

# GeoMatch™

Connecting people to places

## Why GeoMatch?

- **Low cost:** budget-friendly to implement and run; IPL team supports pilot testing
- **Adaptable:** integrates into existing processes and systems
- **Easy to customize:** optimizes any integration outcome, like employment or income; can include host country constraints and refugee or immigrants' preferences
- **Human-centered:** complements placement officers' expertise; helps immigrants make informed decisions
- **Universal:** can be deployed in many different countries and contexts
- **Dynamic:** continually learns from new data and adjusts recommendations over time

## Matching People and Places

People who migrate from one country to another must make challenging, life-altering decisions. Which route is the safest? Who in our family should be the ones to move? Where do I have the best chance at starting a new life?

AI-driven tools can transform the way we approach these questions, allowing us to combine insights from big data with the expertise of service providers and governments. **GeoMatch is a first-of-its-kind tool to connect asylum seekers, refugees, and immigrants to host communities where they are most likely to succeed.**

The GeoMatch algorithm learns from data about past migrants (such as gender, country of origin, and level of education) and their integration outcomes (for example, how soon they were able to find employment, what types of jobs they found, and whether they later moved to a new location). It identifies synergies between personal characteristics and locations, develops models to predict how new arrivals will fare, and matches them to give each one the best opportunity.

Pilot programs are under way in countries around the world. The GeoMatch algorithm was published in the world's leading scientific journal, *Science*, and its open source code embodies our commitment to transparency.

## About Us

The Immigration Policy Lab (IPL) is a global hub for research and innovation in immigration policy. Using advanced research methods and data science, we measure the impact of migration policies on a wide range of social, political, and economic outcomes. We partner with government agencies and service providers to translate new evidence into creative solutions that help improve the lives of refugees, immigrants, and host communities.



## Long-Term Impact

**Fiscal:** When asylum seekers, refugees, and immigrants are employed and integrated into society, sooner and in greater numbers, governments have higher tax revenues and lower the costs of social services such as welfare subsidies and unemployment insurance payments.

**Economic:** By matching newcomers with places that act as an on-ramp toward integration, countries can unlock their potential to contribute to the economy. When governments facilitate integration, they also promote immigrants' financial independence, entrepreneurship, and social mobility.

**Social:** As immigrant integration improves, so does social cohesion. Failed or incomplete integration, meanwhile, paves the way for societal ills that may persist for generations, including inequality, political polarization, and threats to democracy.

### Funders

- Google.org
- J-PAL European Social Inclusion Initiative
- Rockefeller Foundation
- Schmidt Futures
- Stanford Impact Labs
- Stanford Institute for Human-Centered Artificial Intelligence

### Get in Touch

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## Your GeoMatch

IPL can support the pilot of GeoMatch free of charge. To envision GeoMatch at work in your country or context, think through the following questions.

**Who:** What groups of people will GeoMatch help you place? Who will use GeoMatch to generate placement recommendations?

**When:** At what point in the existing process should GeoMatch make placement recommendations?

**What:** What information or data do you already have on localities and people, and what could you collect?

**Why:** What integration outcomes should GeoMatch optimize, and how are they measured?

Our work together will unfold in three stages.

**Research:** We'll work with you to understand the nuances of your immigration or resettlement process, make arrangements for data access, and conduct tests on historical data to assess the gains GeoMatch could deliver. Then we'll share the results of the backtests so you can decide whether to move forward with implementing GeoMatch.

**Pilot test:** We'll design a pilot test to carefully measure the impact GeoMatch is having on various integration outcomes that you would like to focus on.

**Evaluation:** When the pilot test has run long enough to produce meaningful information, we'll analyze the results so you can decide whether to continue using GeoMatch. Our team will also publish the results in a scientific journal to advance knowledge of how technology can be used to improve immigrant integration.