



welcome

IMPACT REPORT 2019

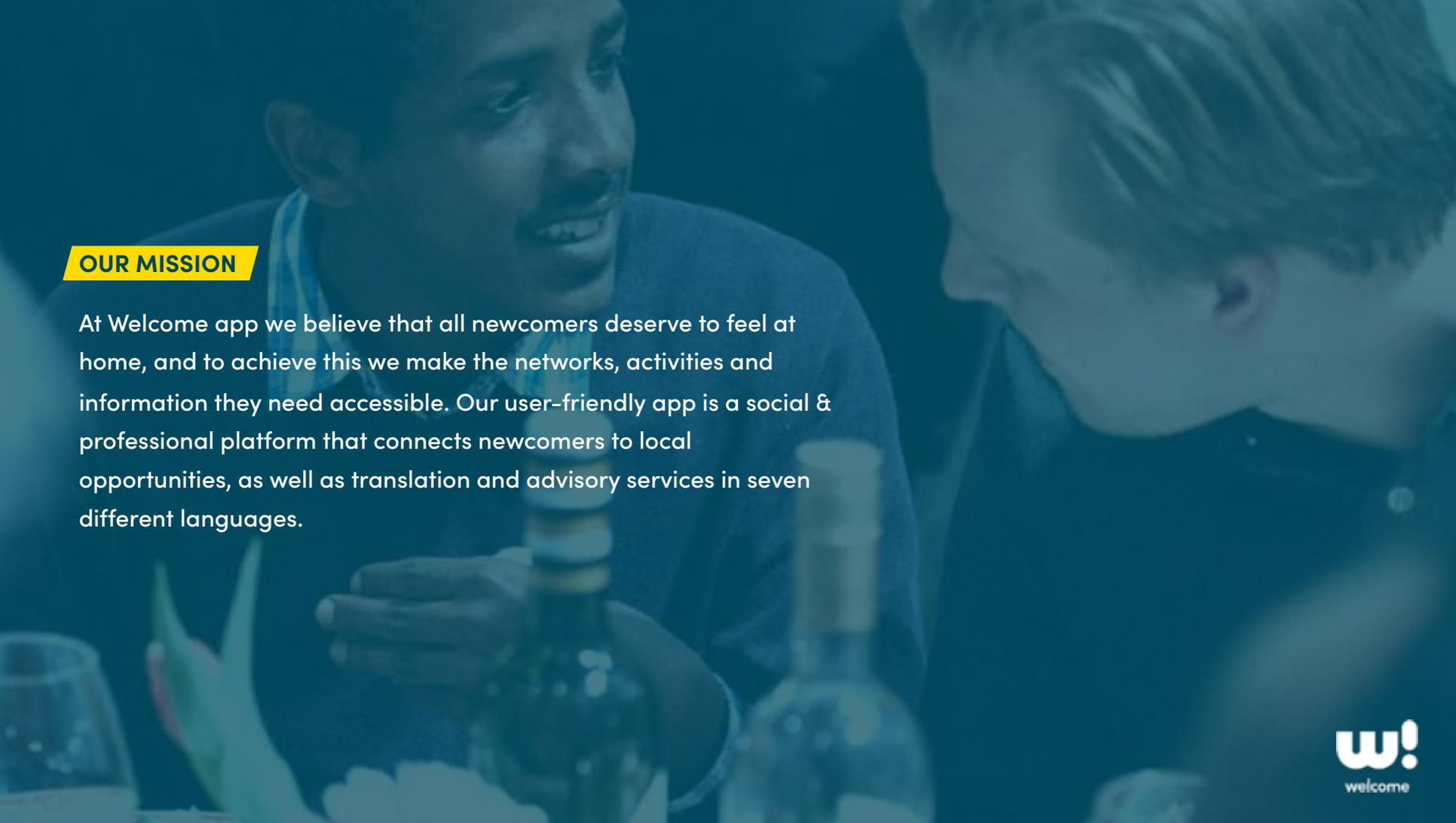


A message from the Welcome app founders

Thank you for reading our 'Impact report 2019'. If we are honest, it has been quite a year. Our first year developing the Welcome platform in the Netherlands mainly been about learning how to introduce our platform to the Dutch market and about setting up the right partners to do so. So, what have we learned? The Welcome app that we introduced from Sweden has worked really well. Nevertheless, we found out that the flow of the app needed quite a restructuring before we could build any new features. We spent over six months on user research and redesigning this new flow and launched it in March 2020.

