

Amplify people's voices

'Meet, Share, Inspire' Conference
Ankara - Turkey
Pinar Okur - 25 September 2019



The problem

The challenge of connecting



Time consuming



Complicated



Expensive

Continuous conversation

We stay in touch with different communities via:



Upinion
Messenger



Facebook
Messenger



Progressive
Web App



WhatsApp

Methodology

What we do



Reach your target audience



Connect with them



Gather insights, opinions, stories..



Share information back with them about services and results

Our work In Turkey



Background

Turkey

Goal: improve living conditions of Syrians in Turkey while involving them in the change process by:

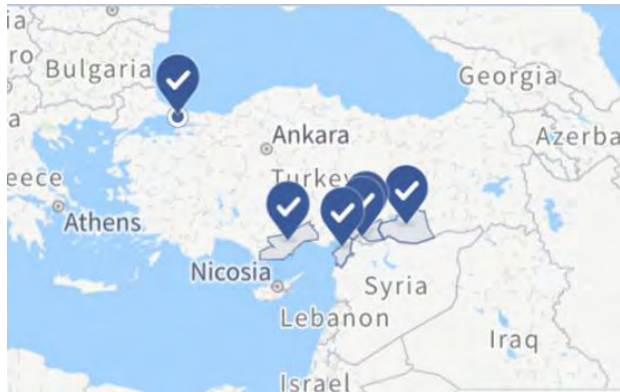
- Creating a strong connection between Syrian refugees and NGOs/UN agencies
- Creating a broad connection with thousands of Syrians in Turkey
- Creating a strong network with relevant stakeholders to connect them with the Syrian community in Turkey.
- Sharing information and results continuously with the Syrians



Methodology

Turkey

Facebook invite
message



Reach of Syrian refugees in
6 areas in Turkey.



Profile of respondents



Geographic composition

We have targeted 6 provinces in Turkey:

Istanbul (50%)

Gaziantep (13%)

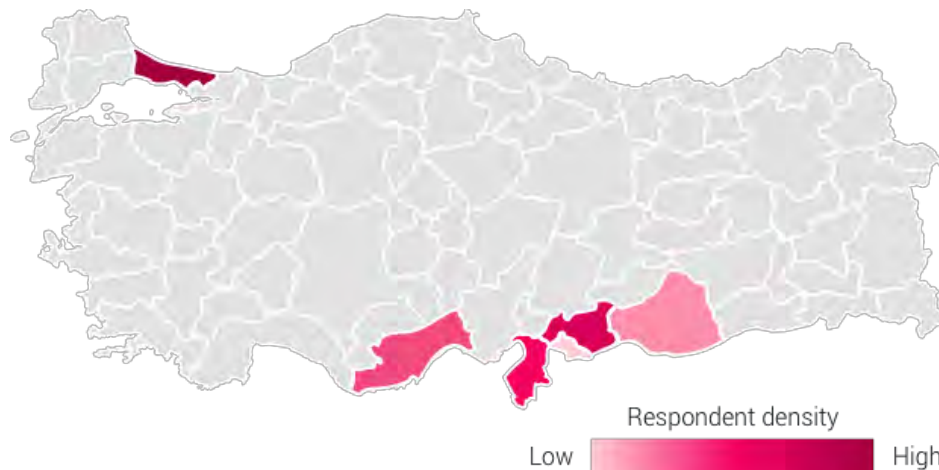
Hatay (12%)

Mersin (8%)

Sanliurfa (7%)

Kilis (2%)

Other (9%)



Results

Turkey

Over **7000 Syrian** respondents answered within 6 weeks via Facebook Messenger.

97% of them allowed us to contact them in the future.



7,000+

Refugees connected



77%

Male respondents



23%

Female respondents



Arabic

Language

Some insights

Challenges of Syrians in Turkey



Financial means: *"We suffer when it is cold because we cannot even afford heating in our place."* Preferred not to mention gender, age group 18-30, lives with a friend



Language: *"My inability to understand the Turkish language is my challenge."*
Preferred not to mention gender, age group 31-40, lives with spouse and children



Employment: *"Lack of job opportunities means we cannot afford our living expenses... We face all kinds of challenges in life because of the lack of stable jobs and the low wages."*
Man, age group 18-30, lives with a friend



Housing: *"We live in a camp. It feels like a prison. We don't have a dignified live..."* Man, age group 31-40, lives with spouse and children

Some insights

Do Syrian women face different challenges?



Yes: 53%



No: 47%

Their challenges are:

- Raising their children in difficult circumstances and inability to afford living expenses
- Getting a job or finishing studies when they need to take care of their children
- Having children and starting a family when they have to work for excessive hours to afford their living expenses (rent, food, etc.)
- Harassment

Some insights

To address these challenges

Syrians in our community suggest that:

- NGOs need to be more transparent, communicate with them more actively, and take their opinions into account. In this way, assistance provided can be will be regarded more fair.
- Chances for resettlement are necessary for many of them
- Working conditions should improve; for example, with normal working hours
- Free Turkish language courses need to be more available to enhance integration



What to expect

Impact we aim to see



Inclusion of displaced people in decision making



Better and customised **services** for displaced people



Easy **monitoring** leading to effective migration and integration **policies**



Thank



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