





## Forgotten crises - Unlocking the power of Earth observation through social analytics



business incubation centre  
Austria



# Motivation

|        |         |                |       |       |        |        |         |             |
|--------|---------|----------------|-------|-------|--------|--------|---------|-------------|
| 127    | 59      | 25             | 8     | 10    | 6      | 32     | 3       | 36          |
| France | Germany | United Kingdom | Italy | Spain | Poland | Sweden | Belgium | Netherlands |



# Motivation

**127**

Floods

**59**

Storms

**25**

Landslides  
(hydromet)

**8**

Wildfires

**10**

Extreme  
temperatures

**8**

Droughts

**32**

Earthquakes

**3**

Volcanic  
activities

**36**

Disease  
outbreaks

Floods

Storms

Landslides  
(hydromet)

Wildfires

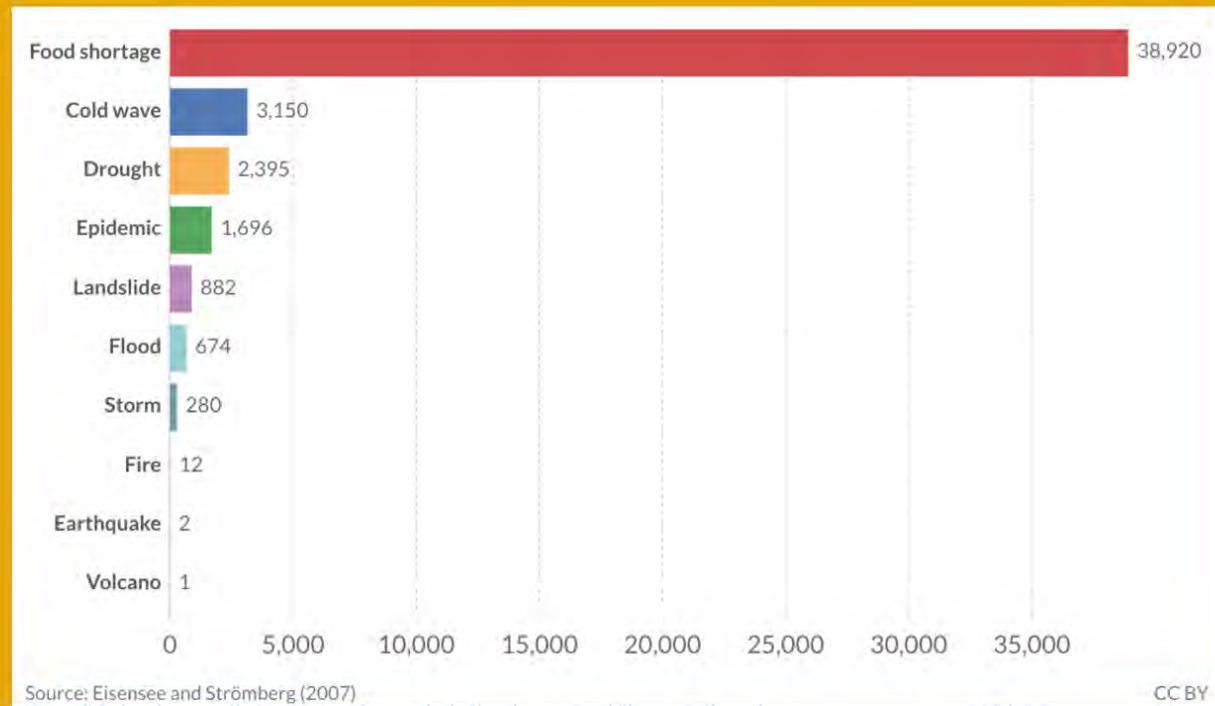
Extreme  
