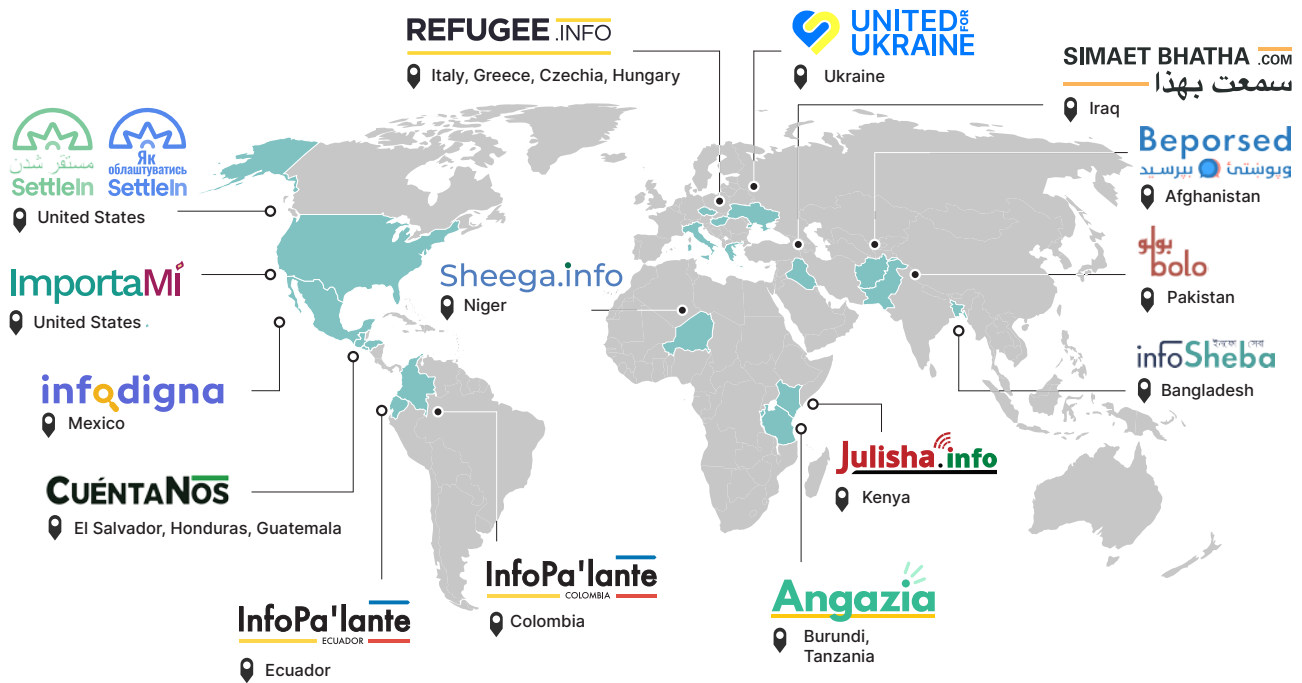


Signpost Program Overview May 2023

Signpost is a community-led information service that empowers its clients in times of crisis. Signpost delivers critical information through staff equipped with digital tools, digital channels and social media — providing communities with timely and actionable information to make critical decisions on the issues that matter most to them.



GLOBAL SIGNPOST INSTANCES

- Beporsed** | Afghans seeking resettlement information and access to services
- Bolo** | People in Pakistan seeking health, civil and legal support
- CuéntaNos** | People facing situations of violence in Guatemala, El Salvador and Honduras
- ImportaMi** | Unaccompanied children in the U.S.
- InfoPa'lante** | Venezuelan refugees and migrants in Colombia and Ecuador
- InfoDigna** | People in crisis along the U.S./ Mexico border and other key transit locations

Signpost Instance | Population it supports

- Julisha** | Refugees living in Kenya
- InfoSheba** | Rohingya refugees in Bangladesh
- Anagazia** | Refugees and returnees in Tanzania and Burundi
- Refugee.info** | Asylum seekers, migrants and refugees in Greece, Italy, Czechia and Hungary
- Simaet Bhattha** | Returnees and IDPs in Iraq
- Settle In** | Afghans and Ukrainians new to the U.S.
- Sheega.info** | People in regional, complex migration patterns in Niger
- United for Ukraine** | Refugees fleeing war in Ukraine

