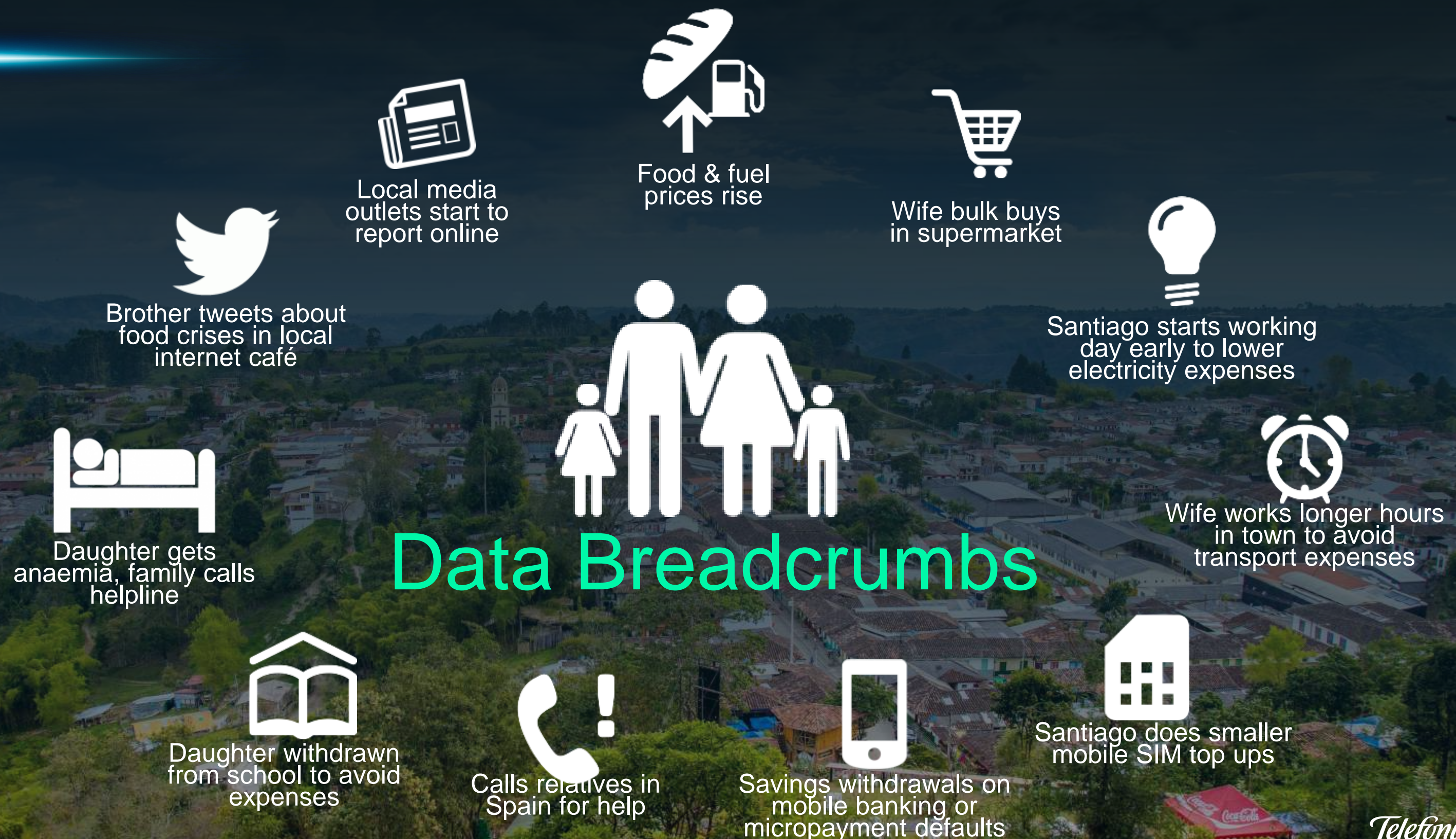


Big Data as a force for Good

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Global Head of Marketing and Communications

18 | 05 | 2017

Let's start in rural Colombia...



