NEW WAYS OF WORKING


Use of new technologies and social media in humanitarian crisis

The DEMAC consortium focuses on Diaspora Emergency Action and Coordination. Its aims are to improve diaspora emergency response capacity; as well as coordination with the conventional humanitarian system. DEMAC has organised a series of three workshops for seminars for diaspora organisations and conventional humanitarian actors to address and reduce identified gaps in knowledge, mutual perceptions and coordination on both sides.

The second workshop in the series was held in London and hosted by AFFORD-UK from 28-30 April 2016. Over the three days a series of presentations interspersed with question and answer sessions and group activities took place, as participants sought to gain a better understanding of the use of various forms of new technologies within the context of humanitarian crisis response – both from a diaspora and a ‘conventional’ actor perspective.

Presenters shared concrete examples of how new technologies and social media have been applied in various contexts. Themes explored included reliable data collection and sharing; the challenges and opportunities of new technologies and social media in increasing coordination and partnership between conventional actors and diaspora organisations; initiatives from the private sector in the humanitarian space, and repositioning the voice of the beneficiaries of the humanitarian intervention.

The workshop also reviewed the content of the commitment paper to be submitted on behalf of diaspora at the first ever World Humanitarian Summit (WHS), May, Istanbul 23-24 May.

DEMAC staff and 15 participants will be travelling to the WHS. One of the DEMAC staff will be the Diaspora focal point for OCHA WHS Secretariat to link with the diaspora stakeholders present in Istanbul. A diaspora commitment paper will be submitted to the WHS.1

This report summarises the key messages and exchanges shared during the workshop, and encapsulates the comments and recommendations from presenters and participants.

Main Themes

- New technologies, data gathering and sharing messages.
- Linkages between conventional actors, other sectors – diaspora and private sector
- Harnessing the skills and knowledge of the diaspora community for greater effectiveness and reach.

1 OCHA is the part of the United Nations Secretariat responsible for bringing together humanitarian actors to ensure a coherent response to emergencies and provides the framework for a collaborative response.
Introductory Session – Recap and Overview

The introductory session provided an overview of DEMAC’s objectives and constituent partners and recapped on the learning from the first workshop.

DEMAC recognises that diasporas are key actors in disaster and manmade crisis response situations. They are often the first responders when a crisis occurs, with an ability to quickly mobilize assistance, channel information, analyse and advocate for a broader response. Nonetheless diaspora emergency response is mainly provided in parallel to existing international and national systems and mechanisms seeking to coordinate responses to humanitarian disasters.

Diaspora Humanitarians – Response to the DEMAC Research Report

This session was influenced by the findings in the recently launched DEMAC Report *Diaspora Humanitarianism – Transnational Ways of Working*. The report documents the humanitarian interventions by Sierra Leonean, Somali and Syrian diaspora-based relief organisations and initiatives based in the UK, Denmark and Germany, respectively in response to the humanitarian crises in their countries of origin/heritage and neighbouring countries.

Presenter, Bashair Ahmed, of Shabaka Social Enterprise shared the highlights of the report’s findings.

The report opens up potential areas of increased and more effective cooperation and coordination between diaspora organisations and initiatives engaged in humanitarian action and traditional actors of the international humanitarian system.

Bashair urged diasporas to recognise the value of their contributions and to reframe what they offer – knowledge of the cultural, geographical and social context of the terrain and language – in terms of ‘exchange’.

Citing the Report’s key recommendations of funding and money transfer facilitation;

<table>
<thead>
<tr>
<th>Report Recommendations:</th>
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<tbody>
<tr>
<td>Address the challenges of</td>
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<tr>
<td>➢ Funding and money transfer facilitation</td>
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<tr>
<td>➢ Capacity building</td>
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<tr>
<td>➢ Better coordination with conventional humanitarian actors</td>
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</tbody>
</table>

“...it is important for diasporans to start recognising the [humanitarian] architecture. Important to see who’s covering what”

“Conventional actors need to see the added value of diaspora”

Bashair Ahmed

capacity building and coordination, she urged that in terms of coordination, diaspora should be included in the ‘global cluster’.

