UN SECRETARY-GENERAL'S GLOBAL PULSE INITIATIVE RELEASES 20 CASE STUDIES DEMONSTRATING A DATA REVOLUTION IN ACTION

Global Pulse is a data innovation lab at the United Nations, driving a big data revolution for sustainable development. Many UN agencies and governments have partnered with Global Pulse on 20 new data innovation projects, showing the power of data science for sustainable development and humanitarian action.

9 JULY 2015 (NEW YORK) – Global Pulse, a special initiative of the UN Secretary-General, today published a collection of case studies of 20 data innovation projects covering global issues ranging from public health to climate change, food security to employment. Each case study demonstrates how new sources of aggregated digital data derived from mobile phone usage, social media, or online search could support sustainable development and inform targeting of humanitarian response efforts. The projects were carried out over the past year across its network of "Pulse Labs" in New York, Indonesia and Uganda, in collaboration with UN agencies, governments, academic and private sector partners.

Project findings and methods have been documented as case studies to allow others to adapt and build upon the approaches. All 20 case studies are downloadable from the UN Global Pulse website at: http://www.unglobalpulse.org/big-data-development-case-studies.

Some of the case studies document how data visualization techniques were deployed to help guide government decision-making. For example, to support response to a typhoid outbreak in Uganda, and to support a local government seeking to modernize its approach to managing citizen feedback in Indonesia. Other projects show how data mining of content from social media and news can yield insights on specific public health issues such as perceptions about vaccination or family planning, or policy issues such as fuel subsidy reforms or development priorities. A cross-cutting project focuses on data privacy, measuring the utility of mobile phone data for various sustainable development or humanitarian scenarios, such as for containing epidemics or improving transportation.

"Global Pulse was created by Secretary-General Ban Ki-moon five years ago to explore how real-time data can inform the UN's work in a fast-changing world. The collection of case studies released today showcases significant progress. UN agencies and Global Pulse are innovating together in the use of big data and analytics to measure and achieve sustainable development goals," said Global Pulse Director Robert Kirkpatrick.

With all eyes on new development goals to be adopted by the international community in September, there is broad recognition that a 'data revolution' is needed for success.

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Kirkpatrick noted, "These projects show the path to move from theory to action, using data science and innovative partnerships to approach development and humanitarian challenges differently. Many of these projects could not have been possible without the involvement of forward-thinking private sector companies which engage in *data philanthropy* - sharing data, technology and expertise to help bring about a data revolution for sustainable development."

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About Global Pulse

Global Pulse is a special initiative of Secretary-General Ban Ki-moon established in 2009. Global Pulse functions as a data innovation lab for the United Nations system, accelerating discovery, development and adoption of big data innovation for sustainable development and humanitarian action. In addition to a Lab based at UN Headquarters in New York, two country-level "Pulse Labs" are based in Kampala, Uganda and Jakarta, Indonesia. Global Pulse is funded entirely through voluntary contributions. Current donors include Australia, Denmark, Indonesia Sweden and Uganda. For more information, visit www.unglobalpulse.org or follow on Twitter @UNGlobalPulse.

About the Projects

- All Case Studies in the Global Pulse Project Series are downloadable from http://www.unglobalpulse.org/big-data-development-case-studies
- UN and affiliated partners that have collaborated on projects include: UNAIDS, UNICEF, UNFPA, UNDP, UNORCID, UN Millennium Campaign, ILO, WFP, FAO the World Bank and WHO.
- Data innovation projects carried out across the Pulse Labs are done in collaboration with partners from private sector and academia. Collaborating institutions included Crimson Hexagon, DataSift, Korea Advanced Institute of Science and Technology, Massachusetts Institute of Technology – Connection Science, Premise, Universidad Politécnica de Madrid, Real Impact Analytics, Telefónica Research, Universite Catholique de Lovain, and The Water Supply & Sanitation Collaborative Council (WSSCC).

See next page for full list of projects.

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Full list of projects:

1. Nowcasting food prices in Indonesia using social media signals

2. Using mobile phone activity data for disaster management during floods

3. Feasibility Study: Analysing large-scale news media content for early warning of conflict

4. Estimating migration flows using online search data

5. Analysing social media to understand public perceptions of sanitation

6. Using Twitter to understand the Post-2015 global conversation

7. Using Twitter to measure global engagement on climate change

8. Analysing attitudes towards contraception & teenage pregnancy using social data

9. Understanding public perceptions of immunisation using social media

10. Feasibility Study: Supporting forest and peat fire management using social media

11. Feasibility Study: Identifying trends in discrimination against women in the workplace in social media

12. Supporting the Post-2015 Development Agenda Consultations using U-Report

13. Using Twitter data to analyse public sentiment on fuel subsidy policy reform in El Salvador

14. Using mobile phone data and airtime credit purchases to estimate food security

15. Analysing seasonal mobility patterns using mobile phone data

16. Mining citizen feedback data for enhanced local government decision-making

17. Feasibility Study: Crowdsourcing high-frequency food price data in rural Indonesia

18. Mapping the risk-utility landscape of mobile data for sustainable development & humanitarian action

19. Understanding immunisation awareness and sentiment through analysis social data and news content

20. Data visualization & interactive mapping to support response to disease outbreak