



**Humanitarian
Leadership
Academy**



Humanitarian Careers:

**Communications for
affected communities**

8 May 2024





**Humanitarian
Leadership
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Humanitarian Careers: Communications for affected communities

Humanitarian Careers series

In partnership with





Ka Man Parkinson
Communications & Marketing Adviser
HLA

Today's panel



Wairimu Wanjau
Digital Communications
Manager
ALNAP



Paweł Potakowski
Chief Communications
Officer
Migam.org



Liz Hendry
Programme Lead
CDAC Network

Agenda

Background to the Humanitarian Careers series

Introduction to this session

Presentations:

- 1) Liz
- 2) Wairimu
- 3) Pawel

Panel discussion & Q&A



Housekeeping

- Type your questions into the Q & A, for our discussion at the end
- Please keep questions and comments respectful & on-topic
- You can turn on captions (including translated captions) by clicking 'More' at the bottom of your screen, then

Show Captions 

..... and selecting your language



Question for the audience

Which area of humanitarian communications are you most involved (or interested) in?

Answers in the chat!





Liz Hendry –
Programme Lead, UK



Two questions for you

1. When you think about humanitarian assistance – what types of aid come to your mind?
2. If you imagine yourself in a sudden crisis situation, such as an earthquake, what's the first action you think you would take once the tremors subsided?

Information is a vital need
but still too often seen as
“a nice to have” in crisis
responses



Two of the core principles of communication with communities:

Communication as aid

Two-way communications

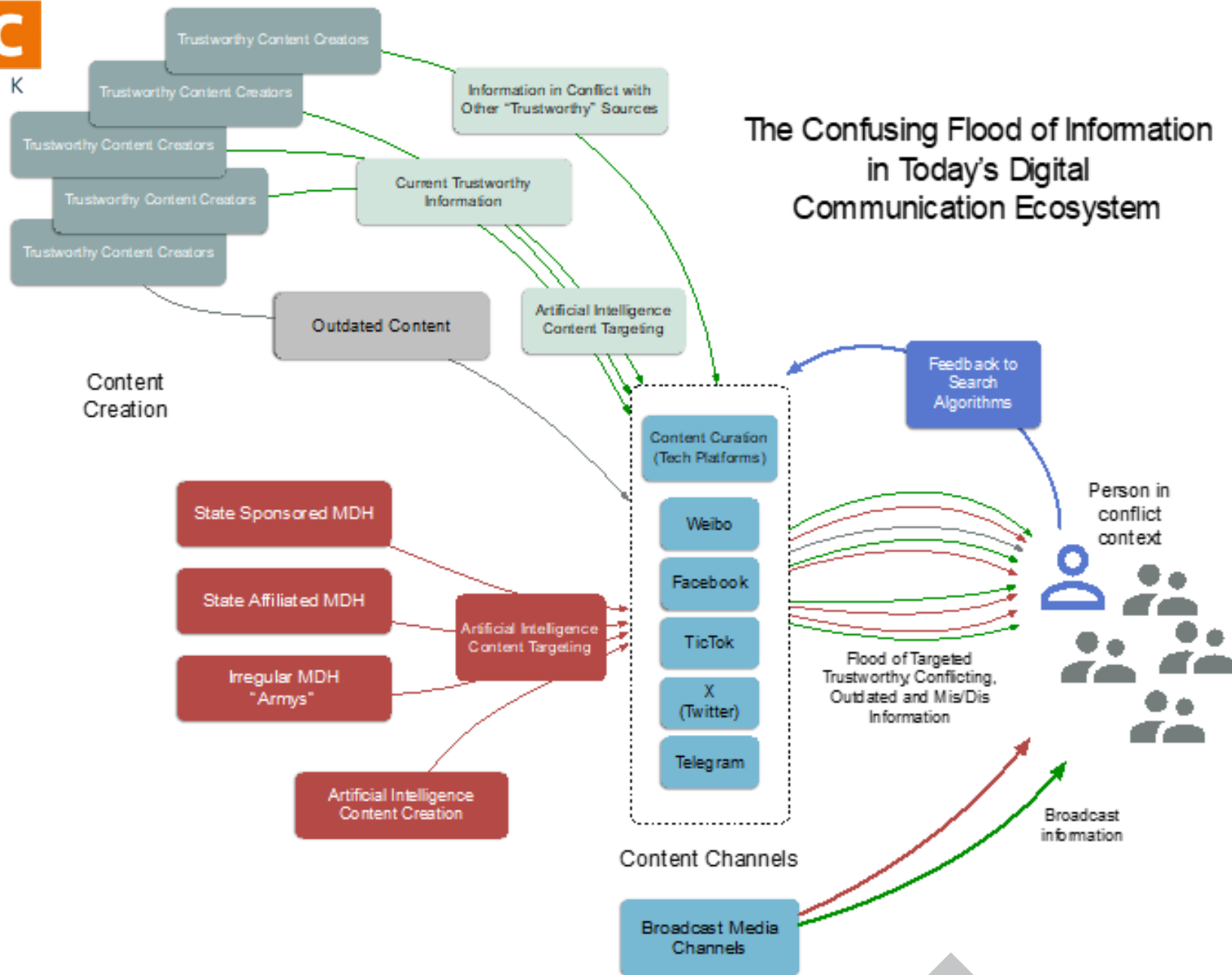
Information flows in an eco-system, with supply and demand dynamics