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2 Clusters are groups of humanitarian organizations (UN and non-UN) working in the main sectors of humanitarian action, e.g. shelter and health. [http://www.unocha.org/what-we-do/coordination-tools/cluster-coordination](http://www.unocha.org/what-we-do/coordination-tools/cluster-coordination)
Case Study – Somali Drought 2016

Presenters: Mingo Heiduk Tetsche, Danish Refugee Council (DRC) and DEMAC project, Ahmed Dharbaxo, Diaspora Consultant

With the drought continuing in Somalia, the DRC Diaspora programme was approached by several Somali diaspora organisations engaged in their own response activities. DRC started exploring how to support diaspora-internal coordination mechanisms as well as the potential to create a connection between diaspora and conventional actors. DRC held an information meeting on 7 April 2016 with the Somali diaspora in Denmark to map their responses and facilitate an exchange between them, as well as to inform them of the currently ongoing response on the ‘conventional’ side (through Skype participation from the field).

Different organisations within the Somali community raised funds, with amounts collected ranging from an average of USD 2,000 to 5,000. The diaspora organisations in Denmark had collected a total of USD 86,000 by March 2016.

A Google map was established to provide a geographical overview of the diaspora drought emergency response. The aim was for Somali diaspora organisations themselves to begin to plot their response to better coordinate and establish a clear overview of the ongoing efforts.

“See as a collective what we’re doing for the community”
Ahmed Dharbaxo

Drought emergency response from Somali diaspora organisations in Denmark

Methodologies employed

- Mapping exercise undertaken within the diaspora community to better understand who was fundraising where, and how.
- Targeted specific diaspora groupings
  - Engaged youth in educational institutions to undertake door to door collections
  - Targeted geographical groupings – people from the same region or district.
- Targeted clan-based communities, where elders have a special role. Relyed on traditional checks and balances whereby the leaders are accountable to the clan.
- Leveraged the Mosque constituency – tapping into charity, one of the 5 pillars of Islam. Requested that the Imams made an announcement in their Friday speeches and took collections.
- The diaspora carried out a needs assessment through consultation with traditional elders, and through coordination between diaspora, to identify the beneficiaries with the greatest need.
- DRC initiated an information sharing meeting for participants from diaspora, traditional elders, sheiks and focused on coordination.

Lessons learned

- How to establish an effective and coordinated diaspora response.
- Difficulty of reconciling different interests in an umbrella group.
- Collaboration with Somali diaspora in other countries – e.g. UK – for another perspective.
- It was a challenge for imams and mosques to work with civil society.
- The need for criteria to determine who should benefit in the absence of an emergency.
- The importance of planning and administration.
Sharing of knowledge and skills on how to implement projects took place between members of the diaspora.

Diaspora use of local and national TV; and internet (website) to bolster transparency and trust, visibility and accountability

Accountability measures implemented

- Local partners would record a video of the donation and send it back for viewing.
- Members of the diaspora organisation visiting Somalia would talk to beneficiaries to verify receipt of donations.

The benefits of challenging groups to come up with new ideas and solutions

Affiliation to grantees for duration of project cycle

- Used the Somali ‘Hawala’ system to transfer the funds collected quickly.

Immediately following the workshop, the partners tried to form umbrella organisations but there were too many constraints. A subsequent attempt to form a grouping with diaspora partners, focused on advocacy for emergency situations, is currently ongoing.

**Making Information Useful in a Crisis – the 3W Database**

Roxanne Moore, OCHA – UN Office for the Coordination of Humanitarian Affairs, gave an overview of the 3Ws – who – what – where – system, which coordinates the operational presence of a number of humanitarian actors and clusters during a crisis.

The 3W toolkit allows an assessment of operational and programming presence; needs and resource analyses; performance monitoring and potential response. It informs whether there is a demand for more teams in a disaster situation.

