

# INTERNEWS' HUMANITARIAN INFORMATION PROJECTS

## OUR OBJECTIVE

Save lives, reduce suffering and enable people in the midst of a disaster to take an active role in their own survival and recovery.

## OUR STRATEGY

### Strengthen the power of local media

to play a vital role in establishing two-way communication channels between aid providers and local communities, harnessing Information and Communication Technologies (ICT) and social media

### Equip humanitarian responders

to implement state-of-the-art communication strategies that use ICT effectively to position local communities at the center of their programs

### Innovate,

exploring how introducing and combining new ideas (including through the private sector), can improve humanitarian preparedness and response

## WE BELIEVE #COMMUNICATIONISAID

People affected by unfolding tragedy need more than physical necessities: **They have an urgent need for information.**

*"We have no sources of information at all. ... We don't know what is happening in Syria, what is happening to our families. We don't even know if it is Friday or Thursday."*

REFUGEE INTERVIEW DURING  
INTERNEWS' ASSESSMENT IN JORDAN'S  
ZAATARI CAMP, SEPTEMBER 2012

Historically, **the aid sector has failed to realize that communication is one of the most powerful forms of aid.**

Timely and accurate information for disaster-affected people, as well as effective communication between populations and aid providers are still omitted during humanitarian responses.

The potential of local media in emergency response is largely underutilized and untapped by humanitarian organizations.

The single piece of technology that has proved to work the best in emergency response is still local radio.



Craig Fugate  
@CraigFEMA

Local Broadcasters can be a life line for critical news, a battery powered radio should be in everyone's kit Ready.gov #Sandy

## ON THE GROUND

**We respond** to crises and emergencies around the world, supporting local media initiatives to meet information and communication needs of disaster-affected people.

**We provide surge and technical support** to existing Internews in-country projects.

**We document** our work and share it across sectors.

**We advocate** to increase the understanding of communication as aid and the vital role of local media

## OUR TOOLS

- Humanitarian Communications Roster
- Emergency Media Standby Kits
- Humanitarian Reporting Module for journalists and trainers
- Templates & methodologies for rapid information needs assessments
- Standard Operating Procedures (SOPs) for emergency response

## OUR OPERATIONS IN 2012: ASSESSMENTS, SUPPORT AND STUDIES

Between 2011 and 2012, Internews conducted **7 Information and Communication Needs Assessments** in response to major humanitarian crises in Sri Lanka, Tunisia, Liberia/Cote d'Ivoire, Libya, Kenya/Somalia, South Sudan/Ethiopia and Syria/Jordan.

In 2012 we supported **strong, innovative humanitarian projects in 6 countries across 3 continents**, including Haiti, Chad, Central African Republic (in partnership with Ushahidi), Kenya/Somalia, South Sudan, and Pakistan.

In 2012 we also worked on a **media landscape study on Syria**, and conducted a study in **Japan** on the role that media played in responding to the triple disaster of March 2011.

## PARTNERSHIPS & COLLABORATIONS

### ASSESSMENT CAPACITIES PROJECT (ACAPS)

**FOR** the Global Emergency Overview (GEO) [↗](#), a mobile app to improve decision making in humanitarian responses, also in partnership with the Internews Center for Innovation & Learning

### GOOGLE CRISIS RESPONSE

**FOR** a media and information ecologies assessment of Indonesia

### INFOASID [↗](#)

**WITH** BBC Media Action

A project to improve how humanitarian agencies communicate with local populations

## LEADERSHIP

**Jacobo Quintanilla** [↗](#) Director

2012 POPTECH SOCIAL INNOVATION FELLOW

JUDGE FOR THE 2013 GSMA GLOBAL MOBILE AWARDS ON BEST USE OF MOBILE IN EMERGENCY OR HUMANITARIAN SITUATIONS

Quintanilla has worked in media and humanitarian communications for the last 10 years.

He was part of the Internews' emergency response team to the 2010 Haiti earthquake and also the Coordinator in Haiti of the first deployment of the CDAC Network.

He publishes and speaks frequently on humanitarian communication, including guest speaker at Columbia University, the Annenberg-Oxford Media Policy Summer Institute, and FailFaireDC.

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## POLICY AND ADVOCACY

Internews is co-founder an active member of the **Communicating with Disaster-Affected Communities (CDAC) Network** [↗](#), a groundbreaking initiative that brings together humanitarian, media development, and technology sectors. **Internews set up and run CDAC Haiti** [↗](#) during the 2010 earthquake.

Internews Europe, Internews' sister organisation, is pre-qualified to the **British Government's Rapid Response Facility (RRF)** [↗](#).

Internews contributed to the Geneva-based Inter-Agency Standing Committee (IASC) **Task Force on Accountability to Affected Populations**.

Internews' humanitarian communications work was commended in the **State of the Humanitarian System report (2012)** [↗](#), a diagnostic of the humanitarian system.

## ABOUT INTERNEWS' HUMANITARIAN INFORMATION PROJECTS

Since the 2004 Indian Ocean tsunami, Internews has been present in major humanitarian crises around the world, establishing critical links between affected populations, local media, and humanitarian agencies to provide life-saving information and set up effective two-way communication platforms.

Internews has responded to:

- the Pakistan earthquake (2005)
- internally displaced people (IDP)/refugee crises in Darfur and Chad (since 2005)
- post-election violence in Kenya (2008)
- large-scale displacement in South Sudan (2006-2012)
- conflict in Sri Lanka (2007-2010)
- war in Gaza (2009)
- ethnic violence in Kyrgyzstan (2010)
- the earthquake in Haiti (2010-2011)
- Tunisia and Libya uprisings (2011)
- Horn of Africa, Liberia/Cote d'Ivoire South Sudan/Ethiopia refugee crisis and Syria/Jordan (2012).

## ABOUT INTERNEWS

Internews is an international non-profit media development organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard.

Formed in 1982, Internews has worked in more than 75 countries, and currently has offices in Africa, Asia, Europe, the Middle East, Latin America and North America.

## GET IN TOUCH

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For more information on Internews' Humanitarian Information Project, read: **When Information Saves Lives: 2011 Humanitarian Annual Report** [↗](#)



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