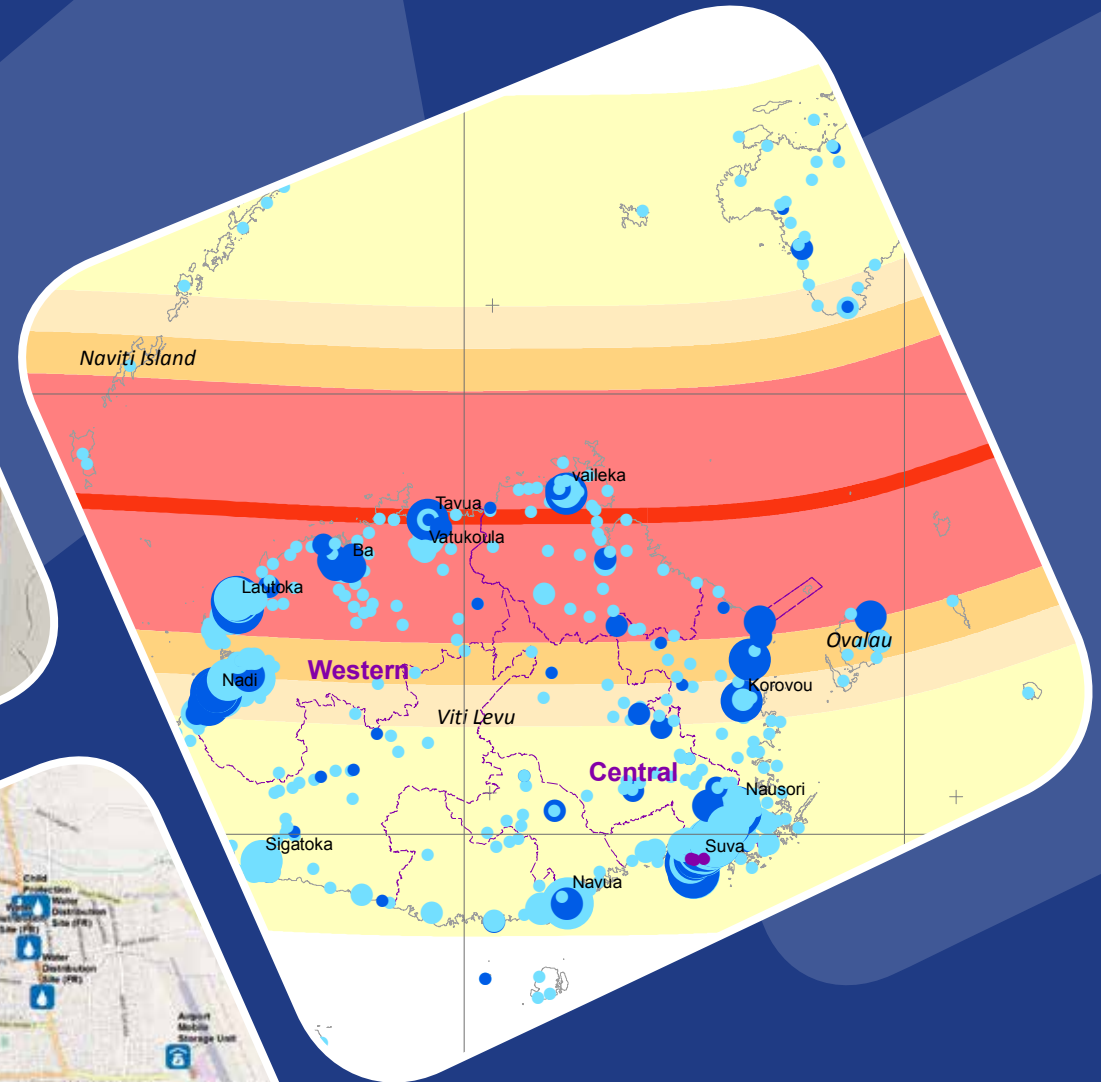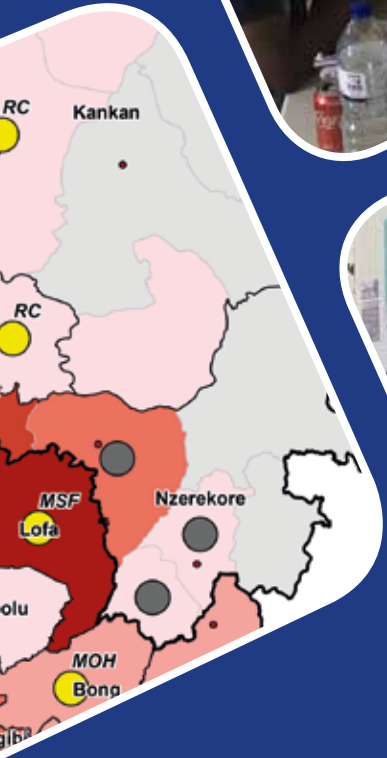# MAP ACTION