Significant communication tends to take place in the first 72 hours of a crisis. Examples were given of how crisis mapping in real time included mapping of data during the Haiti earthquake, and more recently in Ecuador (April 2016) where a chat app was created – and data crowd-sourced by people in the disaster zone, including data collection by phone.

Remote communities may be able to expand the digital capacities of information management teams. Although undertaking village to village data collection is possible in theory, it takes a huge amount of staff time. Annex 1 includes additional information management tools and resources available to diaspora groups.

### Information Management tools/services

- **HumanitarianResponse.info** is "one-stop-shop" for global information coordination resources and is provided by UN OCHA to support humanitarian operations globally.

- **Reliefweb** is a specialized digital service of OCHA. It provides reliable disaster and crisis updates and analysis to humanitarians, so they can make informed decisions and plan effective assistance. [http://reliefweb.int/](http://reliefweb.int/)

### Constraints

- Accessibility; Literacy
- Internet connectivity - places where there is lower bandwidth capacity
- Security issues arise in conflict situations around information sharing

- Huge ethical issues surround data gathering, including the tracking of personal protective information; how data is used and owned – i.e. by the individual versus the agencies using it.
- Data collected must be predictable and appropriate.
Digital Humanitarian Network also leverages data to assist in response situations and links the information community with grassroots organisations. [http://digitalhumanitarians.com/about](http://digitalhumanitarians.com/about)

- Data can be too large or too small to be useful. It is essential to receive a complete data set
- Data collection and implementation is on a country by country basis

**New Media and Working Together**

Presenters Claire Lamont and Anne Encontre, UNHCR explained that the Somali refugee situation is now in its third decade. This means that a third generation of refugees is being born in exile. Nearly 1 million Somalis are displaced in adjacent countries, and a further 1.1 million are displaced within Somalia.

They outlined recent initiatives by the UN High Commissioner to elicit support from regional countries and the global community to be able to deal with this protracted situation. The UNHCR has launched a diaspora platform for the Somali global community. The Global Initiative for Somali Refugees (GISR) is promoting innovative thinking around solutions for the displaced Somali community and aims to:

- Advocate for continued asylum space
- Coordinate international action to find solutions
- Create transformative change
- Raise awareness of the protracted Somali refugee situation

**Diaspora outreach**

The UNHCR has opened a conversation with Somali diaspora, using WhatsApp chat for 3 months, in order to:

- Elicit ideas for diaspora contribution;
- Explore opportunity for skills transfer;
- Join the discussion about finding solutions
- Come up with innovative ideas.
- Investing in Somalia
- Map the diaspora contribution to rebuilding Somalia.

.UNHCR recognises diaspora contribution (map by ICMPD and FIIAPP)

**Private Sector and Humanitarian Response**

This session, facilitated by DEMAC UK Project Coordinator, Elvina Quaison, looked at the role of private sector in humanitarian crisis. Private sector initiatives reviewed included humanitarian initiatives undertaken during a crisis by organisations such as Vodafone Foundation, Mastercard Foundation and Ushahidi and IKEA Foundation. Crisis communication was also reviewed through the work of the CDAC Network which focuses on communicating with disaster affected communities.
The presentation highlighted the increasing role the private sector is playing in providing innovative tools to support improved humanitarian response. The private sector also provides practical support in terms of finance, equipment and expertise.

For example, in collaboration with the World Food Programme, Mastercard has created a preloaded card for food aid/cash aid, with an allocated value of $27 per refugee, which has been rolled out in Lebanon for Syrian refugees. Annex 2 contains further details of private sector initiatives.

**More than a mobile: Communications as a tool of aid**

Simon Nzokiah explained DRC Somalia’s use of SMS technology for feedback and communication with stakeholders in relation to development project and emergency and short/long term interventions. Illiteracy levels are high, so a voice component was incorporated and calls are free.

Prior to rolling out the system DRC mapped the availability of phones. Over 70% of the population had mobiles. On the spot feedback is also taken from the field and from other sources.

This system gives people in villages/communities direct access to DRC and a voice in the DRC decision-making process in allocating resources to the local needs. DRC can interact remotely with beneficiaries and assess the impact of its assistance in all target locations.

