Data for Good

MISSION

The Facebook Data for Good initiative seeks to share data and insights, to solve some of the world’s biggest problems. We believe that when data is shared responsibly with organizations and communities, it can improve wellbeing and save lives.

Some of our major data tools include:

- **DISASTER MAPS**
- **POPULATION DENSITY MAPS**
- **INSIGHTS FOR IMPACT**
- **FUTURE OF BUSINESS SURVEY**
- **DISEASE PREVENTION MAPS**
- **ELECTRICAL DISTRIBUTION GRID MAPS**
- **THE INCLUSIVE INTERNET INDEX**

PROTECTING PRIVACY

Privacy is built into all of our products by default; we aggregate and de-identify information, and don’t share anyone’s personal information.

- **De-identification**
  Prevents a person’s identity from being connected with information

- **Aggregation**
  Draws insights from the total number of people in a particular geographic region

- **Smoothing**
  Combines population estimates to avoid the possibility of re-identification.

We also follow legal procedures like data-sharing agreements, ensuring that data is shared only with selected organisations that will use it for specific purposes.

DATA COLLABORATION

Facebook’s data products are built in collaboration with humanitarian organizations and universities. These collaborations ensure that our data products help partner organizations achieve their missions and improve lives.

For more information visit us at dataforgood.fb.com

DATA FOR GOOD IN INDIA

<table>
<thead>
<tr>
<th>INSIGHTS FOR IMPACT</th>
<th>DISEASE PREVENTION MAPS</th>
<th>POPULATION DENSITY MAPS</th>
<th>DISASTER MAPS</th>
<th>FUTURE OF BUSINESS SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upswell</td>
<td>Harvard School of Public Health</td>
<td>Wadhwani AI</td>
<td>SEEDS India</td>
<td>IIT Tirupati</td>
</tr>
<tr>
<td>Analyzing the public conversation on nutrition in India</td>
<td>Forecasting spread of disease in APAC countries</td>
<td>Disease spread model for TB</td>
<td>Disaster Response</td>
<td>Mapping people and transport movement</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Decoding small business dynamics</td>
</tr>
</tbody>
</table>

Forecasting spread of disease in APAC countries
Decoding small business dynamics
Disaster Maps: Kerala Floods

In August 2018, unusually heavy rainfall in Kerala led to a flood that affected over a million people. Typical of any large post-disaster scenario, information on displacement and subsequent return was unknown. As part of their partnership with Facebook, on Disaster Maps, SEEDS India were able to do the following:

- Access aggregated near real-time movement of population in the affected locations.
- Appropriately time early recovery phase with a Back2Home and Back2School programme.
- Shared displacement trends with 75 other prominent humanitarian organizations.

Manu Gupta
Co-founder | SEEDS India

“Up until now there is no authentic near real-time information on population displacement in the aftermath of a disaster. Access to Disaster Maps can potentially redefine the way we plan our response and recovery efforts in future disasters.”

Future of Business: Impact of role models on business owners

The most recent wave of the Future of Business in 2019 expands upon our research on the differences between male and female business owners. Our research indicates:

- In India, over 8 in 10 female business owners on Facebook say social media is helpful to their business - a rate that is statistically higher than their male counterparts.
- Over 7 in 10 female business owners on Facebook say that they have a role model, of which over 6 in 10 say that their role model is a woman.
- However, women business owners on Facebook in India, still face significant funding challenges, with less than 1 in 5 stating they currently have a bank loan or a line of credit.