Today’s Refugee Crisis

• 65.6 million people forced to flee their homes

• 1/3 = Arabic Speakers

• Relying on smartphone = The “era of the connected refugee”
Arabic, E-Learning on the rise

<table>
<thead>
<tr>
<th>Arab Diaspora (7 million)</th>
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<tbody>
<tr>
<td>Professionals with MENA focus</td>
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<td>Arabic Students in the US (35,000/year)</td>
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<td>Classical vs. Dialect Arabic</td>
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A Win-Win Solution

Kate, PhD student, Baltimore

Noor, Syrian refugee in Beirut, unable to work in local economy

Gets: flexible language practice while creating cultural connection with native speakers via skype

Gets: access to income, marketable skills, professional experience.
A Win-Win Solution

Recruitment

Assessment – Interview & Training

Matching – Quality Control

Payment
Institutional Users

Universities

- Tufts University
- NYU
- BOSTON COLLEGE
- The George Washington University
- Duke University

Organizations

- British Council
- HP Foundation
- International Rescue Committee
- Qatar Foundation International
Refugees have self-generated over $170,000+USD 17,000+ NaTakallam hours sold
A Global Reach

Over 1400 unique users in 65+ countries
55 refugees in 12 countries
Difficulties on the ground

- Working conditions – Internet, office space
- Training – Professional / soft skills
- Financial barriers
Difficulties on the ground

Balancing professional and personal priorities

On the move

Psycho-social support
Lessons learned

- Partnership with local organizations
- Adapting training material – Online
- Communicating with customers
Lessons learned

Highlighting social contribution

Balancing refugee-centric approach

Ensuring human connection
“I lost any contact with the outside world because I am what they call here ‘a Syrian refugee’...NaTakallam gave me an identity again, helped me be part of society.”

-Salim, 31, Refugee in Beirut