The system works on the Ushahidi platform and uses a ‘short code’ connected to all four telecom service providers in Somalia. DRC also shares this system with other organisations.
Communicating Information

Y Care International, Lizz Harrison

Y Care International has a long history of working with the YMCAs in Sierra Leone and Liberia. They work through local partners on the ground. During the Ebola outbreak in West Africa, their youth volunteers played a key role in raising awareness about the disease and offering contact tracing and case surveillance support.

Given that the disease was new to the region – the communications had an element of education – outlining symptoms, how the disease was spread and what to do, including dealing with initial disbelief and rumours at the outset of the outbreak.

<table>
<thead>
<tr>
<th>Methodologies employed</th>
<th>Lessons learned</th>
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<tbody>
<tr>
<td>Use of more traditional forms of communication methods to raise awareness of Ebola</td>
<td>The importance of two-way communication</td>
</tr>
<tr>
<td>Campaigns variously took the form of:</td>
<td>Need to remain responsive and flexible. There is no one size fits all solution.</td>
</tr>
<tr>
<td>Revising and disseminating information, education and communication (IEC) messages</td>
<td>Campaign transitioned from community sensitization to social mobilisation.</td>
</tr>
<tr>
<td>Peer education/community sensitization</td>
<td>Public information shared had to evolve over the period of the Ebola outbreak. e.g.</td>
</tr>
<tr>
<td>Videos – aired on TV and big screens in public places</td>
<td>Initial focus was on awareness and understanding.</td>
</tr>
<tr>
<td>Billboards/Posters – re homecare/unsafe burials</td>
<td>Focus then shifted to behaviour change and protective measures, e.g.</td>
</tr>
<tr>
<td>Leaflets</td>
<td>o Early reporting of symptoms</td>
</tr>
<tr>
<td>Radio phone-ins and jingles</td>
<td>o Importance of safe burials for victims</td>
</tr>
<tr>
<td>Text messages</td>
<td>o Measures against stigma towards survivors.</td>
</tr>
<tr>
<td>Songs</td>
<td>Rely on other means such as local radio; runners in remote communities where there is no or limited internet coverage.</td>
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Communicating Information

EngAyde, Alberta Stevens

- ‘EngAyde’, a Krio expression, literally means ‘let’s put our heads together’.
- The initiative started with a series of Facebook group discussions in July 2014 between individuals. Members first coordinated as a virtual team using online meeting group applications. They subsequently set up a dedicated EngAyde website; Facebook page; discussion page and media hub.
- The EngAyde platform was set up as a one-stop-shop online platform focused on connecting, catalysing, and influencing decisions and actions to help bring about a swift end to the Ebola Crisis and its long term effect on Sierra Leone. It focused on the Sierra Leonean community at home and abroad.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Group members initially used their personal Facebook pages to post articles and raise awareness.</td>
<td>Possible to leverage social media tools that are readily within the grasp of the digitally connected.</td>
</tr>
<tr>
<td>EngAyde predominantly used modern technology and social media, including Facebook; Instagram; Twitter.</td>
<td>The severity of a crisis galvanises diaspora actors to take collective action at an early stage.</td>
</tr>
<tr>
<td>Group members advocated for international intervention before the international community moved into action.</td>
<td>It is not necessary to have formal media training.</td>
</tr>
<tr>
<td>Leveraged access to media journalists. Some members took part in broadcast TV interviews and radio podcasts aimed at the Sierra Leonean community at home and abroad.</td>
<td>We can use our own voice to tell our own story.</td>
</tr>
<tr>
<td>Liaised with journalists on the ground.</td>
<td>Don’t underestimate the power of networks at home and abroad.</td>
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</tbody>
</table>

The Red Cross Sierra Leone used a **Radio in a box** – a portable system to visit communities affected by Ebola to discuss issues. Using an interactive drama performance and storytelling public healthcare messages were delivered to targeted communities and the performance was broadcast live.

