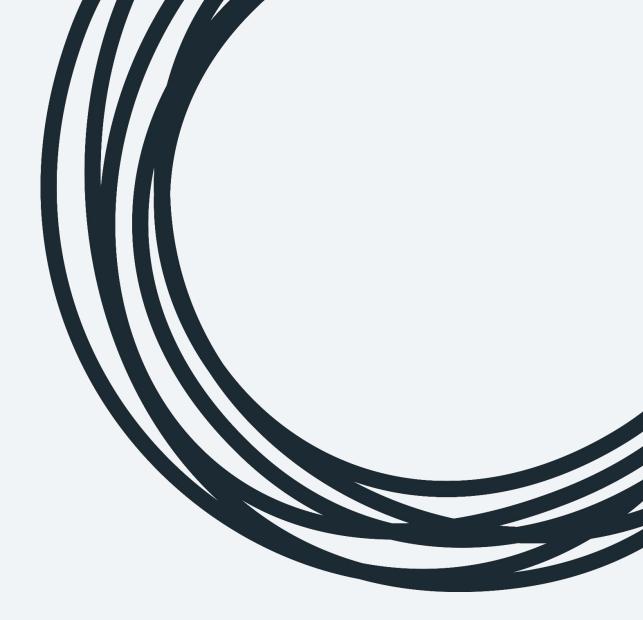
# Crisis Response product & Early Warning System ideation

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Social Impact organization | Crisis Response Product team



### Meta

## Outline

01 Background

02 Strategy

# 01 Background

CRISIS · CATALYST | 2011 TOHOKU EARTHQUAKE & TSUNAMI | JAPAN

## 7.9M, 5K+ aftershocks event: drove 1st version of Crisis Response

CONCEPT

CREATE A DISASTER MESSAGE BOARD LIST ALL FRIENDS IN AFFECTED AREA FIND A WAY TO HELP FRIENDS MARK THEMSELVES SAFE





**CRISIS · ACCELERATOR | 2014 TYPHOON RUBY | PHILIPPINES** 

## Cat 5, 177 mph winds: activated the 1st Crisis Response Safety Check

#### **FEATURES**

"SAFETY CHECK" PROMPT (PEOPLE IN AFFECTED AREA) NOTIFYING FRIENDS OF THOSE WHO MARKED SAFE DEDICATED FACEBOOK PAGE FOR THE CRISIS



CRISIS · ENABLER | 2017 TORNADO IN LOUISIANA | USA

## Community Help added hearing from Relief Organizations wanting to help those affected

#### **FEATURES**

COMMUNITY HELP - PEER TO PEER HELP MARKETPLACE DONATE BUTTON - HELP ANYONE FUNDRAISE OPTIONS FOR ORGANIZATION TO DRIVE AWARENESS



## We have been on an ambitious mission since 2014

## 9+ years we've been bringing relief during a crisis "Make communities more resilient to crises."

### In small ways, we have helped

Reach millions of people in crisis-communities across 125 countries bringing them information, communication channels, help marketplaces, and fundraising options.

### And, we remain a "community activated" product

Launch only after gauging the community's interest.

## 02 Strategy

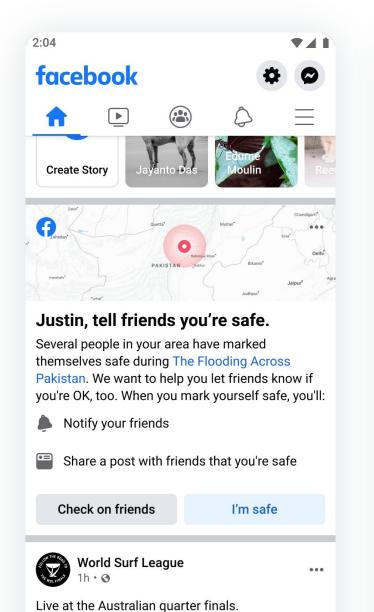
CURRENT

Today our Crisis Response products allow people to let family and friends know they are safe, share information during a crisis, and help communities recover from the immediate situation. Fundraising tools make it easy for a community to raise money for causes they care about, and a help marketplace that makes it easy for people to offer and request help.

