



Digital**Undoc**

Report on the creative phase of the Supported Options Initiative

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Introduction

In April 2012 On Road Media* was commissioned by the Paul Hamlyn Foundation to deliver the creative phase of the Supported Options Initiative, which aims to provide support and advice to young people and children in the UK who do not have regular immigration status.

The purpose of our role was to increase understanding of the potential to use social media and digital technology to support the advice and information needs of young people with irregular immigration status, and recommend practical options for meeting advice needs.

The main audiences for this work are funders, voluntary and statutory service providers and the migrant, youth and advice sectors.

When deciding on a direction for this piece of work, we concluded that it would not consist of a formal research study. Instead we chose a very different methodology that would bring diverse voices and expertise together with the migrant and advice sectors and that would use action learning to improve skills and understanding of technology and its potential uses within these sectors.

We did this by running an “innovation camp”, a new process that brings together professionals on the ground, people who have first-hand experience of the issues, technical experts and innovators to devise solutions to a problem, using the web and digital technology, in a short space of time. Much of the preparation involves having conversations online and in person to find the perfect mix of participants who are primed before the event to reach the best possible outcome.

The ideas and learning that have come from this process, carried out between April and July 2012, were used to inform recommendations to Paul Hamlyn Foundation. This report is intended to summarise the process used, and the key issues identified.

The Process

On Road designed and managed a project which included the following core elements:

- Community building (on and off-line) through a website and social media sites
- A consultation for key people to determine the problems to address at an innovation camp
- A 2-day innovation camp

On Road liaised on a day-to-day basis with the Initiative Coordinator, Sarah Cutler, who reported to PHF Head of Social Justice and the Supported Options Initiative Steering Group.

*On Road Media is a social enterprise that works with marginalised and misrepresented groups to tackle social problems using digital technology, social and mainstream media.

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Aims of Digital Undoc

Since 2005, On Road's work with marginalised young people has incorporated new digital technologies as they have developed and shaped the new behaviours online with which most young people are growing up today. For the majority of young people, the internet, a PC or their mobile phone is the first port of call to find out information and communicate with friends. For these reasons, we have used social networks, video blogging projects and mobile technology to engage young people in a variety of ways. Research and scoping by Paul Hamlyn Foundation had suggested that there might be an opportunity here to support young people with irregular status. As very little has been done in this area, Digital Undoc's aim was to deepen understanding of barriers and opportunities for use of digital technology for this group, and if possible to come up with creative ways of getting information across using technology.

Little is known about the level of access that young migrants have to technology and the web, especially those on arrival, but, anecdotally, organisations informed us that there is access amongst certain groups and that this is increasing all the time. Our starting point for this work is to assume that there is access at some point along that young person's journey and/or that is available to the people that come into contact with a young person and may wish to help them. In the wider context, access is increasing all the time in the UK. In 2010, 44% of children aged 5-10 and 95% of children aged 11-16 owned a mobile phone. 25% of all children with a mobile phone access the internet through this device. In total, children and young people aged 7-16 who use the internet reported spending an average of 2 hours online per day in 2010, rising from 1.6 hours per day in 2002¹.

On speaking to the Initiative Coordinator, we learned that none of the successful grantees had a strong social media or digital component to their proposals and this was something that had been noted across all of the applications to the Supported Options Fund. On speaking with the six grantees and looking at several websites in the sector, we learned that although most migrant and advice organisations have websites, which often hold a lot of information about their services, very few use social media, video, audio or other interactive ways to communicate with young people, reach new audiences and share information in accessible and interactive ways. This is due, in part, to the known challenges organisations face when supporting young people with irregular status who often wish to remain hidden - for example, a lack of trust, invisibility and language barriers - and we wanted to find out if we could overcome some of these problems with useful interventions using web and digital technology. These organisations, much like the rest of the voluntary sector, have yet to experiment with other uses of digital technology and to discover the potential of working with digital experts to devise new ways of overcoming their problems to improve their services.

Our task, therefore, was to "shake things up" and involve a number of professionals in the migrant and advice sectors, starting with the grantees, with an innovative piece of work designed to get people thinking differently about how they might approach problems using digital or part-digital solutions. We wanted to end up with some concrete ideas for digital projects as well as creating learning opportunities for participating organisations. Learning best uses of social media and digital

¹ UK Council for Child Internet Safety, published UK, 2011
http://www.saferinternet.org.uk/Content/Childnet/Safer-Internet-Centre/downloads/Research_Highlights/UKCCIS_RH_16_Childwise.pdf

tools, as this report will show, is first and foremost about thinking and working differently, and learning to use (often simple) technology happens afterwards. Therefore, our aim was to provide opportunities for professionals in the sector to collaborate and benefit from the thinking and behaviours of professionals in the fields of the web and digital technology and show by example from other sectors where digital technology has been used to address a social problem.

We also wanted to build an informal online network, using social media, in the lead up to the camp, both to disseminate learning from the process and to involve a wider audience in the activities, over and above those that could physically attend the event. This online network would also serve to connect people in the migrant and advice sectors with professionals from web and technology fields in the run up to and following the camp.

And finally, we wanted an opportunity to air the thoughts and fears of organisations about using the web, to share these opinions with a wider audience online and to have a constructive dialogue about when these fears might be reasonable and when they may not. In doing this, we hoped that we could create a space for new ideas and ways of thinking to emerge.

What are social media and what do we mean by digital technology?

The first phase of the web, also known as Web 1.0, was characterised by “static” websites; websites that rarely change and that do not invite user-participation. Typically, they consisted of “Homepage”, “About Us”, “Projects” and “Contact Us”.