temperatures

Droughts

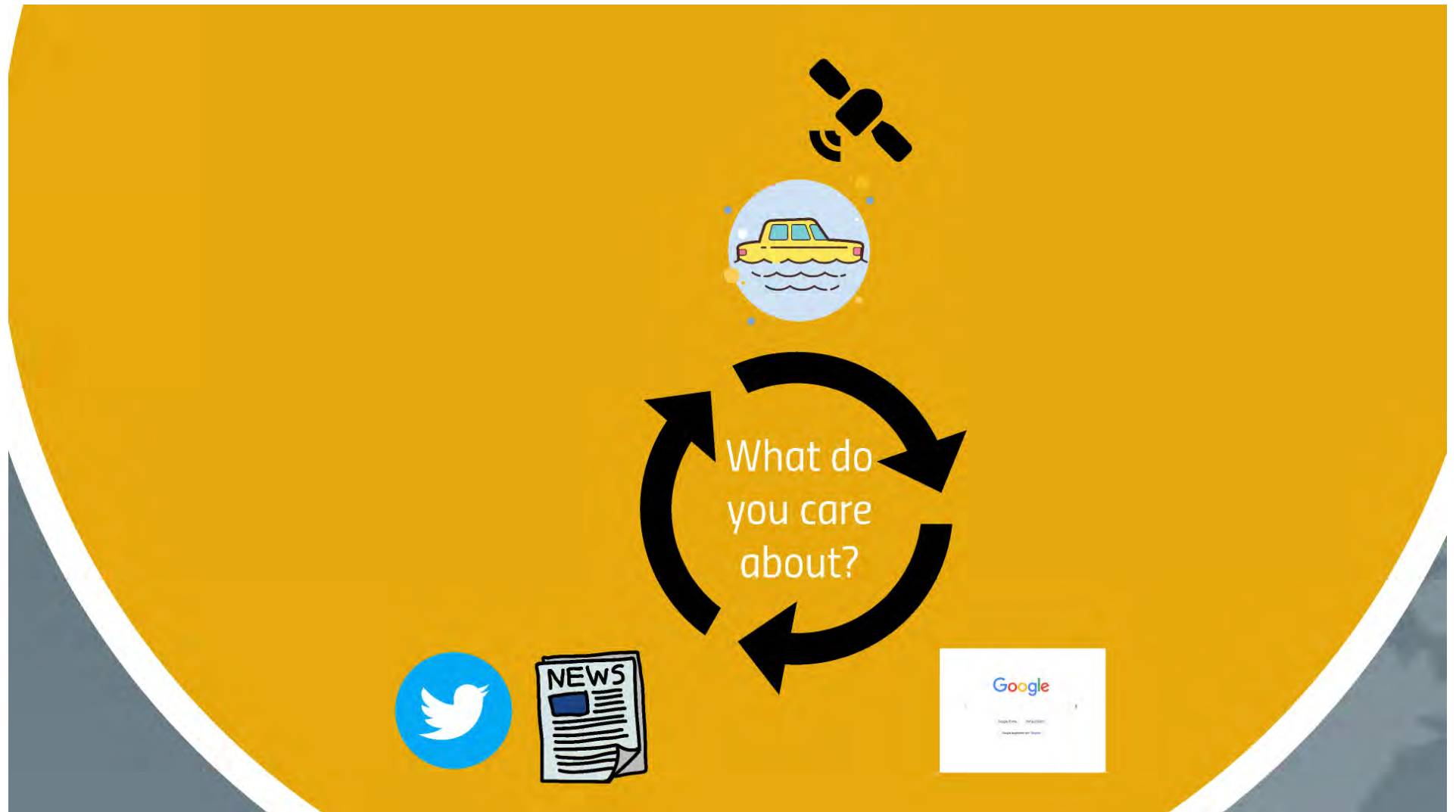
Earthquakes

Volcanic  
activities

Disease  
outbreaks









## EO and humanitarian Needs

The power of EO lies in co-designed services

Satellites lack the socioeconomic context

What if public EMS are not  
activated?



Internal capacities vs. third party solutions

Timely, visual evidence of  
disaster impacts





## EO to trigger Social Interest Analytics

Social media analytics have been used to strengthen disaster information, but mostly at the 'epicenter'

A globalized world requires global solutions



EO and  
emergency  
reports



Measure  
and predict  
interest



Inform campaigns,  
missions,  
etc.



## From Data to actionable Knowledge

- Where do I find evidence for disaster impacts?
- What if data source contradict each other?
- Is there public interest? Can I generate it?

