinking approach. This means that any assumptions need to be validated through prototyping and testing with migrants**
- 4. Assumptions should not be interpreted too broadly without validation**

Approach

1. This presentation includes the results of an 8 week pro bono design study conducted from 21 July till 8 September 2017
2. The objective of this design study was to prompt new thinking and introduce solutions driven by a user centred design thinking approach. The intention is not to deliver conclusive or directly implementable policy recommendations.
3. We proceeded as follows:
 1. Refugee Interviews 24-31 July
 2. Co-creation workshops 1-4 August
 3. Synthesis of results 7-19 August
 4. Expert interviews 12 August - 7 September
 5. Final presentation 8 September
4. The framework and content of the presentation has evolved throughout based on the interviews and input received. A full list of generous experts who volunteered their time is included.
5. All work was conducted from Berlin and London (no Africa visits)

Key Insights



**1. Smuggling is a demand driven industry
(as old as mankind)**

Key Insights



2. Migrants reflect a multi-generational investment strategy to gain hope and dignity

Key Insights



**3. The journey erodes potential, human capital and opportunities for each individual.
Long journey = massive loss**

Key Insights



- 4. Mobile phones are pervasive and have radically changed the industry dynamics. Airtime is the golden currency**

Key Insights

Plus:

Negotiation skills
Multi-Cultural exposure
Determination
Planning
Languages
Network/new contacts
Economic opportunities

Minus:

Safety at risk
Financial risk/ruin
Health risks
Exploitation
Drugs
Depression
Social exclusion

5. There are two sides to the coin. The risks also bring benefits and personal development.

How might we...

**... help (potential) migrants
improve the quality of their
decisions?**

WARNING!

Improving decisions is not aimed at either increasing or decreasing the TOTAL number of migrants.

It is aimed at improving the individual outcomes

Decision drivers

Accessible Data

- Basis for decision making. Can include:
- personal experience
 - friends and family
 - news and information sources
 - smugglers and agents

Quality can be affected by:

- recency
- accuracy
- validity
- reporting bias

Evaluation Process

- Process of decision making. Affected by:
- emotional/rational personality
 - culture
 - stress and distress
 - individual or group/family

Quality can be affected by:

- clarity
- feedback/objectivity
- generative engagement

Available Options

- What you can actually take action on. The options that can be realised. This is often affected by:
- urgency
 - budget
 - access/technology
 - language and cultural constraints

Quality can be improved by:

- funding
- intelligence
- technology

“Good decision” design principles

- 1. Individual safety takes priority**
- 2. Preserve dignity and equity**
- 3. Include vulnerable communities**
- 4. Leverage existing networks
(don't reinvent the wheel)**
- 5. Reduce overall “friction”**

Decision making Framework



Can last anything between a few days or a few years.

Anticipation is a state of hope and fear as you navigate between positive and negative expectations of the future.

Personal bias can feed your fears and reinforce stories or news that support your hopes.

The excitement and anticipation of change can often make the stress and danger of a situation more bearable.

No plan survives its first contact with reality.

Every new challenge, set back or diversion requires creativity and adaptation to come up with new solutions.

This stage is extremely stressful as it is very hard to know who to trust.

Due to the criminal nature of the industry, guns and physical violence is often used to coerce and exploit individuals

The realisation that the dream was not based on reality.

A new understanding of your abilities and your chances of reaching your goal.

This can be a very tough and lonely stage as you have to admit defeat, or change your personality to fit in.

This new identity also sets the foundation for a new life and new opportunities that can start a new cycle of anticipation.