Goes beyond humanitarian responders

People trust and prefer different information sources, and these can change

Information pollution is a growing problem

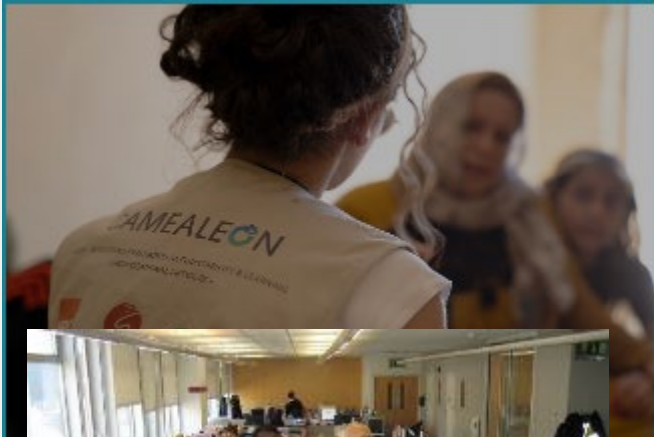
The Confusing Flood of Information in Today's Digital Communication Ecosystem





As CDAC's membership illustrates, diverse actors are committed to communicating with communities during crises





A few reflections from my own work life

17 years in the humanitarian & development
sectors

Helped at pivotal moments by mentors and
coaching (often fantastic women)

Different roles but common themes: aid
collaboration and transparency

A way of life for our family - the lodestar of
decisions



Wairimu Wanjau –
Digital Communications
Manager, Kenya





HUMANITARIAN CAREERS: COMMUNICATIONS FOR AFFECTED COMMUNITIES

COMMUNICATIONS SKILLS AND WORK

WAIRIMU WANJAU

8 MAY 2024





WITH LEARNING COMES CHANGE

1

INTRO
CAREER PATH &
HIGHLIGHTS

2

RESEARCH/
COMMUNICATING
HUMANITARIAN
LEARNING

3

DIGITAL CAMPAIGN/
LEARNING INITIATIVE
2024



INTRODUCTION & CAREER HIGHLIGHTS

CAREER PATH & HIGHLIGHTS

JOURNEY FROM HUMANITARIAN SECTOR & BACK

INTERNSHIP at INGO based in Kenya

Study in China (Language & financial journalism)

Tech space – cloud computing (comms team)

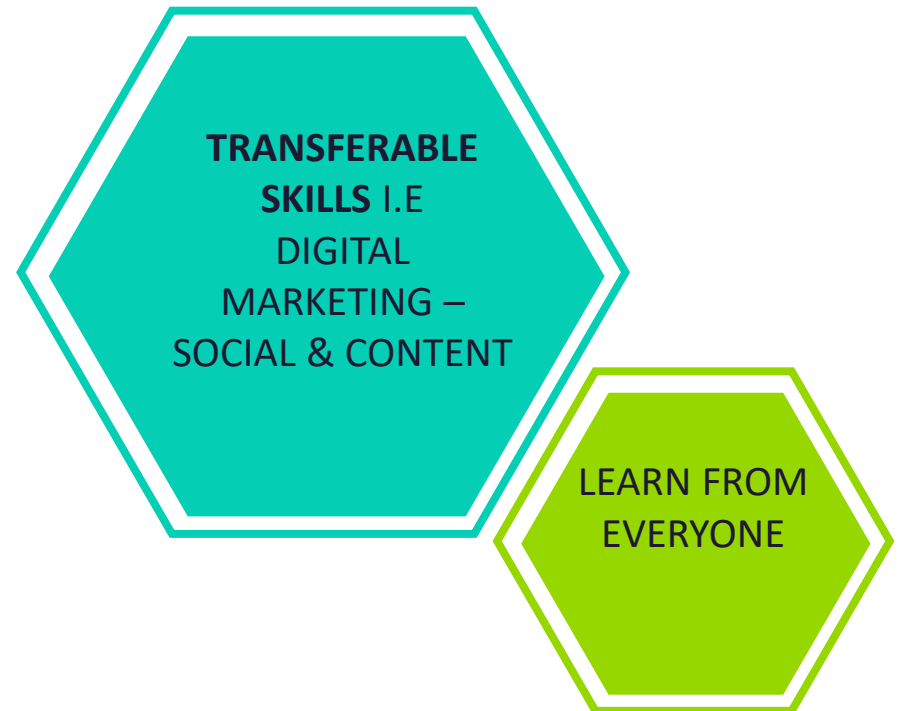
Digital media (audience listening)

Education – comms & marketing

Tech start-up –community content

Peacebuilding

Humanitarian sector





ALNAP RESEARCH: COMMUNICATING HUMANITARIAN LEARNING

COMMUNICATING HUMANITARIAN LEARNING

FIVE KEY RESEARCH FINDINGS FROM SURVEY WITH DEVEX

- **MOTIVATION** – Humanitarians don't need to be convinced of the value of learning. They are already aware of its importance. This implies the motivation to learn and improve humanitarian action is not a barrier.
- **LACK OF TIME** – Getting humanitarians with busy schedules and heavy workloads to engage with learning content is one of the biggest challenges for those seeking to communicate humanitarian learning in ways it can have a positive impact.
- **ACCESSIBILITY OF KNOWLEDGE AND EVIDENCE** – Making knowledge and evidence more accessible – in a mix of formats to suit busy schedules, such as summaries and shorter documents using simpler language, and in downloadable formats for workers on-the-go – could

COMMUNICATING HUMANITARIAN LEARNING

FIVE KEY RESEARCH FINDINGS FROM SURVEY WITH DEVEX

- **HUMAN CONTENT** – Relatable, firsthand experience inspires humanitarians to engage with learning. Putting the ‘human’ into humanitarian knowledge and evidence could be key to increasing interest and engagement in learning products or activities.
- **CREATING AWARENESS** – More needs to be done to create awareness of what knowledge and evidence is available for certain humanitarian audiences, according to their specific needs. This means getting a good understanding of the platforms or channels they use at work, so relevant learning in an engaging format can be more directly targeted at them.