The UN has set **17 development goals** for 2030...



The challenge?

To measure our progress with more frequent and granular data

Private sector data provides a **unique opportunity** to help...

Data Type Use Case



Payment Data



- Estimation of consumer price index and poverty rates.
- Economic impact of natural disasters.



Data Type Use Case



Satellite Imaging



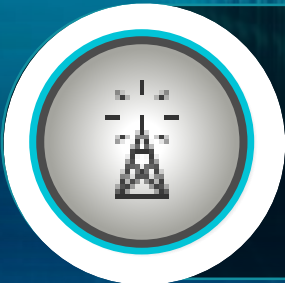
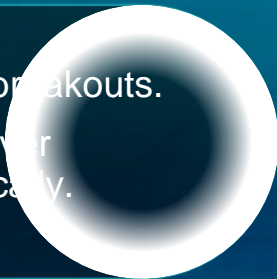
- Light emissions picked up by satellites to estimate GDP growth.
- Time series of satellite images to identify flood risk areas.



Search Queries



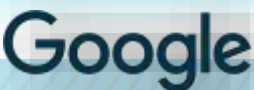
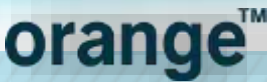
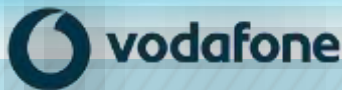
- Identify influenza breakouts.
- Monitor dengue fever spread geographically.



Mobile Phone Data



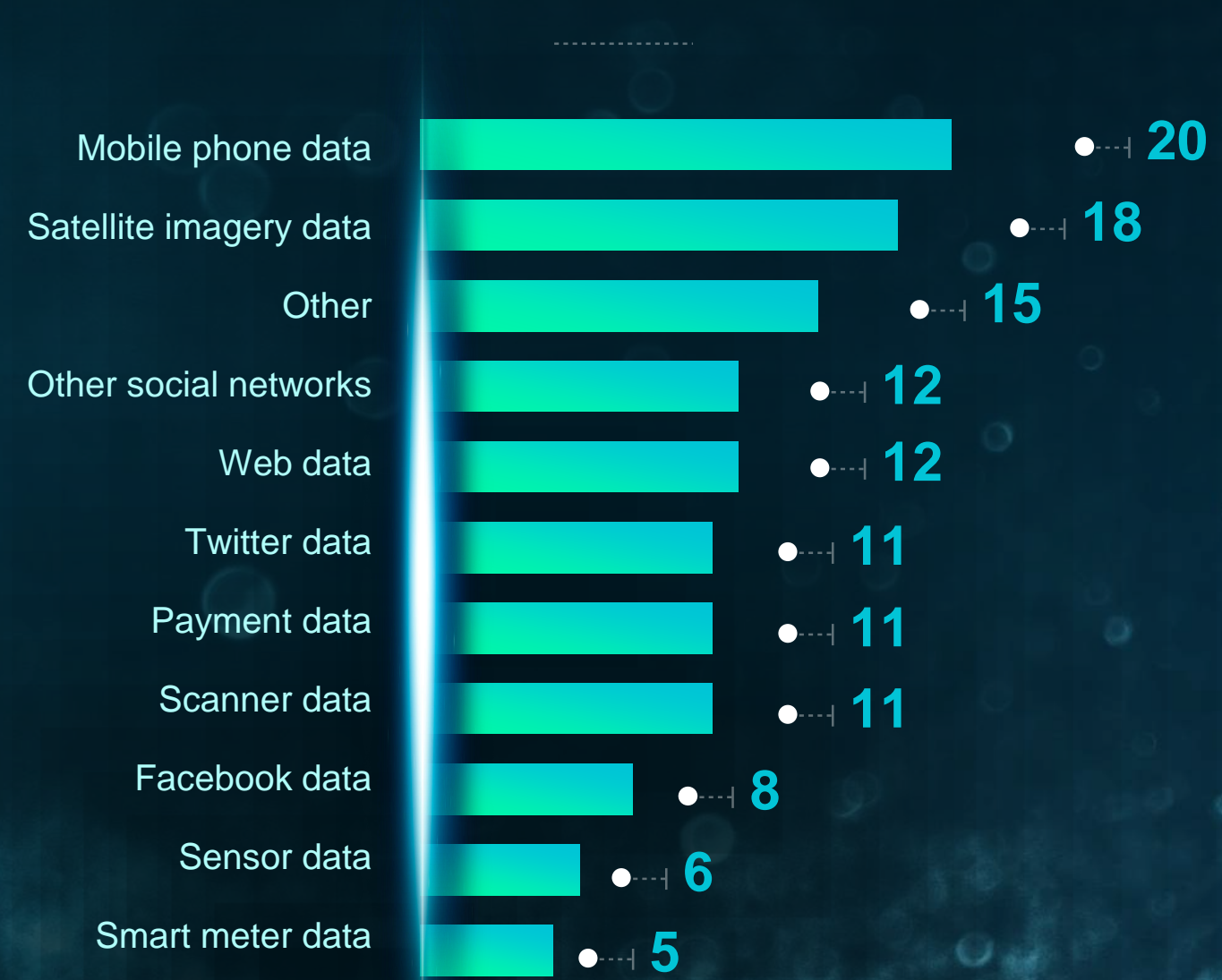
- Estimating literacy rates in developing countries.
- Cell phone records to predict socio-economic levels.