The Making of an Appeal – Conventional and Diaspora Perspectives

HIRDA (Himilo Relief and Development Association) Case Study
Guleid Osman, UK Country Director

Hirda country director, Guleid Osman, outlined an appeal undertaken in relation to the 2011 drought in Somalia. Emphasising self-help, the appeal leveraged support of community; international community; local NGOs; Somali business community. Diaspora contribution to the development is much bigger than the development aid.

Aware of what was happening at an early stage in the crisis, Hirda invited international journalists and fundraised within the community. They filmed the evidence to show what was happening and disseminated the video via Twitter/YouTube.

“The problems from Somalia came from Somalia ... it is for us to solve it.”
Guleid Osman

Practice: HIRDA diaspora relief – food distribution
Source: HIRDA DEMAC presentation

Methodologies employed

- Used video to show impact of crisis, and later to show relief efforts resulting from fundraising campaign.
- Used local radio in remote areas.
- Press release used to raise media awareness, especially Somali TV and websites and INGOs.
- Targeted Somali community; international community; local NGOs and Somali business people
- Organised emergency meeting to raise awareness within diaspora, overseas governments and local governments.

Results

- Successfully leveraged the Global Somali Diapora’s local knowledge and trust of the grassroot community
- 75 per cent of assistance came from Somalis.
- USD 1.5M raised from businesses
- 10 trucks were given to distribute water
- Provided sanitation and supply of water for 3 months.
• Used data collection techniques and data analysis
• Disseminated emails to influential local, individual and networks, partner organizations, local leaders, diaspora websites.

Lessons learned
• Non partisan in approach – worked nationwide to respond to areas of need
• Transparent in dealings – gave evidence of progress, which built credibility

DEC (Disaster Emergency Committee)
Brendan Paddy

DEC is an umbrella group of 13 leading UK aid charities that collaborate in times of crisis to launch appeals and raise funds. Its Rapid Response Network includes a partnership with UK news media - major television and radio broadcasters - which enables DEC to disseminate appeals.

Its priority is to deliver aid and support to those in need, as quickly and efficiently as possible. In recent years DEC has also used social media e.g. for its Typhoon Hayan – Philippines response. DEC has not fostered a relationship with diaspora in the past. However post Nepal DEC is looking at engagement with diaspora as they saw the possible benefits during the Nepal crisis.

“The more we talked, the more we found common ground as to how we could work together.”
Brendan Paddy

Learning Points from DEC Presentation on Appeals
• Aim to get the right information out at the right time through the right channels.

• Consider core messages, target audience and media used
  o Target audience so the reader/viewer can relate - ‘If it were you, what would you do?’
  o Twitter is good for influencers – media; decision makers

• Visual content is key – likewise animation/imagery
  o Pictures transform what is possible on social media
  o Rely on members to provide videos

• Use video footage
  o Videos get prioritised.
It is fine to use a mobile phone to record. Offers authentic versus studio quality; ‘real’ versus packaged.

Stay up to date - Keep a daily diary of what’s going on e.g. – collect statistics; blog etc.

Have an online presence
- Website – consider use of WordPress or Facebook. Building a website is expensive. Facebook is instant.
- Facebook - target your audience; measure results/ Test to see who’s responding.

Specify what you need
- Articulate specific needs – e.g. food not clothes; money not food.
- Undertake fundraising activities – e.g. marathons/Just Giving

Disseminate and publicise
- Share stories with international/local journalists
- Use diaspora role models – e.g. refugees who are also politicians abroad.

The Role of New Actors: Three Phases of Crises
This section focused on the contribution of new actors during the pre-crisis, mid-crisis and post-crisis phases of a humanitarian emergency. Four actors shared their experiences offering lessons learned opportunities for other diaspora and local community groups.

Jasmin Hilfe
Soumaya El-Azem
Jasmin Hilfe is an NGO that provides humanitarian aid targeted at Syrian children. It provides trauma counselling; food; healthcare; education to temporary refugee camps in Lebanon, and basic shelter during harsh winters. It has built ‘container’ medical centres and offers free medical consultation.

