Social Cohesion, Resilience, & Human-Centered Design: From Indonesia to Puerto Rico
CONTEXT

GLOBAL DISASTERS

$1.4 trillion in damage from 2005-2014
1.7 billion affected
1 million killed
CONTEXT

PUERTO RICO
Impact of Hurricane María

→ 4,500 deaths
→ $95 billion in damages
→ 3.4 million people affected
CONTEXT

Recovering from disasters: Social networks matter more than bottled water and batteries

February 13, 2017 9:16pm EST
SOLUTION

atma GO
Neighbors Helping Neighbors

1. Hyper-local
2. User-generated content
3. Focused on people helping people
4. Built for low resource settings
ATMAGO APP

- Make Reports
- Get Alerts
- Post and Read
- Local Information
- Create and
- Attend Events
- Find Jobs
- Build Entrepreneurship
GROUND-UP RESILIENCE SOLUTION

MITIGATION
Community education,
Community collective action,
Government and public policy

PREPAREDNESS
Early Warning Systems,
Emergency Response Planning

RECOVERY
Psychosocial support,
Economic recovery,
Rebuilding communities

RESPONSE
Access to basic needs like food,
water, healthcare, Finding shelters.
4,000,000+ PEOPLE REACHED
IMPACT

Per year, AtmaGo could save Jakarta residents:

- $106M in avoided damage
- $4.6M in avoided health care cost

AtmaGo could add:

- 6,980 years of healthy life
OUR APPROACH

HUMAN CENTERED DESIGN

Focus on users and their needs to enhance effectiveness, efficiency, improve well-being, user satisfaction, accessibility and sustainability.
HOW ATMA CAN HELP

- Share information about entrepreneurship, agriculture, fisheries & tourism.
- Help people share info on How to prepare for a disaster.
- Organize community events like clean-ups & disaster readiness events.
- Provide neighbors with moral & emotional support.
- Report problems like downed power lines & road hazards.
- Communicate about public transportation and traffic.
- Share information on infrastructure & planning projects.
- Share information on jobs.
- Report on crime.

#NHSummit19
#VisionActionHope
LAUNCHING ATMAGO IN PUERTO RICO

- HCD Interviews
- Improving app platform & infrastructure for expansion
- Building partnerships
- Localizing the app
- Launch events
FEATURE DEVELOPMENT ROADMAP

- **2018**: Optimized for low bandwidth
- **2019**: Global Scale
- **2020**: Mesh Networking
- **2021**: Machine Learning & AI
ABOUT ATMA

Atma Connect is a US nonprofit (501c3)

- **Mission**: Founded in 2014 and based in Oakland, California, we are a nonprofit that empowers users via technology and on-the-ground work. We envision a world where neighbors help neighbors prepare for disasters, improve access to basic needs, and overcome chronic challenges.


- **Major Funders and Partners**: We partner with local, community-based organizations and major partners such as: