

**10 YEARS OF  
INNOVATION.  
10 YEARS OF  
GLOBAL IMPACT.  
THIS IS  
USHAHIDI.**

# 2008



Thomas Mukoya/Reuters

Violence has erupted in Kenya following the election. Millions of Kenyans have no way of understanding what is happening on the ground and how to stay safe. A local blogger writes, “Any techies out there willing to do a mashup of where the violence and destruction is occurring and put it on a map?” Within days, four technologists build a web-based platform to crowdsource first-hand reports from citizens via SMS and the web. These reports were then geolocated and timestamped, triggering alerts back to the people on the ground and citizens watching from around the world. They now had a way to understand what was happening where and how to stay safe. Over 40,000 reports were submitted, verified, and triaged. They called it Ushahidi.



**An analysis by Harvard’s Kennedy School of Government found that the data collected by Ushahidi was superior to that reported by the mainstream media in Kenya in 2008. The service was also more effective for reporting non-fatal violence as well as information coming in from rural areas.<sup>1</sup>**

1. [https://www.google.com/url?q=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FUshahidi%23cite\\_note-34](https://www.google.com/url?q=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FUshahidi%23cite_note-34)

# 10 YEARS LATER

Photo credit text goes here



Ushahidi – “testimony” or “witness” in Swahili – remains an innovative platform that has been used more than 150,000 times in over 160 countries, crowdsourcing more than 50 million reports from citizens across the world. Ushahidi has grown into a social enterprise with a global team of 30+ highly-skilled and diverse experts from 10 different countries, building on their open source roots. Ushahidi builds technology to help marginalized people raise their voice and get the help they need. These are people in the midst of destruction due to hurricanes or earthquakes, whose human rights are threatened, and others witnessing violence, corruption or harassment. They are also groups of people who have been excluded from conversations and decision-making in matters affecting them. Technology empowers them to be heard so those who can help can respond better.



**Ushahidi builds tools to solve the world’s biggest humanitarian and international development challenges.**



**Technology can help raise voices to have the greatest impact in the most challenging places to be heard.**

The Ushahidi Platform:

# BY THE NUMBERS



**150,000+**

deployments in  
160 countries



**50 MILLION+**

crowdsourced reports,  
posts, and testimonies  
gathered, triaged, and  
responded to



**10 MILLION+**

alerts created and  
triggered to people on  
the ground, helping to  
keep them safe



**18 MILLION+**

people reached in  
critical situations



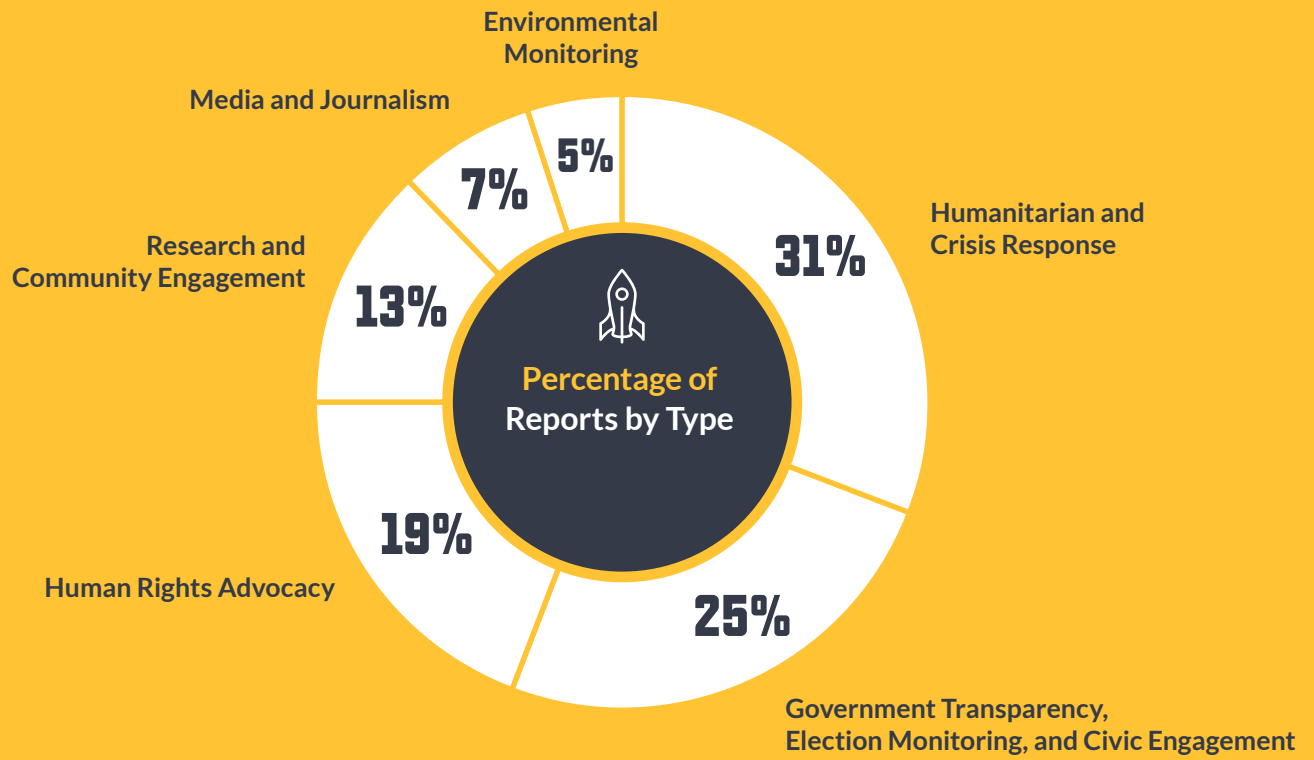
**40+**

languages Ushahidi  
software translated  
into



**150 MILLION+**

page views of Ushahidi  
deployments advocating for  
human rights through first  
hand testimonies



**Hundreds of uses actively running for years such as Syriatracker, Harassmap, iWitness, Abaaraha, Mapping Media Freedom, and many more.**



**3.5 MILLION+**

citizen reports in crisis situations



**3 MILLION+**

citizen reports in election, government transparency, and civic engagement



**2 MILLION+**

citizen reports around human rights



**2.5 MILLION+**

citizen reports around research and community engagement

**WE BELIEVE**

Technology can help marginalized people raise their voices ...

so those who provide support and assistance will listen and respond more effectively ...

bringing global attention and targeted solutions to problems that need to be solved.



**“From Zimbabwe to Bangladesh, citizens work to keep elections safe, using the crowdsourcing platform Ushahidi – and that’s a great idea that started right here in Kenya.”**

U.S. President Barack Obama, Global Entrepreneurship Summit, July 2015



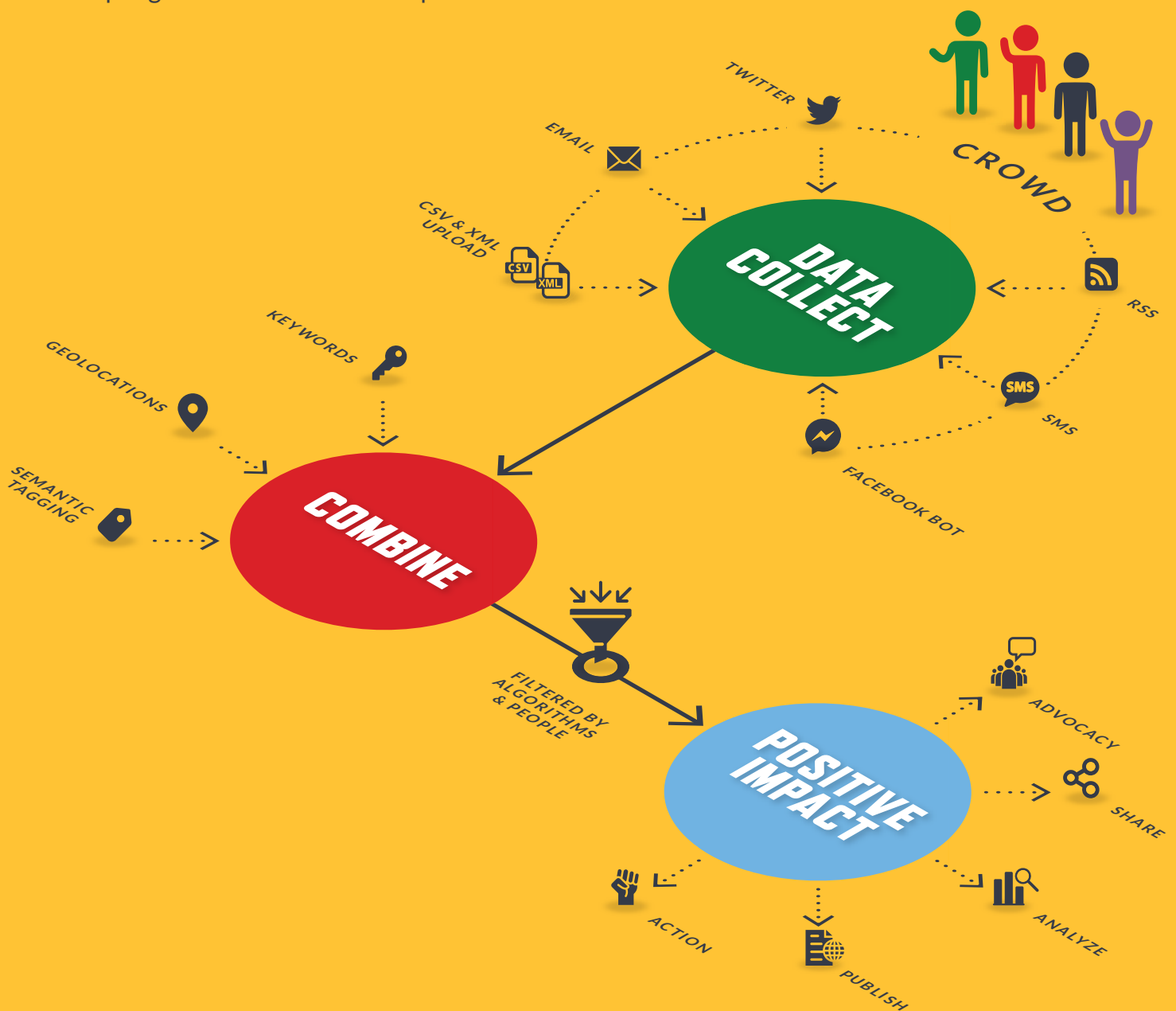
# OUR SUPPORTERS





# HOW THE USHAHIDI PLATFORM WORKS

Ushahidi was founded for crisis response, election monitoring and human rights reporting. Today it is also used for environmental monitoring, citizen journalism, free and fair media, public service delivery, global health initiatives, and much more. Our aim is to build a replicable, scalable and sustainable software platform to empower people to raise their voices and help organizations listen and respond better. Here's how it works.





\*Targeted surveys currently available via SMS

## 1. You can collect data in multiple ways

When people raise their voices, their stories and reports bring attention to local and global issues. Information is powerful because it informs decisions and can lead to positive change. Ushahidi collects crowdsourced data and targeted survey responses from multiple data sources. Ushahidi's aim is for platform users to interact, communicate, and collect data via the technology their stakeholders are already using, which should reduce barriers to engagement.



## 2. You can manage the aggregated information

Information is helpful when it is properly managed so you can see it and understand the data. The Ushahidi platform allows you to organize your data using categories. You can search and filter data to easily find information that is most relevant to you, and in turn save these custom filters and/or export them. The Ushahidi platform also allows you to limit access and permissions to functions on data using roles and permissions. All of these functions help you be more efficient to save you time and resources.



## 3. You can visualize and analyze the data

It is important for you understand the data visually. The Ushahidi platform displays all reports using a map, data mode and activity views. This way, you can easily see what's happening in every location and pinpoint any trends or problems. The live map can be filtered and search by time and category. The data can also be exported via CSV to be analyzed further in an external tool. Information collected manually can also be uploaded to the platform via CSV for merging of analysis.



## 4. You will know how to respond quickly

Being able to visualize and analyze the data means you can make decisions more quickly to plan interventions, deploy needed resources, or adjust project activities to improve impact. The platform allows your team to set up workflows and assign tasks to improve program management. Finally, you can close the feedback loop by triggering automatic notifications of pertinent information to beneficiaries, stakeholders, or field staff.

# Ushahidi: THE TECHNOLOGY

The Ushahidi platform is scalable across projects, countries and sectors. It can be customized to meet your needs.



Marginalized people need to raise their voice for many reasons. They may fear for their safety and need immediate help. They may have witnessed corruption, experienced a violation to their human rights, or need to hold their government accountable. They may also have been excluded from important conversations that directly affect them. But people may not always have the means to raise their voice. They may be in immediate danger, could be afraid to speak up, or just need a way to make sure their voice is heard so that they impact decisions being made that affect them.

This is why the Ushahidi platform has now been deployed by thousands of grassroots activists, first responders, development practitioners, and others all over the world. This technology allows anyone with access to a simple feature phone, computer, tablet or smartphone to raise their voice, so that those serving them can listen, make better decisions, and respond more effectively. The Ushahidi platform is powerful because it gives people the means to be active participants in solving challenging problems and advocating for change.

**Ushahidi builds the best software tools so you can make a difference. The Ushahidi platform will help you save time, reduce costs and improve your impact.**



**If you are a global development organization, Ushahidi can help magnify your impact.**

Global humanitarian and development organizations need to collect many different types of data, and often quickly, to best serve their beneficiaries. The Ushahidi platform helps you pull information from multiple sources, including custom surveys, emails, SMS, social media platforms, smartphone apps on iOS and Android, and even through CSV import tools for bulk data uploads. The Ushahidi platform can download any cross-section of data you want and filter it as you need. The data curation functionality can also drill down to the data set you want and correct any mistakes that may have occurred during the data entry.



**If you are a human rights organization, Ushahidi can help you safely gather first-hand testimonies from those you help advocate for and protect.**

As a human rights organization, you want to protect the people who are raising their voice. You care about data privacy and encryption. You also want to encourage people to speak up against injustice because you simply don't have enough people on the ground to find and reach each affected person face to face. Ushahidi can help because we build tools so people can report an incident anonymously in some cases. The Ushahidi platform gives people the power to raise their voice without fear, and through the aggregation of those voices bring attention and change to their plight.



**If you are looking to build trust in the election process, Ushahidi can help you turn every citizen into an election monitor.**

Democracy and elections are built on trust. When an electorate does not believe in the system, often violence ensues to protest an outcome. This is where technology can help. The Ushahidi platform builds more trust in the system because it enables citizens to report on any incidents of corruption in real-time, helping keep an eye on the vote. An example of this is the 2011 Nigerian election where voter turnout increased by 8%.



**If there is a crisis, Ushahidi can help communities deploy resources more efficiently and effectively to reduce suffering and save lives.**

When devastations like an earthquake, political crisis, or hurricane take place, there are often no formal channels for citizens to report on their needs ahead of time. The Ushahidi platform has now been used in around the world to help respond to crisis situations. This software gives people the ability to report what kind of urgent assistance they are in need of and their location, allowing others, ranging from humanitarian organizations to community members, to more effectively respond.

# HOW TO USE THE USHAHIDI PLATFORM

## Enterprise Partnership

We work with all types of organizations to help them use the Ushahidi platform. Through an Enterprise Partnership, Ushahidi will host and maintain the platform for you as a service, and offer a catalogue of expert technical support services to build your team's capacity to use the software effectively. For example, Ushahidi can:

- Provide technical set-up;
- Support your survey design;
- Train your team;
- Ensure ongoing technical support;
- Assist with metrics and analytical support;
- Share strategies for engagement with your stakeholders; and
- Design and build custom features, if needed.

Partner uses the Ushahidi platform to collect information from, provide information to, and engage with beneficiaries, stakeholders, or constituents in support of their project goals and impact.

## ONGOING PARTNERSHIP

8

7

Pushing software updates and new features, hosting and maintenance, and solving any technical issues.

6

Customer support.



Provide technical training on the Ushahidi platform to project administrators, trainers, and/or trained responders. Includes instructional documentation on the Ushahidi platform.

5



Design and develop custom features to the Ushahidi platform (if required), and push features into Ushahidi deployment once built.

4



Provide technical set-up of the Ushahidi platform software. Includes the configuration of data sources (app, web, SMS, email, Twitter).

3



Uncover if additional custom features to the Ushahidi platform are required to achieve project goals.

2



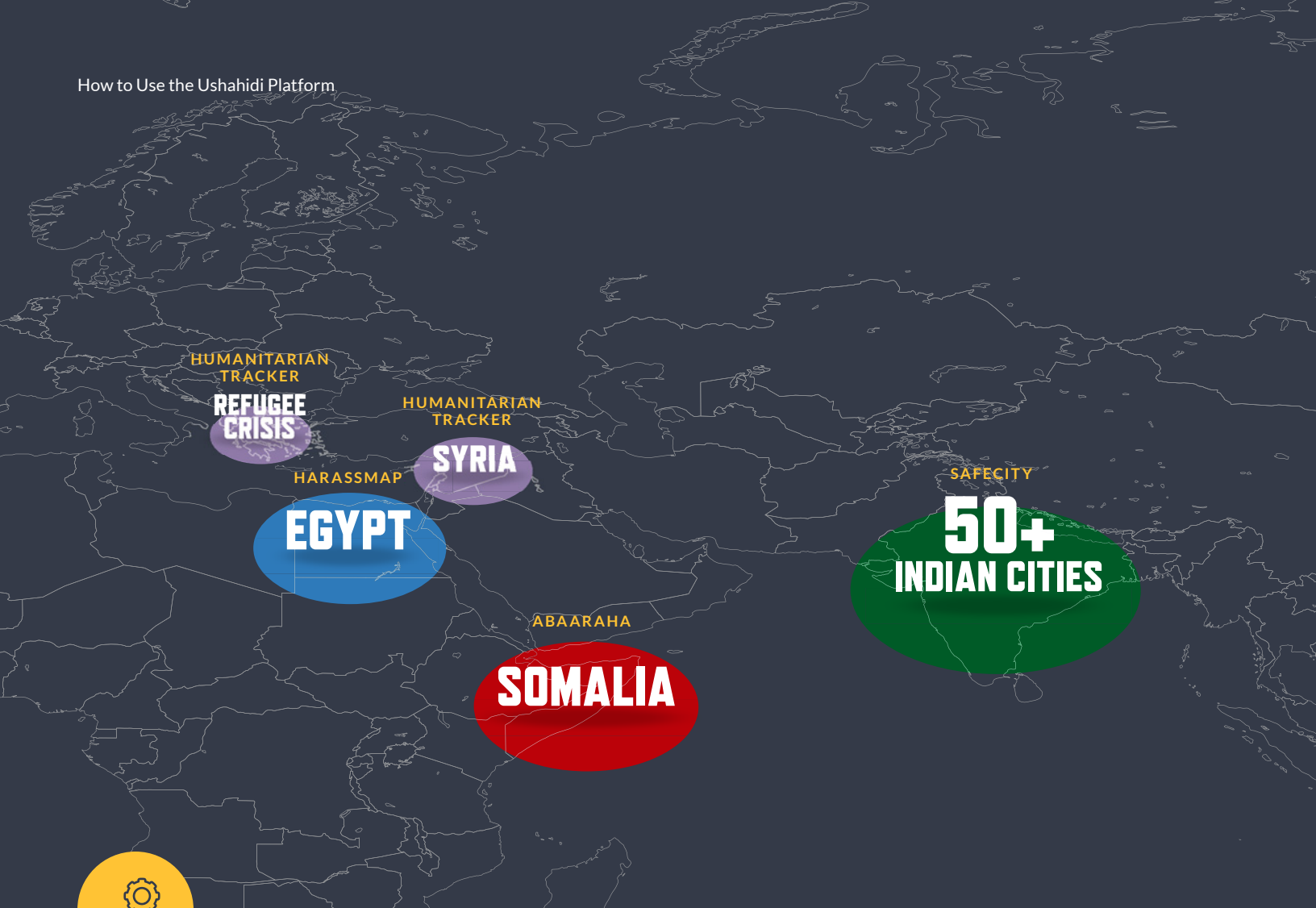
Engage with partner and investigate the challenges and goals of the project.

1

STEPS OF ENGAGEMENT

**USHAHIDI ALLOWS YOU TO FOCUS ON YOUR PROJECT GOALS AND IMPACT.**

**OUR TEAM WILL WORRY ABOUT THE TECHNOLOGY.**

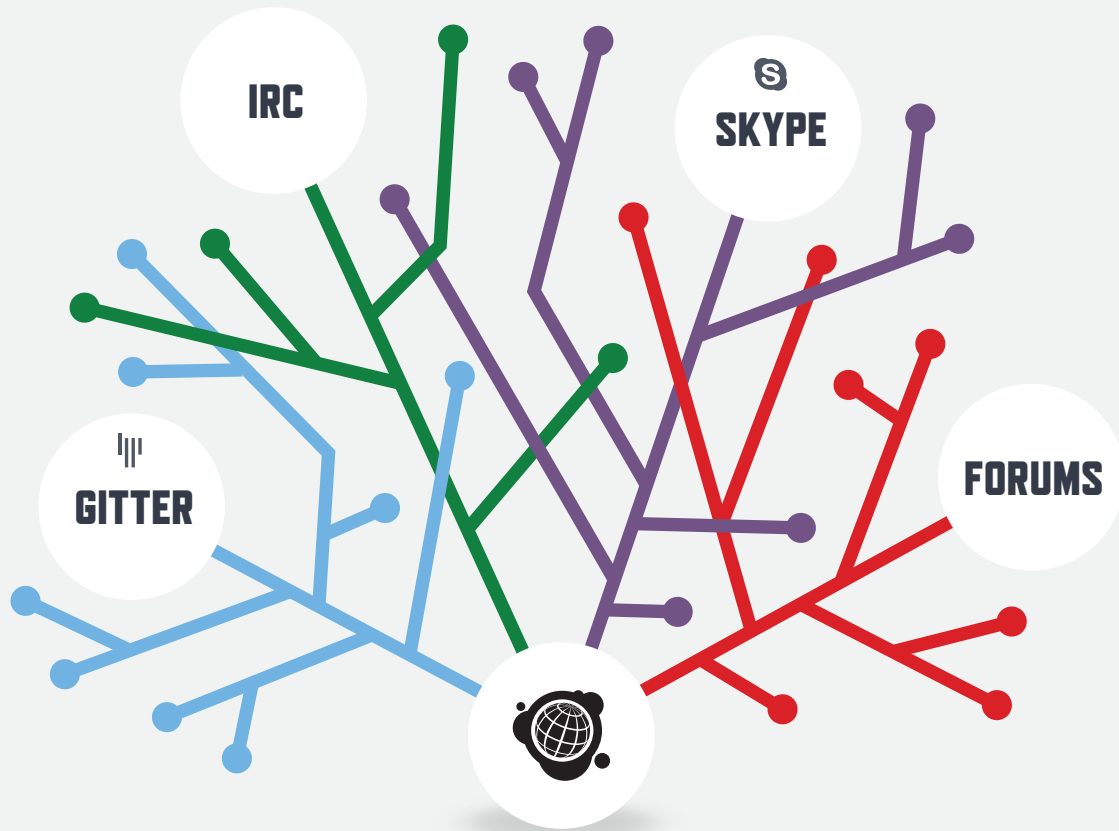


## Self-service

Ushahidi wants to help individuals, community groups, and small grassroots organizations engage with the peers and stakeholders, get the help they need, and shed light on important issues and advocate for change. We provide a self-service software option that allows users to demo or purchase a hosted deployment of the Ushahidi platform to use independently on a cost-effective monthly basis.

In order to minimize the barrier to use, we also offer free Ushahidi self-service plans to small grassroots organizations that have yearly operating budgets of less than \$250,000.

Ushahidi has seen groups of activists who were passionate about problems in their communities use the Ushahidi platform to help others raise their voice. Some of these groups have turned into fully operating organizations fighting for their causes. These organizations are built upon the use of our software, and some include [HarassMap](#), [Abaaraha](#), [Humanitarian Tracker](#), or [Safecity](#).



## Open Source: The resources you need

We also make the code base to the Ushahidi platform available open source for use by other software engineers and developers. Here are the resources you need based on what you are looking to do.

- You can download code directly from [GitHub](#) or the Ushahidi website
- You can install the code base by following [these instructions](#)
- If you are looking to contribute to our software, or find ways to get involved in our open source community, explore your options [here](#)
- If you're looking to engage with other open source users or contributors, or if you need technical support, dive into any of these live channels below. They are all linked and posting on one channel will post on all channels simultaneously: [Gitter](#); [IRC](#); [Skype](#). You can also post your questions on the [forums](#)
- Ushahidi has also set up an internal Crisis Protocol to provide clarity on how our team can provide support during times of crisis. Ushahidi will point to and promote efforts within our network via blogs, social media, etc., and also offer some technical and developer support



## Ushahidi will support you every step of the way

Ushahidi gives you the tools you need to engage with your beneficiaries or stakeholders. Our support doesn't need to end there. Ushahidi's team is working behind-the-scenes to provide education and support for all users – whether you are an individual setting up your own deployment, a community group or large organization.

In addition to the resources you can read and [download online](#), the Ushahidi team hosts webinars and community group meetings that create opportunities for you to learn from other community members sharing lessons learned and best practices from their use of the platform. For example, during the Kenyan election, Ushahidi hosted community working group meetings focused on human rights and youth participation in elections. Topics included technology, community outreach, social media strategies, analysis of election data, and much more. See our [YouTube channel](#) for discussions on topics such as Data Ethics, Environmental Mapping and Corruption Mapping.

**The Ushahidi team is always happy to answer your questions, and in hearing your feedback on our tools and ways to provide more value to you. You can do so by:**

- Contacting us from the chatbox in your deployment, or the main website
- Filing bug reports/feature requests directly via GitHub issues



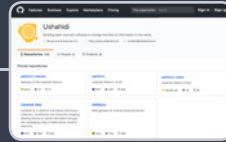
# Timeline

## 10 YEARS OF IMPACT

2008

Ushahidi is born out of the post-election violence in Kenya, plotting cellphone reports of riots, stranded refugees, rapes and deaths on a map to help informants

Ushahidi makes its code open source



Won the NetSquared mashup challenge

Started the CrisisMappers group, a network of experts who use technology to prepare for complex humanitarian emergencies



Won NetSquared challenge and received initial funding to enhance the Ushahidi platform from Humanity United, an independent organization that supports efforts that empower affected communities and address the root causes of conflict and modern-day slavery to build lasting peace

“Ushahidi is moving from being a one-time mashup covering the post-election violence in Kenya to something bigger,” said Erik Hersman, who created Ushahidi along with Ory Okolloh, David Kobia and Juliana Rotich.

“We will create an engine that will allow anyone to source information from the field and provide a free and open-source tool that will help in the crowd sourcing of information, focusing on crisis and early-warning information.”

Designed first iPhone application



Launched alpha software, Ushahidi Engine v0.1 (eldoret)

2009

Received \$1.4M in funding from Omidyar Network



“Ushahidi’s innovative use of technology to strengthen democracy is inspiring, and their rapid growth is impressive,” said Stephen King, Director, Investments at Omidyar Network. “We are honored to partner with an organization that connects individuals to information in a way that can ignite transformative change for an entire country – and we hope other funders will join us.”



Launched Crowdmap Classic, a free cloud-based version of the Ushahidi platform

2010

The Ushahidi platform is deployed after an earthquake hits Haiti, capturing over 40,000 reports, including 2,730 about water or food shortages, and 117 from people trapped in the rubble



Founded iHub, an African support system for technology entrepreneurs and individuals

Was a catalyst for Akirachix, leading women’s network impacting technology in Africa



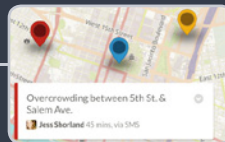
Supported the Standby Task Force to provide volunteer online digital responses to emergencies

First 50,000 deployments of the Ushahidi platform



The Louisiana Bucket Brigade deployed the Ushahidi platform as the Oil Spill Crisis Map after the Deepwater Horizon oil rig explodes in Louisiana, United States, precipitating the largest accidental oil spill in the history of the petroleum industry – still used today as the iWitness Pollution Map, making it the largest and longest running deployment of the Ushahidi platform

The Ushahidi platform is used by The Washington Post and the web development company PICnet during winter storms to map blocked roads and other information





Launched SMS Sync, the first open source SMS to HTTP sync utility that turns any Android phone into a local SMS gateway by sending incoming messages (SMS) to a configured URL (web service)

Ran the first Uchaguzi deployment during the Kenya 2010 Referendum



The Ushahidi platform is now used in over 150 countries

**2011**

Ushahidi platform is deployed in Japan by the government to respond to an earthquake and tsunami



Ushahidi wins Webby Award

The Ushahidi platform is used in Nigeria to monitor the election under the project Reclaim Naija, increasing voter turnout by 8%



The United Nations Office for the Coordination of Humanitarian Affairs took action by deploying the Ushahidi platform after violence erupts in Libya. The platform helped improve their operational planning to save lives.

**2012**

Created Ushahidi enterprise services and became a social enterprise



Reached 5 million reports across all Ushahidi platform deployments

The United Nation adopted the Ushahidi platform as its official situational awareness tool for their peacekeeping forces



2013



Ran the second Uchaguzi deployment in Kenya - a crowd-sourcing platform designed to help bring fairness and instill trust in the election process

Launched Resilience Network Initiative as part of Rockefeller 100 Resilient Cities



2014



Launched CrisisNet, a platform that finds, formats and exposes crisis data

Spun out BRCK, a team of software developers, engineers and technologists building tools for connectivity in Africa



Ushahidi announced new product, Ping (now called Tenfour), in response to the attacks on Westgate Mall in Nairobi

Ushahidi's software was used after the Westgate attacks in Nairobi to map out all blood center locations and let users identify places to donate blood, which blood types were in demand, and whether volunteers were needed



2015



Spun out Popily, now <http://newknowledge.io/>, making AI tools to combat fake news

Launch of Ushahidi V3, an enhanced version of the platform that allows for custom survey creation, and the running of multiple surveys on a single deployment



Kathmandu Living Labs (KLL), a volunteer organization, set up the Ushahidi platform called Quakemap to respond to an earthquake in Nepal to give citizens a way to report what they needed. Over 2,500 reports were triggered in one week, prompting the dispatch of more than 700 helicopters to rescue citizens.

Built openexplorer.com in partnership with OpenROV, on top of Ushahidi's software. Now owned and managed by National Geographic (<https://openexplorer.nationalgeographic.com/home>)



Reached 25 million reports across all Ushahidi platform deployments

2016

Launched "Mustang" v3.2 of Ushahidi platform



Ushahidi created USAelectionmonitor.com to monitor the USA 2016 Presidential Election, followed by [Documenthate.org](http://Documenthate.org) after the election to monitor the spike in hate crimes against minorities in the USA post election. Ushahidi partnered with journalist and activist Shaun King and non-profit journalism group Propublica

2017

Launched iOS and Android apps for Ushahidi V3



The Ushahidi platform was used for the 2017 Kenyan elections. Called Uchaguzi, it was the fourth country-wide election monitoring effort for the organization. Ushahidi integrated a Facebook Messenger bot to allow the 7 million Facebook users in Kenya to report via Messenger. The platform received over 7,000 reports on election day.

Ushahidi users Humanitarian Tracker (<https://www.humanitariantracker.org/syria-tracker>) and Safecity - both selected by the UN from over 3000 applicants as the top 10 Solutions Summit innovation awards.



2018



Launched TenFour (previously Ping), aiming to be the easiest way to reach your team in an emergency, on any device

The Ushahidi platform was used during the Iran protests ([iranprotests.ushahidi.io](http://iranprotests.ushahidi.io))



Hit 50 million reports and 150,000 deployments of the Ushahidi platform

# AWARDS AND RECOGNITION



## **Inaugural Shield in the Cloud Competition**

for innovative technologies combating corruption, put on by C5, and supported by PeaceTech Lab, Amazon Web Services, and SAP NS2. 2018

Ushahidi is selected as one of ten organizations welcomed into **USAID's Million Lives Club** during the Global Innovation Week. 2017

Ushahidi is awarded the **Luxembourg Peace Prize for Outstanding Peace Technology** at the historic European Parliament building in Luxembourg, along with other distinguished peace activists. 2017

Winner of the **DREAMS Innovation Challenge**, presented by the DREAMS Partnership, enabling Ushahidi to implement their innovative solutions to empower adolescent girls and young women to live HIV-free. 2016

SyriaTracker and SafeCity are selected from thousands of applicants as the **top ten best solutions to solve for the Sustainable Development Goals** at the UN Solutions Summit. 2016

Ushahidi won a **Classy Award for Social Innovation**, designed to recognize change-makers addressing some of the most complex and severe problems the world faces today. 2016

Ushahidi was honoured with a **Hiil Innovating Justice Award – Successful Innovation**, acknowledging its ideas and projects in justice innovation. 2013

Ushahidi was named as one of 13 organizations to receive a **MacArthur Award for Creative and Effective Institutions**, recognizing its remarkable creativity and effectiveness by non-profits across the globe. 2013

Ushahidi was named by Fast Company as one of its **Top 10 Most Innovative Companies** in media for combining citizen journalism and maps to bring news to marginalized people and areas in crisis. 2012

Ushahidi was one of four organizations to win a **Global Adaptation Index (GAIN) Prize** in its inaugural year for its adaptation to urbanization, population growth, climate change and other global challenges. 2012