EXAMPLE OF DIGITAL CAMPAIGN

LEARNING CAMPAIGN 2024: WITH LEARNING COMES CHANGE



- Brand refresh: brand visual and website
- Learning campaign to champion learning in the sector
- Working with different organisations
- Interest and spaces to share about humanitarian learning with the whole sector not only our members



WITH LEARNING COMES CHANGE



Paweł Potakowski–
Chief Communications
Officer, Poland





ACCESSIBILITY IS A RIGHT FOR ALL OF US

Deaf Population



Poland

over 400.000 people



Deaf people have a problem with independent communication without an interpreter



For Deaf Poles, the Polish language is **like a foreign language**



The solution is online access to professional Sign Language Interpreters



The solution is
MIGAM
online
Interpreter

**Act to provide accessibility to people with special needs
(19.07.2019)**

Online access to sign language interpreters & ESG

European Accessibility Act implementation (2025)



EXPERIENCED SOCIAL IMPACT COMPANY

Migam is a social impact company that provides remote sign language interpretation services which allow Deaf community to enjoy all aspects of socio-economic life. The video contact center system, used by the interpreters, was entirely developed within our organization. Migam has more than **2000** professional customers and works with brands like Samsung, ING, T-mobile, Orange or key global NGO's like International Rescue Committee (rescue.org), or GlobalGiving (www.globalgiving.org).

Migam is a partner in R&D projects focused on developing sign language avatar and automated interpretation application.

OUR TEAM

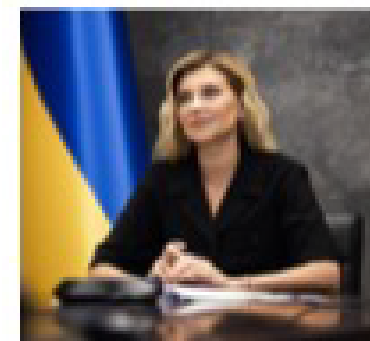
44 PEOPLE

50% / 50% WOMEN AND MEN

19 PERSONS WITH A
CERTIFICATE OF DISABILITY
(43.2%)

OUR HISTORY AND FINANCING

- 2011 — Establishment of RKPK SP. Z O.O.
- 2015 — Transformation into MIGAM "RKPK" SP. Z O.O. S.K.A
- 2022 — Transformation into Migam S.A.
- 2011 - 100k € — Early Stage Investors
- 2013 - 25k € — Virgin Academy award from Richard Branson
- 2015 - 100k € — Beesfund.com equity crowdfunding
- 2016 - 150k € — Business Angel
- 2021 - 300k € — Beesfund.com II equity crowdfunding
- 2022 - 350k € — Donation for the Ukraine project from IRC (International Rescue Committee)



We work in three time zones
Ukraine | Poland | Ireland

Ukraine's First Lady, Mrs. Olena Zelenska has endorsed Migam Ukrainian Sign Language project



**February 24
2022**



БЕЗКОШТОВНИЙ ПЕРЕКЛАДАЧ ЖЕСТОВОЇ МОВИ

DARMOWY TŁUMACZ JĘZYKA MİGOWEGO
БЕСПЛАТНИЙ ПЕРЕВОДЧИК ЖЕСТОВОГО ЯЗЫКА

March 1, 2022

- 4 Interpreters

- Mon - Fri

- 8:00-16:00

- Ukrainian Sign Language into two phonic languages - Polish and Ukrainian

МИ ЗАТЕЛЕФОНУЕМО ЗАМІСТЬ ВАС
ZADZWIENIAMY ZA WAS
MY POZWIOLIM W MIECIE WAS



МИ ДИСТАНЦІЙНО ПЕРЕКЛАДЕМО
ВАШУ ОСОБИСТУ БЕСІДУ
ZDALNIE PRZEŁADUJEMY
WASZĄ OSOBIŚCIĄ
DYSKUSJONNO O PRZEŁADUJEMY
LICZEBNY ROZMOWE

