¿WHAT IS T-ZEN?

T-Zen is a multimedia platform that since 2016 seeks to provide migrants with information and tolos on managing life in Chile in Kreyol (or Creole). Thus, solve difficulties such as leases, employment contracts, documents, public transport, Street location, tourism, among others, and facilitate their insertion.

Accompany foreigners to integrate socially, economically and culturally in Chile, especially Haitian nationals, offering information to gauge expectations about the opportunities to be always informed.

T-Zen is available for the Android operating system and has a Youtube Channel, a Fan Page on Facebook, Twitter, Instagram, WhatsApp Group and a Website that maintains direct contact with users, generating important content.
T-Zen has a content structure designed exclusively for the user in a simple and friendly way and is built with the following themes.

**App T-Zen**

<table>
<thead>
<tr>
<th>Information directed to the future migrant in their country of origin.</th>
<th>Information for the first year of stay of migrants in Chile.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of living and economic-labor situation in the country of destination</td>
<td>Operational information, legal procedures and other procedures</td>
</tr>
<tr>
<td>Interculturality</td>
<td>Work, health, pensión system, transportation, education, important places and others.</td>
</tr>
<tr>
<td>Dissemination through strategy: Inbound Marketing</td>
<td>Dissemination through Inbound Marketing strategies and fase-to-fase talks</td>
</tr>
</tbody>
</table>
SURFING IN T-ZEN
I am in Chile and I need an important place.

In T-Zen find places to learn Spanish, professions, points of sale and other important geolocated places.
I don’t know where or how to find work offers

We give you information on how to look for work, web pages where you can search for offers, the conditions to work in Chile, minimum wage, among others.

We offer companies and organizations and space to publish job offers and their services.
I do not know the city and I need to carry out a procedure

Find the address and location of the Dept. of Aliens and Migration, International Police, Municipalities, Civil Registry, Hospitals, Embassy, Places of help abroad. Tourist site and event spaces
T-ZEN IN FIGURES

11,2k Downloads
Link here

11k Followers
7 K likes
Link here

40k views
Link here

132.408 Views
1 625 Subscribers
Link here

1,872 views
Link here

758 Followers
Link here

281 Followers
Link Here
Learning Spanish and work are the most visited categories
MORE THAN 10,000 USERS CHOOSE T-ZEN

“With this application you can see everything you need to Access your paperwork and others”.
Chednald Paul

“I am Haitian living in Chile, I wanted to thank you for such a great Project that will be useful to our community”.
Jean Wilson Desruisseau

“This application is very useful and makes things much faster”.
Peter Anderson

“It is very helpful to know more about Chile”
Isaac Edourad

“Very Good app! I hope to learn how to use it to help my Haitian friends”.
Carlos López
DIFFUSION

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

We have held more than 20 meetings, where we arrived:

- Directamente: 3000 attendees
- Indirectamente: 30,000 attendees
## PERFORMED ACTIVITIES

<table>
<thead>
<tr>
<th>Talleres/ charlas</th>
<th>Lugar</th>
<th>Alcance</th>
</tr>
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<tbody>
<tr>
<td>Presentation of the beta versión at the Commemoration of the Independence of Haiti in Chile</td>
<td>Plaza de armas of Quilicura</td>
<td>More than 100 participants</td>
</tr>
<tr>
<td>Presentation in Diploma of Digital Communication of students..</td>
<td>University of Chile, Faculty of Communications, Santiago</td>
<td>50 attendees.</td>
</tr>
<tr>
<td>Presentation of T-Zen at the University of Development.</td>
<td>University of Development, Santiago’s campus</td>
<td>25 engineering students</td>
</tr>
<tr>
<td>Presentation of T-Zen in a seminar on rights and duties of migrants for the Haitian community of Chile.</td>
<td>Neighborhood Headquarters, Pedro Aguirre Cerda commune, Santiago.</td>
<td>More than 60 face-to-face attendees and 500 people through the Facebook Live streaming transmisión on the T-zend fan page.</td>
</tr>
<tr>
<td>Presentation of T-Zen in a seminar of the National Institute of Human Rights</td>
<td>Plaza de Armas, Valparaíso</td>
<td>50 participants.</td>
</tr>
</tbody>
</table>
## PERFORMED ACTIVITIES