Web 2.0, or the second phase of the web, saw the rise of user-generated content online. The modern web user arrives at a site thinking not only “what can I learn here” but “what can I *do* here, if I wanted to.” Whereas mainstream media and web 1.0 websites share information with people in a broadcast way, social media allow people to share information with each other, without the need to go through an organisation or media outlet. Facebook, Twitter and blogs are all examples of web 2.0 websites that have transformed the way we produce and share information.

“Social media” is often used as an umbrella term for any content (a comment, photos, video, a blog post) created by somebody online and “digital technology” is used to describe a whole range of tools from mobile phones to applications to websites through which this content is shared or problems are solved.

Examples where digital technology has been used to address a social problem:

Patchwork HQ

Designed in response to the Baby Peter² case in 2006, Patchwork³ is a simple web application which allows users across multiple agencies (Police, NHS, social services) to quickly and simply access the contact details of other front line staff working with their clients. “By helping practitioners communicate better across organisations, Patchwork means more effective multi-agency working.

² http://www.haringeylscb.org/executive_summary_peter_final.pdf

³ <http://patchworkhq.com/>

The application is accompanied by a bespoke change programme designed to support more effective multi-agency work practices.”⁴

Buddy

“Buddy⁵ is a daily digital diary where young people with mental health issues can record their mood and what they did that day via SMS. These details are shared with their therapist and feed into their sessions together to help users understand their condition and plan goals to work towards as part of their recovery.”

Examples of where social media has been used to create social change:

It gets better

In September 2010, US journalist Dan Savage created a YouTube video with his partner Terry Miller to inspire hope for young people facing harassment. In response to a number of students taking their own lives after being bullied in school, they wanted to create a personal way for supporters everywhere to tell LGBT youth that “it gets better”. The It Gets Better Project⁶ has become a worldwide movement, inspiring more than 50,000 user-created videos viewed more than 50 million times.

Savvy Chavvy

Savvy Chavvy⁷ started in early 2008 as a citizen journalism training initiative where 50 young Gypsies and Travellers learned to use social media and create their own free network to link them with their trainers and each other. These young people are often subjected to racist abuse online, and rather than broadcasting their stories in public, what they needed was a private space to socialise online. The award-winning Savvy Chavvy site now has 5000 members – a high proportion of the Traveller community – and is widely used for exchanging photos and video clips and joining campaigns. Natural leaders have emerged who have now been trained to administer and moderate the site.

How do migrant and advice organisations use social media and digital technology?

According to the recent 2012 Digital Giving Review⁸ published by Give as you Live, 47.5% of charities use social media channels to cultivate relationships and support for their cause. Although research to demonstrate how migrant and advice organisations compare with this statistic was not in the scope of this phase, from talking to people and looking at organisation websites throughout this

⁴ As above

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http://www.nesta.org.uk/areas_of_work/public_services_lab/reboot_britain/assets/features/buddy_from_sid_ekick_studios

⁶ <http://www.itgetsbetter.org>

⁷ <http://www.socialbysocial.com/book/savvy-chavvy>

⁸ <http://digitalundoc.files.wordpress.com/2012/09/dgr2012.pdf>

process, we can safely assume that they are falling well below this figure. We can see that most of their websites are “static” (non-interactive) and that social media sites like Facebook, if they are being used at all, are, at best, used to broadcast news to other organisations about what the organisation is doing and are not used to communicate with or disseminate information to young people.

When it comes to using digital technology to solve particular problems (like the examples above), this is a new concept for organisations. Dan Sutch, head of development research at the Nominet Trust, said in a recent article in the Guardian⁹ that, for voluntary sector organisations, “when it comes to digital technology, working with those who have expertise in understanding, using and developing digital technologies can maximise the value of using technologies for social good and are crucial to developing new ways of addressing social challenges.” This sort of networking and collaboration is not happening at the moment and it’s something we aimed to kick-start with the camp process.

Challenges and fears

We found that the fears and obstacles faced by organisations in these sectors tally with the rest of the voluntary sector but are intensified by dangers, both perceived and real, around communicating with vulnerable young people online.

The organisations we spoke to are reluctant to use social media to share information with clients because of:

1. Lack of knowledge and skill in-house about how to use social media effectively
2. Lack of resource and time to invest in compiling a strategy that would ensure the safety and privacy of the young people they are trying to reach and the appropriateness of the technology in which they should invest time and resource
3. Lack of understanding of online behaviour at management level which leads to often unfounded fears about using the web and prevents other people within the organisation who may be more enthusiastic about using social media from doing so
4. An assumption that some of their target group won’t be using the web to access information
5. Fear that the information they need to transmit is too complicated to do through social media (in particular concerning specific legal information that is likely to be very case-specific)
6. Concern that giving immigration advice is only permitted if you’re registered to do so
7. Trust – a lack of knowledge at how to go about building trusted entry points to information for young people who will be frightened and unlikely to trust previously unknown sources of information
8. Language barriers
9. Assumption that engagement comes through physical networks and word-of-mouth and that migrants would feel unsafe using social media that could be monitored by authorities

Our challenge was to explore some of these problems during the camp, encourage participants from the migrant and advice sectors to learn ways around them and, through their learning and our own observations, to devise ways that we can support these organisations beyond the creative phase to overcome these barriers.

⁹ <http://www.guardian.co.uk/voluntary-sector-network/2012/aug/14/charities-digital-media-solve-problems>

The Community

Our website www.digitalundoc.com was the main source of information for camp attendees and interested parties throughout the project. We also maintained a blog and a twitter feed throughout.

We have a network of 230 individuals and organisations on Twitter who are following our progress and sharing news with their networks. This network continues to grow as we share news of the winners from Undoc Camp. In July alone, over 21,000 Twitter accounts were reached with over 43,000 impressions (the number of times tweets were delivered to timelines).

You can see from Appendix 5 (the press report) that at least 20 other outlets (organisations, bloggers and press like the METRO article¹⁰ on 20th September 2012) wrote pieces about the project. The aim of building an informal network online was that reports like the METRO article can be shared amongst an appropriate and specific network of organisations that we have cultivated throughout this phase.

Undoc Camp

Camp Consultation¹¹

On 28th May 2012, two months prior to the camp, we invited each of the initiative grantees along with a handful of other experts to take part in a Camp Consultation¹² at Paul Hamlyn Foundation to ascertain their priorities – what were the main problems they faced when trying to get information and support to children and young people and where might interventions be made using the web and technology?

The aim of this session was to come up with a handful of specific problems¹³ that could be acted upon by teams (made up of experts like the grantees, web technology and design people, social innovators and people who have experienced the problems first-hand) who would come together at the full 2-day camp in July. You can read about the outcomes of this consultation in full [here](#)¹⁴.

We asked them not to prepare anything for the session but to bring themselves and their thoughts and experiences for what turned out to be an enjoyable and productive day.

We split the group into teams and asked them to come up with user-journeys for a selection of young people, based on their experiences with this group. We gave them a big sheet of blank paper, pens, magazines, glue and stickers and urged them to be as creative as they liked. Once they had plotted out the journey of a young person, together, as a group, we identified points along the

¹⁰ <http://www.metro.co.uk/news/newsfocus/911826-undoc-camp-helps-thousands-of-uk-children-with-immigration-uncertainty>

¹¹ Video taken at the consultation of grantees explaining what they hope to get from Undoc Camp http://www.youtube.com/watch?v=GT94jbeBD0c&feature=player_embedded#!

¹² Deep Dive held at Paul Hamlyn Foundation on 28th May 2012

¹³ The list of 6 problems <http://digitalundoc.com/6-questions/>

¹⁴ See here: <http://digitalundoc.files.wordpress.com/2012/09/user-journey-camp-consultation-180912.pdf>

journey where interventions using technology could occur. We also came up with some ideas about what sorts of services or web technologies could be applied in these places.



Figure 1 A user journey created at the Camp Consultation session on 28th May 2012

The 6 problems we identified as a result of the consultation, and which were then posed to the attendees of Undoc Camp, were as follows:

1. **Arrival:** How can we help young people orientate themselves when they're new to the UK? How could we help them to know what to expect or to be aware of the services that are available to them?
2. **Legal advice and support:** How can we use tech to demystify the legal process for young people? How can we help them to find the best practitioners and services and to gain a sense of ownership of their situation?
3. **Self-help and well-being:** How can we help young people to experience a better childhood in their "stable" period? (While their applications are being assessed, for example.) How can we encourage mainstream services to acknowledge and be more accessible to young undocumented migrants?
4. **Awareness:** Linked to point 3 above, how can we increase understanding amongst media and public services about what irregular status is and what impact it has on children's lives? For example, if you're a teacher, how can the web help you to be more aware of the practical and emotional needs of a child in your class with irregular immigration status?
5. **Trust:** How can we use technology to build trusted connections with people who may be frightened of accessing support for fear of detention or deportation?
6. **"Returns":** How do we support young people to prepare, emotionally and practically, to return to their country of origin, whether they're in families or alone in the UK?

Undoc Camp Day 1 & 2¹⁵

Camp Attendees

¹⁵ The pre-camp information given to participants <http://digitalundoc.com/undoc-camp-info/>

We made a comprehensive list of key people from migrant, advice and legal organisations and, where possible, met them in person, spoke to them on the phone or emailed them to explain the work and invite them to the camp. During Refugee Week, our team went to several events to meet people and explain what we were doing, both with the aim of encouraging people to come to the camp and to raise awareness of this piece of work.

Through several of these organisations, we were able to invite young people with first-hand experience of these issues. We designed a flyer¹⁶ to advertise the camp to young people which made it clear that their contributions would be treated in confidence, ensuring that they felt safe to participate. We used the flyer to advertise bursaries for travel and accommodation and encouraged young people to bring someone from the organisation they were working with.

70 participants (90 over both days) made up of members of different migrant communities from all walks of life, lawyers, case workers, teachers, project managers, software developers, designers and social entrepreneurs - all of whom we had either met or with whom we had spoken - registered and came to the camp. Here is the full camp [agenda](#)¹⁷ and list of [participants](#)¹⁸.

Day 1

Based on our experiences of running and attending camps, we thought it was really important to start the camp off on a stimulating and inspiring note. So, we put together an evening of speakers and performers that would set the tone and give participants just enough information, without overloading them, to return the next morning raring to go. It was important that **a)** the “techy” people understood enough about the issues to approach the problems with some understanding and **b)** the migrant and advice organisations understood enough about the possibilities of using technology to come to the camp feeling inspired and hopeful about coming up with new ideas.

We began by setting the scene with an interactive presentation from young people with first-hand experience of the issues. [Refugee Youth](#), a community organisation for young refugees in London, designed an opening session which saw them interrupt the compere’s introduction to ask people at their tables to fill out a registration form. Some participants were ignored, some were gruffly addressed and some were asked to fill out several forms. After a few minutes of confusion and, in some cases, irritation, one of the young people clapped her hands and called her team to the front of the room. They chaired a discussion with participants about what it felt like to be treated in this way, which allowed them to explain in their words what it was like to “be in limbo”. [Frances Webber](#) describes the experience well in her [blog post](#) that followed the event.

We then had presentations from organisations on the front line: Baljeet Sandhu (Islington Law Centre), Alice Myers (Children’s Society) and Maryam Pasha (Migrants’ Rights Network). They described the realities of their jobs and the problems they faced when trying to reach young migrants with advice.