This is **already** happening...



Which data is used in projects?



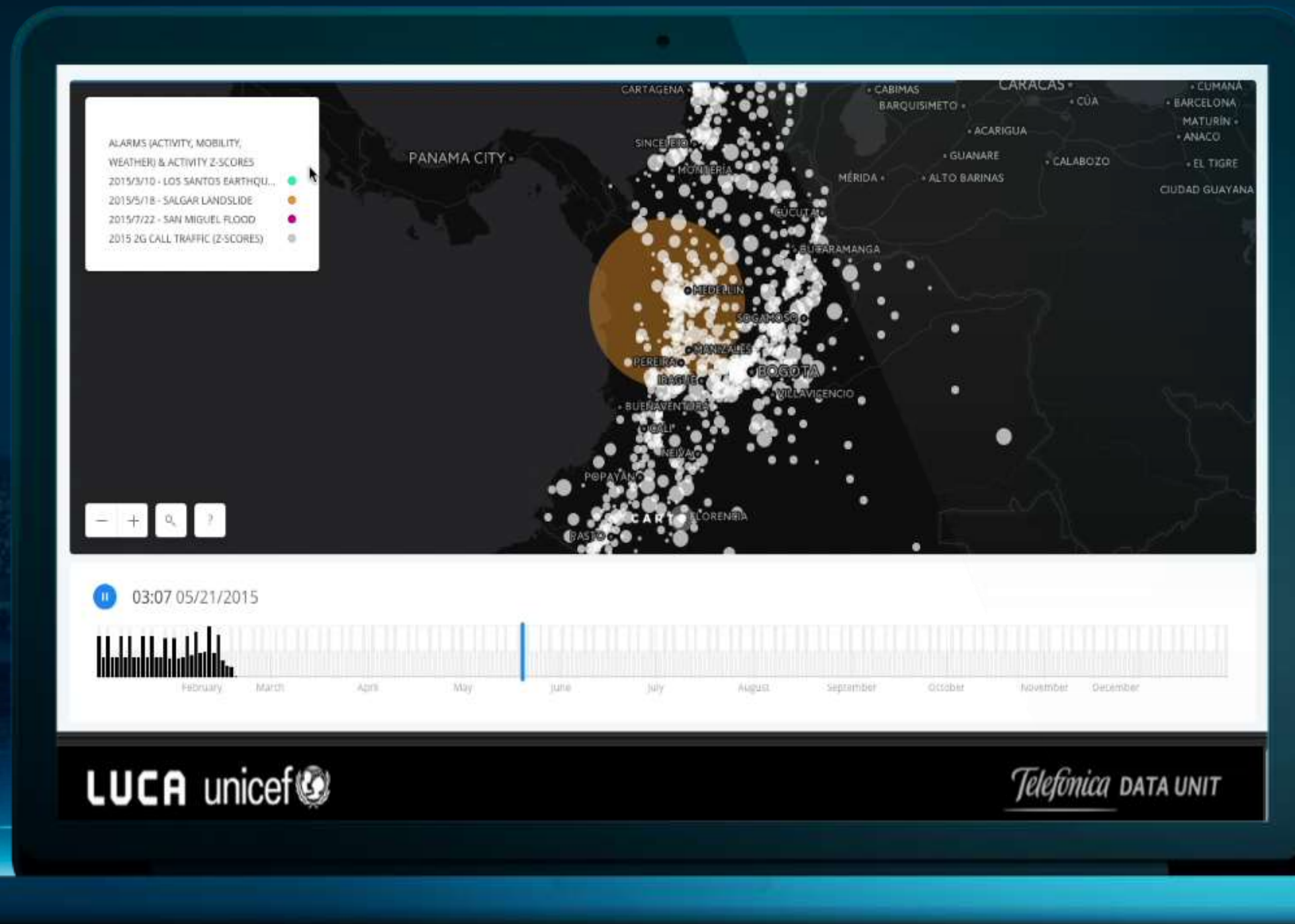
Source: <http://unstats.un.org/unsd/trade/events/2015/abudhabi/presentations/days/02/2b%20A-Using%20Big%20Data%20for%20the%20Sustainable%20Development%20Goals%2010222015.pdf>

