



TACLOBAN

CRISIS MODE

“LOST IN THE DARK”



CRISIS MODE

107 million people by July 2014
103 million cell phones owned



CRISIS MODE







WE NEED

FOOD
DIESEL
GASOLINE
MEDICINE
SHELTER
WATER
LOWOON. E. SRI

**COMMUNITY
COORDINATION
EFFORTS**

**COMMERCE
& TRADE
MARKET
UPDATES**

**SEVERE
WEATHER
ALERTS**

**POWER
SUPPLY
UPDATES**

**REAL
TIME
RESPONSES**

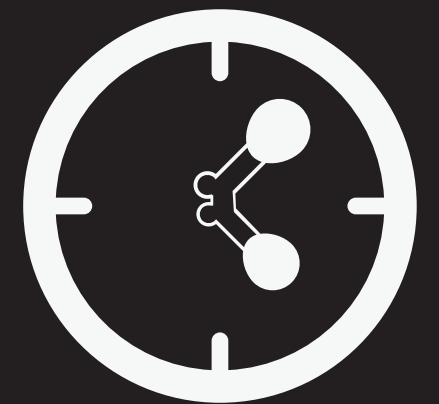
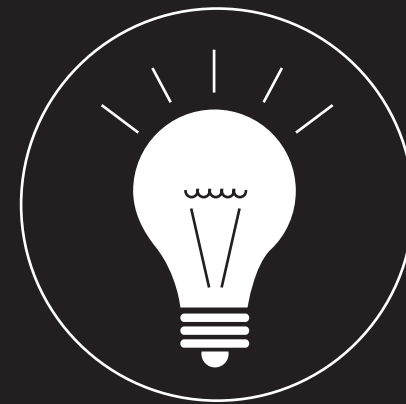
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SMS BASED INFORMATION DISSEMINATION

METADATA TAGS

SEARCHABLE CONTENT

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**COMMUNITY
COORDINATION
EFFORTS**

®ionspecific

\$

**COMMERCE
& TRADE
MARKET
UPDATES**

\$marketspecific

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**SEVERE
WEATHER
ALERTS**

*weatherspecific

+

**POWER
SUPPLY
UPDATES**

+powerspecific

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**REAL
TIME
RESPONSES**

@aidspecific



INFORMATION AND DISSEMINATION

& region
city
barangay
etc.

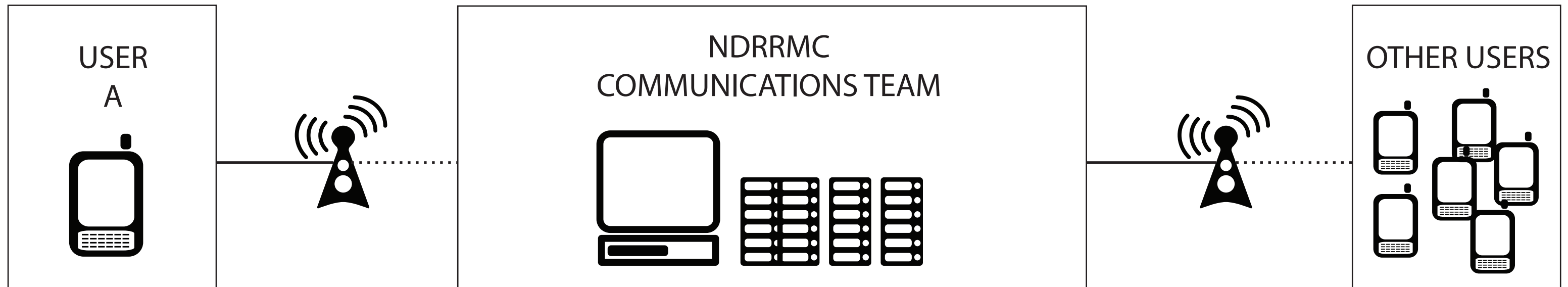
Ex.
&tacloban
&burangaymtg
&rebuilding


\$ industry
market
gdp
etc.

Ex.
\$toolquicktips
\$foodmarket
\$bankhours

@ regional first response
medical facility
firstaid locator
etc.

Ex.
@nurseneeded
@accident
@needambulance



 weather type
shoreline
emergency advisements
etc.

Ex.
*typhoonwatch
*evacuation
*floodzones

 energy type
resources
equipment
etc.

Ex.
+solarenergy
+gridaccess
+powerfailure



ENGINE

NATIONAL DISASTER RISK REDUCTION & MANAGEMENT COUNCIL (NDRRMC)