¹⁶ See flyer here: <http://digitalundoc.files.wordpress.com/2012/09/undoc-camp-flyer-for-young-people.pdf>

¹⁷ Appendix 1 : Agenda

¹⁸ Appendix 2 : Participants



Figure 2 Refugee Youth Presentation at Undoc Camp

In the third and final session we asked, how can technology help? Three speakers from organisations that have used the web and digital technologies to solve social problems explained how to go about devising solutions using digital technology: Carrie Bishop (FutureGov), Adil Abrar (Sidekick Studios) and Adizah Tejani (Apps for Good).

Day 2

The next day, participants were briefed at the beginning of the day about how things would work. They were given separate rooms to work in, one space for each of the six problems. They were told they could move around between groups if they wished and they were given milestones to reach at certain points of the day, i.e. by a certain time they would have to have defined a specific problem, come up with an idea, explored options for the idea, prepared a presentation, etc. They were tasked with working out what the product would do, who it would be aimed at, how it would be sustainable (for example, would it be attached to an existing service or would it be a standalone product?) and how would they market it?



Figure 3 One of the teams working on their idea in the Paul Hamlyn Foundation boardroom

Winning Teams¹⁹

At the end of the day, each team pitched their idea to a panel of 5 judges²⁰. The pitch lasted 4 minutes with 4 minutes for questions. The judges were given instructions to decide on the winner based on the 5 areas of focus given to the teams at the beginning of the day:

¹⁹ Appendix 3: Full list of all 8 pitches here: <http://digitalundoc.com/2012/07/18/all-the-pitches-from-undoc-camp/>

1. What is the particular problem your idea will address?
2. What are you going to build, and why have you chosen this technology?
3. How will you get people to use it?
4. Who will pay for your idea, and why?
5. What do you need to do next, and what help do you need to get there?

Judges were asked to select a winner based on how they scored against the criteria above and on the likelihood of the team being able to make their idea a reality.

Winner: “Exceptional Funding Project” – previously “Migrant Hope” (awarded £5000)

In anticipation of the changes in legislation making access to legal aid more restricted from April 2013, this project will work with young people up to the age of 21, helping them to access last-resort funding for legal support. It is a secure, online, referral system that will help young people apply for an exceptional funding scheme, proposed by the government, when legal aid is no longer available for immigration cases. The young person will seek help from a referrer who will input information into a secure database. With one single log-in, referrers can input case information directly into the website, referring the individual directly to the scheme and matching them with specialist volunteers who will determine if the funding decision can be challenged.

Runner-up: “First Start” – previously “First Help” (awarded £2500)

This project looks at issues of identity, belonging and not knowing who to trust as well as the chaos and confusion undocumented migrants face. First Help will be an important tool for people coming into the country for the first time, helping them to feel less disorientated.

It starts with a text messaging service. The person will send a text to a phone number and receive a response in their language with the following:

- Link to a url, with information and videos also posted on YouTube in their own language with advice on money, clothes/shopping, support services and community networks
- Link to an IP address showing the person’s location and services in the area
- Points of contact in their journey for other services.

Runner-up: “Second Friend” (awarded £2500)

An app and website that will help young people, who may not be aware of their status, connect with others who can support them. It is a trusted connection that is fast, easy, anonymous, confidential and secure. Using the app, young people would be able to:

- Choose a field they need support in
- Enter an anonymous nickname
- Start a live chat with professionals from organisations who are registered with the service.

Teams received their grant letters in October 2012 and must spend the grant money by the end of April 2013. Updates on how the teams are getting on will be posted on the project website, www.digitalundoc.com.

Learning

Camp methodology

The “camp” process that we used was modelled on ‘hack days’ or ‘unconferences’, which have their roots in the technology sector. They were originally devised so that developers and designers could get together and solve tech problems. With Undoc Camp, we adjusted the format to open it out to professionals in the migrant and advice sectors and young people, as well as tech experts, with the aim of stimulating fresh thinking and tackling the 6 problems we identified using technology and the web.

On Road spent the majority of our preparation time sourcing the right people and endeavouring to strike the right balance between tech experts, migrant and advice sector professionals and young people.

All of the groups on the day had a good mix of skills, some better than others, and one of the judges said in an email after the camp, “I thought you had got the balance right between people who are active and expert in the field and the geeky/tech people...so, we had good policy/problem led proposals, not geek led ones.” However, 2 groups lacked technical expertise, which they felt let them down. One team member said of their group, “our team was tough and some people were hesitant to use technology...We needed more tech people. It took a while to break people out of their traditional way of thinking which is more project-based and frontline services.”

So although the camp was heavily oversubscribed, and for the most part, the teams were well-balanced, we were let down on the day by absence of 4 technical people, which would have made a difference to the teams who were heavy on the migrant/advice organisation side. In the future we might consider paying for technical experts to attend.

Common themes

Across the groups, some common issues emerged:

1. **Audiences.** There is a need for organisations to have a better understanding of how their target audiences use technology. Although we were working under the assumption that young people increasingly have access to the web and a mobile phone, organisations were, for the most part, guessing at how their clients use technology and the web. More research and groundwork could have been done prior to the camp with organisations (we worked mostly with the 6 grantees in the build-up to the camp), like an online survey for organisations who work with young people. At least one academic specialising in this field was invited to help inform discussions.

