

# DIRECT ENGAGEMENT WITH MIGRANTS USING MOBILE TECHNOLOGY



## MIGRANT CONTENT

- International migrants : 250 million
- Internal migrants : 750 million
- Roughly 1 in every 7 persons in the world is a migrant
- IOM assisted 20 million migrants in 2015
- International migrants from developing countries send back home well over USD 600 billion annually

**250 million**  
INTERNATIONAL  
MIGRANTS



**750 million**  
INTERNAL  
MIGRANTS



The goal is to have 1 million migrants using MigApp by end of 2018.

## WHY A MIGRANT APP?

### MIGRANT NEEDS

- A trusted source of reliable information
- Assistance to migrate safely
- Low-cost money transfer
- Information on:
  - migration risks
  - visa regulations
  - health guidelines
  - migrant rights
  - governments' migration policies
- Access to migration services and programs
- A secure space to communicate and tell their story



## MIGAPP AS A SOLUTION

- Migrants have accurate and comprehensive migration- related information at their finger tips
- Migrants will have access to IOM programs and services
- IOM will use big data to feed into programing for a more proactive response
- Beneficiaries of selected programs will engage with IOM
- Governments will have a platform to directly inform migrants
- Migrants will have access to verified, accurate information



- Migrant registration
- Money transfer comparison
- Migration services
- Notifications
- Migrant information
- "I am a migrant"
- IOM News

## THE VALUE PROPOSITION

- Analysing anonymized registration data to assist migrants better and faster
- Government messages & notifications reach more migrant communities
- Reducing the transfer cost of remittance
- Assisting governments to understand migration trends
- Countering human trafficking
- Assisting in bringing families together

# MigApp

Available to download  
From 18<sup>th</sup> December 2017  
(Available on Android & IOS)

## IOM - International Organization for Migration

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