Challenges
Facilities get bombed periodically, which affects their ability to respond consistently to their beneficiaries’ needs. Sustainability is a real issue for this small organisation with limited means. Its workshop centre was bombed in June and the medical centre bombed during the period this workshop took place.

Lessons Learned
- Food security is an ongoing issue.
- Initiatives such as bakery set up helps help provide jobs and food
- Use/distribution of pre-charged MasterCard to help refugees purchase items needed.
Lunchbox Gift
Memuna Janneh

LunchBox Gift provided tens of thousands of fresh, home cooked meals to patients and healthcare workers in Sierra Leone, at the height of the Ebola crisis. Targeted three of the largest emergency centres.

The original site evolved to have a more corporate feel and became a credible and trusted platform which attracted funds, support and media attention.

Challenges
- Lacked a humanitarian worker background. Decided to focus on food provision; consulted with people on the ground.
- Launched a campaign to provide a target of 50,000 meals.
- Determined to maintain the dignity of the people in crisis assisted.

Lessons Learned
- Understand who your target audience is early on, so you can tailor your message.
- Impact of reporting in raising awareness of relief work – Lunchbox Gift was featured in a Guardian article.
- Liaised with relevant Sierra Leone government ministries; important to engage official channels.

Survivor Dream Project
Fatu Wurie

The Survivor Dream Project (SDP) offers psycho social support for female Ebola victims and supports women, girls and young men who have survived post-traumatic events. The project provides safe spaces in community centres for the 20 women currently in the programme, to come together. Ages range from 14-50, with the younger girls encouraged to complete their schooling and the women offered skills training and business support.

- 56% of those infected by Ebola were women.
- Females have less access to jobs, education and therefore are more vulnerable socially and economically.
Challenges
- Fighting stigma against Ebola survivors.
- Long term sustainability – project initially self-funded.

Lessons Learned
- Implementation of community generated solutions
- Use of storytelling – via traditional and digital media - as part of the healing process.

Hawala – Somali Remittance Service
Ahmed Dharbaxo
The Hawala system is an informal money transfer system for transfer of funds both domestically and internationally. It operates parallel to and usually independently from regular banks. Transactions are fast, safe and cost-effective, and are often used by diaspora abroad to remit money home to relatives. Remittances to Somalia amount to approximately $1.3 billion a year.

Remittances may be used for basic necessities e.g. food, shelter, clothing, sending children to school, and invest in their communities – or in infrastructure projects such as the construction of schools and hospitals. Transactions are usually conducted with US dollars.

Challenges
Trustworthiness of system:
- Hawala is based on the honour system as well as the extensive use of connections, such as family relations and regional affiliations.
- A compliance regime applies.

Lessons Learned

Hawala Emergency Response
- The entire humanitarian community in Somalia fully relies on the availability of Hawala to do business including transferring funds for project activities to organization staff or local partners and paying for staff and office running costs.
- International and local NGOs have been implementing cash interventions via Hawala services since at least 2003, and their use has grown exponentially in recent years.

World Humanitarian Summit - Joint Diaspora Commitments Statements
Participants reviewed and critiqued the joint diaspora commitments statements to be submitted to the World Humanitarian Summit. The transition from recommendations to commitments was noted. It was understood that these should be framed so that other members of the wider diaspora humanitarian community would be prepared to endorse these. Further, it was noted that DEMAC was acting as a facilitator in this regard.
Diaspora groups and conventional actors held separate sessions and then fed back to the plenary.

Conventional actors recognised that diaspora groups operate on various levels and were aware of the gaps in resources, systems, processes. They expressed a preference for diaspora organisations to work together informally and forge a common voice. The process of organising together implied understanding the humanitarian system better, and conventional actors could help with that. They expressed their willingness to open the door to embrace diaspora groups, but also cautioned that it will take an effort from the diaspora as well to ‘get inside’.