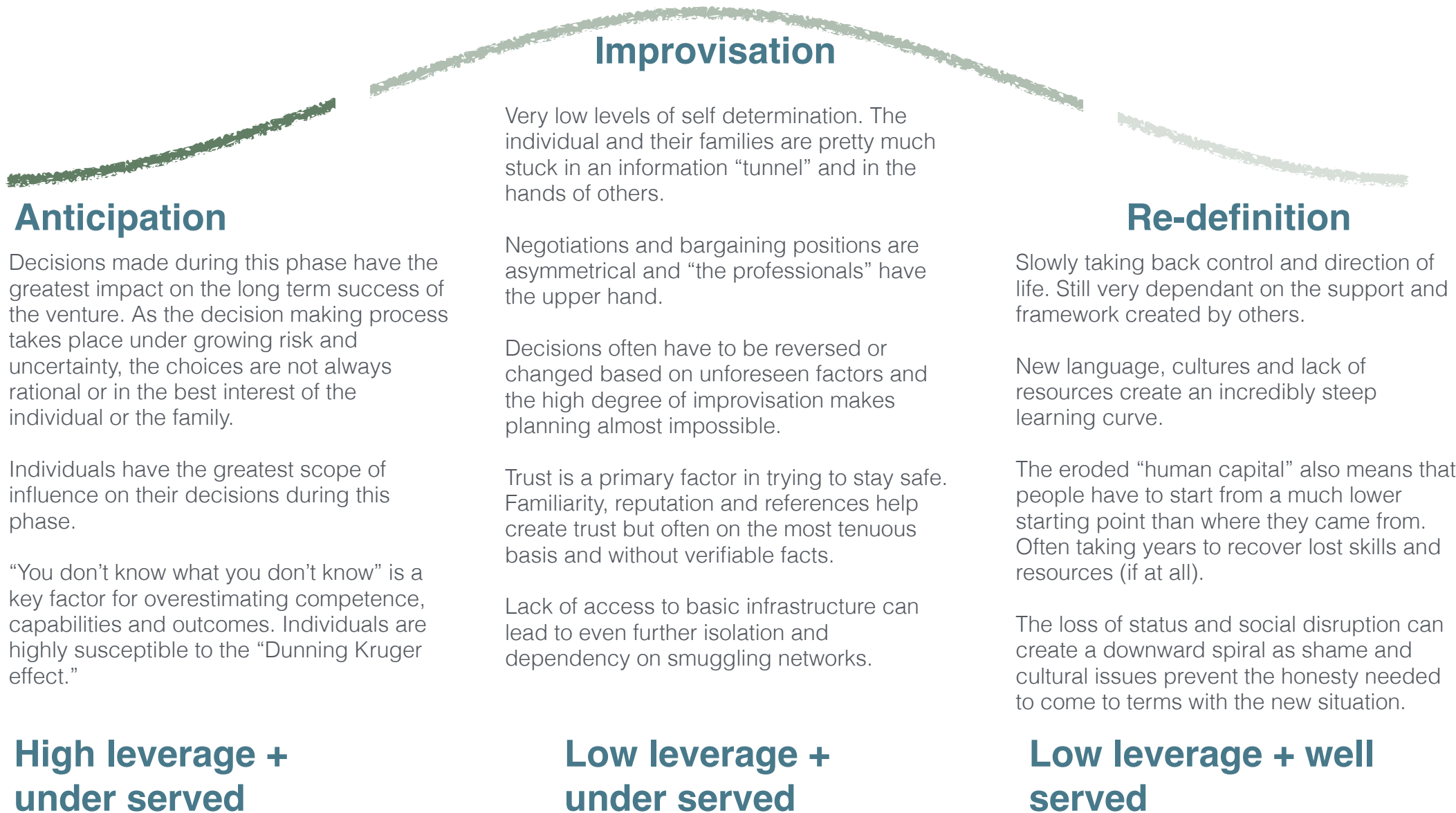
Settling for what you've got.

Slowly starting to build a "new normal" with what you've got and what you've achieved.

This can be either in the intended destination country, what was originally considered a transit country, or back home.

The experiences and opportunities you had will always play a role in how you feel about your new life.