#### **OUR PRODUCT PORTFOLIO**

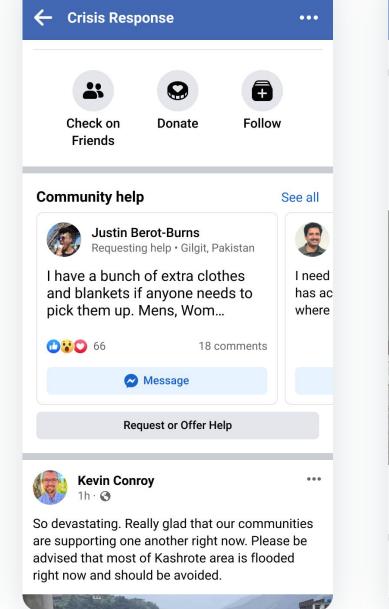
## Our product experiences offer people and communities a range of valuable tools.

2:04



#### 🔶 Crisis Response ••• August 15, 2022 **The Flooding Across Pakistan** Multiple sources continue to report flooding across Pakistan affecting multiple provinces including Punjab, Khyber Pakhtunkhwa, Sindh, and Balochistan. Within the last 24 hour... See More Hongfei Li, Laney Zamore and 2 other friends are marked safe. Are you in the affected area? Let friends know you're safe. (Ŧ Check on Donate Follow Friends Community help See all G Justin Berot-Burns Requesting help • Gilgit, Pakistan I have a bunch of extra clothes I need and blankets if anyone needs to has ac pick them up. Mens, Wom... where 66 18 comments

2:04

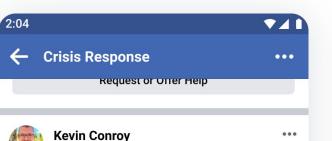


Safety Check alert

Crisis page

### Community help

Check it out: <u>www.facebook.com/crisisresponse</u> or for Crisis Response on mobile devices



 $1h \cdot \Theta$ So devastating. Really glad that our communities are supporting one another right now. Please be advised that most of Kashrote area is flooded

right now and should be avoided.

132

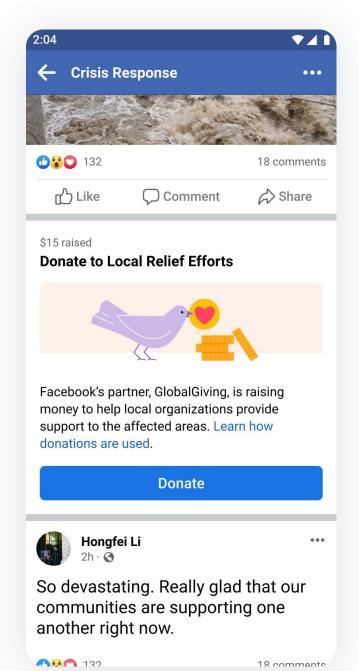
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18 comments

C Comment ↔ Share

\$15 raised

**Donate to Local Relief Efforts** 



### Community info

### **Fundraisers**

**FUTURE THOUGHTS** 

There is a meaningful opportunity to expand our products to support early response and resilience tools, necessary to cope with current and increasing harms as a result of extreme weather induced crises.



# **Early Warnings for All Action Plan**

The UN/WMO action plan has <u>four pillars of investment</u> in Early Warning Systems, estimating a cost of \$0.50 USD per person per year for the next five years to reach everyone on Earth.

- Disaster risk knowledge systematically collect data and undertake risk assessments on hazards and vulnerabilities
- **Observations and forecasting** develop hazard monitoring 2. and early warning services
- **Dissemination and communication** communicate risk information so it reaches all those who need it, and is understandable and usable
- 4. **Preparedness and response** build national and community response capabilities

Meta well suited to support the **dissemination** and communication and preparedness and response pillars.



### FUTURE THOUGHTS | CRISIS RESPONSE TIMELINES





### Before

Organizations need to reach any at-risk communities and keep them updated with crisis information.

People affected by the risk need to be able to **communicate with one another.** 

### During

People in affected area need access to a**uthoritative information**.

People with **friends and family in the affected area** need to know if their connections are safe.

Organizations need to **share important info** with affected communities, and connect people who can help.

People not affected need to learn about the crisis and how they can support.

### After

Organizations need to share more ways for affected people to get involved with long-term recovery efforts.

People need to understand how they can **build resilience within** their own communities.