2. **Multi-channel solutions.** Organisations should look at using many channels online, not just one platform like Facebook, for example. Someone from the camp said in their feedback that “multi-channel solutions may help to address the differences in the way different young migrants will access them at different times and in different contexts. They can also contribute to the notion that trust has to be built over time and that the impact of new technology might be cumulative.”
3. **Technology and privacy.** One of the winning ideas (Second Friend) uses smart technology that supports anonymity and privacy i.e. you do not have to login to speak to someone and the internet browser that you use will remove all trace of you when you visit the site. The widespread use of this technology could, over time, go some way to increasing young people’s level of trust in visiting sites for information and support.
4. **First-hand stories.** There was an understanding amongst the groups, based on how other groups of young people respond to social media, that publishing real voices and stories from young people, who have first-hand experience of having irregular status and of using services, will encourage other young people to use digital technology and social media.
5. **Organisation learning.** The potential to learn more about the young people that organisations support by trialling different ideas may be great. For example, could the trialling of video feedback from clients, who have used services and are willing and able to share their experiences online, help to generate knowledge and data about young undocumented migrants?
6. **Voluntary participation.** There is significant potential for digital technology and social media to assist organisations to maximise the potential of voluntary action through supporters online and young migrants themselves – for example, involving previous clients with marketing and evaluating services online, thereby increasing levels of trust over time through content produced by young people who have first-hand experience of an organisation.

Learning from camp attendees

We spoke with several attendees after the camp, collected evaluation forms and encouraged participants to blog and share their thoughts after the event. Here are some of the key lessons that were learned by attendees:

1. **Recognise the limitations of digital as well as its potential.** Digital can’t replace face-to-face communication or recreate the relationship between solicitors and migrants, for example, so in that case the best thing to do is to use digital to facilitate it more efficiently. (This had been an initial assumption within the Supported Options Initiative).
2. **Use what’s there – don’t reinvent the wheel.** Don’t use technology for the sake of it. It’s important to clearly identify where the added value might be. Attendees learned from the digital experts how to come up with good ideas at the camp that demonstrated a balance between existing online services and ideas for added functions that enhanced and

customized the experience for a particular user group. For example, it's important to avoid trying to create another version of Google, which is already the answer to many information needs - it may be better to support existing or new social networks online to become better sources of trusted information and connections.

3. **Building trust towards unknown people and support organisations.** Knowing about, learning to discern and eventually trust existing information sources is vital. There is a lot of relevant information for migrants around, but few people are aware of it. If information is easily accessible and created by young people that have already experienced these problems and can comment on these services in their native languages, this will encourage the sharing of information online and may lead to the gradual building of trust towards these organisations.
4. **Access to web and technology on arrival.** Using SMS (text) technology may be one of the best routes to young people on arrival. Although we do not have a clear idea about the technology that young people have on arrival, anecdotally, we hear that many young people have a basic mobile phone or access to one. Access to mobile technology is increasing and we can work on the assumption that SMS remains the most likely technology that a young person will have access to on arrival or soon after.
5. **Technical solutions should provide a way to get in touch with professionals, when needed.** Each young person will have different needs and problems - technology and web can provide entry points to support for these young people in a standard way but beyond that point, a professional may have to intervene with bespoke assistance.
6. **Match online and offline activities.** Where possible, digital components to projects should be explored.
7. **Appropriateness of technology.** Aim at the lowest common denominator – try to find out what most people are using and explore those options whilst thinking about the future too – for example, it is likely that most phones will be “smart phones” in the next few years (i.e. will be internet enabled with applications)
8. **Link up organisations with the web.** One attendee learned at the camp that whilst some migrants may end up accessing many services, others may never get in touch with any structured assistance for years. Projects should be encouraged that connect those organisations, helping them to act together and become more efficient towards their users.
9. **Working together with digital experts.** There was a lot of feedback from participants from all backgrounds at how their assumptions and patterns of thinking were challenged throughout the process which led to openings and the ability to consider different approaches.

10. **The importance of 'lightness'**. One participant wrote the following in a blog post²¹:
“Something that Adil Abrar mentioned during his inspiring talk (on day 1 of the camp) – heavy subjects don't have to have all the fun removed. His words must have resonated as the groups that showed designs as part of their pitch all reflected this message – focussing the tone on the audience rather than the difficulties they were facing. Within my group, we had a lot of fun and good humour which really helped to bring out great contributions from everyone.”

Specific concerns for young people with immigration issues that emerged during the camp:

1. **Security.** Whilst it was not in the scope of this project to explore this area, issues of trust and safety need to be addressed in terms of children and young people, given that this is a particularly vulnerable group who may be confronting many issues and vulnerabilities that come with youth and irregular status. They will also be doing this whilst outside the reach of many of the formal support agencies that support children. We repeatedly heard from organisations that young people may not feel safe enough to access information online. But this shouldn't preclude us from learning from how young people in general use the web, as those behaviours are being learned and adopted by everyone who has access to the internet.

It is useful to look at how other organisations have used the web to share information with young people who need their support during times of crisis. For example, a piece of YouthNet research²², funded by Nominet, found that many young people increasingly feel more confident to access information online than they do face-to-face, with a significant number desiring to provide advice as well as receive it:

- a) 82% of young people said they had used the internet to look for advice and information for themselves with 60% stating they had looked for information for someone else.
 - b) 71% stated that when looking for help and advice it is best to find as many sources of information as possible.
 - c) 43% of young people prefer sites where they have the opportunity to provide advice as well as receive it.
2. **Fear/lack of knowledge among senior managers.** Some attendees said there may be concerns among some managers that employees will waste their time on social media,

²¹ <http://www.mattcm.com/using-digital-to-solve-migrant-youth-issues/>

²² The report includes results from a new quantitative research survey commissioned by YouthNet and undertaken by The Futures Company (the Survey). The survey of 994 respondents between the ages of 16 and 24 examines issues primarily from the perspective of advice seeking in stressful situations and through the direct response of young people. In addition, the report contains previously unpublished research and interviews with young people conducted by the Social Futures Observatory as part of the Institute for Advanced Studies at

Lancaster University <http://www.youthnet.org/wp-content/uploads/2011/05/Life-Support-Report.pdf>

provide poor representations or advice in a public forum, or lose the professionalism of their relationships with young people, particularly when it comes to using social media as an engagement and awareness tool. There needs to be concerted effort within the sector to discuss why online and social media engagement is important and how it can be done safely.

