

**A fresh perspective  
on migration**  
**SINGA PRESS KIT**

## The urgent need to change society's approach to migration

Today, 80 million people, or 1% of the world's population, live in exile (UNHCR). This number will rise to 300 million by 2050 (UN). Europe welcomes 0.6% of refugees compared to its total population, but the region struggles to create solutions that truly foster cohesion and the inclusion of newcomers.

When they hear "migrants", the host country's population often sees a shapeless, precarious, and dangerous mass without any individuality. Public perception triggers national security debates and polarizes societies. Knowing that climate change is already forcing many to leave their homes, **we must quickly and radically change how society at large approaches migration.**

Migration is an **opportunity to meet new people, give meaning to one's life as a citizen, seize economic opportunities, transmit local knowledge, and enrich cultures.** Studies from UNHCR, OECD, the Tent Foundation, the Refugee Investment Network, or the World Bank all agree **that migration is an opportunity if we embrace it in the right way.**

SINGA's founders created the movement for people to **come together and create a collective "us", to build joint projects and dreams.** SINGA believes that positive experiences and encounters are the most powerful tools for mass cohesion, inclusion and innovation.





**SINGA is a global movement** that brings locals and newcomers (people with migrant or refugee backgrounds) together to collaboratively engage in social, professional, and entrepreneurial projects.

**Since 2012, SINGA has been creating events, tools, and spaces to encourage both refugees and locals to find synergies**, learn from each other, share what they are passionate about, and discover innovative solutions. We act with, not for, newcomers.

SINGA supports its community in four ways:

- **Community Building:** a global community of 50,000 members bringing together newcomers and locals. Community members organize events and activities, where common interests spark positive interactions.
- **Entrepreneurship:** a network of eight incubators that supports businesses and nonprofit organizations founded by or with refugees. Programs are designed for both locals and newcomers to reveal their potential.
- **Interculturality and inclusion consulting:** fostering a virtuous ecosystem that reinvents the concept of inclusion and the future of migration with institutions, leaders, and companies.
- An **innovation studio** that develops new solutions related to migration, such as **J'accueille**, a hosting platform, or **Allomondo**, a pairing platform.

Today, SINGA is present in **France, Canada, Belgium, Germany, Spain, Luxembourg and Switzerland.**

**50.000**  
members

**7**  
countries

**17**  
communities

**8**  
incubators

**1.000**  
entrepreneurs

**300**  
mentors

**17**  
communities

## Our Impact

**35,000** people have participated in a SINGA event and successfully connected with a newcomer / Locals meet an average of **5 newcomers** through SINGA / **60%** of newcomers who joined a SINGA community found housing through their new network / **317 startups** have been supported in 5 years / **54% job creation** 6 months after the company was created / **62%** of newcomers who joined a SINGA community found a job or a training program through their new network.

### KEY SUCCESSES



### KEY PARTNERSHIPS



## Unleashing the Power of Connections and Positive Experiences

### Creating the right conditions for newcomers to blossom and belong

- Today, only **12%** of refugees interact with locals (UNHCR, 2013). This is alarming – especially when we consider that personal and professional networks are essential to inclusion. Fostering the development of social capital is critical to tackling isolation.
- If a newcomer **has on average 10 friends (including 7 locals) they would be 60% more likely to find a house, a job and speak the language** of the host country (SINGA's social impact measurement, 2017).
- That's why SINGA creates **positive settings where people can connect** on common ground.

### Changing locals' perception of migration

- In France, a More in Commons study points to a conflicted majority (53% of the French population), that is ambivalent towards migration. Their report, Hidden Tribes and the Rise of populism, shows that these perceptions largely stem from division rooted in the "us" versus "them" rhetoric often used in politics and by the media.
- Also in France, when asked if they interact socially with refugees, **64% of citizens answered no** and **44%** cited a lack of opportunity, whereas **9%** (+6 points since 2019) listed fear as the main reason (Barometre de la Fraternité, IPSOS, 2021).
- These statistics are disheartening – especially since we know that when locals befriend newcomers, the way they talk about migration changes, and they start to influence people in their communities. Through SINGA events and activities, locals meet on average **5 newcomers**.

## Supporting refugee entrepreneurs to create a more inclusive and innovative economy

- Despite their skills and talents, refugees often struggle to find work and reach their full professional potential. This can be due to legal status, unrecognized foreign qualifications, a lack of networking opportunities, or simply because of language barriers. These factors make entrepreneurship a particularly attractive option.
- Among the 23 million European entrepreneurs, 21% are migrants (Startup Migrants Study). 1.7 million come from outside of Europe - for instance, those behind the Pfizer/BioNTech vaccine. A report by the consulting firm Deloitte shows that **diverse teams are 20% more innovative and make 87% better decisions. 43% of Fortune 500 companies (Forbes) were founded or co-founded by immigrants or second-generation immigrants** (Apple, Google, AT&T, Budweiser, Colgate, eBay, General Electric, IBM, and McDonald's).
- Refugee entrepreneurs still face discrimination from private and public institutions, and thus do not have the same chance at success as local entrepreneurs. SINGA provides support for refugee and immigrant entrepreneurs, or business creators with high-impact migration solutions.





## Meet my Mama

Reveals the culinary talents of women from all over the world, from all walks of life, all ages and all social backgrounds. They are passionate about cooking and driven by the desire to share their know-how – and make a living out of it.



## NaTakallam

Pioneering the concept of leveraging the Internet economy and refugees' language skills to provide language services to users worldwide.



## Konexio

Fostering inclusion by providing newcomers with digital training, from basic skills to coding.



## Friskyness

Slow fashion with feminist values. Friskyness designs products in partnership with small, predominantly female and black-owned workshops.



## L'Observatoire des camps de réfugiés (O-CR)

An association that informs, investigates, and raises awareness on refugee, displaced, and migrant camps.

Click [here](#) for more information on all the projects that SINGA has supported.



**Rima Hassan**

After having spent her childhood in a refugee camp, Rima realized that information on these "micro-towns" was too often too scattered and not always transparent. She founded then **The O-CR** to "observe and ensure those living in the camps are not forgotten".



**Ghaees Alshorbajy & Nicolas Egguesier**

During his childhood in Daraya, south of Damascus, Ghaees was passionate about collecting metal waste. Once in France, he turned his interest into **KaouKab**, a company that aims to reduce metal waste. Ghaees was later joined by Nicolas, a former educator, who wanted to become a social impact entrepreneur.



**Bonney Magambo**

Nurse by profession and hemodialysis patient, Bonney created **FAV PROTECTOR**, a personalized and aesthetic cuff for the protection of arteriovenous fistulas for people on hemodialysis.



**Pranita Chettri**

Coming from India, Pranita understands the importance of access to quality education for every child. She started **Books For Change** to support the development of child-friendly libraries in schools located in rural regions in Nepal and India.



**Yazen Waked**

A law graduate in Syria, his native country, Yazen is also an entrepreneur and data scientist. Passionate about financial markets, he founded **Infin-Eighty**, an artificial intelligence-based algorithm that guarantees exceptional profits at lower risk.

# SINGA

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