As for prospective partners we knew from the start that we wanted to work together with OpenEmbassy for our helpdesk feature in the app. In June 2019 we started this collaboration and they have turned out to be the perfect partner. For the newest 'interpreter on demand' feature, we partnered with FutureWork and we are looking forward to launching this feature in June 2020. We are excited to see where all the lessons from last year will take us in 2020, and we are certainly confident that our platform will grow in users and in relevance across the country.

Best,
Julius & Pepijn

A blue-tinted photograph of two men sitting at a table, engaged in conversation. There are beer bottles and glasses on the table. The man on the left is looking towards the man on the right.

OUR MISSION

At Welcome app we believe that all newcomers deserve to feel at home, and to achieve this we make the networks, activities and information they need accessible. Our user-friendly app is a social & professional platform that connects newcomers to local opportunities, as well as translation and advisory services in seven different languages.

June 2016

June 2016

Blendin registered as an NGO in Amsterdam

February 2017

First matches between newcomers and locals through the Blendin platform

May 2017

Facilitated over 150 matches

June 2017

started collaborating with the VU

May 2018

Commemoration dinner at stedelijk museum. 50 locals and 50 newcomers dining together.

January 2018

Started the project: DoneerJeNetwerk with national campaign offered by 'JCDecaux'

January 2018

Funding from Anton Jurgens fonds (fund)

December 2017

Won the Power Pitch competition in The Hague

July 2017

Started organizing two experiences in collaboration with Airbnb

August 2018

Blendin Foodtruck at first big festival: Lowlands

September 2018

Movie night month in collaboration with cineville

December 2018

Blendin becomes Welcome app

January 2019

DoneerJeNetwerk in Financiële Dagblad

March 2019

Welcome app invited to Speak with Barack Obama and the Obama foundation
<https://www.obama.org/updates/town-hall-europe/>

April 2020

March 2020

Launched the new version of our platform

September 2019

Started the Welcome app rebuild

June 2019

Started working with OpenEmbassy

May 2019

Ontmoetings museum: hosting our own pop-up meetup place in Amsterdam West

May 2019

4 May herdenkingsdiner. 100 newcomers and 100 locals dining together

OUR NUMBERS 2019

In one year our community grew to over **10.000** users **4.500** newcomers and nearly **6.000** locals

1120 lunch events connected over **5000** newcomers and locals

200 other events were offered in the app which were visited by over **1.200** attendees

1.350 questions asked by newcomers with **9.200** answers from our local users

MOST IMPORTANT HIGHLIGHTS 2019

- January first 100 lunches
- March - August user research
- 4th of May dinner, 100 newcomers, 100 locals
- May Ontmoetingsmuseum
- June Started collaborating with OpenEmbassy
- July launched online campaign called #pieceofcake
- September Dam to Dam running with 50 newcomers & locals
- September start of app rebuild
- September - December over 1000 new users per month

OVERVIEW COMMUNITY 2019

Activities	Target 2019	Realised 2019
Local users	5.000	4.557
Newcomer users	5.000	3.243
Lunches	1.000	956
Events	200	354
Event attendees	1.000	1700
Questions posted	x	3215
Answers to questions	x	11.000
Total handshakes		14.684

OVERVIEW OUR OWN EVENTS 2019

Activities	Target 2019	Realised 2019
Memorial dinner	75 newcomers, 75 locals	100 newcomers, 100 locals
Pop up 'meet-up museum'	National press	No big press releases realized
Piece of cake challenge	350 lunches	250 lunches

OVERVIEW PARTNERSHIPS 2019

Activities	Target 2019	Realised 2019
OpenEmbassy	Partnership for the helpdesk	Formalised in June
Welcome app Sweden	Sign agreement about IP rights Welcome app	Formalised in September
TVCN	Partnership for the interpreter on demand feature	Started in October

OVERVIEW FINANCE 2019

Activities	Target 2019	Realised 2019
Paying companies	5 (€75.000)	3 (€45.000)
Funds	€ 135.000	€ 110.500
Foodtruck	€ 15.000	€ 15.000
Other	€ 50.000	€ 55.000



OUR TECH 2019

Based on extensive user research and lots of feedback during the year we redesigned the whole flow of the app. We decided to focus more on connecting newcomers with local organisations and networks and less on the one on one matches between locals and newcomers.

NEW FEATURES 2020

Career events

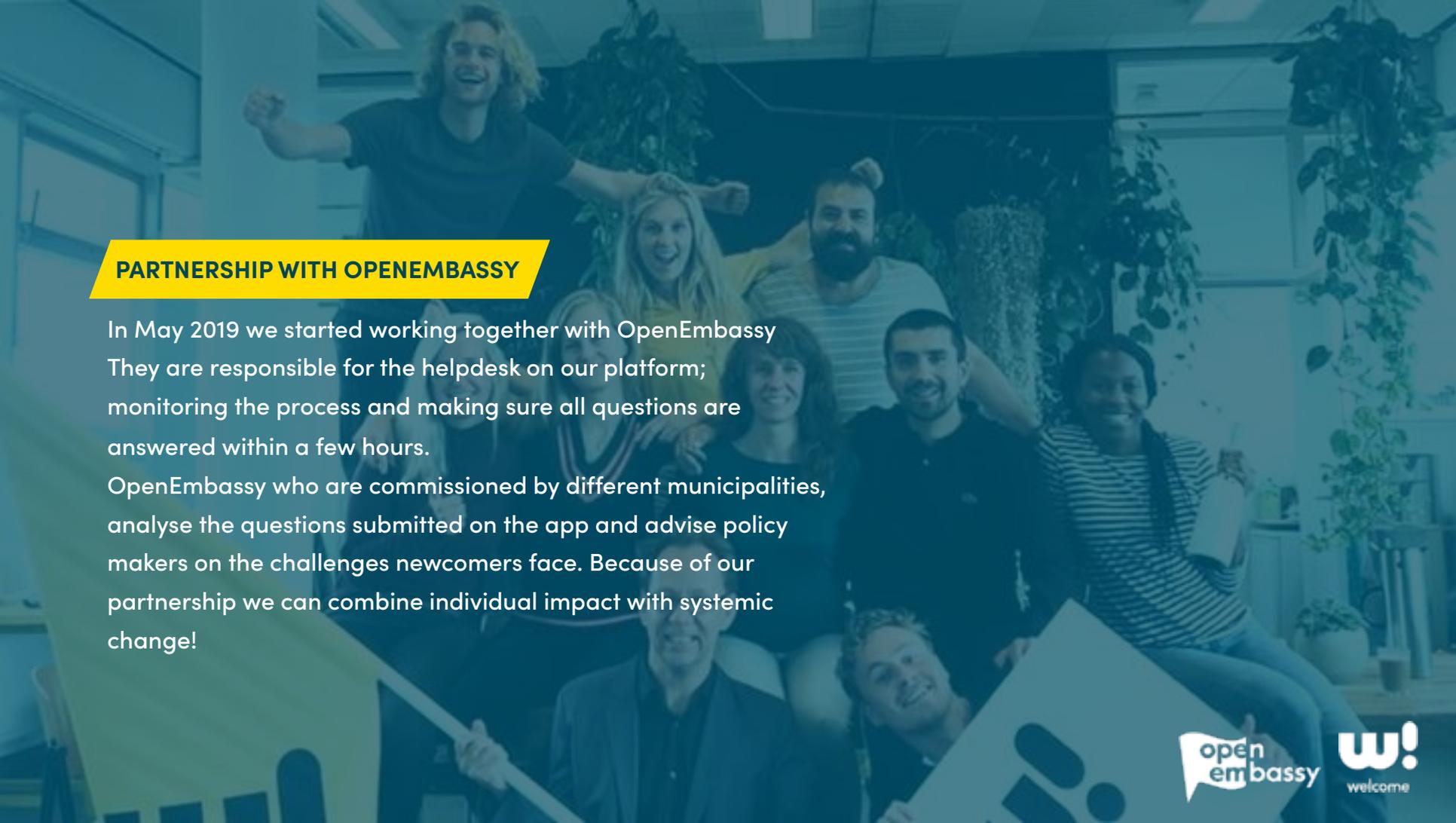
A place where work related events
and programs are gathered

Ask an expert

Direct portal to ask question to
the OpenEmbassy experts

Interpreter on demand

Newcomers can be in contact
with a interpreter or culture
specialist within a minute



PARTNERSHIP WITH OPENEMBASSY

In May 2019 we started working together with OpenEmbassy. They are responsible for the helpdesk on our platform; monitoring the process and making sure all questions are answered within a few hours.

OpenEmbassy, who are commissioned by different municipalities, analyse the questions submitted on the app and advise policy makers on the challenges newcomers face. Because of our partnership we can combine individual impact with systemic change!

A man and a woman are seated at a table in a restaurant, engaged in conversation. The woman, on the left, has her hair in a ponytail with a red scrunchie and is wearing a dark top. The man, on the right, is wearing a light-colored blazer over a blue shirt. They are both looking at each other. In the background, other people are blurred, suggesting a busy dining environment. A yellow banner with the text "MEET OUR COMMUNITY" is overlaid across the middle of the image.

MEET OUR COMMUNITY

#MEETOURCOMMUNITY HABTOM

Habtom comes from Eritrea where he studied to become a medical laboratory researcher. Unfortunately a lot of young people in Eritrea are unemployed and they have limited future prospects. Now Habtom is living in the Netherlands and he thrives living in a free country where he feels at home. He is going to finish his studies at the University of Amsterdam so he will be able to get a fulltime job. Habtom is an active user of the Welcome! app as he wants to improve his Dutch, likes to meet new people and finds it useful to get answers to his questions about his new country.



COMMEMORATION DINNER 4 MEI

Welcome organised a second commemoration dinner on the Dutch national Memorial Day for World War II on May 4th 2019. During this year's edition 100 newcomers and 100 locals shared a very special evening. People were randomly seated at tables in order to encourage meeting one another. Various inspiring speakers from all over the world addressed topics regarding war, peace and solidarity.

“It was the most special and best event that I have been to since I have lived in the Netherlands”

– Shero Khalil



MOUSTAFA HAMO

Moustafa is a musician, a poet and an activist. He fled from Syria in 2015 with his family and is now working as a Community Manager at Welcome app and we are very lucky to have him. In collaboration with Red Bull, we made a video about

Moustafa's impressive story.

Check out the video [here](#)



FOODTRUCK

The foodtruck has been used as a marketing tool at several events like: Rollende Keukens, and at music festivals such as Down the Rabbit Hole and Lowlands

Eyad is a Syrian entrepreneur who runs his own restaurant together with a team of newcomers. His team took over our foodtruck to provide everyone with their delicious food. It's a great way to share the story, cuisine and culture of newcomers with Dutch locals!

FALAFEL

PITZTOP



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here

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here

Connecting refugees to locals.



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w!

welcome

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THANKYOU!