Diaspora proposed changes to the draft Diaspora Commitments Statement

**“We [will] give you the key to the door - but we won’t relocate the house.”**

**Additions to WHS commitments suggested by Diaspora**
- Incorporate SDGs as part of diaspora commitments.
- Prioritise clauses/commitments.
- Respect cultural relativity and sensitivity – ‘cultural conflict’
- Deliver in localised language/context.
- Supporting localised business during time of crisis.
- Local first – support local economy/local players; forge regional links.

**Conventional Actors’ Proposed Commitments to improved working with Diaspora**
- Opening the door to the conventional structure – to guide and advise.
- Add some sort of Diaspora Focal Point to act as a broker between the conventional and non-conventional actors.
- Plug-in the diaspora groups/organisations to the donors, decision-makers in HQ/Country directors etc.- including into pooled funds.
- This Focal Point could render humanitarian technical terms and jargon more easily understandable. The position could be voluntary.
- Information-sharing – e.g. brokering available expertise with diaspora needs.
Recommendations

Conventional Actors’ Recommendations to Diaspora Groups

- Set up a focal point/person to talk with the diaspora / local level
- Improve understanding of humanitarian architecture - it is fundamental to know how the system works
- Establish a track record – there is no automatic rite of passage
- Identify entry points for engagement with conventional actors
- Enhance coordination of diaspora effort
- Reporting and Evaluation – Record results
- Transparency and accountability
- Visibility - Advocate for diaspora to be seen as a vital actor and can engage in policy issues.
- Communications Use trusted sources; disseminate accurate, timely, well-sourced information.
- Training needs to be cyclical – not just a one off – and should extend beyond diaspora to encapsulate local communities.
- Establish an umbrella organisation that diaspora organisations can subscribe to.

Conventional actors discussing how to enhance engagement with diaspora groups
Advocate for diaspora to be a pillar of the national development plan so they are seen as a vital actor and can engage in policy issues.

Use trusted sources; disseminate accurate, timely, well-sourced information.

Training needs to be cyclical – not just a one off – and should extend beyond diaspora to encapsulate local communities.

Concluding remarks

By the close of the second DEMAC workshop sessions much valuable information on the use of technology, data gathering and delivering messages and appeals in humanitarian crisis situations had been shared. Bridges were being built between participating conventional actors and diaspora groups, and there was a sense that a real network was beginning to emerge, and a community of practice was being formed. The next tier of engagement will be to share the knowledge and practices gained from the workshops with other diaspora groups in-country.

The Somali community has already been networking on a pan-European level – with a view to linking groups to an annual diaspora conference.

The third and final workshop will take place in Berlin, from 2-4 June 2016.

ANNEXES

Annex 1 Information management tools and resources available to diaspora groups.

Annex 2 Private sector initiatives
## Annex 1  Humanitarian Tools, Services and Resources Available to Diaspora Groups

<table>
<thead>
<tr>
<th>Link and Organisation</th>
<th>Synopsis</th>
<th>Relevance</th>
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</thead>
<tbody>
<tr>
<td>United Nations Office for the Coordination of Humanitarian Affairs (OCHA)</td>
<td>This agency is responsible for bringing together humanitarian actors to ensure a coherent response to emergencies. It plays a key role in operational coordination in crisis situations. It maintains an overview of the humanitarian cluster system - groups of humanitarian organizations (UN and non-UN) working in the main sectors of humanitarian action, e.g. shelter and health.</td>
<td>OCHA’s work includes assessing situations and needs; agreeing common priorities; developing common strategies to address issues such as negotiating access, mobilizing funding and other resources; clarifying consistent public messaging; and monitoring progress.</td>
</tr>
<tr>
<td><a href="http://www.unocha.org/about-us/who-we-are">http://www.unocha.org/about-us/who-we-are</a></td>
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<td><a href="http://digitalhumanitarians.com/content/guidance-collaborating-formal-humanitarian-organizations">http://digitalhumanitarians.com/content/guidance-collaborating-formal-humanitarian-organizations</a></td>
</tr>
<tr>
<td>The Humanitarian Technologies Project</td>
<td>The global response to Typhoon Haiyan (Yolanda) – central Philippines, November 2013 - was the most systematic implementation of initiatives for humanitarian accountability and communication with affected communities.</td>
<td>Overview of key findings and lessons learned from this report based on an 18-month study of the uses of social and mobile media in humanitarian relief and disaster recovery in the context of Typhoon Haiyan.</td>
</tr>
<tr>
<td>Humanitarian Innovation Fund</td>
<td>The Humanitarian Innovation Fund supports organisations and individuals to identify, nurture and share innovative and scalable solutions to the challenges facing effective humanitarian assistance. Awards grants for proposals for creative solutions to humanitarian needs or an innovation that could help people in crises.</td>
<td>Grant-making fund to support organisations working in countries and regions facing humanitarian challenges to develop, test and share new technologies, products and processes that will make humanitarian aid more effective and cost-efficient in the future.</td>
</tr>
<tr>
<td>Media Trust</td>
<td>Works with the media industry to empower charities and communities to have a voice and be heard.</td>
<td>Offers media training for organisations.</td>
</tr>
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</table>
## Annex 2  Private Sector Initiatives

