Changing Realities of the “Participation Revolution” in Emergency Communications
OCHA is the part of the United Nations Secretariat responsible for coordinating humanitarian actors to ensure a coherent response to emergencies.
The Cluster System

OCHA assists governments in mobilizing international assistance when the scale of a disaster exceeds national capacity.

The aim of the cluster system is to strengthen partnerships and responses to humanitarian emergencies by clarifying the division of labour among aid organizations.
Pacific Preparedness
The Changing Realities of Humanitarian Assistance

- Less money and more crises, including sustained long-term crises
- Increasing demands for more transparency and accountability from donors and beneficiaries
- Broadband data connectivity getting cheaper and more widespread
- Smartphones getting cheaper and more widespread
- The participation revolution
The Participation Revolution

“We need to include the people affected by humanitarian crises and their communities in our decisions to be certain that the humanitarian response is relevant, timely, effective and efficient. We need to provide accessible information, ensure that an effective process for participation and feedback is in place, and that design and management decisions are responsive to the views of affected communities and people.”
Why Should We Care?

9 in 10
Syrians in Jordan have received assistance.
But only
3 in 10
of them found the assistance helpful.

1 in 2
conflict-affected Ukrainians don’t get the assistance they need because they DON’T KNOW it’s available.

2 in 3
affected people in South Sudan, Jordan, and Afghanistan feel they have LITTLE TO NO INFLUENCE on the aid they receive.
Where Do We Go From Here?

- Establishing post-disaster connectivity and communications infrastructure for humanitarians and affected people (beware of the implications!)
- Delivering cash assistance through digital networks and mobile phones
- Increasing access to digital identification
- Using social media for two-way communications
- Collecting, analyzing, and visualizing data
Communication Is Aid

All people *want* to communicate!

Now, more can... and with our help, many more people will!
Kareem Elbayar, Technology Partnerships Adviser
Office of the Director, Corporate Programmes Division
Mobile: +1 646 217 8347 | Email: elbayar@un.org | Skype: kelbayar