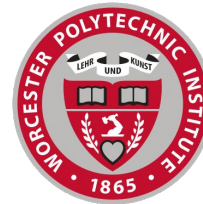


Customer Relation Management Integration for Refugee Assistance in Berlin



WPI

OUR TEAM



**PROJECT
MANAGER**

William LaCourse
25' Chemical Engineering



TECHNICAL LEAD

Gary Kalmer
25' Mechanical Engineering



DESIGN LEAD

Michael Tsillas
25' Biomedical Engineering



**HEAD
RESEARCHER**

Ashton Kittur
25' Computer Science



“I put it simply, Germany is a strong country...The motive with which we approach these matters must be: **we have already managed so much, we’ll manage this”**

–**Angela Merkel**
Chancellor of Germany (2005-2021)

Our Sponsor

Give Something Back to Berlin is an organization that devotes themselves to giving back to the refugee community. They host events big and small that draw in people from all over Berlin regardless of background.



The team aims to develop a CRM tool to optimize event management, strengthen funding sustainability, and ensure Give Something Back to Berlin's long-term effectiveness in serving the community.



Research



Interviews



Objective 1:

Characterizing
the Origin of
GSBTB

Objective 2:

Review and
Reorganize the
CRM

Objective 3:

Integrating New
Metrics

Objective 4:

Educate
Employees

Objective 5:

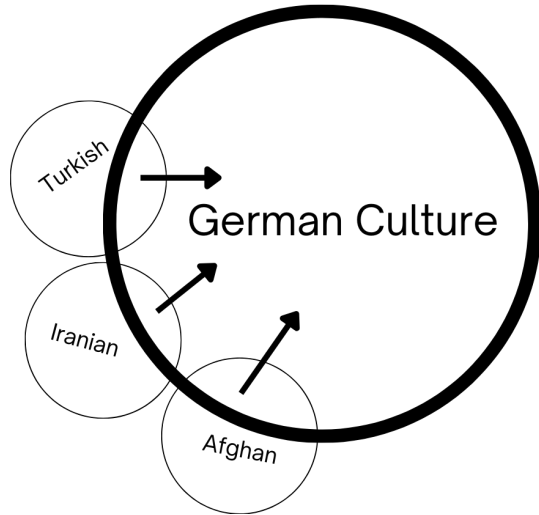
Expand the
Social Network

Treatment of Newcomers

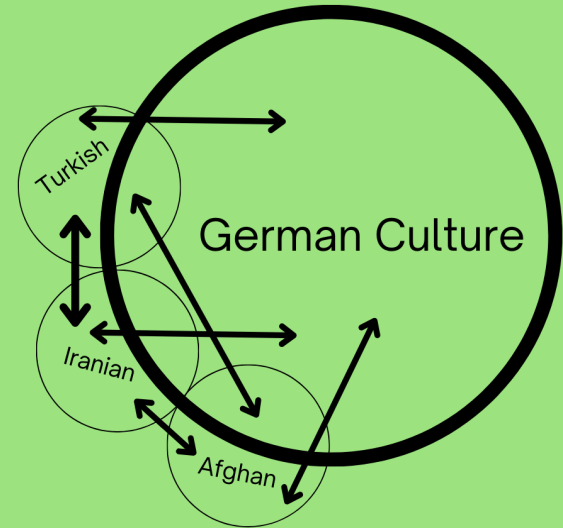


COMPARISON

Assimilation



Integration





Welcome Culture

Started with the younger population
of Germany

Want to include all newcomers into
the society of Germany

***“In the German context,
‘German racism’, and
therefore German ‘rasse’,
is considered a vicious
exceptional phenomenon
that is incomparable to
any other racial formation”***

Cengiz Barskanmaz (2018)

Alltagsrassismus

Textbooks will almost always show immigrants as non-white and will frame them as "other"

Over Half of the papers reviewed with the term "*rasse*" also involved racism or racist language

Refugees

In Germany, the term “*duldung*” meaning tolerance is used as the official name for the refugees’ visa.

Immigrants

Are able to access the job market and can start to provide for themselves on arrival to Germany

“The term ‘crisis’ was not about the amount of refugees and immigrants coming in instead it was about the way it was all handled”

Mine Nang, Co-Director Give Something Back to Berlin





Residenzpflicht

Limited movement across territory

Wherever you apply for asylum is
where you are stuck





Mohammad Rahsepar

A 28 year old refugee took his life in January 2012





Napuli Paul Langa

Leading activist who escaped Sudan seeking asylum
in Germany

Importance of Oranienplatz



Visible Struggles



<https://taz.de/Fluechtlingsprotest-in-Berlin/!5204710/>



<https://taz.de/Fluechtlingsprotest-in-Berlin/!5204710/>

***“The success of Oranienplatz
visibilized our struggle, especially
in the public, and gave us the
power to negotiate with the
government officially, which before
then was not possible”***

Napuli Paul Langa

Oranienplatz Community

“If you are looking for something, you go to Oranienplatz. And if you don’t find someone there, you go to Kotti Café and you always find someone. And also if you want to give an appointment to friends, it is always in O-Platz”

Amal, a refugee

“We started on pieces of paper – from the very first [German] words and sentences caught around the table inside the Info-point tent, without any teaching program [...]between the dust of the tent, the cardboard boxes of cloths and books, the thousands of interruptions, questions and discussions, and among the coming and going of many people.”

(Bori, 2015)

Important Acts and Laws Passed



Integration Act

Targeted Integration
Instilled Assimilation



Skilled Workers Act

Prioritizes “Qualified”
Refugees



EU Blue Card

Incentivized Settling in
Germany, Must Be “High
Scoring”

Forming NGOs



Give Something Back to Berlin's Outreach

Neighborhood Maps



Kreuzberg (14)



Neuköln (9)



Friedrichshain (5)



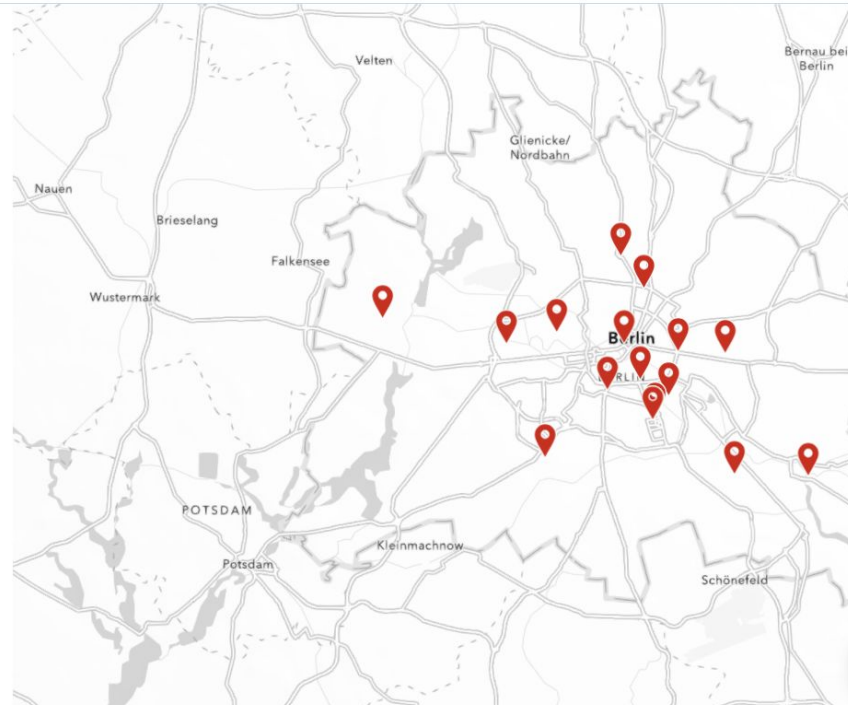
Mitte (5)



Lichtenberg (4)



Prenzlauer Berg (2)



GeoBasis-DE / LGB, Geoportal Berlin, Esri, TomTom, Garmin, Foursquare, FAO, METI/NASA, USGS | Source: Airbus, USGS, NGA, NASA, C

Supporting The Movement



Organizations Table

- Manageable Sections
 - Organizations need to be split into different groups based on the aid they provide
- Overall less stressful experience
 - Make it nice to look at

> Job Assistance 11 Accounts/companies		Category		
> Women and Children Aid 25 Accounts/companies		Category		
> Legal Assistance 5 Accounts/companies		Category		

Fundraising Table



- Organization
 - Focused on grant size
- Archives
 - Information stored by year
- Automations
 - Automate the archiving process

Every day, if Due date for su... has passed and only if item is in Opportunities



Then duplicate the item and then move item to board and then notify someone

Create automation

Social Media

- Foot traffic and interaction
 - What information reaches the most people?
- Information is automatically collected using CoEfficient and Google Sheets
 - The Google Sheet was inserted into Monday.com for easy access



givesomethingbacktoberlin

Following ▾

Message



848 posts

5,120 followers

748 following

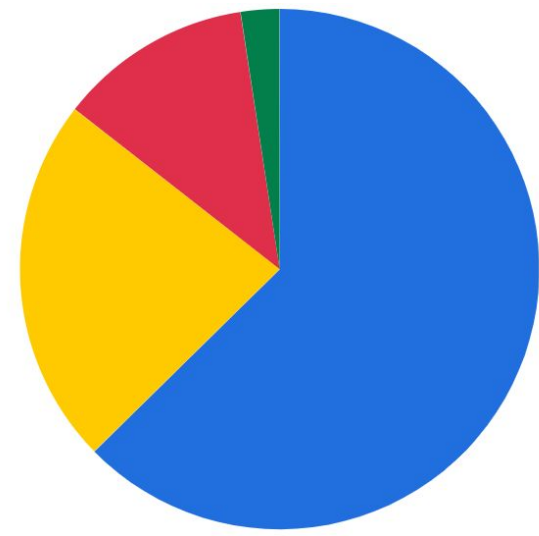
Give Something Back to Berlin - GSBTB

We make Berlin an open, diverse and inclusive city! Check out the link below to join us!

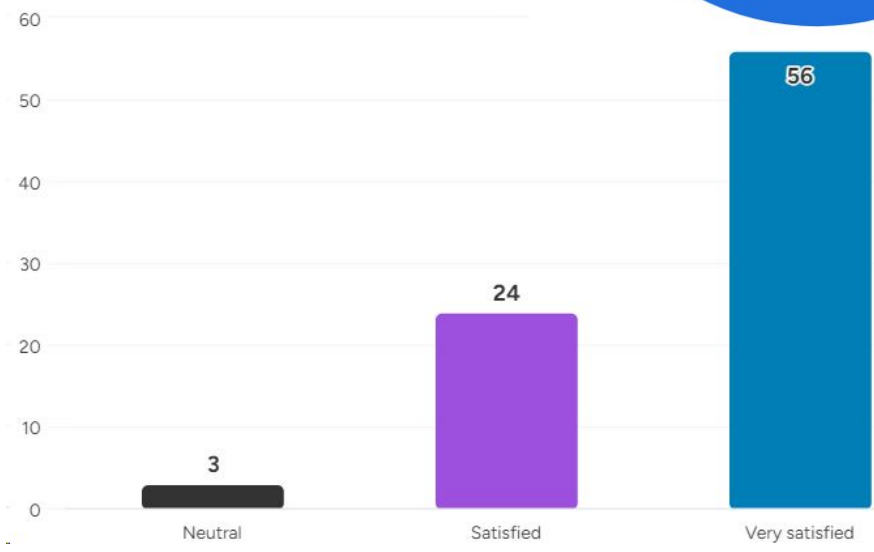
[🔗 bookwhen.com/gsbtb](https://bookwhen.com/gsbtb) + 3

Surveys

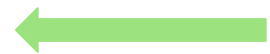
Age Demographics



- 18-27: 22.9%
- 28-45: 62.7%
- 46-65: 12.0%
- No answer: 2.4%

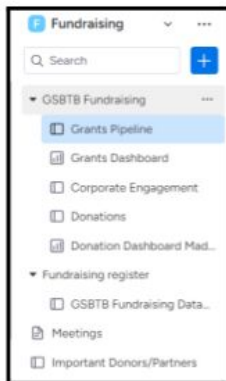


Satisfaction Levels



Manual

Fundraising Archives



Step 1: Setting up Archive Boards

Under the "Fundraising" tab, new boards will need to be created and titled by year. An example of this would be "2023 Grants".



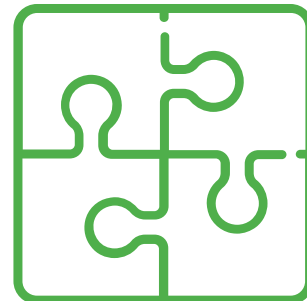
Step 2: Automation

The first section recognizes that a due date passes on a grant in the opportunities group.

Next, Monday.com will duplicate the item so that no information is lost from the main board. It will then move the item into the archive board selected. Every year this automation will have to be edited to switch the board to the new archive. Finally, it will notify someone that the grant due date passed and was archived. (A custom notification can be created if you click "notify")

Every day, if Due date for su... has passed
and only if item is in Opportunities
↓
Then duplicate the item
and then move item to board
and then notify someone

Create automation



Story Maps

The categories of NGOs researched included:

1. Language Help
2. Legal Aid
3. Shelter
4. Women and Children
5. Emergency Contact



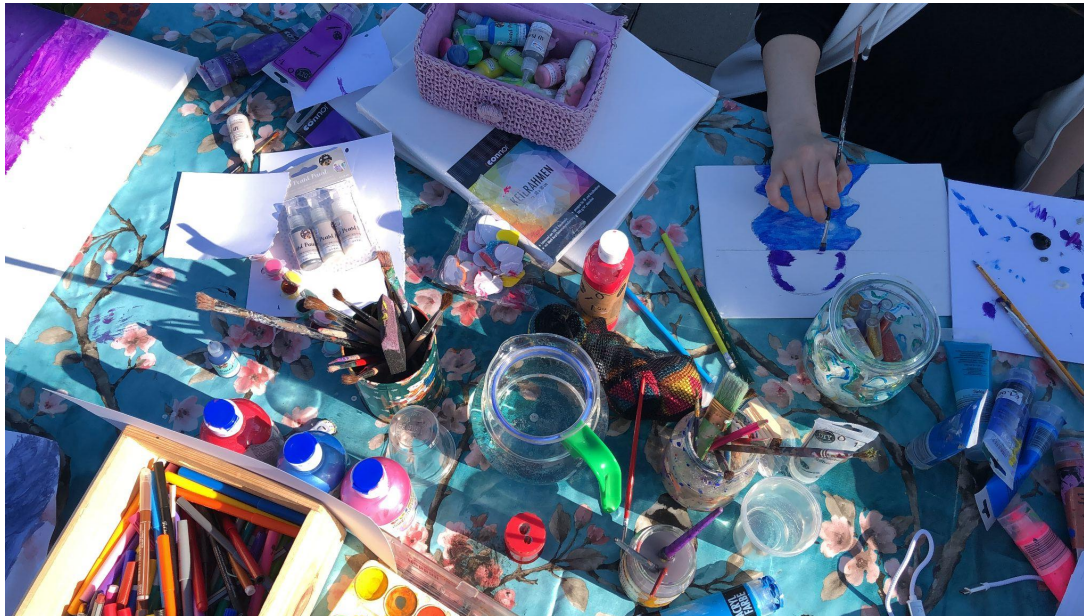
ArcGIS StoryMaps

Conclusion



Thanks

Any Questions?



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