### Use Case Hurricane Amanda

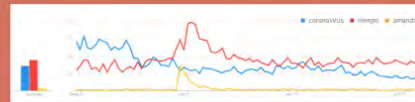




# Use Case Hurricane Amanda



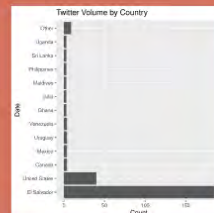
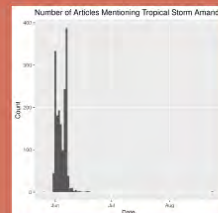
Early Warning



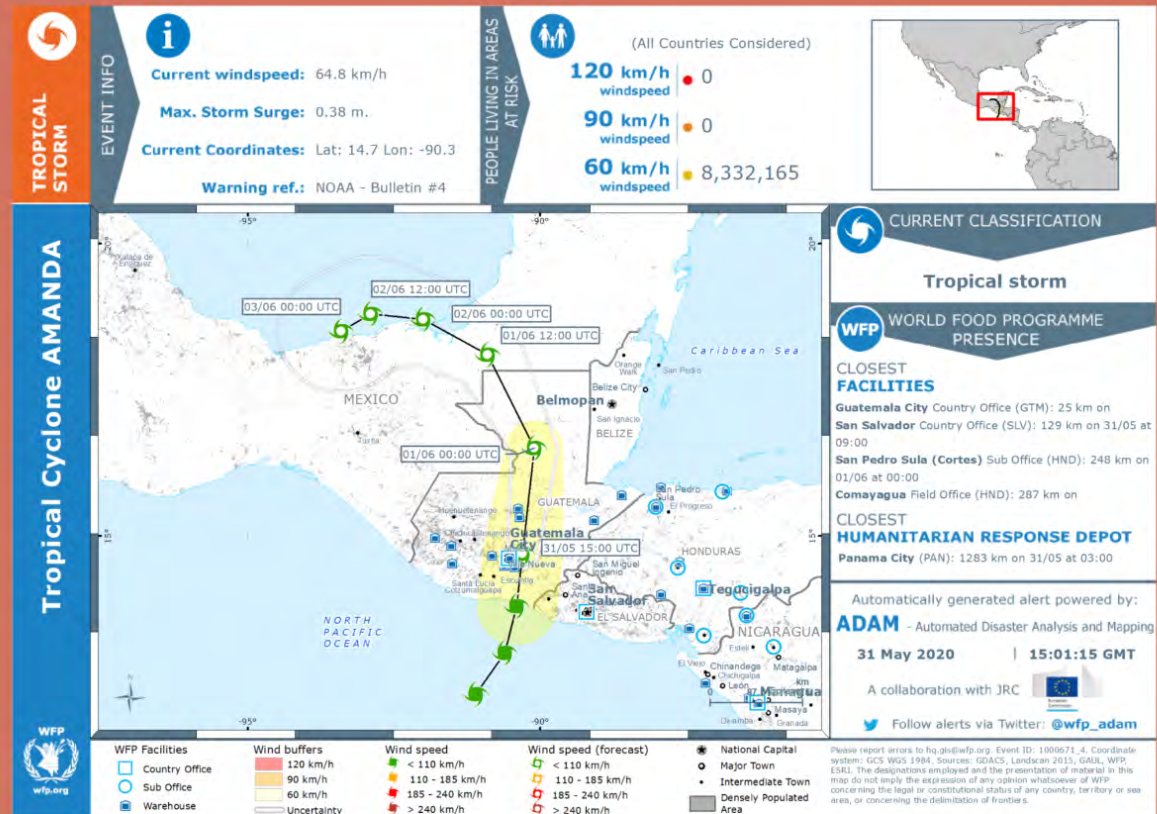
El Salvador



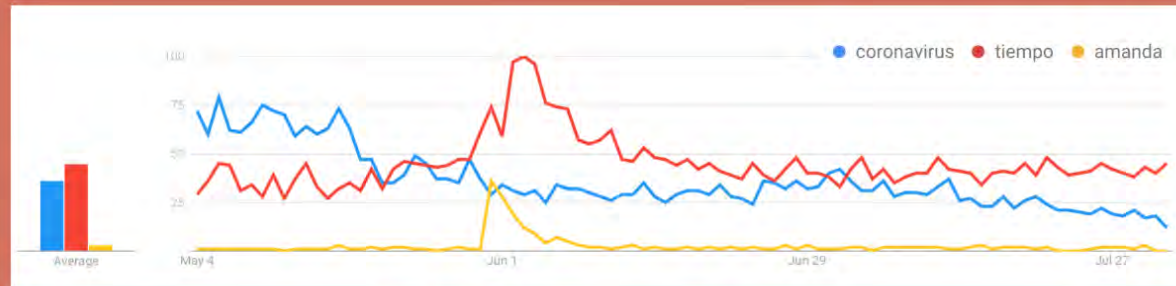
