

FLOOD



People Share We Listen

Online Media Monitoring and Direct Messaging
Support for Water and Development

www.floodtags.com

Online Media Monitoring for Water and Development

Citizens and journalists describe new water crises in millions of online posted messages on social media, blogposts, forums, online news stations. FloodTags collects, structures and analyses this data using a mix of natural language processing, hydro-meteorological enrichments and external data combinations. For real-time monitoring and historical analyses.



Approach

- (1) You determine what type of water information you want to monitor
- (2) We collect online media data relevant for your geographic area
- (3) You train text classifiers in a supported process for information extraction
- (4) We apply the classifiers and water data enrichments to the media data
- (5) You get the event reports and alerts in the FloodTags dashboard and API



Emergency Operation Centre of The Philippine Red Cross in Manilla, using FloodTags



Global Flood Monitor by FloodTags and VU IVM, showing daily floods on the basis of Twitter

Applications Include

Real-time Twitter monitoring for Red Cross Operation Centre in Philippines. Detect floods, organize flood response and support emergency fund requests.

Historic and real-time media monitoring of drought indicators for validation of drought modelling in Mali.

10-year historic flood event analysis on basis of news media, for comparison with hydro-meteorological time series, for impact forecasting in Tanzania.

Twitter and News Media monitoring at The Nature Conservancy to support evidence-based advocacy for Mangrove restoration in Semarang.

Hydrologic model output validated with historic and real-time media observations for parametric insurance in Myanmar, Lao PDR and Cambodia.

Using direct messaging assistants and bots to aid flood preparedness and response in Dar es Salaam

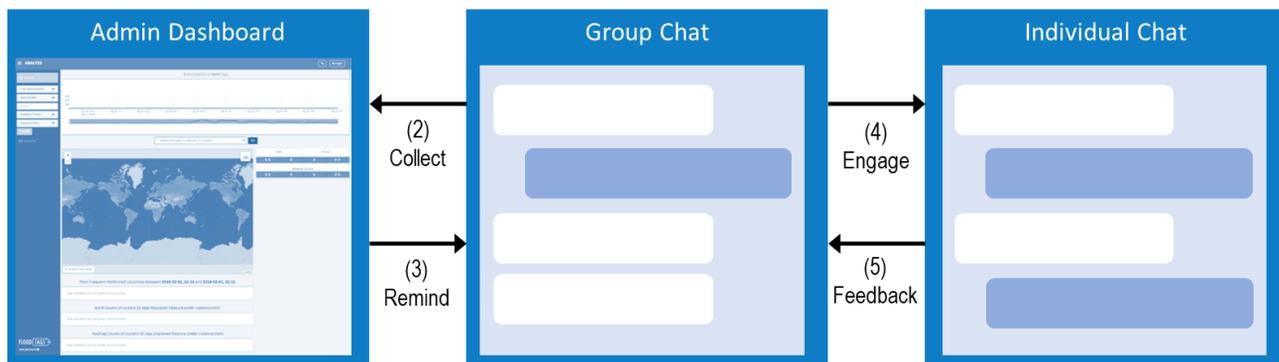
Direct Messaging in Water Management

Messengers like WhatsApp and Telegram have found their way into water and disaster management. We help organizations making optimal use of messaging, by structuring message exchange and facilitating various levels of interaction.

For effective internal communication and targeted citizen engagement.



- (1)
Add automated assistant to your messenger groups
- (2)
Collect observations from-the-ground in an overview
- (3)
Disseminate reminders and notifications at the right time
- (4)
Engage with individuals for additional information
- (5)
Share updates with credits to its contributors in the group



Messengers like WhatsApp and Telegram have found their way into water and disaster management, without any preset plan. Within only a few years, they are now widely used in the disaster management execution, considered an important source of information during floods. But there are some serious downsides: Information cannot be stored other than in the messenger, so they need to be manually copied elsewhere for any overview. Plus the information given is often incomplete or lacking details.

We support professionals benefit from their internal communication via messengers and help them engage via messengers for more information from the field. An automated assistant is added to a group chat that can monitor the situation in progress and inquire for additional information via individual chats. The professional has a better overview of the situation and can share details with others easily. The automated assistant is optimized for smartphones, but it can also be used on SMS and USSD.