Crowdsourcing for humanitarian programming
SIMLab

We help people and organizations to make systems and services accessible, responsive and resilient using inclusive technology.

2016
Principles

- Be context sensitive
- Foster accountability and participation
- Build inclusion
64% of Vanuatu’s citizens are affected by natural disasters each year.
Congrats, you have an all male panel!
“In Vanuatu, women have very little say in anything and when emergency comes, it’s the women who suffer most.” – WITTTT Leader
Not crowdsourcing friendly...
Crowdsourced Bias

- Means
- Knowledge
- Underrepresented voices
‘Crowdseed’ Features

- Develop relationship
- Co-develop content
- Follow up
- Reimburse expenses
- Know your bias
- Structured Data
- Pre-mapped locations
Community

Vanuatu National Disaster Management Office (NDMO)

Toktok forum leaders

Radio, shortwave radio, satellite phone and mobile phone channels

Needs information and feedback about the response

Training on data types and formats, and pre-positioning radios, phones, SW radios and some sat phones

Decision-friendly data dashboard
What’s a typical day like for you? Who do you talk with during the morning? And in the evening? What about on the weekends? Who do you go to when you need help?
For example, via structured SMS report:

- **Villages pre-mapped. Women ready to report for designated surrounding area. Data formats pre-agreed.**

- **To: NDMO**
  - V12D04C03I24F07W08S04T02

- **To: Village 12, NEOC**
  - Medicine and food aid to arrive 11hrs 01/19 @ village 12

- **To: NDMO**
  - V12 needs women’s sanitary supplies & infant formula

---

"Village 12 (pre-mapped location) needs report: 4 people dead, three critically injured, 24 minor. On a scale of 1-10, we have severe damage to food (level 7) and water (level 8) stocks. Shelter damage moderate (4). Transport infrastructure damage minor (2)."
If you aren’t actively including, you are excluding.