Guatemala



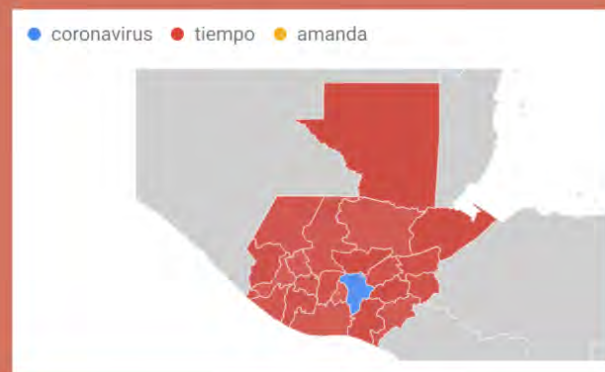




# Early Warning



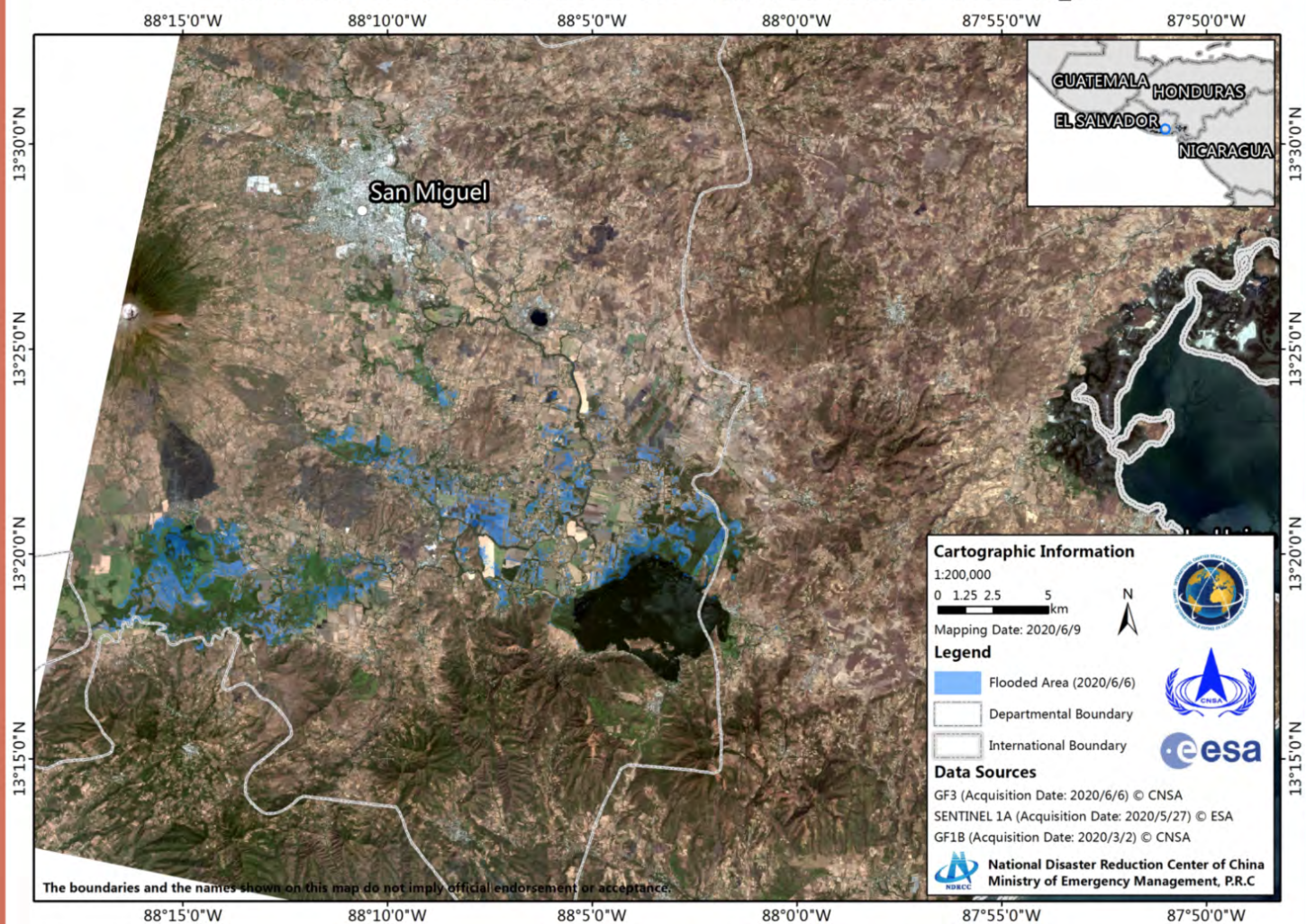
El Salvador



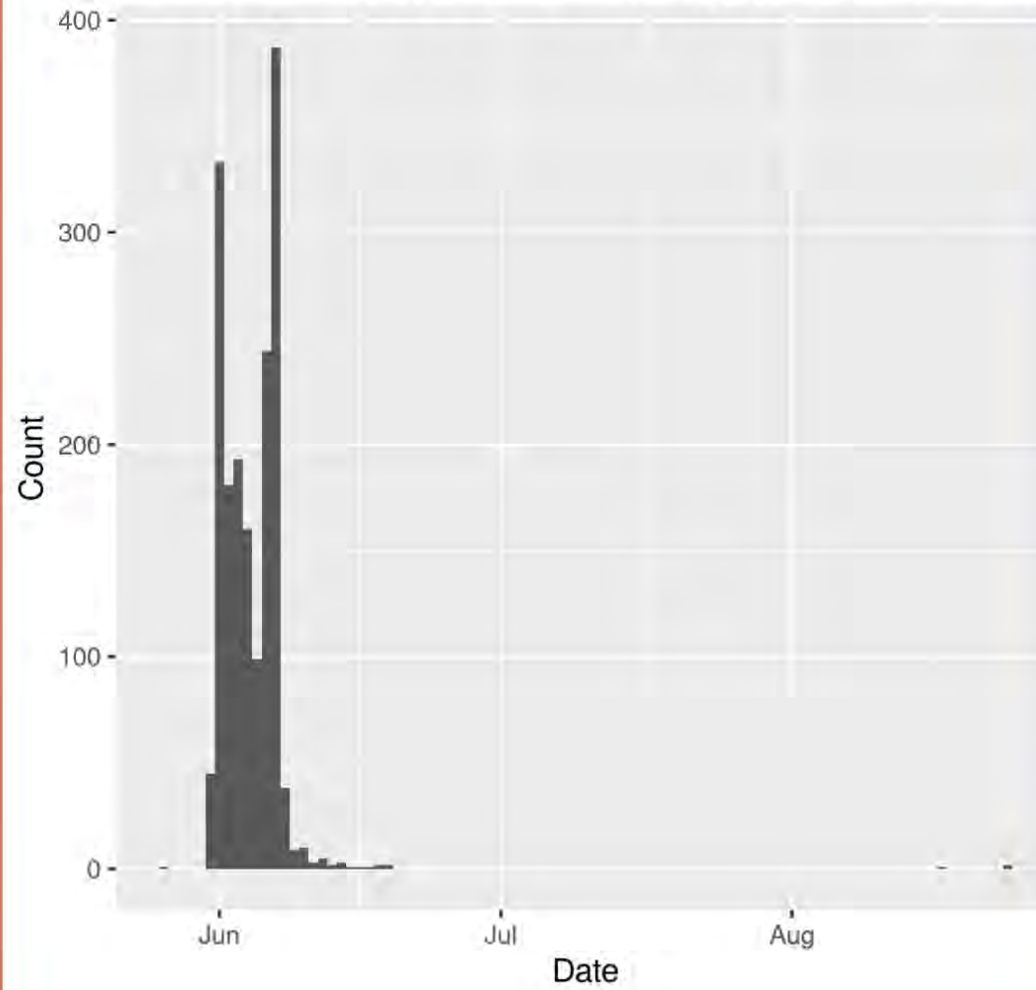
Guatemala



## Call-755 Flood in EL SALVADOR - Flooded Area of AOI ID:3\_06

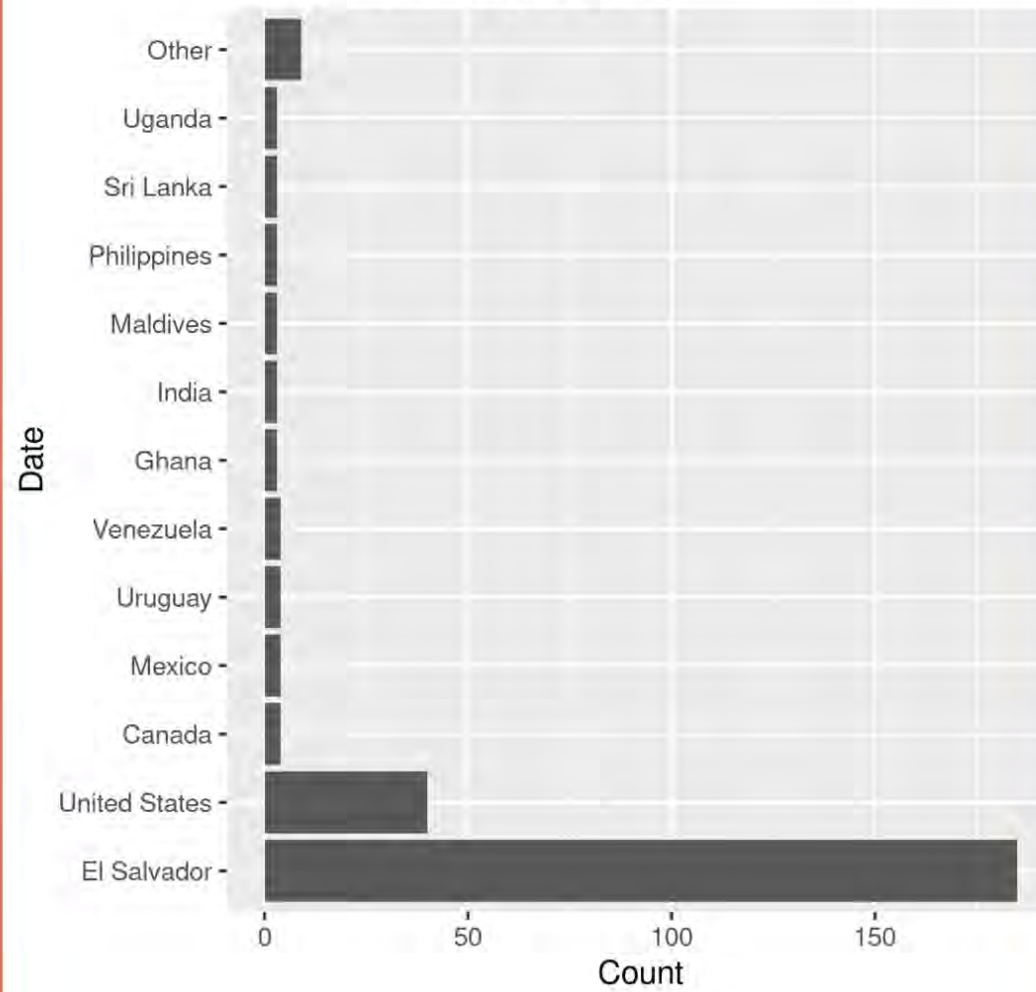


