Using Data for Communication

Presentation for GeOnG 2012
By Timo Lüge

USA consumes 25% of World’s energy.

Photo: Golan Levin

08.11.2012

Social Media for Good – www.sm4good.com
The Value of Visualization

By: Column Five; [http://vimeo.com/29684853](http://vimeo.com/29684853)
The Role of Data in Communication

Reporting

Spreadsheets
Tables
Coordinates
The Role of Data in Communication

Advocacy

Marketing

Tugging at the heartstrings

Campaigns
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- Campaigns

Data-Driven Communication
Where are we in a process?
SHELTER IN HAITI

THE ACHIEVEMENTS

MEMBERS OF THE SHELTER AND HOMES FOR HAITI CLUSTER have delivered vital and estimated 135,000 people who were directly affected by the earthquake. Despite a damaged port, a severely damaged airport and a lack of infrastructure, cluster members have reached an average of 38,000 people per week in the first four months of the response operation. Such efforts revealed two gaps or points of interest:

EMERGENCY SHELTER consists primarily of temporary shelter forms such as tarps, tents, a hanner

transitional shelters, which are designed to

68,100 DISTRIBUTED

ON TOTAL

70,000 PLANNED

14,932 IN COUNTRY

5,657 COMPLETED

3,185 IN PROCESS

500,000 - 600,000 PEOPLE LIVING WITH

A TENTS

97,054 DISTRIBUTED

ON TOTAL

85,000 PLANNED

30

THE CHALLENGES

Because most people were without a permanent residence and didn’t own land, all temporary shelters were very temporary. All are to be able to withstand the wind and rain.

THE WAY FORWARD

The provision of transitional shelters is gaining momentum and will allow the continued shelter and improvement of temporary shelters, for an estimated 80,000 people. The essential need for emergency shelter solutions is a key element in the overall disaster response plan and the required planning processes are currently underway by these efforts to enable the implementation of such transitional shelters.

SHelters can be in a temporary structure that are not secured to the building, such as a wooden frame, and are quick to build but cannot be dismantled and moved if necessary.

681,000 DISTRIBUTED

ON TOTAL

500,000 PLANNED

30

THE CHALLENGES

1. Ownership of land is often unclear or disputed, but ownership will not be threatened by any of the shelters

2. Sites are blocked by debris, even with heavy equipment it will take years to remove it.

3. Many roads are too narrow for heavy equipment, helplessly, cannot safely be replaced.

4. Hurricane season emergency shelters can be destroyed by heavy winds and rain.

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SHELTER IN HAITI

188,387 People are in need of shelter assistance

400,000 People are in need of shelter assistance

70,000 People are in need of shelter assistance

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Today, shelter cluster agencies are increasingly focusing on transitional shelters. These are simple structures that provide better protection than tents or tarps but take longer to build.

= 1,000 TRANSITIONAL SHELTERS

OF TOTAL
135,000
PLANNED

5,657 COMPLETED

14,932 IN COUNTRY

31,335 IN PIPELINE

THE WAY FORWARD

The provision of transitional shelters is gaining momentum, particularly in and around areas where maps and topography are essential for an effective and efficient response. In the immediate term, the required planning processes are urgently demanded by the authorities to enable a large-scale construction of transitional shelters and, ultimately, the provision of permanent housing solutions.

Source: United Nations Office for the Coordination of Humanitarian Affairs.
SHELTER IN HAITI

THE CHALLENGES

1. Ownership of land is often unclear but owners have to give permission before any work can be done.
2. Sites are blocked by debris, even with heavy equipment it will take years to remove it.
3. Many roads are too narrow for heavy equipment, multi-family buildings cannot be easily replaced.
4. Hurricane season; emergency shelters can be destroyed by heavy wind and rain.

THE WAY FORWARD

The provision of transitional shelters is gaining momentum, particularly in rural areas where more land is available. It is essential that the identification of additional, safe relocation sites, debris removal and the required planning processes are urgently addressed by the authorities to enable the large scale construction of transitional shelters and ultimately the provision of permanent housing solutions.
SOMALIA

UNICEF results: July-Sept. 2011

UNICEF 2011 aid target: 209,000

83,782 reached

severely & moderately malnourished children treated

UNICEF 2011 aid target: 2.9 million

963,000 reached

children vaccinated against measles

UNICEF 2011 aid target: 1.9 million

1 million reached

people provided with access to safe water

UNICEF 2011 aid target: 88,400

19,700 reached

children in child-friendly spaces

UNICEF 2011 aid target: 300,000

321,400 reached

primary school-age children accessing education

Any targets not or exceeded by results-to-date will be recalculated.

59,897 households reached with supplementary blanket feeding

7,000 households provided with food vouchers

88,300 people reached with ‘wet feeding’ (hot meals)
What do (big) numbers mean?
NUCLEAR BOMB POWER

1 TON TNT

1000 TONS TNT

1 KILOTON

LITTLE BOY
15 KILOTONS
Bomb dropped on Hiroshima (USA)

FAT MAN
21 KILOTONS
Bomb dropped on Nagasaki (USA)

IVY KING
500 KILOTONS
Bomb detonated by the USA
10x
Strong emotional appeal, often with little data
G20 countries: the worst and best for women

MATERNAL DEATHS IN 2010
UN Population Fund

56,000

INDIA

44.5%

OF GIRLS MARRIED BEFORE 18
International Center for Research on Women (2010)

52%

OF WOMEN THINK IT’S JUSTIFIABLE FOR MAN TO BEAT WIFE
Unicef (2012)

“In India, women and girls continue to be sold as chattels, married off as young as 10, burned alive as a result of dowry-related disputes and young girls exploited and abused as domestic slave labour.”

—Gulshun Rehman, Health Programme Development Adviser, Save the Children UK

Full coverage: G20women.trust.org

By: Thomson Reuters Foundation; Trust.org
SAVE SYRIA

The Syrian uprising, also known as the Syrian Civil War, is an ongoing, violent internal conflict in Syria. It is part of the wider Arab Spring, a wave of upheaval throughout the Arab world. Public demonstrations across Syria began on 26 January 2011 and developed into a nationwide uprising. Protesters demanded the resignation of President Bashar al-Assad, the overthrow of his government, and an end to nearly five decades of Ba'ath Party rule.

The Role of Data in Communication

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Data-Driven Communication
Thoughts

- There is a difference between public information and accessible information.
- Humanitarian Organizations frequently have good data/information but are not able to share it effectively.
Data driven, visual communications products can bridge that gap.

Photo: Lotte Grønkjaer
Resources

- Drawing by Numbers: http://drawingbynumbers.org/
- Data Journalism Handbook: http://datajournalismhandbook.org/
- Guardian Data Store: http://www.guardian.co.uk/data
Thank you!

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