<table>
<thead>
<tr>
<th>Company/Network</th>
<th>Initiative</th>
<th>Example of their work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CDAC Network</strong></td>
<td>Views information and communication as essential forms of aid. Aim: Better dialogue; Better information; Better action. Main activities are: Research and learning; Capacity strengthening; Convening; Advocacy.</td>
<td>Needs assessments; humanitarian radio broadcasting; hotlines; newsletters; SMS surveying; development of independent feedback systems for disaster survivors.</td>
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<tr>
<td><strong>Vodafone Foundation</strong></td>
<td>Use of mobile technology in disaster scenarios.</td>
<td>• The Instant Network Schools programme was developed with the UNHCR to introduce tablet-based learning in poorly resourced refugee camps. This brings critical education resources to teachers and students who need them most, in countries where Vodafone operates.</td>
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<tr>
<td>Instant Network programme</td>
<td>Instant Network Programme deploys Vodafone employee volunteers and technology in emergencies to provide free communications and technical support to aid agencies and victims.</td>
<td>• Enables students and teacher to access free digital educational content via provision of internet connectivity, hardware, software &amp; teacher training.</td>
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<tr>
<td><strong>Mastercard Foundation</strong></td>
<td>• Tailors products and services to assist in crisis response situations.</td>
<td>• Pre loaded cards for food aid and cash aid</td>
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<td></td>
<td>• Works in partnership with humanitarian organisations and has a number of development projects</td>
<td>• Motivating refugees through inspiration</td>
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<tr>
<td><strong>Ushahidi</strong></td>
<td>Features: Collection, management and analysis of data</td>
<td>The Ushahidi-Haiti Project crowd sourced information in order to map and pinpoint the areas with the most urgent needs from the disaster-affected communities.</td>
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<td></td>
<td>• Software offers data collection; data management; data visualisation; automatic alerts. Use of crowdsourcing tools to raise voice and for crisis mapping.</td>
<td>Used a bespoke shortcode to gather respondents’ most urgent needs and location data for analysis. Engaged the diaspora to translate messages from Creole. Worked closely with the Haitian Diaspora in Boston to establish precise geo-locations prior to adding these to the crisis map.</td>
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<tr>
<td><strong>IKEA Foundation</strong></td>
<td>IKEA Brighter Lives for Refugees campaign raised a total of €30.8 million to help the United Nations Refugee Agency (UNHCR) bring light and renewable energy to refugee camps across Asia, Africa and the Middle East. This has made them safer, better places for the children and families who live in them.</td>
<td>Funds raised went towards provision of: Solar lamps which double as phone chargers Solar street lights to extend the day. Piloting of flatpack refugee tent</td>
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<td></td>
<td>Funds holistic, long-term programmes in poor communities to address children’s fundamental needs: home, health, education and a sustainable family income; also helps communities deal with climate change.</td>
<td></td>
</tr>
</tbody>
</table>