Number of Articles Mentioning Tropical Storm Amanda

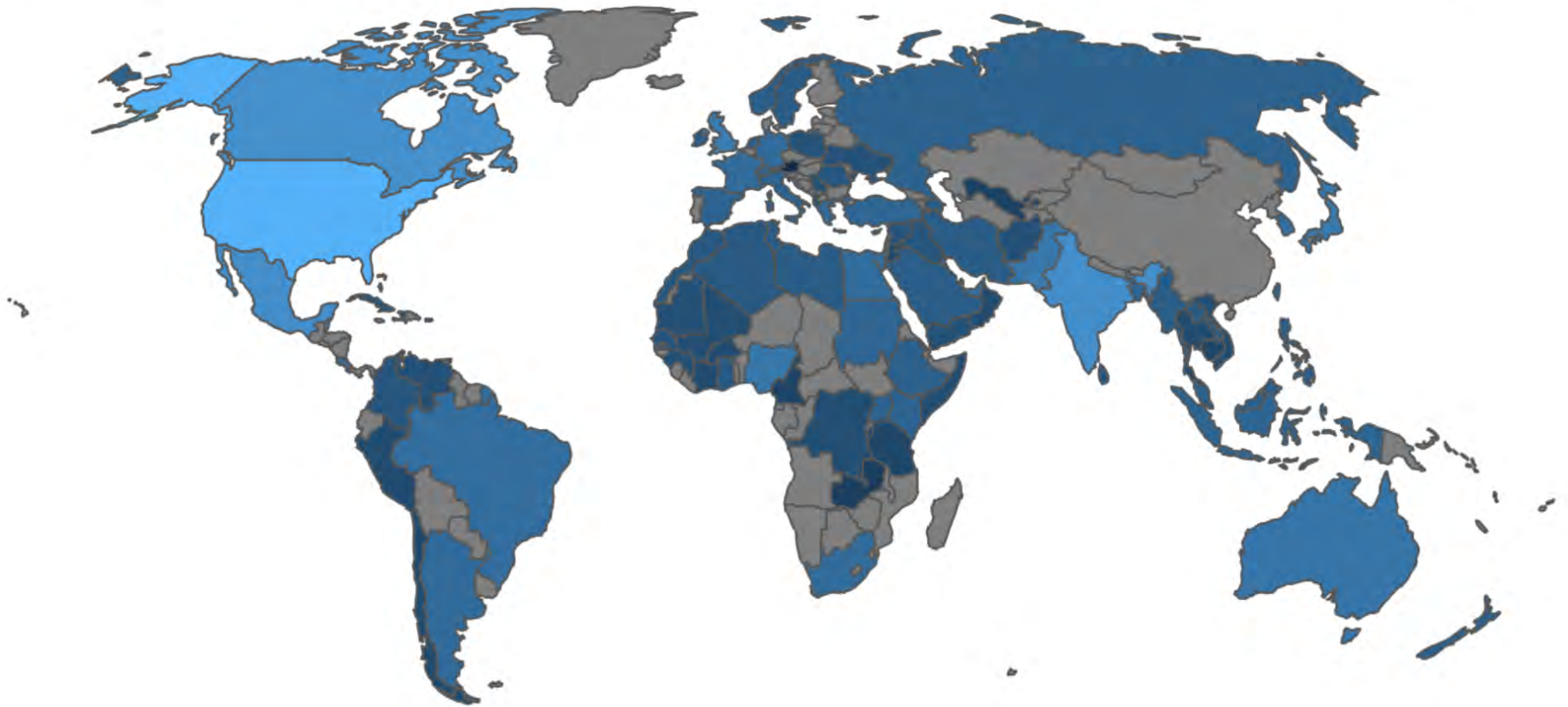




Twitter Volume by Country



Estimated Number of People in Each Country Who Engaged With Content Related to Tropical Storm Amanda







Centralize, harmonize, contextualize  
emergency information



Understand social interest



Emergency data vs  
human behavior



Satellite-based  
storytelling









# Conclusion and next Steps

The power of EO does not end with disaster maps

Disaster popularity  $\neq$  severity  $\neq$  funding need

There is always a target audience

Proactive activation and predictive analytics

Co-design is an open process



[markus.enenkel@perigee.at](mailto:markus.enenkel@perigee.at)



[www.perigee.at](http://www.perigee.at)

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