Our Strategy to 2023:

Building resilience, saving lives, strengthening livelihoods

FOREWORD

Since 2003, MapAction has been applying expertise in geographical information and data to make humanitarian disaster responses as effective as possible, saving many thousands of lives in the process.

Our combination of technical knowledge and insight into humanitarian contexts, gleaned through over 100 emergency responses, gives us a unique and highly valuable understanding of all aspects of humanitarian information management.

Our strategy to 2023 defines how we are applying this insight to help crack some of the most urgent and difficult challenges ahead.

Our Strategy

🔴 Building resilience, saving lives, strengthening livelihoods

🔴 Using geospatial technologies to transform humanitarian decision making.

Our vision

A world where people vulnerable to humanitarian emergencies are more resilient and those assisting them are more effective through the use of technological advances in information management.

Our promise

We will apply the best geospatial technologies and our expertise to shine a light on tough humanitarian problems, providing critical insights that will save lives, protect, recover and strengthen livelihoods and promote human dignity.

We will serve international, regional and national humanitarian responders to the best of our abilities to enable them to provide the most effective response possible to save lives and reduce suffering.

By proposing insights[1] based on our geospatial analysis, we will enable our partner organisations to multiply their effectiveness, bringing about the following:

🔴 Result 1
The right to life

More lives are saved and livelihoods protected, recovered and strengthened through the provision of timely and relevant geospatial analysis in humanitarian responses.

🔴 Result 2
Greater resilience to emergencies

Vulnerable people are better prepared for and more resilient to emergencies. Those assisting them can access and use relevant data to make decisions.

🔴 Result 3
Increased technical capability and a more collaborative environment

Aid delivery is more effective and more efficient through the collective development and adoption of appropriate technological advancements, research and learning. This enhances data management, data visualisation and geospatial analysis, ultimately strengthening humanitarian decision making.

Our values

Our values have not changed. We continue to uphold the humanitarian principles of humanity, impartiality, independence and neutrality in humanitarian response. We will keep voluntary service at the heart of the organisation (Annexe 1) even as we develop new models; we will remain independent but increase our collaborative efforts; we will promote continuous innovation for problem solving whilst maintaining the professional MapAction brand for which we are known; and in our dealings with anyone we will be transparent.

1 Analysis is the process by which insights are achieved. MapAction intends to provide insights based on the evidence of data and the analysis we draw from data.

The organisation's culture is defined by its heritage, its discipline, its drill and the commitment, talent and leadership of its people.

Some say it's magic.

Challenges in humanitarian emergency management

Humanitarian emergencies frequently have a catastrophic impact on people's lives.

This is the case whether the emergencies are sudden or long-term, whether a natural disaster or a conflict between people. Such emergencies often result in tragic loss of life, ruined livelihoods and the destruction of homes and property. Losses are greater in urban settings, where over half[2] the world's population now lives. Those most vulnerable are usually people who are poor and socially excluded; often a long way off any chance of benefiting from the Sustainable Development Goals, and certainly living without their basic human rights being fulfilled. As a global community, we are all responsible for solving these problems. Right now addressing several key challenges[3] could have large positive outcomes.

Scale and complexity

There is a widening gap between the scale of humanitarian needs and the ability of those responding to cover those needs. This gap is made worse where countries have repeat emergencies, meaning that as they recover from one, another one sets them back further, with governing institutions and the humanitarian community often struggling to catch up. This is particularly the case in complex, long term crises. In other situations, the gap widens because insecurity means it is difficult to physically reach people and political sensitivities may affect aid delivery[4]. We address this problem of Coverage in Strategic Priority 1, below.

Local contexts are not well understood and more needs to be done to strengthen national resilience

Standard approaches will not be sufficient for the emergencies of the future. Much more could be done to support public authorities and civil society around the world to ensure responses fit local conditions, including in urban contexts. We know that where aid is not designed to fit local conditions, it is far less effective. Adapting to local contexts will strengthen the capacity of countries to deal with emergencies and will have far reaching benefits. We address the issue of Local context and the quality of humanitarian assistance in Strategic Priority 2.

Strengthening humanitarian capability collaboratively

Collective action and coordination are improving, but more could be done to ensure we build deeper alliances to be more effective and make resources go further. Such partnerships can take place in a variety of ways, including developing technologies together, offering more joined up approaches to do that and, behind the scenes, making sure we fundraise and communicate about what we do together, to avoid duplication and competition for limited resources. Increasing the capability of the sector to collaborate more closely and to use technical capabilities that can transform the way it works is key to overcoming this challenge of inefficiency. We look at the opportunity for Collaborative capability in Strategic Priority 3.

These challenges require a step change in the way we humanitarians do our work. Maps won't solve all of this. But at MapAction we know that a huge range of technologies can help transform situations. Maps, other forms of data visualisation and the data behind the visualisations can change the way people view, understand and respond to the world around them. They have the power to break through the noise, to provide crystal-clear signals that offer unique insights into people's desperate situations. For those humanitarians willing to apply those insights, this is a game changer. We are really motivated by that and are looking forward to stimulating positive change with our maps, data and tech work.

2 United Nations Department of Economic and Social Affairs. www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html, accessed 3/9/2019.
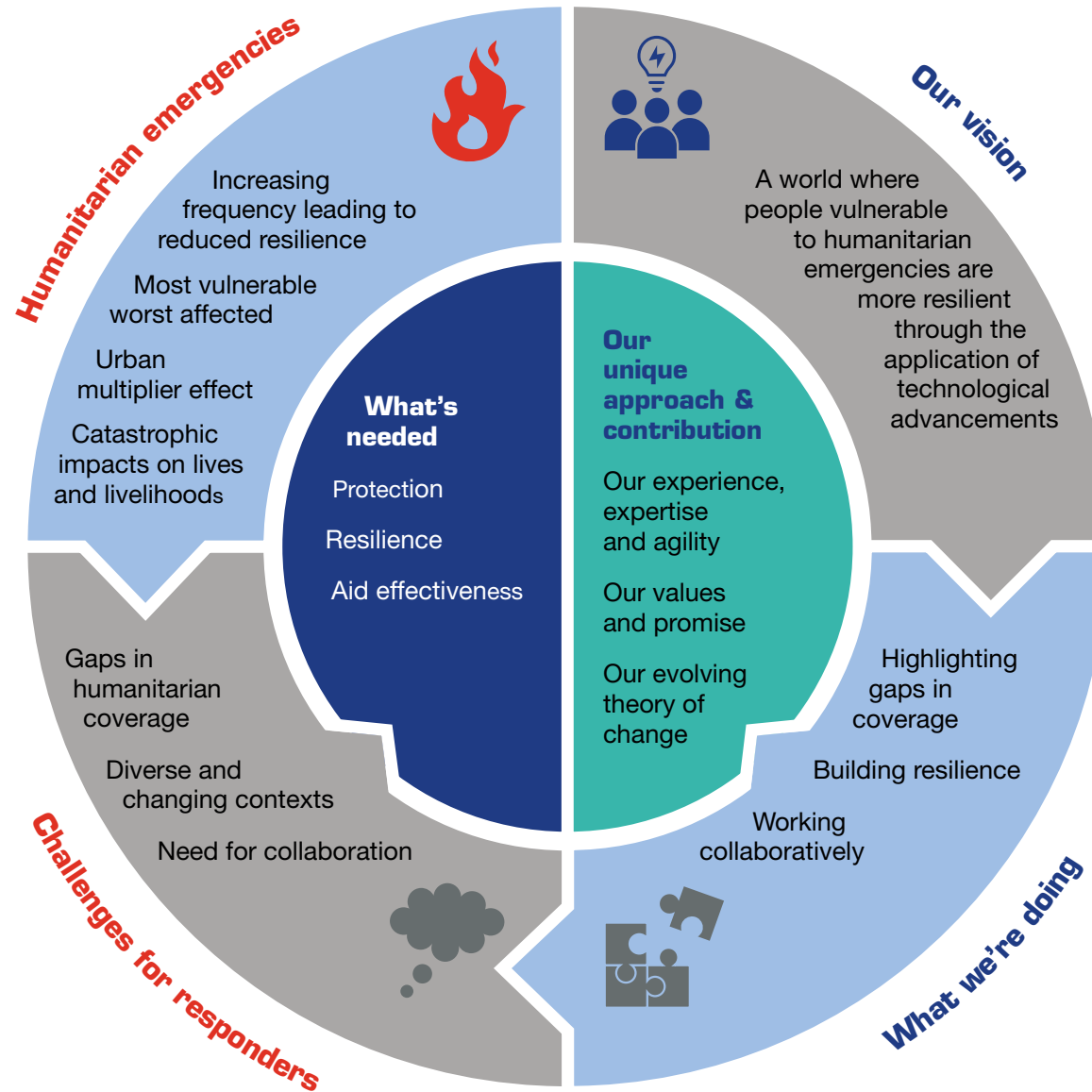
3 ALNAP (2018) The State of the Humanitarian System. ALNAP Study. London: ALNAP/ODI.