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<tr>
<td>Workshops on the use and download of T-Zen for the Haitian community.</td>
<td>San Saturnino Parish, Yungay neighborhood, downtown Santiago.</td>
<td>200 attendees, plus 1000 followers via Facebook Live streaming on the T-zen fan page</td>
</tr>
<tr>
<td>Workshop on the use and download of the app for Haitians.</td>
<td>Recoleta Municipality, Santiago</td>
<td>50 face-to-face participants and more than 1,000 via Facebook Live streaming on the T-zen fan page.</td>
</tr>
<tr>
<td>Workshop on the use and download of the app for Haitians.</td>
<td>Conchali Municipal Library, Santiago.</td>
<td>10 face-to-face participants and more than 1,000 via Facebook Live streaming on the T-zen fan page.</td>
</tr>
<tr>
<td>Presentation at evento “Commemoration of the Flag of Haiti”</td>
<td>Jesuit Migrant Service (SJM) - Santiago</td>
<td>30 participants and 50 face-to-face participants and more than 1,000 via Facebook Live streaming on the T-zen fan page.</td>
</tr>
</tbody>
</table>
APARICIONES EN LA PRENSA NACIONAL E INTERNACIONAL

**T-ZEN A CHILEAN APP FOR HAITIANS**
Medium: El Mercurio newspaper, Body C

**LAUNCH SPECIAL CELL PHONE APPLICATION FOR HAITIANS IN CHILE**
Medium: Fortín Mapocho

**THE FIRST APP IS LAUNCHED IN CREOLE SO THAT HAITIANS KNOW HOW TO LIVE IN CHILE**
Medium: Radio ADN

**T-ZEN, AN APP ABOUT CHILE, BUT THOUGHT OF HAITIANS**
Medium: Channel 24 hours.

**LAUNCH APPLICATION TO FACILITATE THE ARRIVAL IN CHILE OF HAITIANS WHO DO NOT SPEAK SPANISH**
Medium: Radio Bóbio

**ACCÈS AUX INFORMATIONS EN CRÉOLE AUX HAÏTIENS VIVANT AU CHILI**
Medio: Le Nouvelliste (Haití)

**DES JEUNES HAITIENS ET CHILIENS CRÉENT UNE APP POUR AIDER LES MIGRANTS D’HAÏTI**
Medio: Ayibopost, Haití

**HAITIAN CHILEAN ENTREPRENEURS LAUNCH MOBILE APP YOUTUBE CHANNEL TO HELP MIGRANTS COUNTRY**
Media: Sustainable Newspaper

**HAITIAN IDEA STUDENT CONTRIBUTES IN APPLICATION TO HELP IMMIGRANTS**
Medium: U de Santiago al Día
Install the important places (Immigration, Civil Registry, PDI, Chile Attends, Cancellería, Embassy of Haiti...) Simply define the geographical areas of each push message and let the GPS of the customers’ Smartphone do the rest.
Push Message: Send a message from the T-zen Mobile App, from 2,000 users to 10,000 users receive it on their phone screen when opening the Application

- Push Covid 19 Prevention Message
- Push Message of Relevant News
- Push Job Offer Message
- Push Advertising Message for Brands
Diffusion Spaces: Banner in App

Install a banner and/or link in the T-zen app in the “home” section

Screen: (format: 6:1 420x80: 20kb)
Dissemination 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, promotion, etc.
Recognition 1

Best App of Haitian Migration in the world

Recognition of Excellence in Creativity to T-zen

On Receiving the Best Haitian App in Diaspora Award 2018
Recognition 2020

Excellent performance as a multimedia platform at the Voices of Haiti Festival, December 24, 2019, organized by the Chilean production company “Etnia Music Producciones”
Covid-19 is making several victims in Chile, as of today, this country has 938,094 cases and 22,359 deaths (Ministry of Health, March 2021) and the main commercial cities, where many migrants reside, particularly Haitian migrants, are quarantined or in transition stage. As a consequence, the unemployment rate in Chile during the February-April 2020 quarter was 9.0 (INE, 2020).

The most affected are the migrants, either because they cannot Access the social assistance offered by the government, or due to lack of documents or because they do not know the source of information.

Some businesses that resist have changed sales formats: online sales, by phone, by WhatsApp, by mail, delivery...

To reach customers or beneficiaries, companies or organizations use more digital marketing, social media and others.
Covid-19 Actions

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

WhatsApp, Facebook, YouTube, more than 10 people a day requesting help are also being received by message.

