



News Update - August 2012

Case Study: Philippine Floods - A Real-time Overview of Disaster Response Efforts by SMART Communications Inc.

On August 6th, Tropical Storm Haiku hit the Philippines, exacerbating precipitation from the south-west monsoon rains and causing mass flooding affecting 850,000 people and displacing more than 250,000. This storm follows Typhoon Saola which hit in late July. SMART Communications Inc. has been working on maximising their communications infrastructure and human resources for disaster response since 1998, and they have initiated emergency preparedness and disaster response protocols in the wake of the floods. [Read More.](#)

Mobile Asia Expo: GSMA Disaster Response Working Group Overview

During Mobile Asia Expo (June 2012, Shanghai), GSMA Disaster Response welcomed representatives from the mobile industry and humanitarian community, including SMART Communications Inc., NTT DoCoMo, KDDI, Dialog Axiata, Ericsson, the International Federation of Red Cross and Red Crescent Societies and others to its first regional Working Group held in Asia. The Working Group discussed technical challenges that mobile operators face during natural disasters, as well as preparedness and coordination. [Read more.](#)

Mobile for Disaster Preparedness and Response in the news

- [Guangdong Mobile \(the local division of China Mobile\) sent out 30 million SMS to its customers affected by the Beijing Floods](#)
- [WHO-supported text message service on rapid monitoring for post-disaster disease outbreak set to expand in the Philippines](#)
- [BBC Media Action releases a policy briefing entitled "Still Left in the Dark? How people in emergencies use communication to survive – and how humanitarian agencies can help"](#)
- [Storms in the United States interrupt mobile network service](#)

Network Coverage Maps for 99 Countries Now Available

One of the most frequently requested resources is network coverage maps detailing where mobile operators provide coverage around the world. Coverage Maps showing the geographic reach of more than [180 mobile network operators in 99 developing countries](#), including separate maps showing 2G, 3G and 4G network coverage, are now available on our open data portal, Mobile and Development Intelligence (MDI). Please register and check out MDI—we hope that the available maps, data and metrics will be a useful resource for the mobile industry and wider disaster response community. Accurate information on mobile coverage can be critically important to planning relief and communication services for communities affected by disasters, and we encourage all operators to share this information where possible. [Visit MDI.](#)

Upcoming Events and Publications

Webinar:

GSMA Disaster Response, in partnership with the [CDAC Network](#), will be hosting a webinar on "Back to the Basics- Humanitarian and Mobile Knowledge 101." As mobile operators, humanitarian agencies and NGOs work to establish stronger partnerships, a better understanding of the basic principles, organisational structures, priorities and challenges of each sector is necessary to reduce confusion and facilitate more effective discussions. This event will be held in November and will feature a debate between experts from the mobile and humanitarian community. Registration details will be sent in the coming weeks.

Vendor Directory:

GSMA Disaster Response has issued an RFI for technical solutions that mobile operators may wish to consider in their preparedness and response activities, including apps and platforms for 2-way communications, early warning systems, infrastructure solutions and instant networks. This vendor directory will be published at the end of September. For more information, please email Justin Waller: jwaller@gsm.org

ICCM 2012:

GSMA Disaster Response will be participating in the International Conference on Crisis Mapping in Washington, D.C., and will host a workshop to gain feedback for guidelines on SMS usage during natural disasters drawn from pre-existing research and undertaken in partnership with Ushahidi and Souktel. For more info, [visit the site](#).

Kind Regards,

Kyla Reid

Head of GSMA Disaster Response

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