Denver University's Edward W. and Charlotte A. Estlow International Center for Journalism and New Media presented Ushahidi with its **Anvil of Freedom Award** for its innovative crowdsourcing platform. 2012

Ushahidi was one of 11 companies to receive the **V2030 Award for Social Equity and Poverty Reduction**. 2011



Ushahidi won a **Special Achievement Award by the Webby Awards**, in partnership with RED, for the outstanding use of innovative technology for social good. This award recognizes Ushahidi for using an online platform to affect change in the real world. 2011

MIT Technology Review named Ushahidi as **one of 50 most disruptive companies**, highlighting its open-source crowdsourcing tool overlays field reports on maps, providing critical and often life-saving data during emergencies. 2010

One of Ushahidi's founders David Kobia was named the **MIT Humanitarian of the Year Award 2010**, recognizing his contribution in founding the Ushahidi platform. David is a professional software developer who has worked in almost every web technology in use today. 2010

Ushahidi received the **Knight Batten Award for Innovations in Journalism** that recognizes global blogging, interactive games and exercises, creative data mapping mashups, non-profit news and the role creative technologies are playing in journalism. 2010

Ushahidi won the **Deutsche Welle Best of Blogs Award** for its Internet platform. The Best of Blog Awards honor outstanding weblogs, podcasts and videoblogs from throughout the world, making it the biggest international prize for bloggers. 2010

Ushahidi was recognized as one of the **2010 Class of the World Economic Forum's Technology Pioneers**. To be selected as the Tech Pioneer, "a company must be involved in the development of a life-changing technology innovation and have the potential for long-term impact on business and society." 2010

Ushahidi was honoured with a **Knight Foundation award** for its Ushahidi platform that includes a map and timeline to organize and display citizen reports from large news events. 2009

Ushahidi won a **Kenya Humanitarian Open Source Award** for the Ushahidi platform. 2009

Ushahidi was awarded with a **Netexplorateurs award**. 2009

Ushahidi is a recipient of the **USAID Development 2.0 award**. 2009

Ushahidi was awarded a **WeMedia GameChangers Award** that recognizes people, projects, ideas and organizations leading change and inspiring a better world through media. 2008

Ushahidi received a **Knight Batten Award for Innovation** that rewards news and information ideas that significantly enhance opportunities for digital engagement. 2008

Ushahidi won first place in the **NetSquared Mashup Challenge** which awarded them \$25,000 to further develop the Ushahidi platform. 2008



# RAISE VOICES

Ushahidi builds technology to help disadvantaged people raise their voice and get the help they need. The solutions we invent make Ushahidi a pathway to better communication between people who need help and those who can respond.

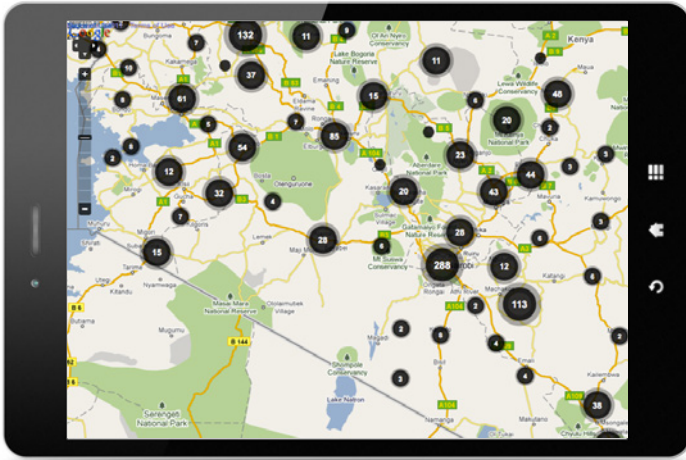
Our technology solutions are designed and hosted as web-based applications that can be accessed through the Internet via a computer, smartphone or tablet. The applications work in low-bandwidth environments and have been tested with satellite data backhaul systems. Data can be collected in several ways – through social media, embeddable web forms, via SMS from any mobile phone, and a native application available on iOS and Android. This means people can use the Ushahidi platform to raise their voices no matter their technology constraints.

**THERE ARE THOUSANDS OF EXAMPLES OF HOW USHAHIDI HAS BEEN USED TO HELP RAISE VOICES. THESE ARE JUST A FEW THAT SHOW THE IMPACT THIS TECHNOLOGY CAN HAVE AROUND THE WORLD.**



Kenya

# ENSURING A FAIR ELECTION: HELPING KENYANS FEEL HEARD IN THE ELECTION PROCESS



After violence erupted in Kenya following the 2008 election, Ushahidi served as the technology provider for Uchaguzi, a joint initiative between SODNET, Ushahidi, CRECO and Hivos Foundation, with support from the Canadian International Development Agency (CIDA), for the 2010 referendum and an election in 2013. Creco and Infonet deployed the Ushahidi platform again for two elections in 2017.

Uchaguzi's strategy was to help Kenya have a free, fair, peaceful and credible election process by increasing transparency and accountability by encouraging citizens to actively keep an eye on the vote. To do this, Uchaguzi needed a platform that allowed them to share messages around the election process and flag any concerns for action such as incidents of insecurity and suspicions of corruption. Uchaguzi facilitated unprecedented collaboration between citizens, election observers, humanitarian response agencies, civil society, community based organizations, law enforcement agencies, digital humanitarians, and others to monitor elections in real-time.

Ushahidi built the data collection platform for Uchaguzi and managed the election monitoring project. The site featured customized branding and allowed people to submit information via SMS and smartphone, which could then be published by platform administrators. Ushahidi also provided in-person training for 250 volunteers on how to effectively manage, verify and publish incoming reports from citizens all over Kenya. These volunteers - just a small group at first - took the time to help because they believed in the platform. Citizens had a place to be heard.

RAISE VOICES



## KEY FINDINGS/STATS

8,000

reports

75%

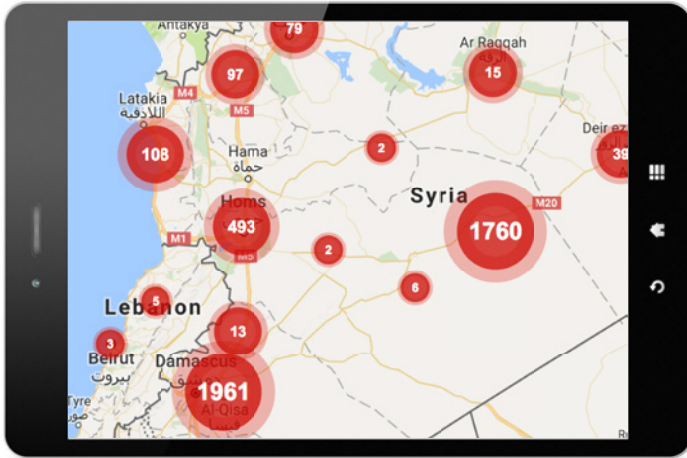
of issues were resolved

**“I reported everything that I saw going wrong, got responses from the emergency hotlines that you gave us to an extent of getting ambulances to rescue victims of stampedes at the polling stations. Thank you.”**

Voter, Kenya 2013

Syria

# COLLECTING FIRST-HAND REPORTS OF VIOLENCE: SYRIATRACKER PINPOINTS CRISIS AREAS



Escalating violence in Syria since 2011 has claimed the lives of more than 400,000 people. The world knows of this tragedy—in part—because Humanitarian Tracker uses Ushahidi’s open source platform to gather and verify reports of violence in Syria. Called SyriaTracker, this technology solution has now collected almost 5,000 first-hand reports from people on the ground.

The mapping system gathers, verifies and pinpoints reports of violence on a crisis map based on crowdsourced text, photo and video reports. Once verified by official sources or other citizen reports, SyriaTracker sends alerts to Syrians, external relief providers and decision-makers so they can respond. In early 2014, SyriaTracker even warned of an outbreak of polio days before other news outlets, thanks to early civilian reports.

SyriaTracker is the longest standing reporting tool in Syria and its reports have been used by The Washington Post, the United Nations, and USAID.

RAISE VOICES



## KEY FINDINGS/STATS



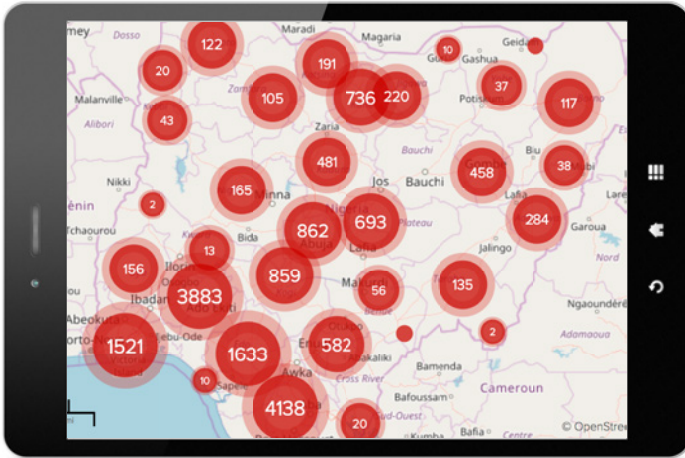
reports

**“The Syria Tracker Crisis Map is without doubt one of the most impressive crisis mapping projects yet. Launched just a few weeks after the protests began one year ago, the crisis map is spearheaded by a just handful of US-based Syrian activists have meticulously and systematically documented 1,529 reports of human rights violations including a total of 11,147 killings.”**

Patrick Meier, PhD

Nigeria

# MONITORING ELECTIONS IN NIGERIA: RECLAIMING NAIJA



Making elections more open, honest, and peaceful was the impetus for starting Ushahidi, and it remains part of our core mission. An example of this is in Nigeria, where tension and anxiety have always surrounded the pre-election atmosphere throughout the country.

In 2011, Reclaim Naija became a national platform for ordinary citizens and organizations to work together to engage the country in encouraging a peaceful, free and fair pre- and post-election era. The Ushahidi platform was used by Reclaim Naija as a crowdsourcing tool for election monitoring and accountability. Citizens were encouraged to report any incidents through the platform so electoral and security authorities could respond by reallocating resources to specific polling stations. As a result, voter turnout increased by 8% because of increased trust in the process.

The 2011 Nigerian Election demonstrates one example of how the Ushahidi platform has been used effectively in election monitoring. There are many more examples over the last 10 years.

RAISE VOICES



## KEY FINDINGS/STATS

17,630

reports

8%

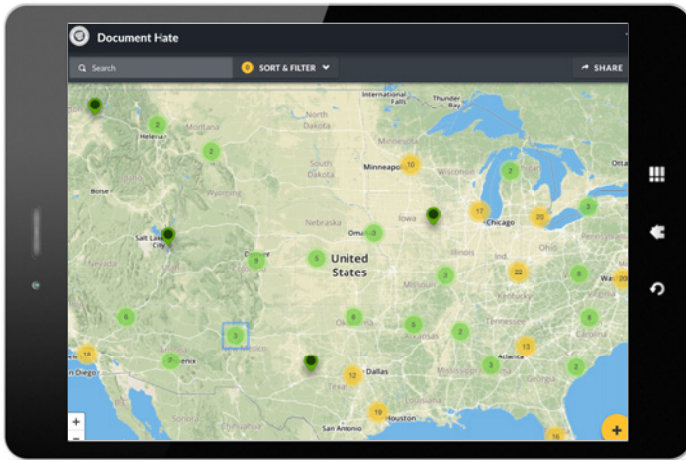
increase in voter turnout, due to an increase in trust of the election process

**“The number and nature of crowdmap reports generated by citizens is significantly correlated with increased voter turnout (by 8%) in the 2011 Nigerian presidential election as a result of providing officials with improved information about the functionality of local polling stations.”**

Journal of Information Technology & Politics  
Catie Snow Bailard and Steven Livingston  
October 2014

United States

# DOCUMENTING VIOLENCE IN AMERICA: 2016 ELECTION SPARKS HATE



Concerned by the violence, hate speech, and protests that erupted in the United States after the 2016 election, Ushahidi worked with journalist and activist Shaun King to create Document Hate to gather and triage reports of hate across America. We worked with the non-profit journalist organization Propublica to bring these first-hand reports to news desks. In the two weeks after the election, Ushahidi gathered, verified, and published over 400 reports of hate speech, harassment, and violence. These reports (visualized on a map) show areas of violence, creating awareness to target interventions for public safety. This deployment was covered by The New Yorker, The Atlantic, The Verge, TechCrunch and countless others.

In 2017, Ushahidi reignited Document Hate after James Alex Fields Jr. ran a car through an anti white-nationalist rally in Charlottesville, Virginia and killed 32-year-old Heather Heyer, sparking anti white-nationalist rallies and protests across the country.

RAISE VOICES



## KEY FINDINGS/STATS

15

partners

400

first-hand reports

50+

press articles

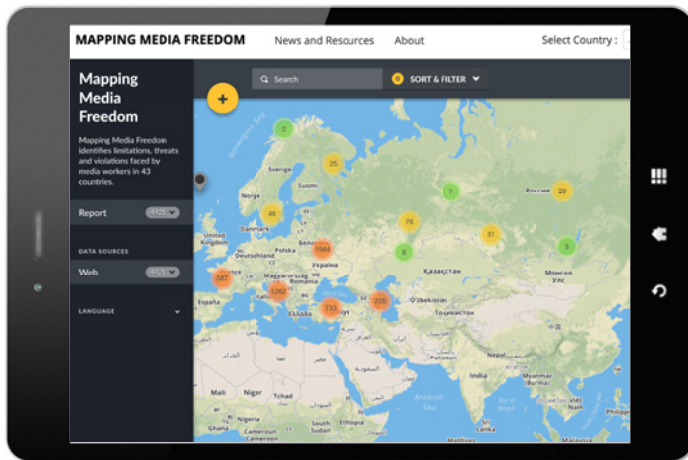
**“The team at Ushahidi is helping me go through them, verify them the best we can, catalogue and then map them, then share them.”**  
**The aim is to raise awareness of politically motivated violence and help people stay safe, report it to authorities as needed, and create a database of such incidents.”**

*The New Yorker, 2016*

Shaun King, Journalist and Activist

Europe

# REPORTING THREATS TO THE PRESS: MAPPING MEDIA FREEDOM



Maltese journalist Daphne Caruana Galizia worked for years to shine a light on corruption among politicians, businessmen and criminals in Malta. She lost her life in 2017 when a bomb exploded under her car. She was not the only journalist to be murdered in Europe that year, nor were violations of media freedom confined to any one region.

Mapping Media Freedom uses Ushahidi's platform to map and categorize incidents of threats to the press, highlighting the need to protect journalists. It has been operating since 2014 as a joint undertaking with the European Federation of Journalists partially funded by the European Commission, monitoring the media environment in 42 European and neighbouring countries.

RAISE VOICES



## KEY FINDINGS/STATS

4,421

reports of limitations to press freedom were verified in 2017 by a network of correspondents, partners and other sources based in Europe, with a majority of violations coming from official or governmental bodies.

**“Media freedom is often taken for granted in Europe, but serious threats remain and in many countries are on the increase. This mapping project allows us to monitor these threats and provides the information and evidence needed to tackle them.”**

Jodie Ginsberg, Index on Censorship CEO



# INFORM DECISIONS

Often people know a problem exists, yet there is a lack of information to highlight the need for change. Organizations face roadblocks in obtaining first-hand accounts of an incident because people may be afraid or do not have the means to raise their voice. The Ushahidi platform is designed to reduce these barriers and empower people to come forward. This matters because when people are heard, organizations, governments and anyone in the position to help can make informed decisions.

The Ushahidi platform manages crowdsourced data from multiple sources so whoever is administering the platform can find, search and see relevant information and export it however they like. This means first responders can pinpoint where people are trapped after an earthquake, for example, and authorities can see where there is corruption, unrest or security concerns to make better decisions on how to keep people safe.

**THE USHAHIDI PLATFORM HAS SHED LIGHT ON PROBLEMS AROUND THE WORLD. HERE ARE JUST A FEW EXAMPLES OF HOW TECHNOLOGY CAN INFORM DECISIONS.**

Somalia

# MAPPING CASES OF HUNGER: COORDINATING RELIEF EFFORTS IN FAMINE-STRICKEN SOMALIA



Somalia was at risk of its third famine in 25 years in 2017 as Somalia's President declared a national disaster because of a prolonged drought that forced about half of the country's population to seek urgent food assistance, sparking fears of famine. More than 6.2 million people needed urgent humanitarian aid, with 3 million going hungry.

Abaarha, which translates as drought in Somalia, was deployed by a group of Somalia tech volunteers. They launched the Ushahidi platform after asking themselves, "what can we do to tackle this drought beyond donating money?" Abaarha is the first-ever crisis mapping platform built for Somalia designed to map cases of malnutrition, disease outbreaks and death.

The crowdsourcing platform collects information through text, phone calls, emails and social media and displays the real-time information on a map to help relief responders connect with drought victims. Authorities can quickly see where and what type of urgent needs are required so they can plan and allocate resources effectively and quickly. This project continues to be run by tech volunteers today and doesn't have any revenue sources. Thanks to Ushahidi's open source platform, the data collected is free for anyone to use.

INFORM DECISIONS



KEY FINDINGS/STATS

500+

reports

**"There are no platforms that provide full information. Ushahidi is trying to fill that gap to help coordinate the relief efforts taking place."**

Citizen in Somalia

# DOCUMENTING SEXUAL HARASSMENT ANONYMOUSLY: MAKING IT SAFE FOR WOMEN



Results from a 2008 survey by the Egyptian Center for Women's Rights showed that 83% of Egyptian women and 98% of foreign women living in Cairo have been harassed in some way. But despite sexual violence being widespread, behaviours are unreported and unpunished.

This prompted a non-profit organization called HarassMap to focus on combating sexual street violence and abuse. The project used the Ushahidi software as a crowdsourced education and reporting platform to track sexual harassment against women. An anonymous and customized version of the platform was launched in 2010 to give women the ability to come forward without fear. Once a woman reported an incident, she would receive encouragement, safety tips and instructions on how to file a police report. The visual reporting of incidents helped identify problem areas to inform decisions on how to intervene, even helping women's walking groups learn which areas to avoid.

HarassMap trained 1,000 on-the-ground community mobilization volunteers who were passionate about finding solutions in their communities. They used the Ushahidi reports, analysis and map to go into neighbourhoods, talk to community members and show people the hard truth of incidents of sexual harassment in their neighbourhood.



## KEY FINDINGS/STATS

# 25

more HarassMap's now exist across the globe, as well as research papers, focus group discussions

**“This innovative application of crowdsourcing technologies to address a social problem has proven successful in raising awareness and engaging community members to stop the taboo subject of sexual harassment in Egyptian society. HarassMap’s success has garnered significant international attention, leading Harassmap’s founders to provide coaching to activists in 28 countries and to assist in the establishment of HarassMap-inspired programs in eight of these countries.”**

Technology Innovation Management Review



# HELPING INFORM PEACEKEEPING MISSIONS: A BETTER VIEW OF FIELD MISSIONS IN EIGHT NATIONS



Abu Okari/ITHub

The United Nations (UN) has a long history of working to maintain peace and security around the world. The international organization, composed of 192 member states, strives to improve relations among nations and protect human rights. The UN Department of Field Services uses the Ushahidi platform for their peacekeeping operations.

Called SAGE—Situational Awareness Geospatial Enterprise—the UN uses the Ushahidi platform to collect, processes and disseminates information from their field staff, so the mission HQ has a better understanding of what’s happening on the ground, can triage accordingly, and can make better decisions and do better planning for the next days activities.

UN SAGE is currently being used in five places where the UN Peacekeeping operations are deployed, Haiti, Mali, South Sudan, DRC, and Lebanon. The UN DFS uses Ushahidi daily, gathering 100+ reports/country, to understand what is happening on the ground. “An Expert Panel Done on Technology and Innovation in UN Peacekeeping” report stated that the Ushahidi platform should be expanded because, “peacekeeping requires a more structured and integrated approach to data collection, processing and dissemination to help maximize the use of GIS products and other data visualization.



## KEY FINDINGS/STATS

100+

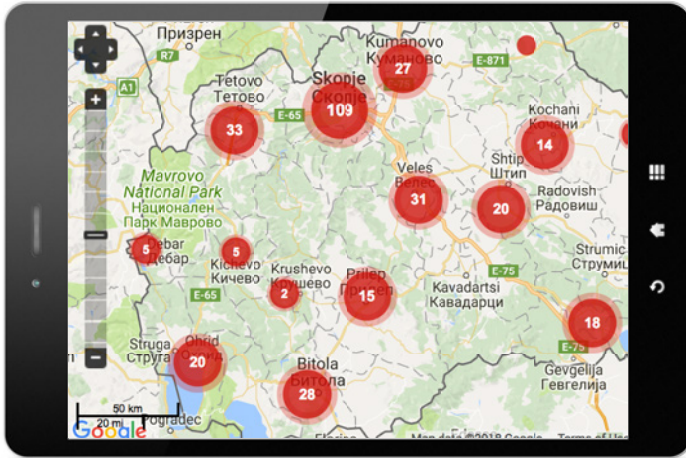
reports per country

**“I am very much pleased to see all this Ushahidi technology and ideas are being used by the United Nations operations elsewhere. I was just told that the Departments of Field Support, Peacekeeping Support, are using your ideas, your technology, your systems and many other places are, too.”**

UN Secretary General Ban-ki Moon

Macedonia

# REPORTING ACTS OF CORRUPTION: CITIZENS DRAW THE RED LINE



Citizens in Macedonia raised their voices in 2012 using the Ushahidi platform. Transparency International – Macedonia and the Center for International Relations deployed an open source version of the Ushahidi platform to empower citizens to report on alleged acts of corruption. The project was called Draw the Red Line and enabled citizens to voice concerns through the website, smartphone applications, SMS and email. This version of the platform included features to ensure safeguards for citizens’ personal information and that vetted reports were identified for display on the site. The reports led to investigations on consumer electric charge violations, improper property taxes, and reports of abuse of workers’ rights. This is an example of how information can inform decisions so governments can take action.