But now it's time to **scale up** Big Data for Social Good...

Who *key*
in making this
happen?

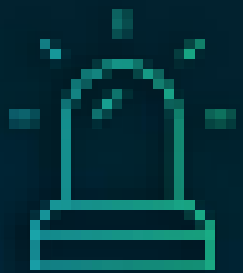


1 | Using mobile network data to optimize response to natural disasters in Colombia



Helping Humanitarian Agencies

Disaster management methodology



Alerts

- Real-time data feeds
- Find deviations from the normal

Hours



Critical response

- Where are people moving to?
- Where to send support?

Days



Recovery monitoring

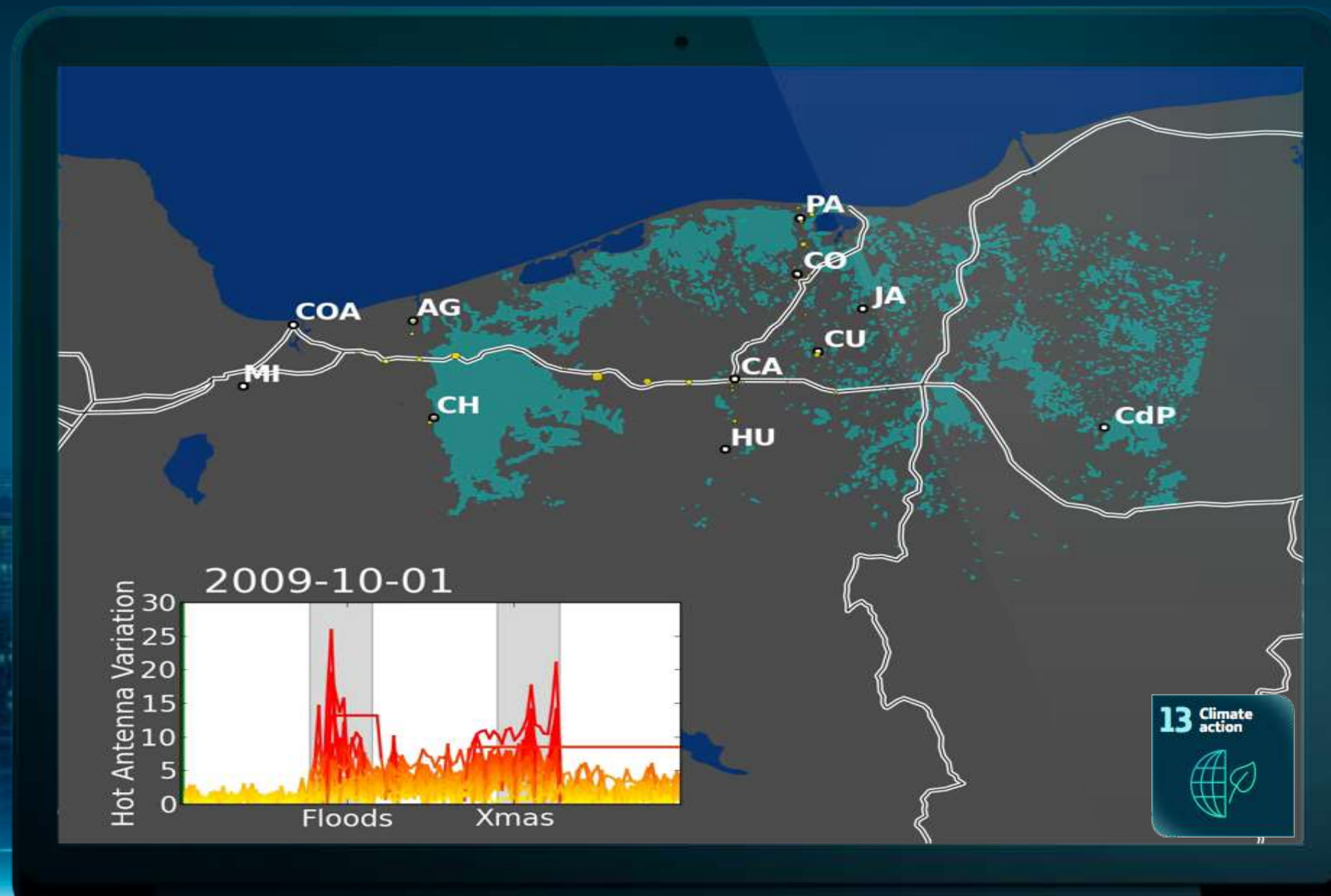
- Usage patterns back to normal
- Mobility patterns back to normal

Days, weeks, months

2 | Measuring the impact of an earthquake in Mexico



3 | Analyzing the impact of floods in Tabasco, Mexico



But Big Data for Social Good has its **challenges to overcome**



Could this cannibalize commercial opportunities?



Am I legally allowed to do this in this country?



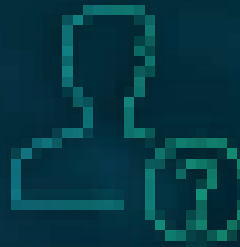
Could this harm my reputation even if it's for social good?



If data is my biggest asset, should I be opening it up?



What if the competition got hold of my data?



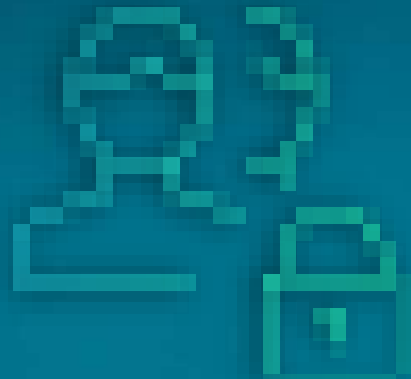
What if the anonymisation process is not rigorous enough?

And we will learn by doing and experimenting. **Will you join us?**



Commercial

BD4SG does not necessarily mean for free



Security

Bring the algorithms to the data - OPAL



Partnerships

Building public and private sector alliances

Telefónica
