

BRIDGING AND INCREASING REACH OF INFO-PLATFORMS FOR UKRAINIAN REFUGEES

Easily reachable and updated info-platform for Ukrainian refugees as a source of information on vital needs.

ABOUT THE PROJECT

For today over 74 000* Ukrainian war refugees settled down in Lithuania. Most of them are women with kids. According to OECD surveys Ukrainian refugees have high digital literacy and access to digital devices.

The overview of integration process in Lithuania and abroad also shows that access to information should be in focus as a key to successful integration. In response to that more than 30+ web pages were created by governmental, NGO's and private institutions dedicated to info support for Ukrainians.

Nevertheless lack of updated information on vital needs is still indicated as a problem*.

The project goal is to increase the reach of existing information resources for Ukrainian refugees, providing recommendations and support on constant update of their content.

Project tasks:

- to identify the most convenient platform dedicated to informing refugees
- to assist on its steady connections with original sources of information for refugees (governmental, NGOs, private initiatives)
- to develop an algorithm to keep the chosen platform updated
- to promote the chosen platform to make it more reachable
- to ensure continuation of the project

*MIGRIS of Migration Department

*OECD report "How to communicate on the Ukrainian refugee crisis?" 20 June 2022

*IOM qualitative survey



BRIDGING AND INCREASING REACH OF INFO-PLATFORMS FOR UKRAINIAN REFUGEES

Easily reachable and updated info-platform for Ukrainian refugees as a source of information on vital needs.

MILESTONES

- 30/10** Analysis of existing info-platforms. The causes of low informational reach identified.
- 20/02** Start of the platform's promotion (targeting Ukrainians).
- 25/11** Best convenient platforms are chosen. The criteria for page improvement and solutions on better reach for it are developed.
- 25/02** Ensuring continuation of the project.
- 5/12** Algorithm of information update of the chosen platform is agreed. Editing started.
- 03/03** Plan for the next 6 month.
- 18/12** Confirmed with the project owner: budget, list of possible info partners.