Deployment ran by:



INFORM DECISIONS



## KEY FINDINGS/STATS

121

reports that led to investigations

37

allegations were verified

**PrijaviKorupcija is a joint project by Transparency International – Macedonia and the Center for International Relations allowing citizens to report cases of corruption via ONE (Mobile Operator) by sending SMS from their mobile phones, sending an email, using the web form, the hashtag #korupcijaMK on twitter or by reporting on the phone. Our website, [PrijaviKorupcija.org](http://PrijaviKorupcija.org), allows users to view reported cases on the site, categorized by reported case type.”**

Transparency International Macedonia  
[transparency-watch.org/](http://transparency-watch.org/)

# COLLECTING REAL-TIME DATA ON EDUCATION GIRLS AND YOUNG WOMEN: REDUCING HIV INFECTION IN EAST AFRICA



In East Africa, 74% of new HIV infections are among adolescent girls and young women. The United States Department of State is funding an ambitious partnership to reduce HIV infections in 10 sub-Saharan African countries. Ushahidi was awarded a grant and the opportunity to work with 15 organizations across Kenya, Tanzania and Uganda to adapt the Ushahidi platform to help these organizations reduce the rates of HIV infection.

Ushahidi is a technology provider. In this case, we offered ongoing support to our partner organizations. After assessing their needs, we adapted the Ushahidi platform to solve their problems of data collection, response and situational awareness. Features of this version included two-way surveying with full security and privacy measures to allow the 15 organizations to get real-time feedback on the effectiveness of their programs. For example, did the young women find the educational sessions useful? Are there gaps in information? We also conducted training and support sessions to help our partners analyze the data and share insights with other stakeholders, including local government units. This is an example of how real-time feedback through the Ushahidi platform can help enhance programs on the ground through improved decision-making.



## KEY FINDINGS/STATS

16

partner organizations across Kenya and Uganda

44,171

number of young women and girls represented

181,800

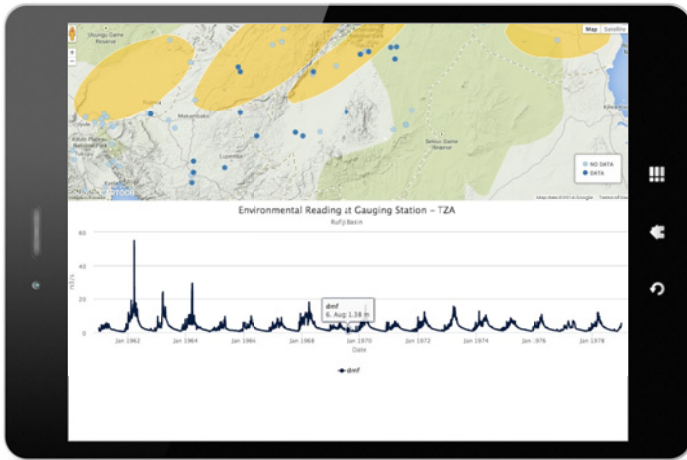
interactions with these girls

**“You enabled us to discover other ways that we can use the SMS platform to improve the outcomes of our work. We feel more confident than before on the use of the SMS platform and we look forward to increased use and better results.”**

Julius N. Ochieng, HOVIC CEO,  
Partner in DREAMS project

Uganda, Ghana, and Tanzania

# VIEWING AGRICULTURE AND ECO-SYSTEMS TO GUIDE DECISIONS: VITAL SIGNS



An estimated 100% increase in food production is needed in the next 30 years to feed the world's population. The problem is current agricultural practices are degrading the environment, reducing economic opportunities and destroying ecosystems. Policy-makers are facing the challenge of how to balance food security with environmental sustainability.

In 2015, Conservation International (CI) with partners Columbia University, the Earth Institute and the Council for Scientific and Industrial Research in South Africa contracted Ushahidi to deploy a custom version of the Ushahidi platform to support their project called Vital Signs. They needed reliable, timely, and accessible data to help guide agricultural development decisions.

Ushahidi built numerous custom data visualization dashboards and data management systems for this project. The system needed to support large amounts of different types of data and allow users to manage, clean and download the information. An in-depth design thinking process, involving numerous Ushahidi-led in person workshops, led to Ushahidi building the Vital Signs platform, including a quality assurance tool, a custom data curation tool, a unique user management system and an interface that allowed users to download any cross-section of the data they wanted. The end-result was an online environmental monitoring system used by the world's top scientists and policy-makers to view agriculture, ecosystems and the well-being of populations.

INFORM DECISIONS



## KEY FINDINGS/STATS

**\$750M+**

worth of investments improving agricultural productivity in Tanzania from Vital Signs partnerships

**“The foundation of Vital Signs is providing open-access information at all scales that are relevant for agricultural decision-making – from a small farm household to a farm plot, landscape, region and all the way to the globe.”**

Dr. Sandy Andelman,  
Vital Signs Executive Director

# MANAGING VOLUNTEERS IN THE UNITED STATES ELECTION: HOW THE OBAMA 2012 CAMPAIGN USED USHAHIDI



In every election, there are vulnerable points for failure, despite every effort to ensure the process is trusted and transparent. For example, voting booths can run out of ballots, voting machines can be faulty, and there are always people who try to trick voters to not cast their vote.

In 2012, there were two Ushahidi deployments used to monitor the United States election. There was a third-party election monitoring group, the Election Protection Committee, that ran Our Vote Live, and the Obama Campaign's esteemed technical team used Ushahidi to manage their volunteers and monitor voter suppression or voter issues on the day of the election.

For the Obama Campaign, the team used Ushahidi to avoid the impossible feat of having massive teams of volunteers using the phone across 50 states in a 14-hour period, tracking notes with pen and paper. But this is what Ushahidi was built to fix. The Obama team customized the Ushahidi tool in three ways to meet their needs. First, they integrated a statistics board so they could see spikes of issues in a specific areas, prompting them to send a lawyer to investigate if needed. Second, they were able to sort and structure the data by state and county and have it roll up. Third, they designed team management and workflows to send assignments to the volunteers witnessing the voting process around the country.

Throughout the Election Day, the Ushahidi platform gave headquarters real-time reports they used as evidence that hundreds of people were being denied their ability to vote. In each case, they won because of the timely data from the Ushahidi deployment - the judge approved that the polls could stay open later to give people the right to vote.



## KEY FINDINGS/STATS

5

states won voter suppression cases on election day

100,000+

people who could exercise their constitutional right to vote

**“That day tens of thousands, maybe hundreds of thousands, of people across the USA were able to have their vote count and their voice heard due to the power and transparency of Ushahidi.”**

Jason Kunesh - Technology Lead for Obama For America 2012



# STOP SUFFERING

Ushahidi is not on the ground providing medical assistance to those who are hurt. We are also not decision makers who can change processes or policies. But we are building technology to give people in critical situations a way to ask for help. In the wake of a hurricane, political revolution, or earthquake, for example, it is difficult to collect real-time reports from people on the ground. Destruction is everywhere and some areas may not be accessible at all.

The Ushahidi platform has now been deployed in almost every crisis situation over the past ten years around the world. During crisis situations it is used to collect real-time reports of people buried under rubble, shortages of medical supplies and food, and changes to the environment. This information is also exported onto a map so emergency responders can direct resources to the right locations immediately.

**HERE ARE JUST A FEW KEY EXAMPLES OF HOW TECHNOLOGY CAN STOP SUFFERING AND SAVE LIVES BY PROVIDING REAL-TIME REPORTS OF PEOPLE IN NEED.**

# COLLECTING REPORTS FROM ON THE GROUND: RESPONDING TO EARTHQUAKE VICTIMS IN NEPAL



On April 25, 2015, a 7.8 magnitude earthquake devastated Nepal killing more than 9,000 people and injuring over 23,000 people. Much of the infrastructure around the country was severely damaged, leaving hundreds of thousands without shelter or basic necessities.

Kathmandu Living Labs (KLL), an organization dedicated to the co-creation and implementation of mobile and internet-based technology solutions, used our Ushahidi platform to collect reports from the ground to help direct relief efforts. Since there were no formal channels for citizens to report urgent needs, the Nepalese Army directed the country to use the Ushahidi platform they called Quakemap. Agencies could see what was happening, what kind of relief was needed, where it was needed, and was even able to verify the reports to make sure aid was actually delivered.

For example, 18 trekkers from a relief center were stranded between dangerous landslides in Dobhan. They were evacuated within 48 hours of receiving the report, and food supplies were distributed to more than 60 others living in the area. Another report called for urgent relief in Chayarsaba where roads were blocked and residents had no access to clean water. Using the Ushahidi platform, the KLL team verified the location, what was needed and followed up to learn the roads were cleared, new water pipes were installed and that they had multiple food drops.



## KEY FINDINGS/STATS

2,500+

incident reports were triaged over the next week

700

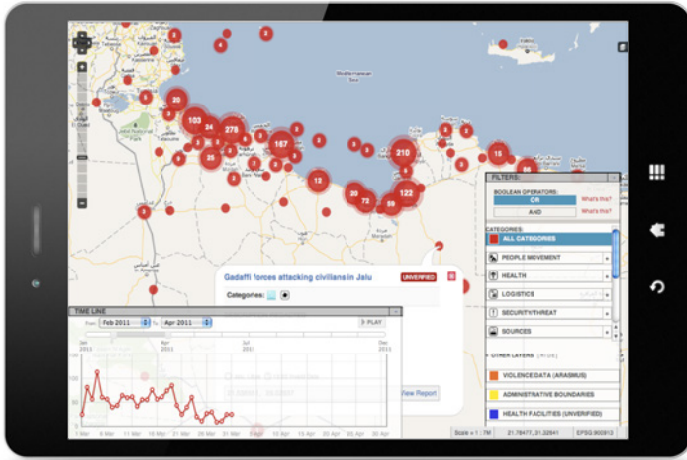
700 helicopters dispatched to rescue people that week

**“Crowd Sourcing is one of the common approaches to collect information from the public. Although it is not new in the context of disaster management, but during the earthquake in Nepal, this approach was appropriately used in a matured way. The systematic process defined by Kathmandu Living Labs volunteers marked a path in utilization of crowd sourced data by implementing agency like Nepalese Army.”**

Nepalese Army Report

Libya

# REPORTING VIOLENCE IN LIBYA: UNDERSTANDING THE CRISIS AND RESPONDING



Soon after the Libya Crisis broke in 2011, decision-makers and humanitarian workers faced a critical challenge: lack of information about events inside the country. This prompted the United Nations Office for the Coordination of Humanitarian Affairs in Geneva to take action by activating the Standby task force, comprising more than 150 volunteers skilled in online crisis mapping. The idea was to map out social and traditional media reports from within Libya.

Using the Ushahidi platform, they created the LibyaCrisisMap.net to gather and triage data to get a better understanding of what was happening on the ground during the crisis.

The real-time information collected through the Ushahidi platform enabled responding organizations to improve their operational planning to save lives. UN OCHA chose Ushahidi because they did not have physical access to the country, nor the capacity to gather, verify and process the enormous amount of available online information.

STOP SUFFERING



## KEY FINDINGS/STATS

100+

response activities  
in 48 hours

**“We chose Ushahidi to help provide better situational awareness of the unfolding situation on-the-ground for two simple reasons: 1) the UN did not have physical access to the country, and 2) OCHA did not have the capacity to gather, verify and process the enormous amount of available online information. The data behind the map was a ‘gold mine.’ Within 48 hours, we had 100-plus response activities collected and compiled – the same amount of data took about four weeks to collect in the Philippines.”**

Andrej Verity, Information Management Officer at the UN Office for the Coordination of Humanitarian Affairs (OCHA)





Peru

# INFORMING CITIZENS ABOUT THE AFFECTED AREAS IN PERU: DEADLY RAINS PROMPT USHAHIDI DEPLOYMENT



In 2017, thousands of people were left homeless in Peru after what was termed the deadliest rains to hit the country in decades. Lives were lost and the flooding destroyed homes, made roadways impassable and washed out bridges. across the country. In response to the crisis, several groups activated the Ushahidi platform to coordinated relief efforts.