ГЛУХА ЛЮДИНА
OSOBA SŁYSZĄCA
NIE SŁYSZĄCA



СЛУХАЮЩА
ОСІБКА
СЛІШАЮЩІЙ ЧОЛОВІК



ПЕРЕКЛАДАЧ МОЇХ ПІСЬМ
TŁUMACZ JĘZYKA MİGOWEGO
ПЕРЕВОДЧИК ЖЕСТОВОГО

ГЛУХИ ТА ЧУЮЩІ
ОСОБА СЛУХАЮЩА
СЛІШАЮЩІЙ ЧОЛОВІК



www.tlumacz.migam.org/ukraina



- From half of April 2022, we started partnership with IRC.

- The service was available **24 hours a day from June 1, 2022.**

- **60 822 for 23 months of service**
(until January 31, 2024 at 24:00)

- A total of **8564 hours 29 minutes 16 seconds** of translations

- Average translation length **8 minutes 27 seconds.**



На підтримку
версій нас
Підтримайте





MIGAM team

(mostly
Ukrainian Sign
Language
Team)

MIGAM
team

meet
Roman





intercity.pl



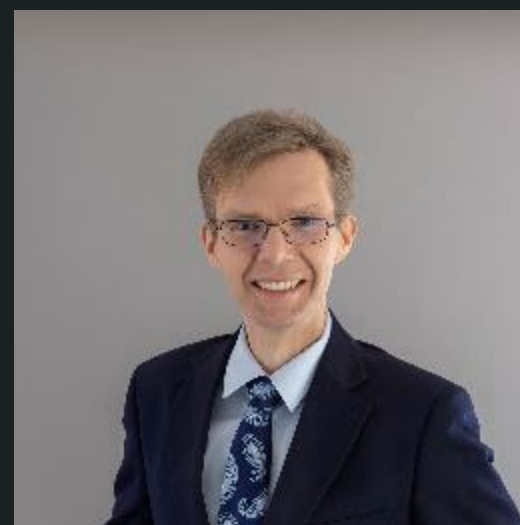
**33
children**

**were born to
Deaf
Ukrainian
refugee
mothers**



**we need
funding to keep
the project
going**

- Current IRC funding has ended on January 31, 2024
- We are looking for financing to maintain the project for the next years.
- We want to expand the project with more phonic languages to make the service available to refugees wherever in the World they will be.
- The annual cost of maintaining the project in the 24h version is 1,6 million PLN (USD 400,000).



Together we can help Deaf people in communication



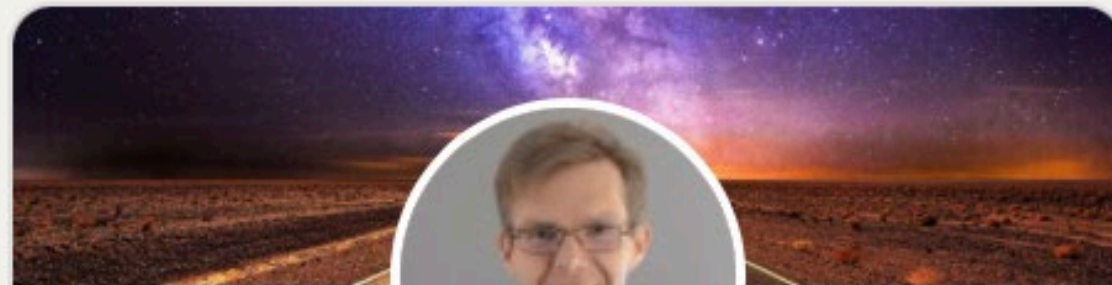
+ 48 500 656 733



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Paweł Potakowski

CCO at migam.org, accessibility expert, relations manager and innovation broker



Thanks!

Questions & discussion





Humanitarian
Leadership
Academy

HLA
Webinar
Series



Humanitarian Careers
Webinar Series

Peacebuilding



23 May 2024



11.00 BST



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