



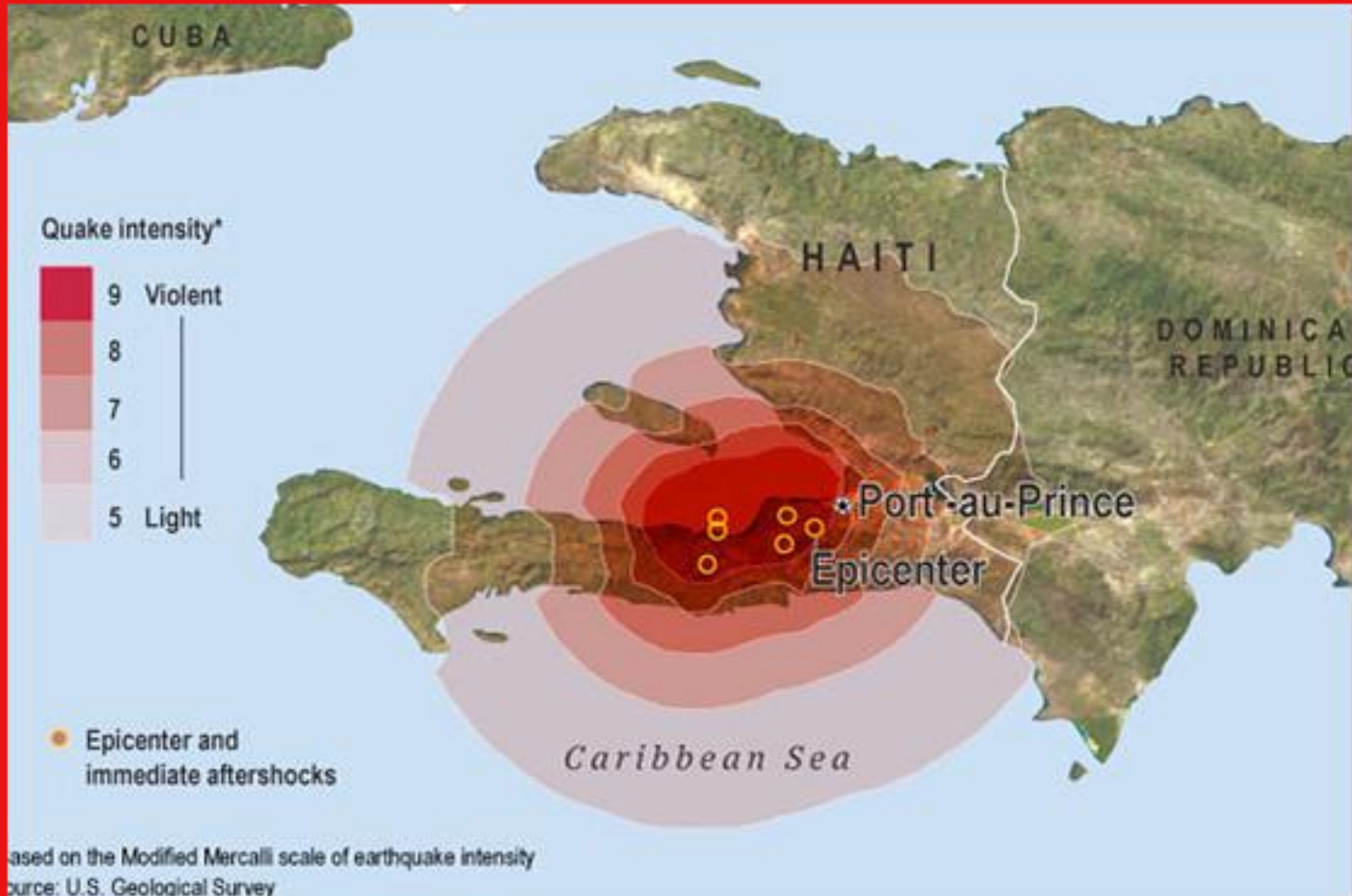
Lessons from the Field: Digicel Haiti

GSMA Disaster Response Workshop

June 19, 2013

Digicel

Haiti Jan 12th, 2010: Earthquake (7.0 M)



Haiti Earthquake 2010



Digicel HQ day after the earthquake

Examples of cellphone initiatives



- Emergency text #4636 to request an emergency responder
- Text messages to alert population of expected after-shocks
- Ushahidi: incident reporting by Haitians and aid workers, enabling mapping by category (urgent/health/security, etc)
- Red Cross: direct financial support of head of households via cell phone deposit (purchase local health commodities)
- Patient data collection using iPhones (with Harvard's program called iChart) & UMiami telehealth program
- Twitter data collection for CDC epidemic tracking

Digicel response

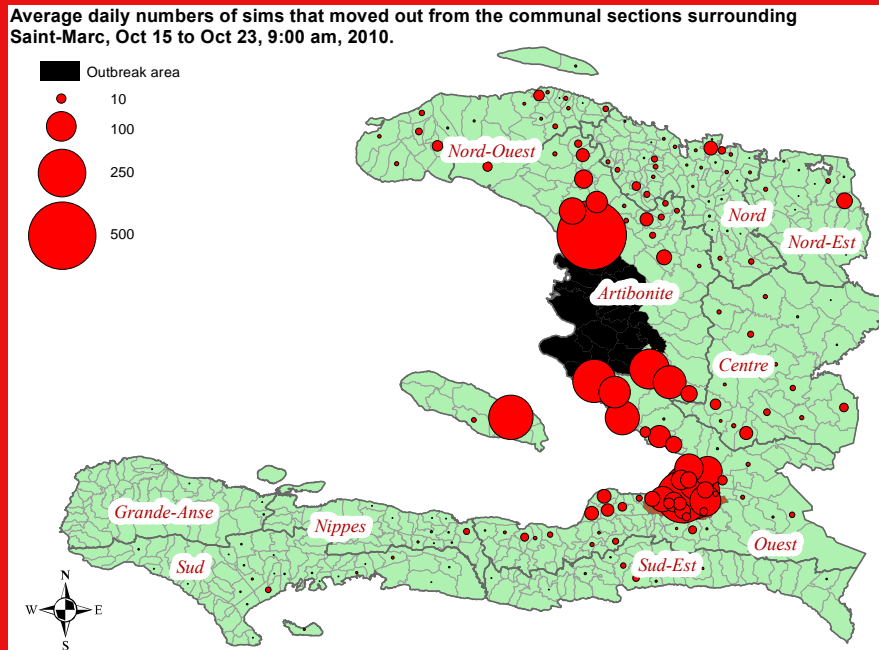
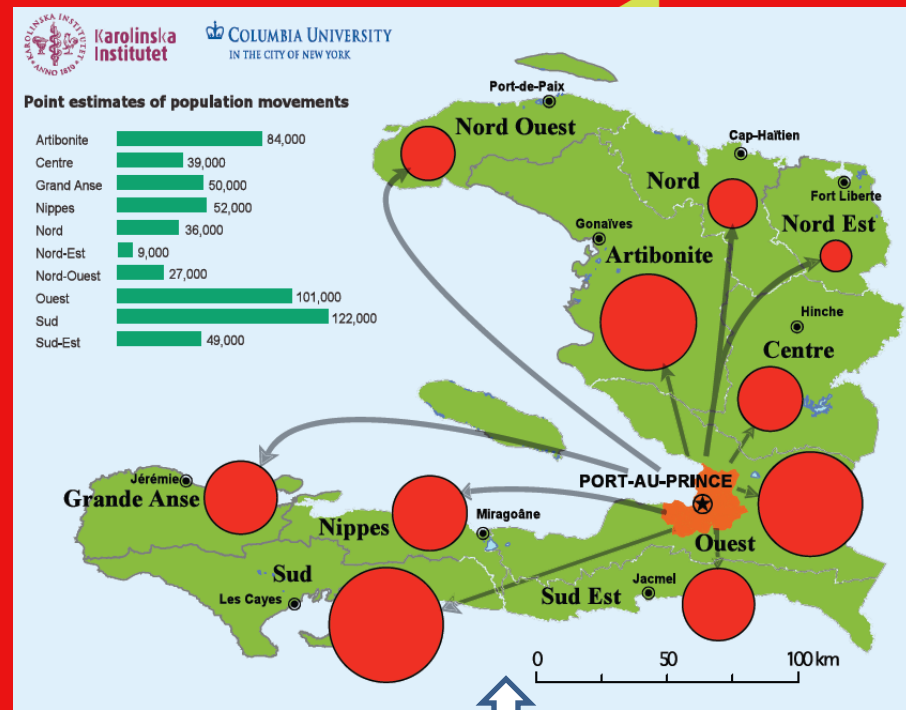


- US\$ 5m donation to the relief effort.
- Feeding program carried out for 4,000 people (650 families).
- Donation of generators, phones & credit to 15 radio stations in Port-au-Prince to help them get back on air.
- Provision of US\$ 5 of free credit (total US\$ 10m+) to each of 2m subscribers in Haiti.
- Establishing Digicel Haiti Relief Fund to which customers from our 32 markets have donated US\$ 800,000+, mostly through text message donations.
- Contributed US\$ 120,000+ through staff salary donations.

NGOs and managing Mass Exodus and IDP camps



Digicel / Flowminder Collaboration: Population movements and Cholera epidemic tracking using anonymous CDR data



Where did people go from Port-au-Prince directly after earthquake?

Near realtime reports for population movements from ground zero of cholera epidemic.

Disseminating analytical reports to aid agencies



UPDATE: 9 January, 2011

Internal Population Displacement in Haiti

Preliminary analyses of movement patterns of Digicel mobile phones: 1 December 2009 to 19 December 2010

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UPDATE: 31 August, 2010

Internal Population Displacement in Haiti

Preliminary analyses of movement patterns of Digicel mobile phones: 1 December 2009 to 18 June 2010

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UPDATE: 29 JULY, 2010

Internal Population Displacement in Haiti

Preliminary analyses of movement patterns of Digicel mobile phones: 1 December 2009 to 18 June 2010

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Value to aid agencies



“From 2010 up until now (2013), the “Digicel studies” remain the only exhaustive report on the movement of population outside of the earthquake affected-area.

It was widely used in 2010 and 2011 to advocate for a more important focus on this population that fled the capital right after the earthquake to be hosted by families and communities outside of the affected area.

For the Host Family Working Group, it was a great baseline to start working with, it provided us with the necessary figures to advocate with donors and to coordinate the response in the regions.

In its methodology and as mobile phone is becoming a common good for many households even the poorest, it is a revolutionary tool that should be generalized for further emergencies involving major displacements. “

Damien Jusselme

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Strong and positive media response



The New York Times

GLOBAL UPDATE

Haiti: Cellphone Tracking Helps Groups Set Up More Effective Aid Distribution, Study Says



Hector Retamal/Agence

By DONALD G. McNEIL Jr.
Published: September 5, 2011

Populations on the run during disasters can be tracked by cellphone signals, which could help guide life-saving aid to the right places, a new study has concluded.

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How Tech Is Helping the Haiti Recovery

BY: JOCELYN C. ZUCKERMAN February 10, 2011



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2 September 2011 Last updated at 16:22 GMT

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Mobile phones help to target disaster aid, says study

Mobile phones of people fleeing natural disasters can be used to target emergency aid according to a new study.

The report reveals how scientists mapped population movements following the Haiti earthquake based on location data from two million handsets.

That information allowed aid organisations to channel relief supplies to those areas most in need.

Researchers are now setting up a non-profit organisation to provide location analysis for future disasters.



Data from the Digicel network in Haiti was used to estimate population movement

Digicel