Journey Decision Making



Initial high impact choice



Why Leave



War
Famine
Climate change
Disease
Fear

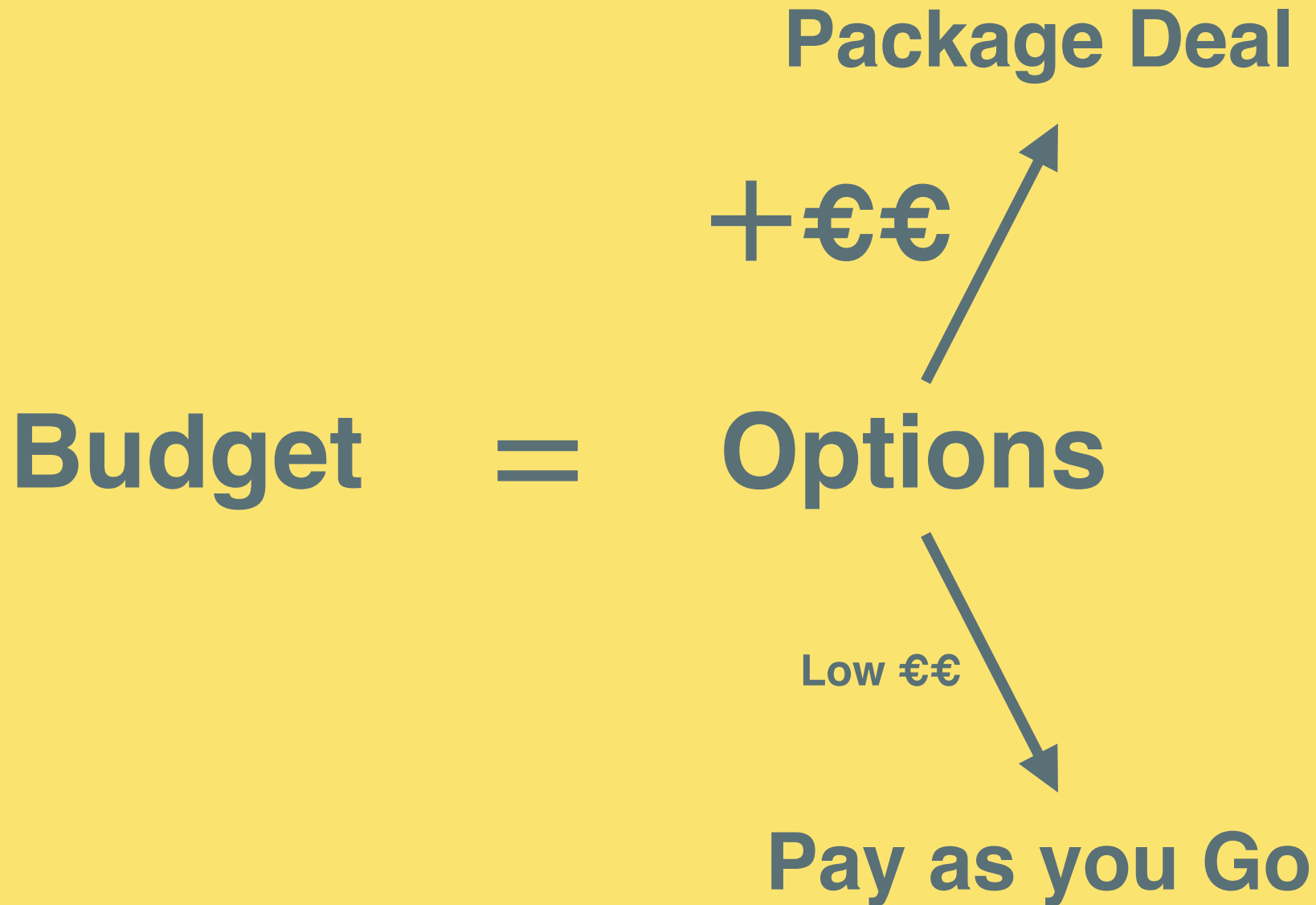
Involuntary, time sensitive, unplanned
= low potential to influence



Money
Dignity
Hope
Expectation
Better Life Options

Discretionary, planned and not time
sensitive = high potential for impact

How to leave?



Choosing a smuggler

= reputation x familiarity

Choice

=

Trust

—

Price

= $\frac{n. \times ((\text{distance} \times \text{mode}) + \text{services})^{\text{RISK}}}{\text{competition}}$

