

Mobile for Development

How public-private partnerships between telecommunications and humanitarian agencies can save lives:

UNISDR Disaster Impacts 2004-2014

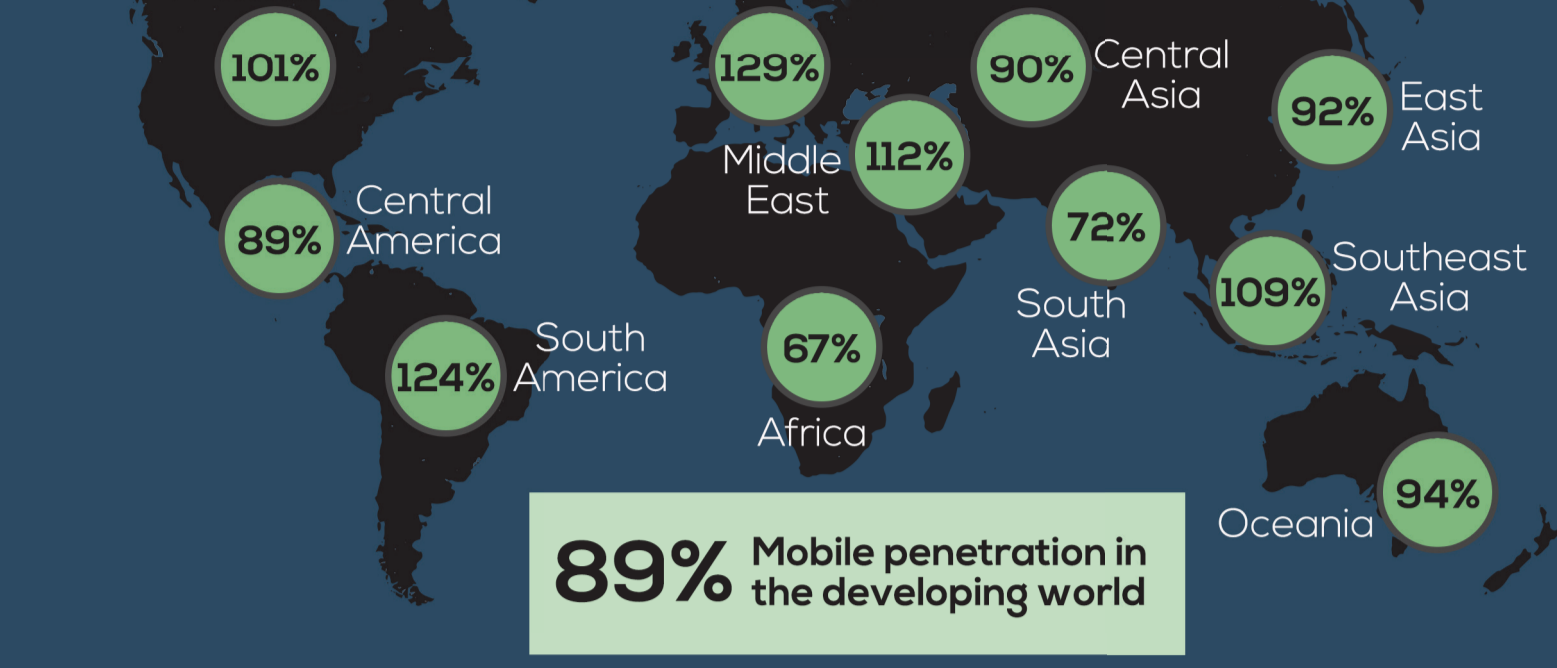


Aid groups have come to recognise that information and the **ability to communicate** can be just as **important as physical aid** in the aftermath of a disaster. Now that there are more mobile devices than people in the world, how is this ubiquity being used in disaster relief and to benefit humanitarian aid?

