

# WHAT IS T-ZEN?

T-Zen is a multimedia platform in Kreyol (or Creole) that since 2016 seeks to provide immigrants with information and tools on managing life in Chile, guiding them to resolve difficulties such as rent, employment contracts, request for documents, public transportation, streets location, tourism, among others and facilitate their adaptation to a new culture.

With our support, foreigners will be able to integrate socially, economically and culturally in Chile, especially Haitian immigrants, offering them information to calibrate expectations about opportunities while being always informed.

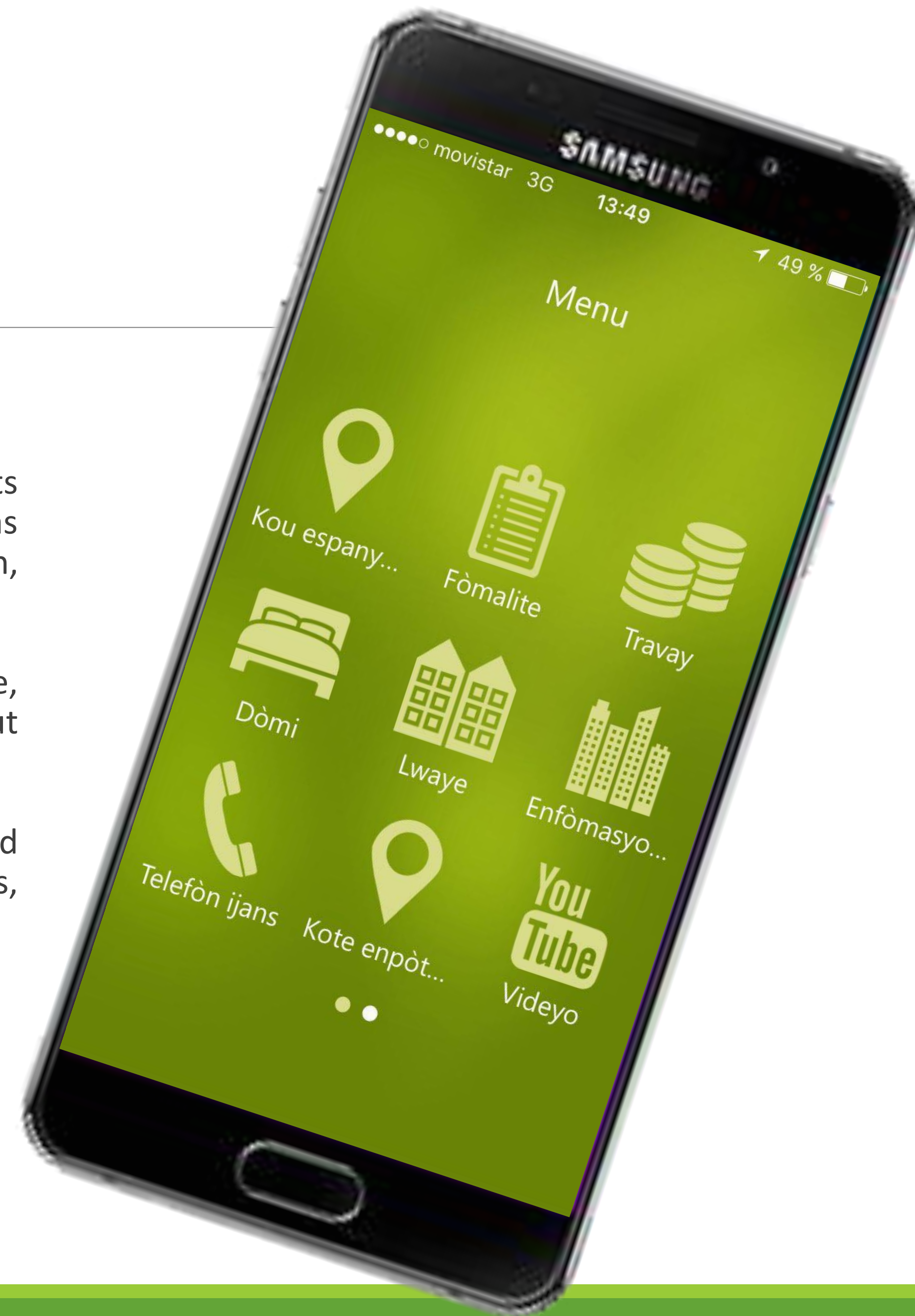
T-Zen is available for Android and has a YouTube channel, a Fan Page on Facebook, Twitter and Instagram. It also has a WhatsApp Group and a Website that maintains direct contact with users, generating important content.