Segmentation: Scope of Impact

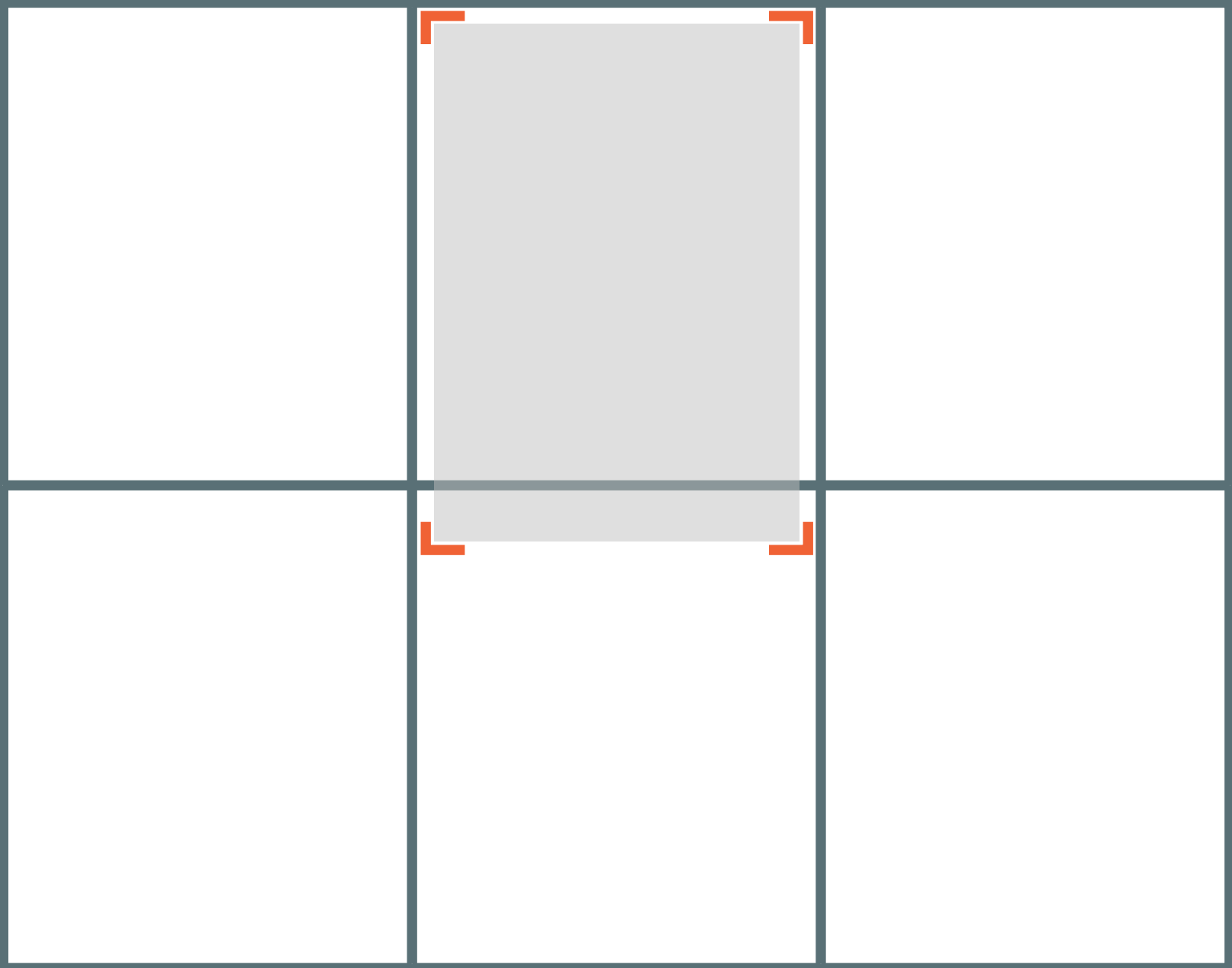
Pull factors

Push factors

Low income

Middle income

High income



**What does this
look like?**

Awate Bareh 17

Father disappeared recently. Suspected to have been taken by government forces.

Awate has been doing well at school until his dad disappeared. Now he is often late and his grades are slipping.

He is very worried about military service and worries that no one will look after his mother.

Money saved:
\$800



Mobile phone is a
lifeline



Mom Armana (33) - and younger sister Hewan (10).
They are very proud of Awate

Justice Adebayo 34

MTN technician in Nigeria. Responsible for maintaining the cell masts. Good income with family. Wife Rashanda (30) works at the local supermarket. Two children son Justin (3) and Shanita (2).

Troubles with local gangs. As he is away on maintenance trips his wife often gets harassed. Recently the gang held her at gunpoint and threatened to rape her. They dream of a better life for their children.

Money saved:
\$30 000



You...

German official. Doing well in your job until what appeared to be a fringe movement at first, introduced radical new reforms. At first you felt comfortable and still able to continue in your job.

Then you came home and your wife's car tyres were slashed. Your children came home from school with bruises they didn't want to talk about. Your boss started behaving weirdly towards you and you were excluded from meetings. Then one day you were fired and accused of stealing money.

You got kicked out of your home and no one wanted to hire you...