► IMPACT TO DATE

58 million

People reached with Signpost information products

8.2 million

Unique users accessing Signpost platforms

142,000

Two-way users receiving direct response from Signpost teams

54% & 27%
engagement rates

For websites and social media, respectively

► THE NEED

- The humanitarian aid sector does not consistently offer reliable, responsive information that responds to people's needs during crises. Many of the more effective communication approaches have either relied on providers at the center, only existed for a short period of time or are hyperspecific and not scalable.
- When Signpost first launched in 2015, there were 65 million forcibly displaced persons. By 2022, that number reached 101 million people — the highest it has ever been. With over 4 billion people using mobile internet worldwide, Signpost is uniquely positioned to help people in crisis, wherever they may be.

► THE SOLUTION

Signpost is the world's first scalable, community-led responsive information service.

Its programming is enabled by three core components:



Technology

Cutting-edge digital tools



Partnerships

International NGOs, tech companies, local partners



Evidence-Based Model

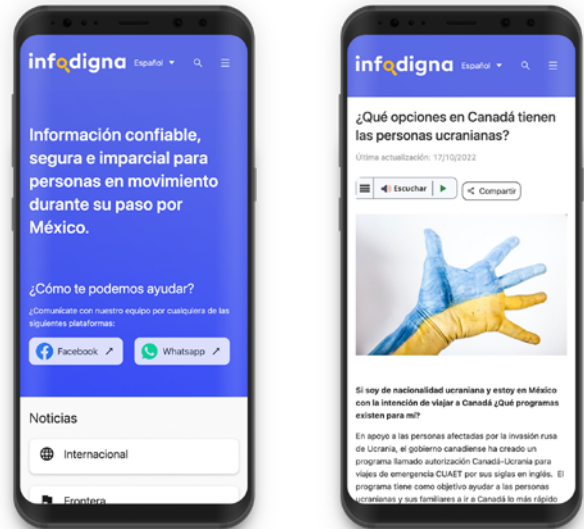
Backed by research

- Through this model, Signpost has created a thriving community-led information service targeted towards refugees, displaced populations and other people facing crises around the world. Programming is delivered via social media, websites, chat apps and directly through practitioners for maximum reach and accessibility.
- Signpost is an IRC-led interagency consortium project that currently includes, the IRC, Mercy Corps (co-founding member of the project), Internews, and Net Hope. Signpost also has longstanding technology partners including Google, Zendesk, and Cisco.
- Signpost's vision is to give the power of information to the most neglected and "last mile" communities in crises worldwide: to empower and equip refugees to reclaim a sense of control over their lives and make the decisions that are best for them.

TECHNOLOGY-POWERED

Signpost deploys technology tools to increase the reach, quality, and impact of its programming approach. Within 48 hours the Signpost tech team can deploy its core offerings to any crisis:

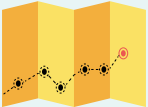
- A Zendesk-based omnichannel communication system that can manage messaging from major social platforms (such as Facebook, Whatsapp, Telegram), and serve as a quick-deploy call center
- Multilingual chatbots that help direct people to information before connecting them to a Community Liaison
- Offline-functional websites that provide informational content with a utilitarian design built in partnership with Google
- Service Maps that guide clients through service offerings, eligibility criteria, and contact information
- Live reporting and analytics on the content of inquiries, the location of requests, and the popularity of social media posting and articles



From the Zendesk base, Signpost can connect with a flexible toolkit of applications and integrations to meet project needs (cash distribution, identity verification, case matchmaking, user feedback tracking, case anonymization, document management, process management). The Signpost technology team has set an ambitious roadmap to break the mold of non-profit technology to become proactive and innovation driven. With a defined 3 year product roadmap and full team equipped with product, QA, and development staff, Signpost is well-positioned to proliferate a client-facing technology infrastructure across the humanitarian sector.

COMMUNITY-LED

Each new Signpost project, known as an instance, is developed through a series of steps to ensure it is designed to best meet the needs of the target population. Each instance is developed around its own unique identity, based on information landscape assessments. Clients are able to access resources and assistance through:



Local Service Maps
Geolocated maps of vetted service providers for access to essential services



Website & Social Media
Reach clients with relevant information, houses informational articles and resources



Two-Way Communication
Clients can ask direct questions and receive a response from a trained, local community liaison

Informational content is created and updated based on community needs. As the self-expressed needs change, Signpost teams use those trends to drive content creation.