Here’s the problem:

- Dealing with the “what’s next?”
“I work at the UNHCR, but I have a quite junior position. I have a desk job where I reach out to job candidates and try to get them to consider UNHCR. But whenever there’s an emergency, anyone who has a useful skill is sent to the field. This is my first emergency mission. My father is Iranian so I speak a little bit of Farsi. I didn’t realize how useful that could be. Yesterday I was helping an Afghan woman carry her child across the Serbian border, and I was explaining to her what she could expect when we arrived. She was so comforted by the little information I could offer. I’ve seen so many faces light up just because they heard “Welcome To Croatia” in their mother tongue. I'm thankful for my desk job, but this is why I joined the UNHCR.” (Tovarnik, Croatia)
Duolingo: the service

Coming Soon
German for Arabic speakers!
Snapchat: the empathy
Why it’ll work

- A new, more personal method of donation
- Calls for less resources
- Unobtrusive, collaborative way to make a long term impact on refugee lives
How it’ll work

- Send a message to a Syrian refugee
- We’ve teamed up with Duolingo to help refugees
- Who fled home
- Learn a new language in their new home countries.

- What language do you fluently speak?
  - English
  - Turkish
  - Greek
  - German
  - Arabic

- Record a video of yourself saying the following:
  - “Hello, it’s so nice to meet you.”
How it'll work
How it’ll work

Duolingo → UNHCR (The United Nations Refugee Agency) → Snapchat
Further opportunities

- Not a bandaid-fix
- Figuring out this groundwork could help future crises around the world
Thoughts/Questions?