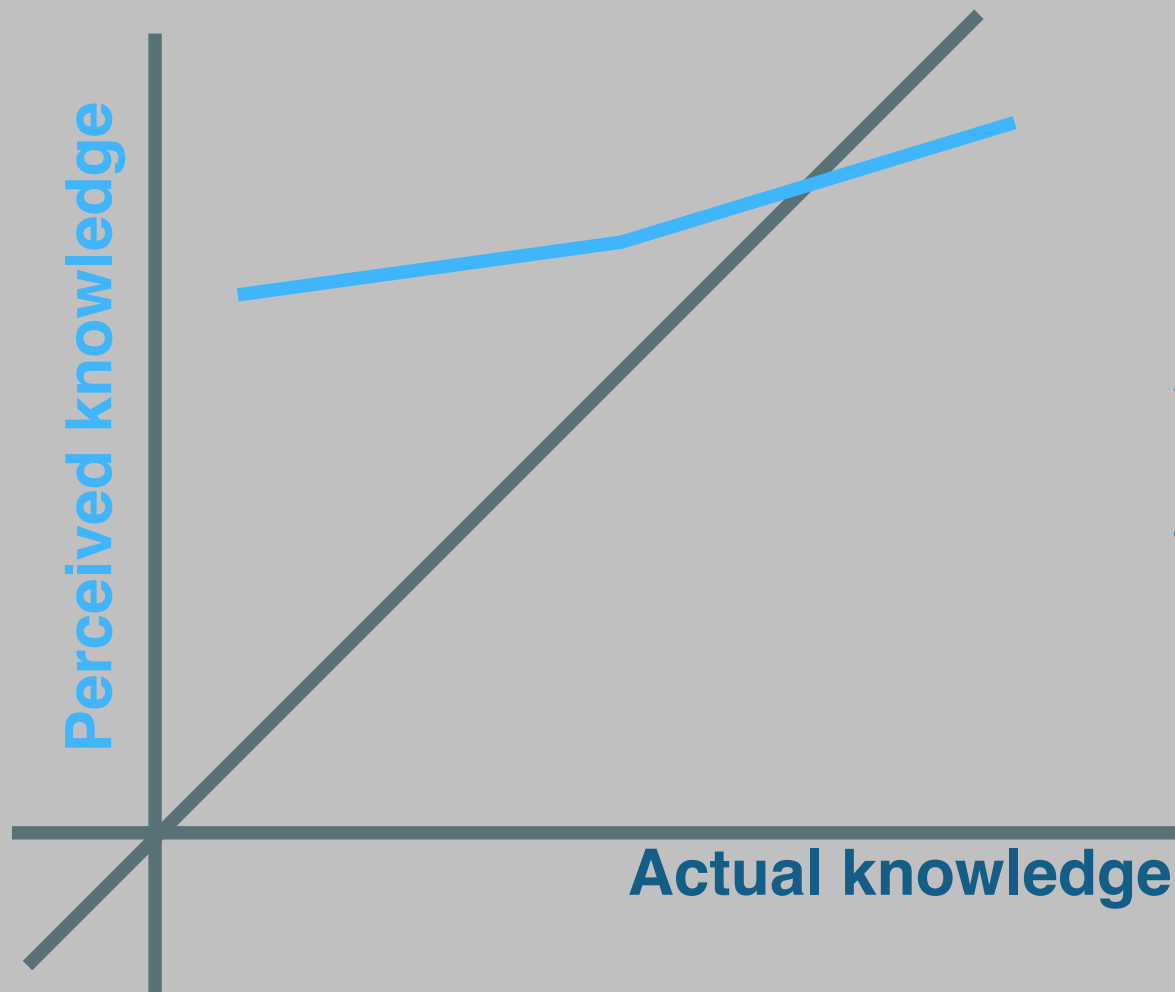
Strategien

Basic strategies

- 1. Early Detection**
- 2. Informed Direction**
- 3. Mobile Support**
- 4. Economic Substitution**

1. Early Detection

The well established psychological model of Dunning Kruger plays a central role:



Opportunities:

1. Behavioural tests for JTC (jumping to conclusions) and BADE (bias against disconfirmatory evidence)
2. Modelling and projection of outcomes
3. Exposure to more experienced people

2. Informed Direction

1. Most decisions are based on trusted and local sources e.g. an uncle or local elder
2. Remote sources are often biased because they don't want to share the "bad side" of living abroad
3. The current social network and opportunities are taken for granted or "invisible" in the calculation to leave

Opportunities

1. Trusted, locally accessible and personalised information
2. Transparent "marketplace of opportunities" comparing careers and countries
3. Increase visibility of opportunity costs

3. Mobile Support

1. Travelling on your own highly increases the risk of exploitation
2. Lack of real time tracking and reporting means family and friends “back home” are left in the dark about the safety and progress of migrants
3. Mobile phones are a pervasive technology and foundational in gaining and sharing information (and air time the gold currency)
4. Low awareness of aid organisations or legal options outside the smuggling bubble

Opportunities

1. Mobile companion with real time check ins (e.g. aYo/MTN partnership in Uganda)
2. Push communication to confirm and verify status
3. “911” style link to NGO’s and aid organisations (e.g. MeMe call me back service)

4. Economic Substitution

1. **“Pay as you go” is the predominant mode of transit across Libya**
2. **The risk of carrying money and the unpredictable nature of the risks faced means that migrants are forced into supplementing funds along the way**
3. **The informal sector and criminal activity are mostly the only (and involuntary) options for illegal travellers**
4. **NGO “Cash for work” schemes can be effective but are highly complex to “get right”**

Opportunities

1. **High labour intensive schemes directed at stimulating “hubs”**
2. **Holistic solutions (e.g. Coffee Circle) with improved human rights, nutrition, education and accommodation as a starting point**

Concepts

**“Try before
you buy”**

a.k.a. Skills Marketplace

Challenge

When deciding on a destination the migrant will often base their decision on the country “brand.” They can find lots of information about what the country has to offer in terms of labour, rights and aspirational lifestyles.

The reverse evaluation is not accessible. It is very difficult to understand how the destination country will see the migrant’s skills and what their specific life would look like in the destination country.

There is specifically no service or information source that makes it possible to compare destination countries from a (potential) migrant’s point of view.