Google Play



YouTube



# CONTENTS

T-Zen has a simple and friendly content structure, designed exclusively for the user. In it users will find the following topics:

App T-Zen			
Information addressed to the future immigrant in their origin country		Information for the first year of immigrants' stay in Chile	
Cost of living and economic - labor situation in the country of destination	Operational information, formalities and legal procedures	Interculturality	Work, health, pension system, transportation, education, important places and others.
Dissemination through Inbound Marketing strategy		Dissemination through Inbound Marketing strategies and face-to-face talks	



# BROWSING IN T-ZEN

Volver

T-zen



Interpreta el 28/03/2017  
A-B-C-D



Interpreta el 06/04/2017  
E-F-G-I



Interpreta el 06/04/2017  
J-K-L-M



Interpreta el 06/04/2017  
N-O-P-R





I'm in Chile and I need to look for an important place

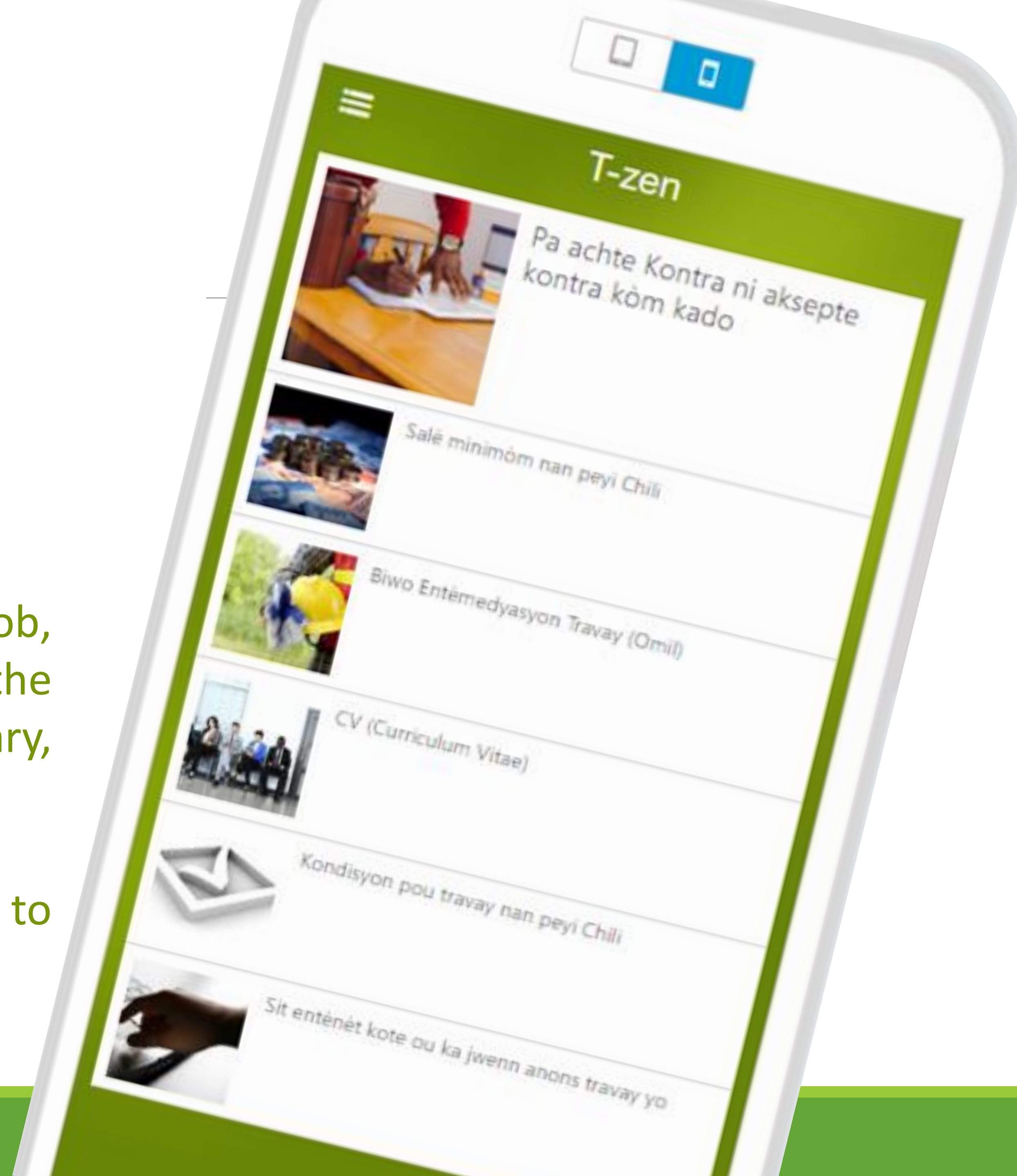
**With T-Zen users find places such as where to learn Spanish, study a profession, points of sale and other important geolocated places.**



# I don't know where or how to find or post a job

We provide information on how to look for a job, web pages where users can see the offers, the conditions to work in Chile, minimum salary, among others.

We offer companies and organizations space to publish jobs and their services.





# I don't know the city and I need to process a document

Find the address and location of the Department of Immigration, International Police, Municipalities, Civil Registry, Hospitals, Embassies, Places of assistance abroad. Tourist sites and events.



# T-ZEN IN NUMBERS

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11,2k Downloads  
[Click here](#)



9k Followers  
6K Likes  
[Click here](#)



81k Views  
1,3k Subscribers  
[Click here](#)



40k Views  
[Click here](#)



400 Views  
[Click here](#)



638 Followers  
[Click here](#)



243 Followers  
[Click here](#)

# BROWSING THE CATEGORIES

	Etiqueta de evento	Total de eventos ▼	Total de eventos ▼
		67.873 % del total: 100,00 % (67.873)	67.873 % del total: 100,00 % (67.873)
1.	Aprann espanyòl	8.414	12,40 %
2.	Travay	3.270	4,82 %
3.	(not set)	2.371	3,49 %
4.	Rezon pou pale espanyòl	2.076	3,06 %
5.	Prezantasyon	2.046	3,01 %
6.	Diksyonè Kreyòl-Espanyòl	1.739	2,56 %
7.	Enfòmasyon Chili	1.737	2,56 %
8.	Travay Disponib-Bolsa de Trabajo	1.732	2,55 %
9.	Dòmi	1.564	2,30 %
10.	A-B-C-D	1.561	2,30 %

"Learn Spanish" and "Jobs" are the most visited categories



# MORE THAN 10k USERS CHOOSE T-ZEN

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*"With this app, I can see everything I need to do my paperwork and others".*

**Chednald Paul**



*"I am a Haitian resident in Chile, I want to thank you for this great project, very useful for our community".*

**Jean Wilson Desruisseau**

*"This application is very useful and makes things much faster."*

**Peter Anderson**

*"It's very helpful to know more about Chile".*

**Isaac Edourad**

*"Very good app! I hope to learn how to use it to support my Haitian friends."*

**Carlos López**

# DIFFUSION

We constantly hold talks and workshops in different communes of Santiago city, taking T-Zen to the neighborhood and reaching out to the Haitian community in the country.

We have held more than 20 meetings achieving the following scope:

Directs

3000  
attending  
people

Indirects

30.000  
attending  
people





# PERFORMED ACTIVITIES

Workshops / Talks	Place	Scope
Presentation of the beta version at the Commemoration of the Independence of Haiti in Chile	Plaza de armas de Quilicura	+100 attending people
Participation in Diploma in Communication	Chile University, Faculty of Communications, Santiago	50 attending people
T-Zen Presentation at Universidad de Desarrollo.	Universidad de Desarrollo, Santiago	25 engineering student
T-Zen Presentation on the Seminar about the Rights and Duties of Immigrants for the Haitian community	Vecinal, Commune of Pedro Aguirre Cerda, Santiago	+60 attending people and 500 people people through Facebook Live streaming broadcast on T-zen fan page
T-Zen Presentation on a Seminar en at the National Institute of Human Rights	Plaza de Armas, Valparaíso	50 attending people.

