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

What do you care about?
Motivation

127
Floods

59
Storms

25
Landslides (hydromet)

8
Wildfires

10
Extreme temperatures

8
Droughts

32
Earthquakes

3
Volcanic activities

36
Disease outbreaks
What do you care about?
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
Motivation

Actionable Knowledge

EO and humanitarian Needs

Measuring Social Interest

Closing critical Gaps

Next Steps
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
Estimated Number of People in Each Country Who Engaged With Content Related to Tropical Storm Amanda
Conclusion and next Steps

The power of EO does not end with disaster maps
Disaster popularity ≠ severity ≠ funding need
There is always a target audience
Proactive activation and predictive analytics
Co-design is an open process

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next Steps

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