Concept

Create a realistic idea of what Awate or Justice's life would look like in the destination country. What is needed to create their current standard of living? What does it look like if they come as a refugee seeking asylum versus coming through a regular visa.

Underlying this simulation is a marketplace for skills and labour. The migrant can compare various countries to see how much their particular skills are in demand AND the difficulty in achieving a regular job.

The virtual comparisons can be augmented by specific trade chambers sponsoring and supporting the development of individual trades in the migrant origin countries.



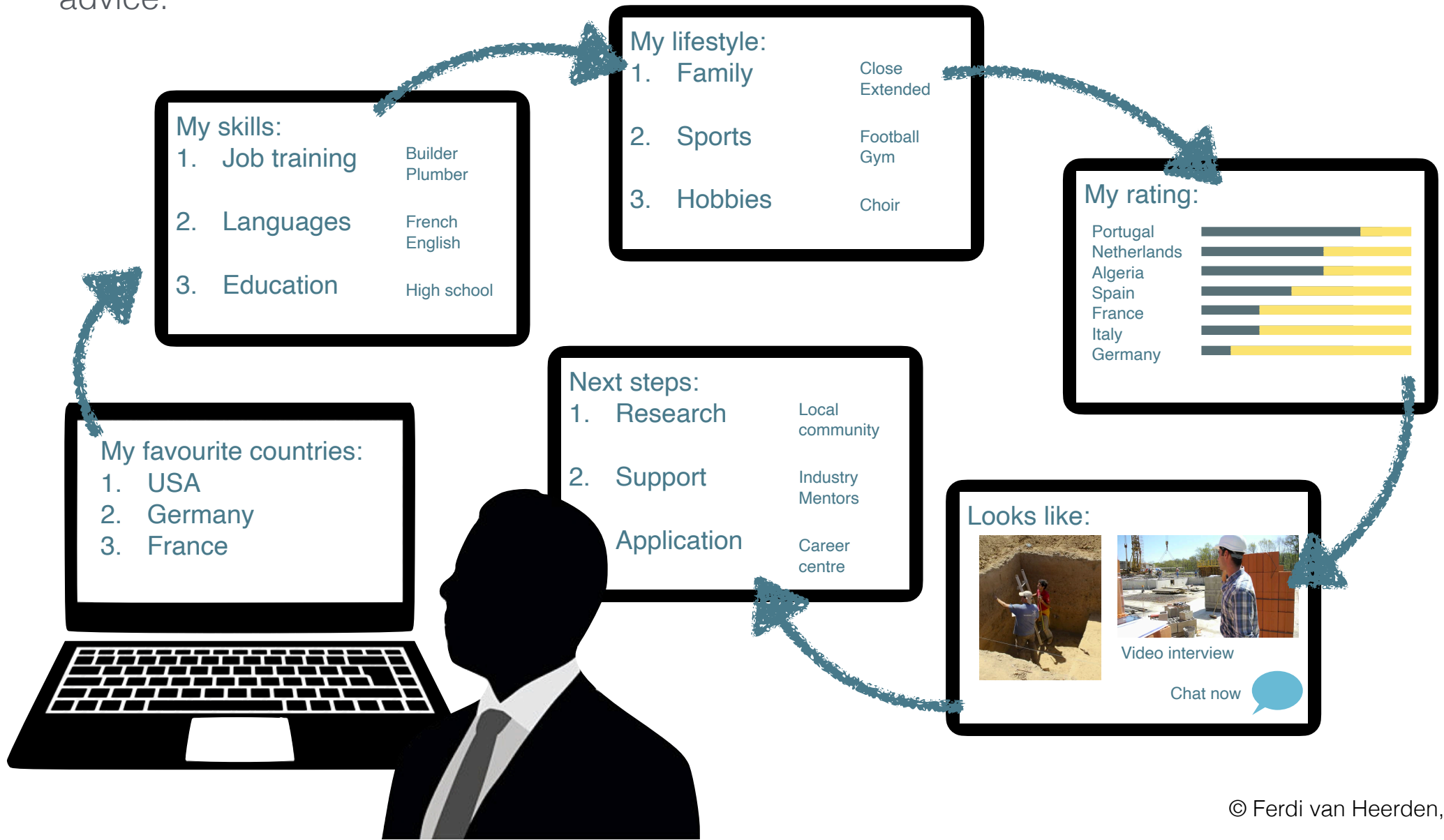
Potential providers



Mobile phone
Network providers

Engagement

A transparent rating system enables the comparison between various countries. Individual industry groups can provide deeper level of training and application advice.