# PERFORMED ACTIVITIES

Workshops / Talks	Place	Scope
Workshops on using and downloading T-Zen for the Haitian community	San Saturnino Parish, Yunga neighborhood, Santiago center	200 attendees, +1k followers via Facebook Live streaming on T-zen fan page
Workshop on using and downloading the app for Haitians	Recoleta municipality, Santiago	50 attendees, +1k via Facebook Live streaming on T-zen fan page
Workshop on using and downloading the app for Haitians	Municipal Library of Conchali, Santiago	10 attendees, +1k via Facebook Live streaming on T-zen fan page
Presentation at the event "Commemoration of the Haitian Flag "	Servicio Jesuíta a Migrantes (SJM)- Santiago	30 attendees and 50 face to face participants, +1k via Facebook Live streaming on T-zen fan page



# NATIONAL AND INTERNATIONAL PRESS COVERAGE



## T-ZEN UNA APLICACIÓN CHILENA PARA HAITIANOS

Media: El Mercurio Newspaper

## LANZAN APLICACIÓN CELULAR ESPECIAL PARA HAITIANOS EN CHILE

Media: Fortín Mapocho

## LANZAN PRIMERA APP EN CREOLE PARA QUE HAITIANOS SEPAN CÓMO VIVIR EN CHILE

Media: ADN Radio.

## T-ZEN, UNA APP SOBRE CHILE, PERO PENSADA EN HAITIANOS

Media: 24 horas Channel.

## LANZAN APLICACIÓN PARA FACILITAR LLEGADA A CHILE DE HAITIANOS QUE NO HABLEN ESPAÑOL

Media: Bíobio Radio

Lanzan aplicación para facilitar llegada a Chile de haitianos que no hablen español



2625 Visitas

URL Corta: <http://rbb.cl/hd96>



## ACCÈS AUX INFORMATIONS EN CRÉOLE AUX HAÏTIENS VIVANT AU CHILI

Media: Le Nouvelliste (Haïti) Newspaper

## DES JEUNES HAITIENS ET CHILIENS CRÉENT UNE APP POUR AIDER LES MIGRANTS D'HAÏTI

Media: Ayibopost, Haïti

## EMPRENEDEDORES CHILENOS HAITIANOS LANZAN APP MOVIL CANAL YOUTUBE AYUDAR MIGRANTES PAÍS

Media: Sustentable Newspaper

## ESTUDIANTE HAITIANO DEL IDEA CONTRIBUYE EN APLICACION PARA AYUDAR INMIGRANTES

Media: U de Santiago al Día

# Diffusion Spaces: GEOLOCATION

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Install the important places (Immigration, Civil Registry, PDI, Chile Atiende, Chancellery, Embassy of Haiti ...) It is enough to define the geographical areas of each push message and let the GPS of the clients' Smartphone do the rest.

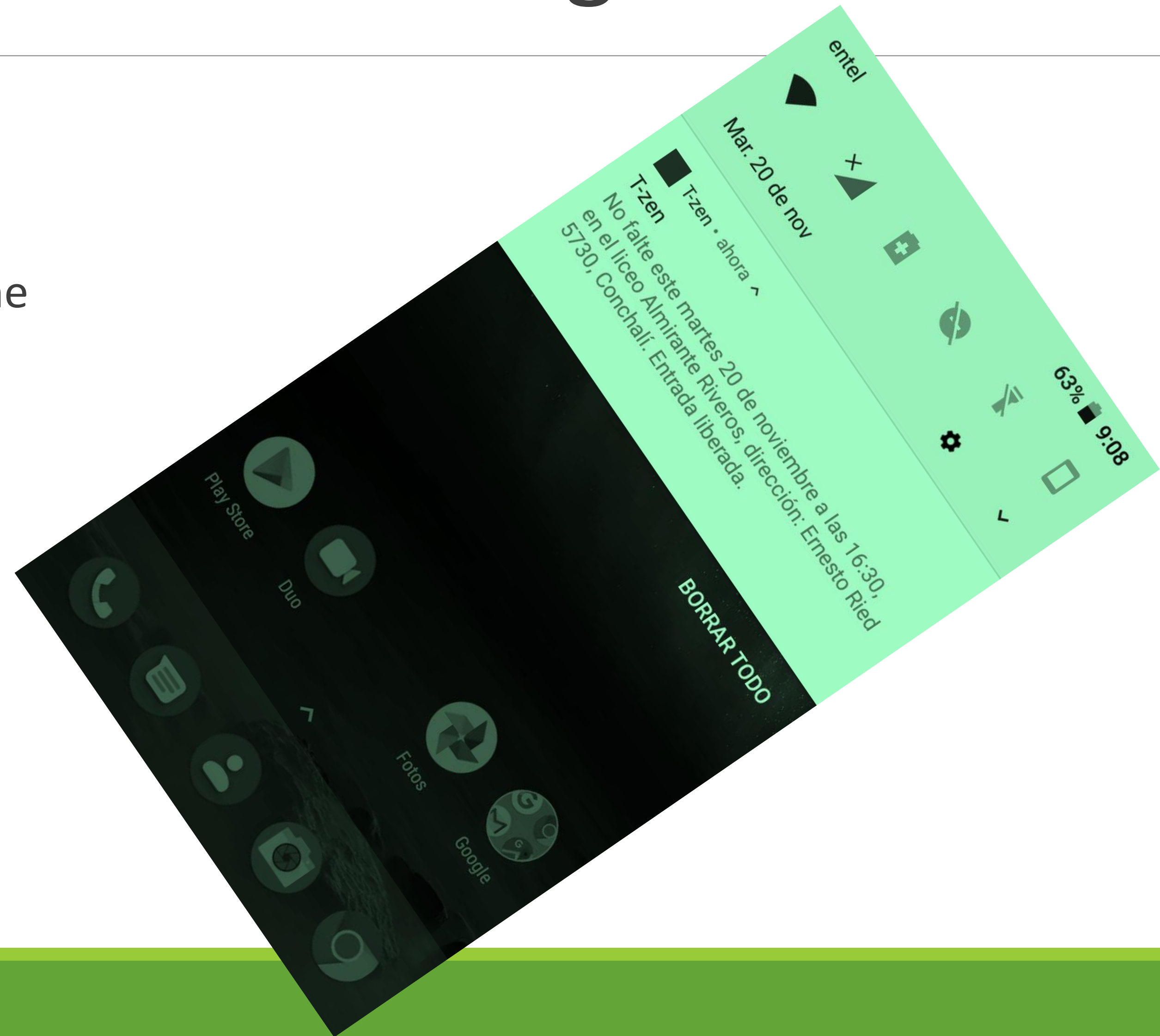




# Diffusion Spaces: Push Message in T-zen APP

**Push Message:** Send a message from the T-zen Mobile App, from 2,000 to 10,000 users receive it on their phone screen when opening the Application.

Push Covid 19 Prevention Message



# Diffusion Spaces: Banner in App

Install a banner and / or link in the  
T-zen app "start" section

Screen: (format: 6: 1 480x80: 20kb)

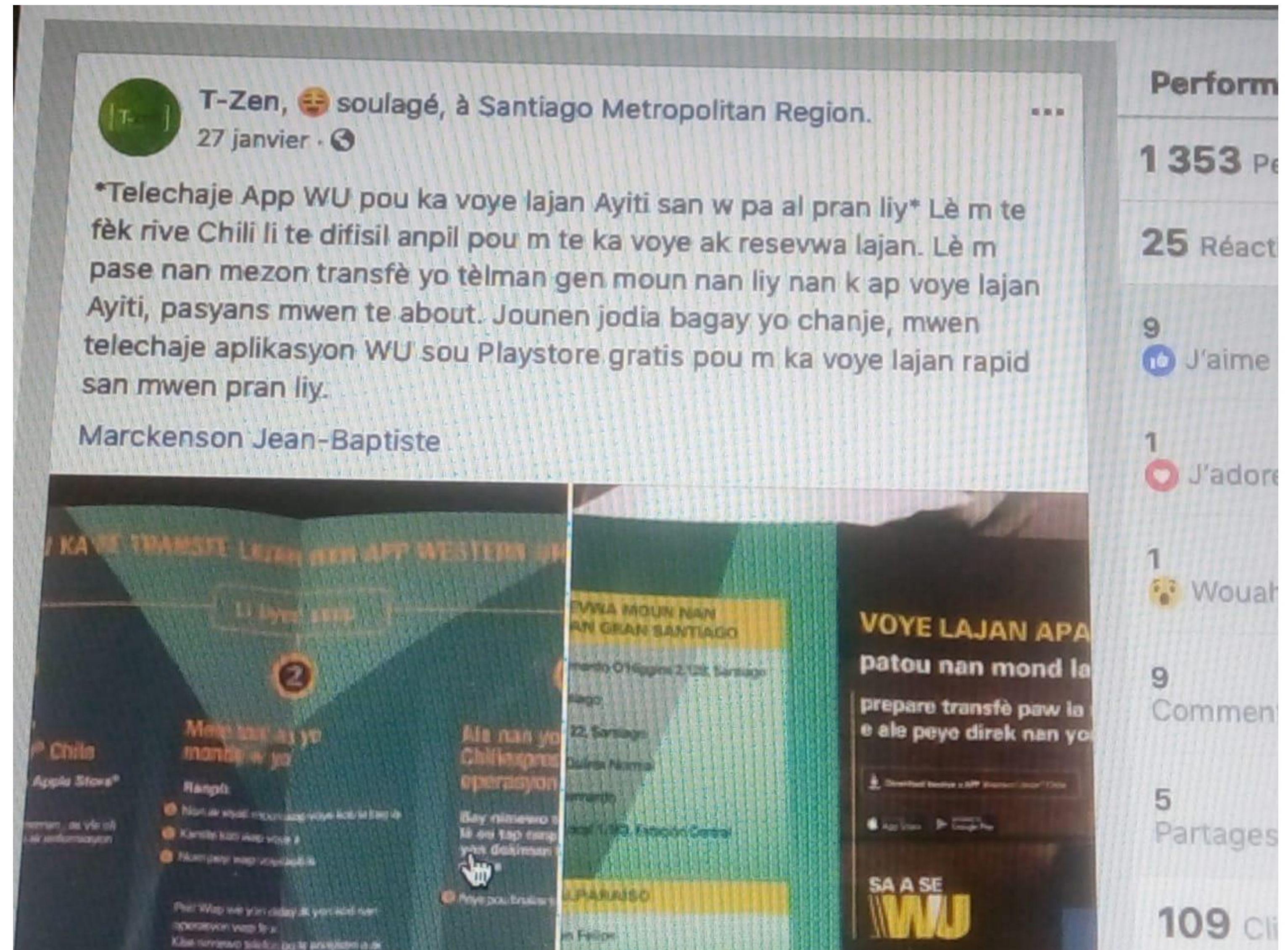




# Diffusion Spaces: Facebook, Youtube, Instagram, Twitter, Website

We publish content in audiovisual format, podcasting, on important issues for the migrant community: Procedures, Work, Entrepreneurship, Laws and Rights, Health, Education.

We cover all kinds of events related to migration, culture, etc.





# Reconigtion I

Best App on Haitian  
Migration in the world.

Recognition of Excellence in  
Creativity to T-zen.

On Receiving the Best Haitian  
App In Diaspora Award 2018.





# Reconigtion 2020

Excellent performance as a multimedia platform at the Voces de Haiti Festival, December 24, 2019 organized by the Chilean production company "Etnia Music Producciones"



# Actions Covid-19

Victims of Covid-19 in Chile are on the rise, as of today, this country has around 431,704 cases and 12,641 deaths (Ministry of Health, 2020), the main commercial cities, where many immigrants reside, particularly immigrants Haitians, are in mandatory quarantine. As a consequence, the unemployment rate in Chile during the February-April 2020 quarter was 9.0 (INE, 2020).

Those most affected are immigrants, either because they cannot access the social assistance offered by the government, or because of lack of documents or lack of information.



# Actions Covid-19

With T-zen, we started new activities to support immigrants in this time of crisis, and we have connected with more than 5 volunteers who work from home in various activities to respond to the needs of Haitian immigrants in Chile.

We have also been receiving messages from a dozen people on WhatsApp, Facebook, and YouTube, requesting help.

# Actions Covid-19

## Live Espesyal Covid-19 Chili-Haiti

Live Espesyal Covid-19 Chili-Haití, It's a program that has been transmitted through T-zen (Facebook and YouTube), since March 2020, where the doctor Emmanuel Mompont and other doctors from the Association of Haitian Doctors in Chile (AMHC) make (in) analysis on the situation of the Covid-19 in Chile and Haiti, give advice to followers on prevention measures.

We also have 3 telephone numbers where Haitians can request medical guidance on Tuesday-Thursday-Friday from 9:00 PM to 10:00PM in Kreyòl and in Spanish.

This activity has the collaboration of the Haitian Embassy in Chile and is broadcast in other social networks and radio stations such as: Sur Magazine, Migrant Voice, Radio PPZ, Radio PAM. Etc.

Maximum viewers who saw live: 500

Max views: 12k

12k views <https://www.facebook.com/tzencht/videos/272846337215344/>

6k views: <https://www.facebook.com/tzencht/videos/1568079580022734/>



# Actions Covid-19

Sa k pase Chili /  
What's up Chile

Sa k pase Chili / What's up Chile. It arises with the arrival of Coronavirus, it is a weekly summary of important news in Chile, it is focused on information of relevance for immigrants, who live in Chile, presented in French by journalist Tatiana Gloria Arce on T-ZEN. Saturday-Sunday from 9:00 PM to 10:00 PM.

This program was born in May 2020 and is co-broadcast by Revista Sur, Voz Migrante. The broadcast channels are Facebook, YouTube, Instagram and T-zen Podcast in the T-zen App. We have reached from 1k to 3k views.

<https://www.facebook.com/tzencht/videos/266019631460069/>

<https://www.facebook.com/tzencht/videos/183415989496926/>

<https://www.facebook.com/tzencht/videos/173447754085446/>

<https://www.facebook.com/tzencht/videos/3505078432839903/>

<https://youtu.be/LP9cbPTQKys>

# Actions Covid-19

## Migr-Enfo

Migr-Enfo: It's a program that is transmitted through T-zen (Facebook and YouTube), since May 2020, where the Intercultural Facilitator Henryo Joseph gives information and legal advice on migration processes (Visa, Residence, Visa Extension, etc.)

It also has a phone number so Haitians can ask for guidance. It airs every Thursday from 7:00 PM to 9:00 PM.

<https://www.facebook.com/tzencht/videos/272459183904317/>

<https://youtu.be/vVdf6n3KK20>



# Marckenson Jn-Baptiste



Project Manager at T- Zen

"I believe in reconciling the human, social, cultural, economic and technological aspects to develop activities that contribute successfully to the inclusion and integration of all human beings"

## Contact

Marckenson Jean Baptiste, Industrial Engineer, T-zen Project Manager for the Haitian community. He is currently pursuing a Master's Degree in International Studies at the Santiago de Chile University (USACH).

He has been a Process Engineer at A Pride of Haiti, and an Export Assistant at Alambres Dominicanos.

He was an intern at Athletic Sewing in Mexico and participated in the Millennium Conference Campus at Howard University, Washington DC.

He has published several articles in traditional and digital, national and international media such as Le Nouvelliste and Haiti Nation. He has contributed to various social projects as a volunteer and consultant for public and private organizations in Haiti, the Dominican Republic and Chile.

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[More information](#)

# ALLIANCES

## Collaborators

We make alliances that allow us to amplify the effect of the app, seeking to reach more users and with the correct information.

Diffusion or / and publicity services have been offered to various companies and organizations to reach the Haitian migrant community in Chile.

List of organizations that have collaborated with T-zen in exchange for publicity to reach the Haitian migrant community in Chile.





# DONATE

Your financial support is very important to keep the project alive during the Covid-19 Pandemic. You can make your contribution through safe and easily accessible means such as: Paypal, Yodono, Global Given, Moncash

1. Paypal (National and International): [https://www.paypal.com/cgi-bin/webscr?cmd=\\_s-xclick&hosted\\_button\\_id=5L6B6YCGCB6XS&source=url](https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=5L6B6YCGCB6XS&source=url)
2. Yodono (Chile) : <https://yodono.cl/proyecto/174/FundacinInterpretaTzenIntegracinDeladiasporahaitianaenChile>
3. Global Given (International) : <https://goto.gg/44682>
4. Moncash (Haiti): + 509 36 29 64 24

# NEXT STEPS

During the second half of 2019-2020 we want to increase the impact of T-Zen in the Haitian community of Chile, seeking to reach more than 50,000 users and channeled through the following actions:

- Have the mobile app in IOS version (Hiphone)
- Reach 50k downloads from T-Zen Chile
- Launch T-Zen Magazin
- Reach 30k likes and followers on Facebook in 3 months
- Record 25 videos for YouTube T-Zen in 3 months
- Reach 10k T-Zen YouTube subscribers in 6 months
- Carry out 50 T-Zen informative workshops in 10 communes of Santiago with large concentrations of Haitian residents in 6 months
- Improve Streaming Facebook Live at T-Zen page and broadcast other social networks and radio
- Create a radio station community that transmits online and via frequency