The creators of Una Sola Fuerza received the call of the Presidency of the Council of Ministers of Peru to help in the coordination of volunteers during the recent floods in the country. “If there is a road blocked and someone reports it, we can communicate it to the teams so they can take an alternative route and save time, something that can help save lives,” Hernando, the project lead, stated.<sup>1</sup>

In this scenario, a joint initiative emerged from the Innovation Unit of the Presidency of the Council of Ministers of Peru – PCM and a group of entrepreneurs, led by DevsTec, to support the COEN National Emergency Operations Center, the emergency regulatory centers local and even spontaneous groups of caring citizens. In this process, he called on the citizenship initiative “Kitum: humanitarian activism,” the Kenyan organization Ushahidi, the StandByTaskForce group, and other interested organizations and citizens in order to build a tool that allows citizens to provide more information on the management of risk.<sup>2</sup>

1. <https://peru.com/actualidad/mi-ciudad/peru-y-colombia-usan-web-que-ciudadanos-informen-desastre-noticia-506779>  
2. <https://kitum.org/2017/03/kitum-los-ciudadanos-digitales-y-la-respuesta-a-la-emergencia-en-peru-2017/>

STOP SUFFERING



## KEY FINDINGS/STATS



people affected



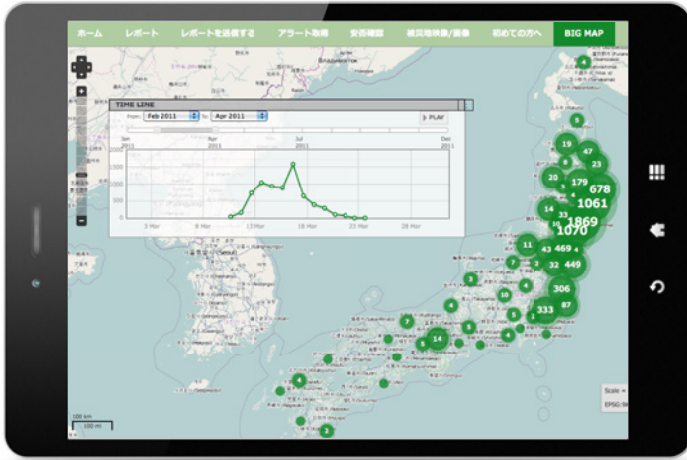
homes destroyed or damaged

**“We understand the need to help; to act; to get involved when disaster strikes. It’s part of our history and why we create the tools that we do. We love technology because it allows us, as individuals, to play an active role in response efforts.”**

Shadrock Roberts, Director, Resilience Network Initiative

Japan

# CRISIS MAPPING JAPAN: GREAT EAST JAPAN EARTHQUAKE



When a magnitude-9 earthquake shook northeastern Japan in March 2011, it unleashed a savage tsunami. More than 15,000 people were killed and thousands were injured and left homeless. OpenStreetMap Foundation Japan, an international not-for-profit organization that encourages the distribution of free geospatial data, launched the Ushahidi platform just four hours after the earthquake hit and the first report was uploaded three hours later.

The Ushahidi platform allowed people to add and update information to maps that anyone with an Internet connection could access. In Tokyo, a crew of volunteers used the software to map everything — from health services to the location of emergency aid workers — in Japan’s hardest hit areas. The robust Internet infrastructure in Japan and tech-savvy citizenry meant online crisis mapping could be utilized to its fullest potential. With that in mind, I would like to continue our activities.

STOP SUFFERING



## KEY FINDINGS/STATS

1,213,258

total page views

833,399

total visitors

430,021

total unique visitors

**“I believe that platform like sinsai.info may be of help at a time like this when electricity and communication infrastructure are recovering. Without the Ushahidi platform, we could not have gathered as many reports as we had.”**

Hal Seki, Managing Director of sinsai.info  
CEO, Georepublic Japan  
Member, OpenStreetMap Foundation Japan



# INFLUENCE CHANGE

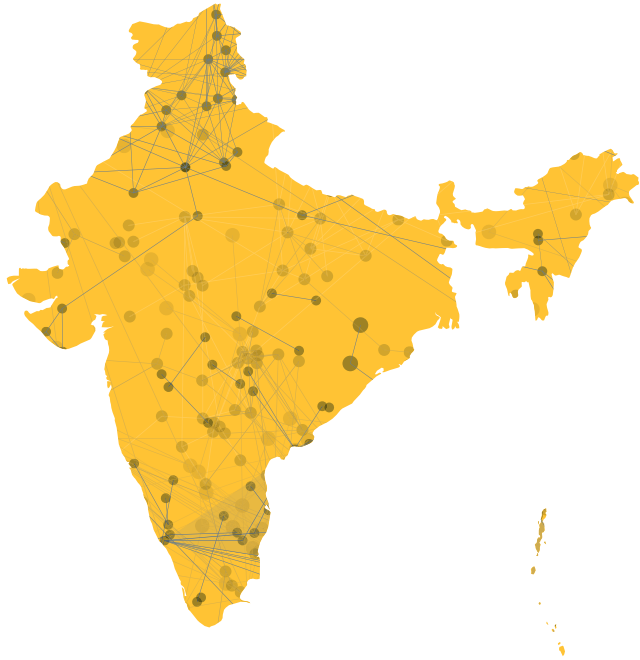
Over the last 10 years, the Ushahidi platform has helped disadvantaged people raise their voice. We have seen technology build trust into the election system. We have seen governments take action due to reports of corruption and human rights violations. We have seen lives saved because technology has helped pinpoint accurate locations of people in need.

When our Ushahidi platform is used, it collects information that tells a real-time story that brings global attention to humanitarian and development challenges. People use technology to be heard and this aggregation of voices can influence change.

**USHAHIDI KNOWS IT IS SUCCESSFUL WHEN WE SEE CHANGE HAPPEN IN THIS WORLD, THANKS TO THE USE OF OUR TECHNOLOGY. HERE ARE JUST A FEW EXAMPLES.**

India

# GIVING WOMEN A VOICE: MAKING CITIES SAFER FOR WOMEN



A rape occurs every 20 mins in India. Yet most women and girls do not talk about this abuse for a multiple of reasons – fear of society, culture, victim blaming, fear of police, tedious formal procedures etc. Women keep silent and this data is not captured anywhere so the problem is not visible to find effective solutions. This is why the Red Dot Foundation Group initiated its flagship program Safecity in India, and later Kenya, Cameroon and Nepal.

Safecity uses the Ushahidi platform to crowdsource personal stories of sexual harassment and abuse in public spaces. This data can be anonymous and is aggregated as hot spots on a map indicating trends at a local level. This way the data can alert individuals, local communities and local administration to see the identify factors that causes behavior that leads to violence and work on strategies for solutions.

Since its launch in 2012, over 10,000 stories from over 50 cities in India, Kenya, Cameroon and Nepal have been collected. Change is underway. Community leaders and neighbours are addressing these issues through local campaigns that have led to more street lights, awareness campaigns, women's walking groups, and better city resources to protect women.

**INFLUENCE CHANGE**



## KEY FINDINGS/STATS

**10,000**

reports in over 50 cities

**“If there are poor official statistics, the problem is not visible and is not a true representation of the actual problem. Therefore we need to break our silence and document every instance of harassment and abuse in public spaces so that we can find the most effective solutions at the neighborhood level.”**

Elsa D'Silva, Founder, Safecity

**“I was able to get Safecity up and running in a few hours, without a technical background or team, because I could just use the Ushahidi platform.”**

Elsa D'Silva, Founder, Safecity,

Award speech at UN Solutions Summit 2016

Haiti

# MAPPING REPORTS AFTER AN EARTHQUAKE: SAVING LIVES IN HAITI



It took volunteers two hours to set up a deployment of the Ushahidi platform after an earthquake hit Haiti in January 2010. Soon after, a short code was created for incoming text messages and spread via local and national radio stations. Witnesses could text information about what they were seeing and experiencing. Some messages like “there are people trapped in a building on Border and Smith” were actionable, prompting volunteers to quickly map the GPS coordinates and provide the information to rescue teams on the ground. The Ushahidi platform was mapping reports with geographic precision during the first days and weeks after the quake before the UN and other large organizations were operational.

This response in Haiti using the Ushahidi platform has helped inform crisis response for other disasters. After an earthquake hit Chile, volunteers used Ushahidi to map more than 100 reports within just two days.

INFLUENCE CHANGE



## KEY FINDINGS/STATS

40,000

reports received and processed in the first month

117

reports of trapped people

2,730

reports of water or food shortage

**“I cannot overemphasize to you what the work of Ushahidi has provided. It is saving lives every day. You are making the biggest difference of anything I have seen out there in the open source world.”**

Member of the Marine Corps,  
Haiti Rescue Efforts

Indonesia

# FINDING RESILIENCE IN 100 CITIES



Ushahidi builds software to tell stories that are unfolding as they happen. The work of a community-based organization in Semarang, Indonesia called Hysteria is a testament to how technology can help communities become more resilient. Hysteria used the Ushahidi platform in 2014 to help find resilience in unexpected places; using the power of open data to connect citizens to city government. At the same time, the Rockefeller Foundation funded this project to help train and determine advocacy strategies to connect with decision makers.

Ushahidi worked with local partners and conducted on- and offline activities that use data to engage stakeholders and strengthen networks that are critical for community resilience. [Click here](#) to see the timeline of our tools, creative work and methods so you can see for yourself what was accomplished.

The Resilience Network story is about working together with communities to create, design, and implement technology to bring about the change they want to see.

INFLUENCE CHANGE



## KEY FINDINGS/STATS

10,000

unique page views across  
57 countries

1,248

reports in the city  
of Semarang

500

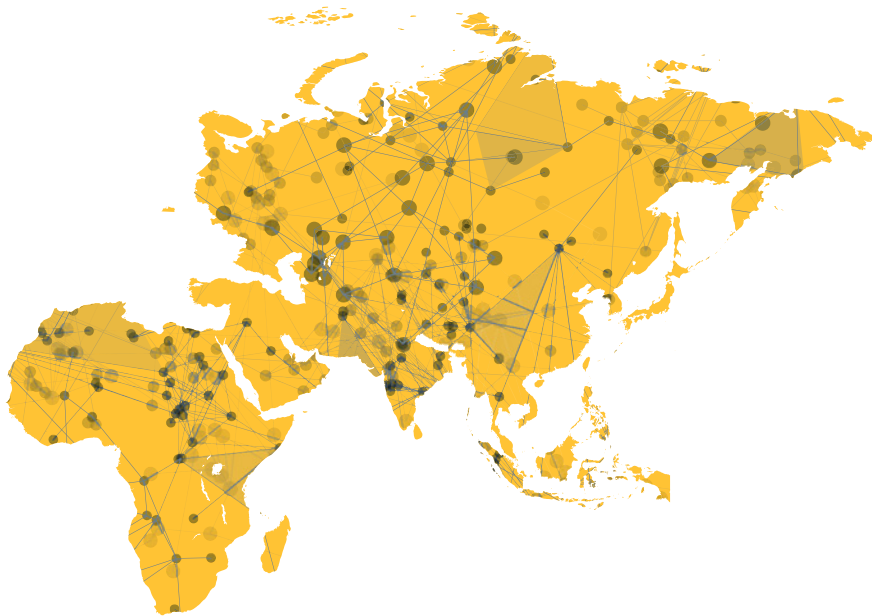
social media followers

*The quote that started it all ...*

**“We want to focus on the needs of the community but we don’t know how to connect to our government. This project is what we’ve been waiting for.”**

Adin Mhuh, Director of Hysteria  
at the first meeting

# MAKING ALL VOICES COUNT



Ushahidi was a partner in this large program that worked towards a world in which open, effective and participatory governance is the norm and not the exception. This global initiative supported innovation and research to help build new technologies so citizens could openly engage with local governments.

The initiative, which was active in twelve countries in Africa and Asia, supported creative and cutting-edge solutions—many of which leverage mobile and web technology—to help citizen voices be heard so governments could listen and respond.

MAVC, which was implemented from June 2013 to November 2017, was supported by the Department for International Development (DFID), United States Agency for International Development (USAID), Swedish International Development Cooperation Agency (SIDA), Open Society Foundations (OSF) and Omidyar Network (ON). Ushahidi was responsible under MAVC for selecting and administering grants to technology hubs (Tech Hubs) in order to leverage our local convening power to broker relationships between actors in governance and technology. 7 Tech Hubs were selected, 5 in Africa and 2 in Asia.

Alongside Hivos and The Institute of Development Studies, Ushahidi saw this as an opportunity to build the capacity of other organizations including running mentoring and fellowship programs, supporting innovation through tech hubs, building networks and gaining working experience throughout Asia and Africa. We even improved our own monitoring and evaluation work. Making All Voices Count has put us at the front-line of innovation, youth and local issues in Africa.



## KEY FINDINGS/STATS

12

focus countries where mentoring took place

94

grantees supported

**Ushahidi was also responsible for selecting tech innovations to support through the Global Innovation Competition. As a result, 83 percent of grantees said they launched new products and increased access to innovative solutions; 67 percent of grantees said their staff acquired new skills; 100 percent agreed that MAVC grants provided opportunities for constructive dialogue between citizens and the public sector at the local level (66 percent agreed that this also took place at the state level, and 50 percent agreed at the national level).**

MAVC grantee organizations

Worldwide (funded in Europe)

# EMPOWERING COMMUNITIES DURING CRISIS

Engaging local community to assist with surface requirements



Helping organizations and relief workers respond to crisis situations like earthquakes, hurricanes and violence in countries around the world is one way the Ushahidi platform is used. COMRADES (Collective Platform for Community Resilience and Social Innovation during Crises) goes beyond collecting information in the days and weeks during a crisis. COMRADES aims to empower communities with solutions to them respond, reconnect and recover after a crisis.

We are further developing our Ushahidi platform so communities can be better prepared for a crisis. For example, our tools keep citizens connected during emergencies, and even matches those in need of help with citizens who can provide the assistance they need. This customized platform brings communities together.

INFLUENCE CHANGE



## KEY FINDINGS/STATS

COMRADES website:  
The first nine months

17,742

page views

1,214

unique visitors

**“The COMRADES project itself, specifically the objective and ambition, are building on trends and developments in the humanitarian and crisis domain. Moreover, both the COMRADES project and platform already provide at this stage tangible results that further develop and advance the approach to community driven resilience building.”**

Tina Comes with contributions from  
Kenny Meesters and Christophe Nemnom  
Collective Platform for Community  
Resilience & Social Innovation During Crises:  
Community-Based Evaluation



Ushahidi's newest product:

# TENFOUR



## Because getting an immediate answer to the simple question of “Are you okay?” should be easy

On Saturday, September 21, 2013, unidentified gunmen went into an upscale shopping mall in Nairobi, Kenya and opened fire, killing 67 people and injuring more than 175. Nairobi is home for Ushahidi, so we immediately contacted our team to make sure they and their families were safe. It took almost three days.

We understand the panic companies and organizations feel during a crisis, not knowing if their employees are safe. This is the premise behind TenFour.

TenFour is a team emergency check-in application that is designed to work where your team already communicates. In a crisis, you will be able to reach everyone on your team using this straightforward protocol because it defaults to the communication channels your team is comfortable with

and can access: Web App, Mobile App, SMS, email and Slack. TenFour collects everyone's responses so you know who is OK and who needs help.

With support from The Knight Foundation and CISCO, we've tested this application with field organizations, schools, first responders, and small businesses. We know from them that there are no good alternatives. Old fashion phone trees simply haven't kept up with the demands of the modern small organizations. Large enterprise offerings are too cumbersome and unaffordable. TenFour is easy to use and it works.

To learn more, go to [tenfour.org](http://tenfour.org) and see yourself how TenFour can work for you.



Ushahidi:

# THE NEXT 10 YEARS

Ushahidi's software is used in different ways to help marginalized people raise their voice so those who can support them will listen and respond better. Our goal is to aid disadvantaged people in getting the help they need by being a technology innovator and partner. Looking ahead, Ushahidi will revolutionize the way technology can solve humanitarian and development issues and continue to scale our work around the globe.

**HERE ARE THREE OF OUR BIG AUDACIOUS INNOVATIONS ON THE HORIZON.**



## USHAHIDI WILL CLOSE THE LOOP IN CRISIS SITUATIONS

Ushahidi came to life 10 years ago when violence erupted in Kenya. Ten years later, Ushahidi is well-known for building technology to respond to crisis situations. Ushahidi is now the primary incident reporting and situational software for the United Nations Department of Field Services. The Ushahidi platform has also been deployed thousands of times to collect on-the-ground reports in crisis situations, such as earthquakes, hurricanes, political revolution, and erupting violence. In the next 10 years, Ushahidi wants to do more.

Ushahidi's audacious idea is to utilize and scale our platform to allow every community to self organize and respond in crisis to reduce suffering. Since 1970, we've seen a fourfold increase in natural disasters worldwide. Over 136 million people worldwide require humanitarian assistance today. Since 2000, there've been 189 school shootings in the USA, and ¾ of all countries have experienced a terrorist attack – a sevenfold increase. Neighbors, businesses, local communities are the first to respond in these situations.

Coordination in the wake of a crisis is incredibly difficult and inefficiency wastes resources, increases suffering, and costs lives. The growth of mobile technology has improved the ability to source incidents during a crisis, but technology has more capability to help respond to this demand more effectively target response and reduce suffering. We aim to effectively triage demand for help, empower communities to respond, efficiently match resources, and ultimately reduce suffering.

What if every community could self organize to match those who can help with those in need? We could dramatically reduce suffering during crises, from school shootings to massive earthquakes. Ushahidi aims to put these tools into the hands of communities everywhere. Ushahidi has cracked the ability to crowdsource incident reports. Now Ushahidi can close the loop by autonomously matching resources to needs. We would scale by integrating machine learning and automation into our existing process of triaging crowdsourced incident reports. Someone in need can flag a request for help, which is then triaged, geolocated, and verified using machine learning, and matched with the nearest responder, including citizens who can sign up to help, who are then directed to provide assistance. Ushahidi's local community and global humanitarian response partners would more quickly match their resources to needs in an emergency.



## USHAHIDI WILL FURTHER INNOVATE ELECTION MONITORING AND DEMOCRACY

Ushahidi is recognized for bringing transparency into election processes. Democracy and elections are fragile because when an electorate does not believe in the system, violence ensues to protest an outcome. This is where Ushahidi has built more trust into the system. In the next 10 years, Ushahidi wants to do more.

The electoral systems around the world are not trusted. Citizens see a lack of transparency, voter suppression, bad actors hijacking social media to influence voters, and the geopolitical prestige and economic success of autocratic governments. As well, the logistical challenges of voting, managing millions of people on a single day, has numerous issues that impede people's ability to vote. When there is distrust in the system, public safety and security is threatened.

Ushahidi wants to solve the problem of electoral trust and transparency to strengthen our democracies. Ushahidi has already designed solutions to improve the process, but there is more to be done. To achieve this, Ushahidi is looking to develop a machine-learning tool using training datasets from day-of election monitoring data to make the

trialoging of election issues faster through natural language processing. Ushahidi wants to integrate this work into the current software so it can be used by any campaign, government, third-party monitoring organization, or citizen groups to be able to do more with less.

Right now, an Ushahidi election monitoring deployment can receive tens of thousands of reports in the first few hours, requiring massive human effort to triage and verify individually before being able to respond. With this new innovation, a small group of monitors can utilize citizen-generated data and triage it to respond in minutes. Ushahidi is also looking to integrate automated verification tools into the platform, such as image meta-data analysis, automated fact-checking, geolocation checks, and other functionality that will more quickly identify false and fake reports.



## USHAHIDI WILL HELP EVERY COMMUNITY PREPARE TO RESPOND QUICKLY IN A CRISIS



Ushahidi's newest product, TenFour, is a solution to a problem that happens in a critical situation that prompts the question, "who needs help?" Responding to this question is a problem faced by small businesses, non-governmental organizations, schools and community groups who are desperately trying to make sure their staff, stakeholders or students are safe following a crisis. Ushahidi has released Ten Four as a first-step solution. In the next 10 years, Ushahidi wants to do more.

TenFour addresses the problem of how to quickly answer the question, "who needs help?" in a critical situation and how then to respond. This challenge is commonly faced by small businesses (SMEs), non-governmental organizations (NGOs), schools, and community groups responsible for their staff, stakeholders, or students. The Ushahidi team experienced this problem during the Westgate Mall terrorist attacks, and designed this product based on first-hand experience.

Ushahidi's research shows that organizations, schools, and businesses are not prepared for a crisis, yet they have a responsibility to care for their people. What if every community or organization could self organize to match

those who can help with those in need? Ushahidi wants to change this by building tools like TenFour to do two things:

- Reach people through multiple channels; and
- Help triage and organize response.

Our innovation, and our business model, is focused on vulnerable and hard to reach populations. Specifically, it is designed to help small and medium enterprises (SMEs), NGOs, and community groups who work directly with these focal populations. Ushahidi builds security and privacy measures into our tools to protect vulnerable or marginalized people. Now Ushahidi wants to put these tools in the hands of communities everywhere to reduce suffering during a crisis.



# CLOSING THOUGHTS

To wrap up, what are our big goals for the next decade?

## FIRST

We will build transformational solutions for the approaching humanitarian and development issues facing our world.

## SECOND

We have reached 50 million people, and we aim to double that in the next 3 years.

## THIRD

We will prove by example that you can be a mission-driven organization and have a sustainable business model that puts people and society over maximizing profit.

**AND LASTLY, WE ARE GOING TO CONTINUE TO BE AND ACT THE VISION OF THE WORLD WE WANT TO SEE IN THE 21ST CENTURY, BY BEING A GLOBAL, DIVERSE, AND OPEN ORGANIZATION.**



**BUILDING TECHNOLOGY TO HELP  
MARGINALIZED PEOPLE RAISE THEIR VOICE  
AND GET THE SUPPORT THEY NEED.**

Because better decisions are made when people are heard.