“Golden Thread”

a.k.a. Options on the go

Challenge

At every step of the journey you are faced with decisions and changing circumstances. A once safe route is suddenly controlled by rebels, the price for a critical stretch has doubled or the trusted smuggler turns out to be working for criminals.

Currently it is hard to break out of a cycle of bad decisions because your options are constrained by who you know and the people around you. This lack of outside information and informed decision support only serves to strengthen the position of people bent on exploiting migrants.

Concept

Provide a platform that supports a migrant at every step of the way by providing the best legal options available to them.

At the start of their journey they sign up through a mobile service that requires them to check in at regular intervals. They can then update their budget, travel destination and other requirements. Based on these they can then be placed in direct contact to NGO's and aid providers or legal transportation services.



Potential providers

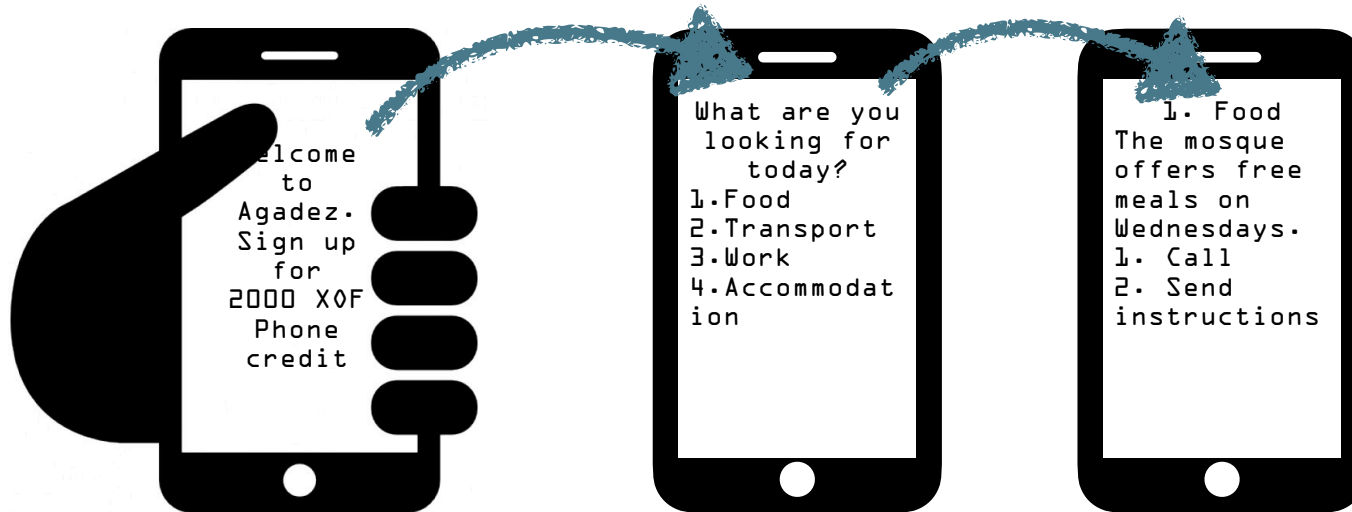


USSD deployment
e.g. MeMe/digitata



Engagement

The platform should be able to deliver the service on a lowest common denominator mobile network (USSD).



User profile contains useful data about destination and needs.

Provides the basis for regular check ins and customised advice/offers.

Local community can benefit from promoting their services on the platform.

Planning and insurance services can help improve options for next steps of travel.



User profile and phone GPS provide pin point routing to local security or NGO.

“Oasis”

**a.k.a. Micro-circular
Economies**

Challenge

Along the journey many migrants run out of money and need to replenish their funds. Currently this gap is met by the informal sector, extortion, exploitation and selling off of family assets.

By being stuck in a subsistence trap the lack of funds makes the migrant even more dependant on the criminal economy.

Concept

Create dedicated high labour intensive economic oases specifically on migration hubs. Establish micro-circular economies providing services to the local economy while creating jobs for migrants.

Waste management and recycling offer a particularly promising solution but other industries include textiles and manufacturing.



Engagement

It is critical that the “Oasis” is developed with and includes local communities.



*in certain regions feed production may take priority

Deployment Challenges

1. **Data security and privacy**
2. **Trusted local partners**
3. **Geography**
4. **Scale and impact**
5. **Risk profile for investment**
6. **EU data transparency**
7. **Political risk**

Next step

- 1. Pilot**
- 2. Pilot**
- 3. Pilot**

Thank you to...