"The private sector's technical expertise and resources offer great opportunities to innovate and improve services, while humanitarian agencies continue to have leading insight into what types of aid are needed and how to reach people in remote communities."
- Steven Zyck, Overseas Development Institute

Mobile Penetration by Region

January 2014



89% Mobile penetration in the developing world

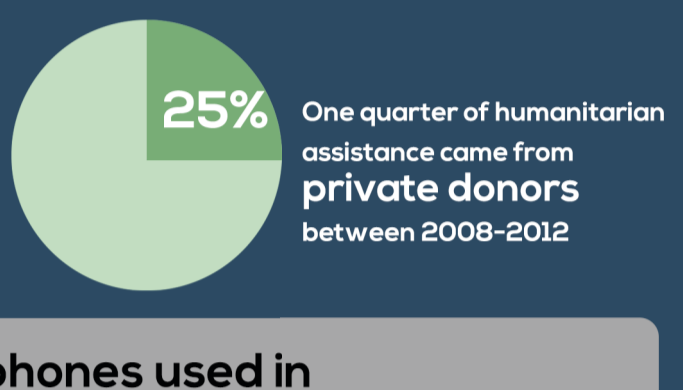
What is M4D?

Mobile for Development (M4D) creates

PRACTICAL and *Sustainable* mobile solutions for developing countries

Public-Private Partnerships (PPP's)

The growing ubiquity of mobile phones presents partnership opportunities for NGOs, government organisations and institutions to achieve M4D development goals



How are mobile phones used in Disaster Management?

'When you restore the mobile network, you rebuild the human network.'
- GSMA on Mobiles for Development in Disaster Aid & Relief

- 1 Send out pre-disaster warnings, early warning systems
- 2 Send out post-disaster information
- 3 Exchange information from a distance
- 4 Mobile data analysis and geo-mapping of affected people
- 5 Mobile-money transfers as form of aid
- 6 Family tracing & reconnecting displaced persons

PPP Case study 1:

Dialog, Microimage and University of Moratuwa Communications Research Laboratory

- Created Sri Lanka's Disaster and Emergency Warning Network (DEWN)
- Early warning system utilises large mobile network in Sri Lanka
- Warnings sent via SMS or mass alert broadcasts in 3 local languages
- Received on basic handsets and sent to DEWN alarms in public spaces

Weather and seismic activity is monitored and affected are then alerted by SMS.



M-Health

The Red Cross 3.7 million texts → 1/2 a million Haitians providing info and advice after 2010 earthquake

Smartphones are quickest link to important clinical information in a disaster zone

Clinical reference apps provide fast info on conditions and medications not seen by doctors before

Doctors use GPS and GoogleMaps in disasters to find their location, locate hospitals and drop zones for supplies

During Hurricane Sandy 1/2 a million Instagram pictures were posted

20 million tweets were posted

In Japan, after the 2011 earthquake, 177 million disaster-related tweets were sent

Studies show up to

65% of tweets generated during disasters are relevant and informative



48 hours after the 2010 earthquake in Haiti, Red Cross received 8 million US dollars in donations from texts

Mobile Money

Mobile money reduces costs of remittances and promotes financial inclusion, removing the need for physical banking - making transfers more convenient, timely and secure.

World Food Programme

50% of its US\$ 340 million cash assistance electronically in 2012

Oxfam

In 2012, Oxfam sent US\$ 282,000 to 1700 families using mobile money.

Displaced Persons in Uganda

46.8% of displaced persons in Uganda received mobile money as support from family and friends.

- Remittance promotes financial inclusion and removes need for physical banking
- 1 in 10 people globally are directly associated with remittance, often as an anti-poverty tool
- On average, remittance makes up 10% of household income.

Satellites

Satellite communication technology enables rescue workers to set up connections with mobile networks in minutes, connecting them to the outside world. The satellite internet connection works almost everywhere in the world, anywhere there is satellite coverage.

PPP Case study 2:

Inmarsat + Telecom Sans Frontieres (TSF)

- Provide vital internet connection for refugee hospital
- Deliver faster, more efficient aid, reducing mortality and limiting risk of disease to 25,000 Burmese refugees
- Internet connection a basis for data collection and mHealth services

Satellite based-equipment is used by aid agencies to establish a communications base during a disaster.



"Mobile phone services can make the difference between life and death in a crisis."
- Gwi Yeop-Son, Director of OCHA's Corporate Programme Division.



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