Offering services and advice to companies and organizations in terms of advertising and promotion or better format, being in contact with customers and beneficiaries.
Live Espesyal Covid-19 Chili-Haití, It is a program that has been broadcast through T-zen (Facebook and YouTube), since March 2020, where doctor Emmanuel Mompoint and/or other doctors from the Association of Haitian Doctors in Chile (AMHC) analyze the situation of the Covid-19 in Chile and Haiti and give advice to followers on prevention measures.

In addition, 3 telephone numbers are available for Haitians to request medical advice Tuesday-Thursday-Friday 9:00 PM-10:00 PM in Kreyòl and Spanish.

This activity has the collaboration of the Embassy of Haiti in Chile and is broadcast on other social media and radio such as: Revista Sur, Voz Migrante, Radio PPZ, Radio PAM. Etc.

Maximum viewers who watched live: 500

View Max: 12k views

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

6k views: https://www.facebook.com/tzencht/videos/1568079580022734/
Sa k pase Chili / What is going on in Chile” With the arrival of Coronavirus, is a weekly summary of important news in Chile, which marked the week, focused on relevant information for migrants living in Chile presented by journalist Tatiana Gloria Arce on T-ZEN, in French Saturday-Sunday 9:00-10 PM.

This program started in May 2020 and is broadcast through T-zen and is co-broadcast by Revista Sur, Voz Migrante. The broadcast channels are Facebook, YouTube, Instagram and T-zen App, it has been obtained 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
Migr-Enfo: It is a program that is broadcast through T-zen (Facebook and YouTube), since May 2020, where the Intercultural Facilitator Henryo Joseph provides information and legal advice on immigration processes (Visa, Residence, Visa Extension, etc.)

In addition, there is one telephone number for Haitians to ask for guidance. It airs every Thursday from 7:00 PM-9:00 PM.

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

https://youtu.be/vVdf6n3KK20
Marckenson Jean Baptiste, Industrial Engineers, Director of Haiti-Chile Relations at Interpreta, Leader of the T-zen Project for the Haitian community. Currently, he is a Master’s student in International Studies at the University of Santiago de Chile (USACH).

He has been Process Engineer at A Pride of Haiti and Export Assistant at Dominican Wires.

He has been an intern at Athletic Sewing in Mexico and participated in the Millennium Conference Campus at Howard, 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.

marck@interpreta.org
marckensonj@gmail.com
56 9 84316426

More information
List of national and international press and digital media that have collaborated with T-zen to spread their content and vice versa to reach the community of Haitian migrants in Chile and in the world.

We articulate alliances that allow us to learn more about the sector and make our content reach more users and have quality content from other sources.
List of organizations that have collaborated with T-zen in Exchange for advertising to reach the Haitian migrant community in Chile.

ALLIANCES
Collaborators

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

Dissemination and/or advertising services have been offered to several companies and organizations, to reach the Haitian migrant community in Chile.
DONATE/ Buy Services

Your financial support is very important to keep the Project alive during the Covid-19 Pandemic.

It can be done through various secure and easy to Access means such as: Paypal, Yodono, Global Given, Moncash.

And you can also request our digital marketing services and migration advice in exchange for fees: Invoice/Boleta


2. Yodono (Chile) :
   https://yodono.cl/proyecto/174/FundacionInterpretarTzenIntegracion-del-diaspora-haitiana-en-Chile

3. Global Given (International) : https://goto.gg/44682

4. Moncash (Haiti): + 509 36 29 64 24
NEXT STEPS

During the second semester of 2020-2021 we want to increase the impact of T-Zen in the Haitian community in Chile, seeking to reach more than 50,000 users and channeled with the following actions:

- Have the mobile app in IOS versión (Hiphone)
- Reach 50,000 downloads of T-Zen Chile.
- Launch T-zen Magazin
- Reach 30,000 likes and followers on Facebook in 6 months
- Record 25 videos for Youtube T-zen in 3 months
- Reach 10,000 subscribers on YouTube T-zen in 6 months
- Carry out 50 informative T-Zen workshops in 10 districts of Santiago with large concentrations of Haitian residents in 6 months
- Improve Streaming Live Facebook T-Zen and retransmit other social media and radio space
- Create a community broadcaster that transmits online and via frequency