“Organisations don’t tweet, people do”²³ is a guide published earlier this year for managers of organisations (from corporates to charities) which provides insights into social media and the web as it applies to the challenges faced by those in charge. Crucially, it helps managers understand how social media can become an integral part of their organisational culture and communications strategy, as opposed to a standalone “extra”.

3. Language barriers

Many young people from minority or marginalised groups do not have the opportunity to form real-life communities. Culturally and linguistically diverse people can maintain their culture and language online, even if their town or school doesn't have anyone else who understands their language, heritage or culture. This is also especially true for recent migrants, eager to keep in touch with family and friends back home. It stands to reason that, if they have access to the web, those young migrants would also be searching the internet for information to help them and will be using networks like Facebook.

Free translation services like Google Translation, provide useful, yet imperfect, translations of text across the web. However, there are many ways that organisations can provide low cost material on their websites, which may provide an entry point for a young person to their service. For example, videos in the language of the young people they are hoping to reach, made by their peers describing services they’ve used, would be an excellent starting point. Other services like “**Refugee Unite**”²⁴ demonstrate how a simple online service with a drop-down menu to use another language can allow people to find missing family and friends. <http://www.refunite.org/>. The instructions are simple and clear and you don’t even have to have an email address to register.

Recommendations

Across the board, organisations in this sector are not exploiting social media tools like video and audio to get their messages across in the languages of the young people they are trying to help, nor are they thinking about digital components to their projects in a significant way. This is mainly due to a lack of expertise, fears, both real and perceived, and an absence of exposure to digital expertise.

The camp demonstrated what can be achieved in 2 days with a group of people from very different backgrounds and are united in their desire to solve a problem. One participant said, “most of us work in hierarchical/political/safe-meetings cultures where you'd be lucky to get a small IT issue fixed in that time, and yet it wasn't because we had abundant resources at our disposal - just energy, clarity, an endpoint to work towards and a great set of people with the right attitudes.” The methodology works because people are jolted out of their usual day-to-day working habits and

²³ <http://www.amazon.co.uk/Organizations-Dont-Tweet-People-Do/dp/1119950554>

²⁴ <http://www.refunite.org/>

assumptions and have no choice but to work with people from a very different discipline. More opportunities like this would allow charities and organisations to devise new solutions using often simple and cost effective technologies to tackle problems.

Social media training courses, networking events and smaller-scale camps could increase understanding within organisations of how digital solutions can be applied to their problems, how young people are using the web and how they as an organisation could devise ways to make their resources more accessible to the young people they are trying to reach. Training would also increase understanding in the sector of the advantages of working in this way, in terms of cost, reach, anonymity, and how to manage the risks.

Organisations learning to be better at social media

Organisations should be using social media to communicate better with other organisations and professionals outside their own sectors. In order to do this, they need basic social media training – how to use Facebook, Twitter and blogging to disseminate information, raise awareness about the issues they are tackling and, crucially, to learn about what other organisations in different sectors are doing with technology. Although this is not about directly communicating with young people, it will have an indirect impact by bringing knowledge to organisations about what is happening in their own field and in other sectors to reach young people with information. This will, in turn, improve the quality and relevance of technology-related funding proposals.

Building trusted relationships

There is no one solution or social media channel that will reach a target audience that is diverse and dispersed and it is important to use many, low cost or free, channels in different ways. Organisations that use a variety of free tools like Youtube, Facebook, social networks used in the countries where young people are coming from, will learn more quickly what works, what gets shared and how young people have found them online, helping them to refine their social media use as they progress. It is by using social media regularly and consistently that builds trust online, as people begin to share information that they have found useful and safe with their friends and contacts. To that end, organisations must learn how to embrace these new behaviours and apply them to their communications strategies.

The online community

By continuing to build the informal online community, we can continue to share information within this sector and build confidence within organisations that will learn from what other professionals are doing and how digital experts are tackling social problems in different areas. For the Supported Options Initiative, Digital Undoc is an excellent hook to generate interest in the work as a whole.

Next steps

Based on our learning during this process, several areas for further support have been identified and shared with funders; some specific options that can be acted upon immediately and some that can

be looked at over the longer term. Decisions about further work will be published on the digital undoc site, and at the Paul Hamlyn Foundation website.

Appendices

agenda

Friday 13 July 16:00–19:00/20:00

undoc camp day 1

INSPIRE

16:00–16:30

Arrival

Registration, refreshments, music

16:30–16:45

Opening session

Welcome, briefing

16:45–17:30

Presentation 1: *Setting the scene*

Young people with first-hand experience of the issues – interactive presentation from the young people at Refugee Youth

17:30–18:15

Presentation 2: *On the front-line*

Professionals working in the field – Baljeet Sandhu (Islington Law Centre), Alice Myers (Children's Society) and Maryam Pasha (Migrants' Rights Network)

18:15–19:00

Presentation 3: *How can technology help?*

Organisations that have used the web and digital technologies to solve social problems – Carrie Bishop (FutureGov), Adil Abrar (Sidekick Studios) and Adizah Tejani (Apps for Good)

19:00–20:00

Drinks

undoc•camp

agenda

Saturday 14 July 09:30–18:45/20:00

undoc camp day 2

COLLABORATE & CREATE

09:30–10:00

Arrival

Registration, coffee

10:00–10:15

Opening session

Briefing

10:15–11:30

Team formation

11:30–13:00

In groups: brainstorm problems, discuss concepts, decide on direction of solution before lunch

13:00–14:00

Lunch

14:00–14:45

Concept development: short-list solutions, decide on a solution and challenge your idea