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Thank you

Ferdi van Heerden
@ferdiv
ferdiv@gmail.com

Appendix

Digital Policy engagement

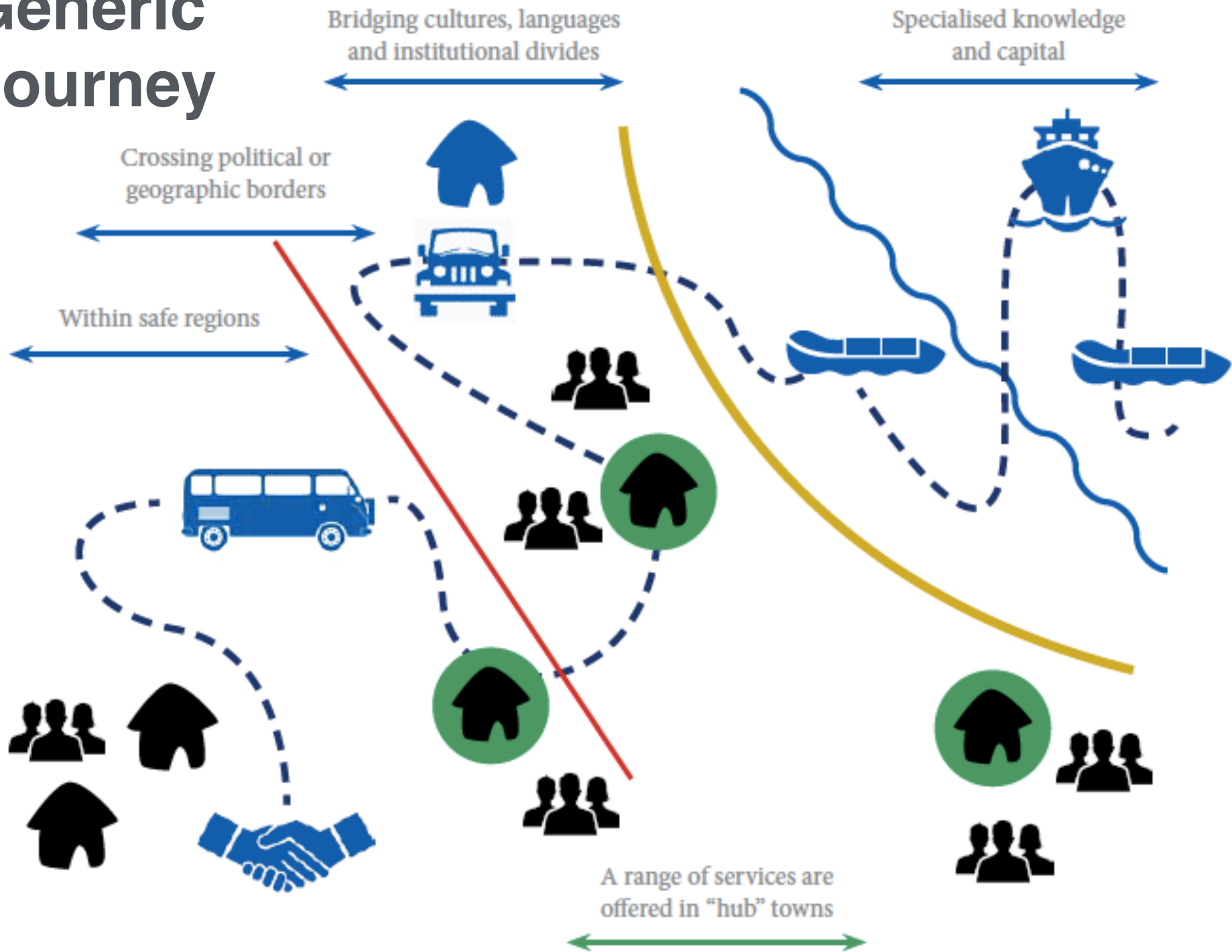
Adaptive

Effective

Efficient

Fragmented

Generic Journey



Worksheets

Justice:

The most valuable concept for me is:

It really makes a difference because:

One thing you must be careful of:



One thing that would make it even better:

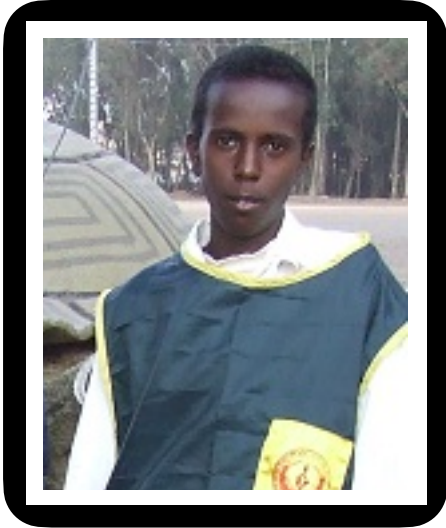
And here is an even better idea I just thought of:

Awate:

The most valuable concept for me is:

One thing that would make it even better:

It really makes a difference because:



One thing you must be careful of:

And here is an even better idea I just thought of: