móbilearn
Social Innovation Tournament of the EIB Institute
“Mobilearn offers a mobile service for faster integration and establishment in the society”
Immigrants and The Swedish society

In 2010 98,801 people immigrated to Sweden (source SCB, Swedish Statistic Agency).

- Average time between getting a residence permit and getting work is currently between 7-9 years (source, Skolverket, Swedish School Agency and SCB, Swedish Statistic Agency 2010).

- About 25% of all foreign-born persons aged 18-45 years, have still not entered employment, nine years after arrival to Sweden (source SCB, Swedish Statistic Agency 2010).

- Approximately 40% drop out of SFI (Swedish for immigrants) education studies (source SCB, Swedish Statistic Agency).

- One unemployed immigrant socioeconomical costs, on average, 42 433 SEK, or 5092 Euro per month according to The Swedish National Audit Office.
The Challenge

- Where is my nearest pharmacy
- How does the tax system work?
- How do I apply for a job
What is Mobilearn?

✓ Mobilearn is a mobile compliant website that works in all mobile phones.
✓ Mobilearn gathers and presents important social information from Governmental databases, connected to us, needed for successful integration, and presents it in the newcomers language with Swedish translation..
✓ The content in Mobilearn can easily be added and broadened by adding the information of new 'social institutions'.
✓ With Mobilearn one is constantly supported in one's daily life, and we can offer newcomers security, knowledge and stimuli for their own initiatives on the road to integration.
✓ Mobilearn is in place at the impulse and the "here and now".
✓ Both language and social information is gathered in the same place.
✓ Mobilearn offers integration and learning with respect of immigrants own living conditions.
Mobilearn offer

- **Mobilearn**

  Services are purchased and used as a license for a period of 24 months (renewable).

- **Buyer / Client**

  Mobilearn's customers are governments, authorities, municipalities, local immigrations etc. Generally the person or persons who own the responsibility for integration within each area, country or sector.

- **End user**

  Mobilearn is aimed primarily for people who are newly arrived, with little or no knowledge of Swedish and/or social behavior. Examples can be newly arrived immigrants, asylum seekers, labor migrants, family reunification, etc.
Newcomers benefits

✓ Our services will complement and strengthen existing government efforts for education, integration and establishment offered today.

✓ Mobilearn is a guide to all government and public service announcements in several languages, something that never existed before, and with Swedish subtitles displayed simultaneously thus becoming as an aid to language studies simultaneously.

✓ Reducing isolation and alienation with the help of a mobile guide that is always carried and always providing relevant answers to everyday challenges.

✓ Learning becomes more flexible with the help of technology and makes education more accessible, both in time and space, which increases opportunities to integrate during for example parental Leave and employment.

✓ Situation for Immigrant women will improve with a location-independent information source. There is considerable unknown number of women who have difficulties or may never be able to meet the society because of cultural differences, family and fear.
Economical benefits

- If we would reduce cost for integration* by 1 % yearly, the savings would be more than € 200 000 000 a year ( x 7-9 years) in Sweden

<table>
<thead>
<tr>
<th>Integration %</th>
<th>€ / Year</th>
<th>3 years</th>
<th>5 years</th>
<th>7 years</th>
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<tr>
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<td>18 000 000 000</td>
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<td>14 000 000 000</td>
<td>42 000 000 000</td>
<td>70 000 000 000</td>
<td>98 000 000 000</td>
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</table>

* Socioeconomic cost for unemployed newcomers
Investment requirements

- Development finalization € 120 000
- Translation € 498 000 (English, Somali, Arabic, Persian)
- Marketing and PR costs € 168 000
- Sales costs, admin and related € 714 000

- Total of € 1,500 000
ROI and revenues

► Revenue example
✓ It arrives about 200 000 people during a period of the next 24 months (source SCB)
✓ 300 000 people is thus already in the system
✓ This gives about 500 000 users * €30 / year

► Potential turnover in three years
✓ Potential sales for Mobilearn: €15 000 000 / year
➢ ROI

An investment of € 1,500 000 returns € 15 000 000 in 3 years (in Sweden)
Potential, Europe

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