14:45–15:30

Idea refinement

15:30–16:30

One hour to prepare your group's pitch

16:30–17:30

Pitches

17:30–18:15

Judging

18:15–18:45

Announcement

Closing session - wrap-up

18:45–20:00

Drinks

undoc•camp

APPENDIX 2: PARTICIPANTS

1. Abdeen
2. Guy Abraham – On Road Media
3. Adil Abrar – Sidekick Studios
4. Jennifer Allsopp – Open Democracy
5. Alana Avery – On Road Media
6. Leila Baker – Lead Evaluator of Supported Options Fund (IVAR)
7. Amy Barbor- Living Lens
8. Carol Beaumont – Go ON UK
9. Rob Bell – Paul Hamlyn Foundation
10. Sue Bent – Coventry Law Centre
11. Alison Birch – Leicester Unaccompanied Child Initiative – Youth Support Worker
12. Carrie Bishop – FutureGov – Director
13. James Brown – Public Zone – Digital Strategist
14. Tendayi Chikara –Wolverhampton Refugee & Migrant Centre
15. Matt Chocqueel-Mangan – Digital Producer / Project Manager
16. Christian – Refugee Youth
17. Katie Commons – Islington Law Centre – Assistant to the Centre Director
18. Sarah Cutler – Paul Hamlyn Foundation – Initiative Coordinator
19. Catrina Denvir – Legal Services Research Centre
20. Eleanor Dean – Refugee Action – Communications Coordinator
21. Fatima – London Citizens
22. Daniele Fisichella – On Road Media
23. Nicola Flamigni – PICUM – Communications Officer
24. Zubair Gharghasht – Afghan Voice
25. Len Grant – Photographer
26. Michael Hamlyn – Paul Hamlyn Foundation – Trustee
27. Jane Hamlyn - Paul Hamlyn Foundation - Chair of the Board of Trustees
28. Paul Heron – Hackney Law Centre
29. Jo Hickman – Public Law Project
30. Cheryl Hopper – Social Worker
31. Dan Hopper – Design Thinking
32. Anita Hurrell – Coram Children’s Legal Centre – Legal and Policy Officer
33. Sarfaraz Hussain - Investment Analyst and Charity Trustee
34. Sangheetha Iengar – PICUM – Project Officer
35. Jasim – British Red Cross
36. Sally Kilner – British Red Cross – Youth Refugee Development Officer
37. Stefano Kluzer – MASELTOV Project – Researcher
38. Bethan Lant- PRAXIS
39. Jake Lee – Unbound Philanthropy – UK Programme Officer

40. Sarah Lennox – Trans Media Watch – Illustrator of children’s books
41. Roisin Markham - Artist & Innovation Practitioner
42. Marlene
43. Stephanie McConnell – Coventry Law Centre – Immigration and Asylum Case-worker
44. Nathalie McDermott – On Road Media
45. Maureen McGinn – Advisor on Social Justice for the Paul Hamlyn Foundation
46. Dan McQuillan – Social Innovation Camp – Co-founder
47. Nick Micinski – Migrant and Refugee Communities Forum
48. Imogen Moore – Citizens UK
49. Mohamed
50. Hinda Mohamed – Refugee Youth
51. Alice Myers – New Londoners (Children’s Society)
52. Luljeta Nuzi – Shpresa Programme – Founder
53. Simon Oliver – SoCreative – Designer
54. Lee Omar – Red Ninja Studios – CEO
55. Jamie Pallas – On Road Media
56. Rosie Parkyn – BBC – Senior Project Manager
57. Maryam Pasha – Migrant Rights Network
58. Patrick – British Red Cross
59. Clare Payne – Barrow Cadbury Trust – Grants Officer
60. Jacob Payne – Public Zone – Digital Strategist
61. Will Perrin – Talk About Local / Trustee, Indigo Trust
62. Florian Rathgeber – Developer
63. Sabir
64. Baljeet Sandhu – Islington Law Centre/Refugee Children’s Rights Project
65. Samantha Smallcombe – Paul Hamlyn Foundation - Social Justice team
66. Adelle de Soumagnat – On Road Media
67. Sham Selvaratnam – UX Researcher/Designer
68. Daniel Stanley – Small Axe Communications
69. Catherine Stephens – International Union of Sex Workers
70. Kathleen Stokes – NESTA
71. Karen Strunks – Karen Strunks Media
72. Yeukai Taruvinga – Brighter Futures, PRAXIS
73. Adizah Tejani – Apps for Good
74. Stephanie Troeth – Researcher/Designer
75. Hilary Turley – Migrant Support Worker
76. Martin Underwood – Freelance
77. Rahul Verma – Youth Mentor, Journalist
78. Frances Webber – Former Barrister
79. Amy Whitney – Seren – Service Designer
80. Mandy Wilkins – Law Centres Federation

81. Louise Williams – On Road Media
82. Tom Wylie – Young Minds - Trustee

APPENDIX 3: PITCHES

1. WINNER: LEGAL ADVICE AND SUPPORT

Idea: Migrant Hope

In anticipation of the changes in legislation making access to legal aid more restricted from April 2013, this project would work with young people up to the age of 21. It is a **secure, online referral system that can help young people apply for an exceptional funding scheme** when they have been refused legal aid. The young person will seek help from a referrer who will input information into a secure database. With one single log-in, referrers can input case information directly into the website, referring the individual directly to the scheme and matching them with specialist volunteers who will if the funding decision can be challenged.

2. RUNNER-UP: ARRIVALS

Idea: First Help

This project looks at issues of identity, belonging and not knowing who to trust as well as the chaos and confusion undocumented migrants face. This would be an important tool for people first coming into the country, helping them to feel less disorientated.

It is a text messaging service. The person would send a text to a phone number and receive a response in their language with a:

- Link to a url, with information and videos in their own language
- Link to an IP address showing the person's location and services in the area
- Points of contact in their journey for other services.

