Google Crisis Response Activities

France Lamy
22/10/2009
Crisis response -- why Google?

**Google Mission Statement:**

Organize the world’s *geographical* information and make it universally accessible and useful.
What We Do at Google

• Respond in times of crisis -- Rapid Data Access/Dissemination
• Build/extend tools -- Common Operating Picture
• Empowering Local Users and developers
• Increasing Awareness about technology available
• Coordinate with other organizations, teams
People as sensors

Let the community be an active participant and allow anyone to generate content
...some recent examples

Typhoon Ondoy
### Missing/Found People

Taken from Rescue Hub

<table>
<thead>
<tr>
<th>Row</th>
<th>Name</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Miriam Quiambao's Twitter</td>
<td><a href="http://twitter.com/miriamq">http://twitter.com/miriamq</a></td>
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<tr>
<td>2</td>
<td>ABS-CBN alert twitter</td>
<td><a href="http://twitter.com/ANCALERTS/">http://twitter.com/ANCALERTS/</a></td>
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<tr>
<td>3</td>
<td>ABS-CBN News twitter</td>
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<td>4</td>
<td>Ateneo De Manila University's Twitter</td>
<td><a href="http://twitter.com/ateneodemanilau">http://twitter.com/ateneodemanilau</a></td>
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<td>Bayanihan Online Twitter</td>
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<td>d</td>
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<td>DZRH NEWS</td>
<td><a href="http://dzh.tripod.com">http://dzh.tripod.com</a></td>
</tr>
</tbody>
</table>
To YouTube

Ondoy's Trail of Fury
The AIM Blogger

MBA Student blog about the life and times at the Asian Institute of Management

Make Your Own Electricity
$200 DIY kit has electricity co’s Exec calling for a ban on its sale.

Artery Clearing Secret
Hugh Downs reports on breakthrough artery clearing secret.

SEPTEMBER 28, 2009

Typhoon Ondoy Relief Operations at AIM

Typhoon Ondoy, UERM, Manila
To Feeds

- Twitter
- News
- CAP feeds
- more

Twitter feed:
mikeinmanila #Ondoy & #Pepeng still killing in #leptospirosis outbreak in the #Philippines http://bt.ly/2zksNK
36 minutes ago

maharlica Use coupon code GO1 (that's the letter O) at http://www.maharlica.com to get 10% off! We're donating 10% to help victims of Typhoon Ondoy
Google Map Maker

Creation of features disabled.
Please zoom in to create a new feature.

Results from the last 'search' or 'find'. Learn more
Results 1 - 1 of about 1 for manila, philippines

Manila
Philippines.
Category: City / Town / Village
Edit

In order to show you the most relevant results, we have omitted some entries. If you like, you can repeat the search with the omitted results included.
The Plan...

- Google contracting with GeoVantage
- Target planning underway
- Raw imagery, GIS/kml format
- 3 meters resolution
- Dates: coming week

GeoVantage Pod

Photo: GeoVantage
All brought together...

Help for Typhoon Victims in the Philippines

www.google.com/ondoy
...some recent examples

Map maker
Data file with all the roads, POIs and businesses in Africa added in Google Map Maker

Intended for use by...

- Non-profit entities
- Government agencies
- Individuals with non commercial intent
Map Maker pilots across Africa

OCHA, UNECA, UNOSAT, WFP/ITHACA -- UNGIWG

http://maps.google.com/help/mapmaker/
UNOSAT – mapping flood affected areas

West Africa flooding, Sept. 09

Typhoon Ketsana, Oct. 09
...some recent examples

YouTube
"A billion YouTube views and a billion hungry people. Today, make your views count. Donate now to ease world hunger."
What We’re Doing Next

**Africa GIS 2009**
- Kampala, Uganda
- 26-30 October 09

**Map Maker training in Addis Ababa**
- UN-ECA, WFP, FAO, OCHA, WHO, USAID…
- 29 October – 6 November 09

**Random Hacks of Kindness**
- Co-sponsored by WB, MSFT, Y!, GOOG
- 12 November

**UN-Google Partnership Workshops/hackathon**
- 10+ google products
- co-organized with UNGIWG
- 19-20th November
- more UN participants welcome!!
Merci !

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