3. RUNNER-UP: TRUST 1

Idea: Second Friend

An app and website that helps young people, who may not be aware of their status, connect with others who can support them. It is a trusted connection that is fast, easy, anonymous, confidential and secure. Using the app, young people would be able to:

- choose a field they need support in
- enter an anonymous nickname
- start a live chat with supporting people who are registered with the service.

4. TRUST 2

Idea: Music Underground

An app downloadable on a phone/computer with consoles in community centre that would transfer data straight to phones. The app lets you download a YouTube video and converts it into MP3 which you can listen to on any phone. During the download, users will be given information about support services in their own language with phone numbers and website details. This service would combine young people's interest in music with access to trusted information.

5. SELF-HELP & WELL-BEING 1

Idea: Migrant Map

An online web-based map allowing young people to map their life and experiences, helping people connect to their local community, access information and pursue their passions. The user-generated content would connect with various UK-based networks and would be led by young undocumented migrants. Using the prototype Google map, different places are inputted with comments and ratings, working on both web and mobile.

6. SELF-HELP & WELL-BEING 2

Idea: Nice Things Daily

This is a text messaging service that would send people a message, image, song or video every day. It would help children during their stable period. Its aim would be to inspire, educate, celebrate culture and spread humour. It would become user-generated, allowing young people to upload their own content and working with service providers who can assist them. The daily messages could encourage change, lead young people to information and help them on a daily basis.

7. RETURNS

Idea: The Young Returner

Focuses on enabling young people to plan their first 24 hours when they return to a country they may not remember. This is for people who already know they are returning and want

to think through how they will manage the first day after they arrive. It would give them control whilst lessening stress and anxiety.

The service is a bi-lingual website. It would start in Spanish and English, and could be adapted to other languages as the project develops. People would be able to:

- Access and receive information on their mobile about the airport and their flight.
- Carry out a risk assessment of their situation.
- Use a checklist of things to do and think about.
- Connect with helpful volunteers in their country of return.

8. AWARENESS

Idea: Young MIX – Young Migrants In Exchange

Helping young people access information and advice that is up to date and trusted. Using trusted community organisations that young people go to, the simple website would have a:

- Search database for videos of people's experiences
- Search engine for services in the area
- Reviews section
- Frequently asked questions section
- Print out with a map of services in different languages

APPENDIX 4: JUDGES

Carol Beaumont is the programme director of Go ON UK, a charity that aims to bring the benefits of the internet to every community across the UK. She is also a trustee of the Personal Social Health & Economic Association.

Rob Bell is Head of Social Justice at PHF having joined from the Carnegie Young People Initiative where he was director. Previously a senior researcher in the cabinet office and the department for education, Rob was also a research fellow at the University of Cambridge, University of Edinburgh and London Southbank University. (He replaced Frances Webber at the last minute).

Luljeta Nuzi is one of the founders of the Shpresa programme, an organisation that supports the education and training of Albanian people in the UK and runs a range of projects that promote the development, health and well-being of the Albanian community.

Will Perrin is a community activist based in Kings Cross, who runs Talk About Local, a public service business which aims to spread the benefits of grass roots community websites, or “hyperlocal” websites, more widely in the UK. Will is also a trustee of The Indigo Trust.

Tom Wylie recently joined the board of trustees of the Paul Hamlyn Foundation. He used to be a teacher and a youth worker and the former Chief Executive of the National Youth Agency, a charity that promotes youth work and the role of young people in society.



DigitalUndoc

July 2012

Undoc Camp Reach

WEBSITE

www.digitalundoc.com

Nearly 6, 700 hits.

Over 3,300 hits in July alone.

TWITTER

[@DigitalUndoc](https://twitter.com/DigitalUndoc)

920 tweets

158 following

210 followers

YOUTUBE

352 hits on 6 videos

GLOBAL REACH:

USA, Syria, Nepal, South Africa, Australia, Canada,
Mexico, Brazil, Belgium, Sweden, Italy, Ireland
and the UK.

Commissioned by the Paul Hamlyn Foundation and Unbound
Philanthropy. Delivered by On Road Media.



@digitalundoc // ©WilliamWalsh.eu



@digitalundoc // ©WilliamWalsh.

Reach for #UndocCamp in July 2012

Over 21, 000 Twitter accounts reached.
Over 43, 000 impressions (the number of times tweets were delivered to timelines).

“Thanks #undoccamp for the chance to judge today and be involved in inspiring different thinking about digital solutions to social problems.”

Coverage

- [Paul Hamlyn Foundation newsletter](#)
- [Unbound Philanthropy news](#)
- [Migrants' Rights Network](#)
- [Migrants' Rights Scotland](#)
- [PICUM news](#)
- [Young Radicals blog](#)
- MASELTOV newsletter

Teams spent the day working together on 6 different problems



@digitalundoc // ©WilliamWalsh.eu

Friday 13 July 16:00–19:00
Saturday 14 July 9:30–19:00

Paul Hamlyn Foundation, Kings Cross, London



undoc camp

Undoc Camp is an exciting 2 day event to come up with **ideas for new apps, websites and digital services** for young people who are migrants in the UK.

We're looking for **young people like you** to come along and share your thoughts and ideas with developers and designers.

How can the internet help to get important information to children & young people like you?

Contact alana@onroadmedia.org.uk for more information

Visit www.digitalundoc.com | Follow [@digitalundoc](https://twitter.com/digitalundoc) on Twitter

We will pay for your travel and accommodation.

All information you share at Undoc Camp will be treated in confidence.

Friday 13 July 16:00–19:00 & Saturday 14 July 9:30–19:00

Paul Hamlyn Foundation, 5-11 Leeke Street, London WC1X 9HY
Nearest station: Kings Cross (5 mins walk)