4 United Nations Office for the Coordination of Humanitarian Affairs Annual Report 2018.

Strategy:

Building resilience, saving lives, strengthening livelihoods.
Using geospatial technologies to transform humanitarian decision making.

Humanitarian emergencies

Increasing frequency leading to reduced resilience

Most vulnerable worst affected

Urban multiplier effect

Catastrophic impacts on lives and livelihoods

Our vision

A world where people vulnerable to humanitarian emergencies are more resilient through the application of technological advancements

What's needed

Protection

Resilience

Aid effectiveness

Our unique approach & contribution

Our experience, expertise and agility

Our values and promise

Our evolving theory of change

Challenges for responders

Gaps in humanitarian coverage

Diverse and changing contexts

Need for collaboration

What we're doing

Highlighting gaps in coverage

Building resilience

Working collaboratively

The contribution of geospatial analysis to emergency preparedness and response

We are celebrating the rapid evolution of information management, including geospatial analysis, in the humanitarian sector. Since MapAction first started to offer humanitarian disaster mapping, many other organisations have also started to use geospatial analysis tools, developing their mapping capacities. We welcome more providers and more organisations doing this.

But at MapAction we see an urgency to do more. We believe information management – specifically relating to data and geospatial analysis – can play an even greater part as one of the solutions to the immense and rising humanitarian needs around the world. And we can work with others to support the millions estimated to be in need, to enable tens of thousands of national and international responders to bring their best capabilities to the problem and to ensure the huge sums of money disbursed (still far short of what is required) are invested as effectively as possible.

Data is the key to much of this work, with significant challenges in emergency situations to obtain data that is good enough to provide reliable analysis. Over the past few years, there has been a dramatic evolution in information management in the humanitarian sector. This includes a greater array of information products, advancements in technology and the provision of more data – sometimes considered a data deluge.

Equally, there are many situations where data is insufficient – a data drought – or incomplete, needing a great deal of unscrambling before it can be reliably used. Whilst it can be difficult to separate the signal from the noise, at MapAction, we think the availability of more data is an opportunity to do so much more. However, we also know that we need to approach this responsibly and ethically. We recognise that data can be misused, particularly in contested situations, where some people may be particularly vulnerable and where the protection of human rights is critical. We also recognise the role of data as a public good. We believe working with others to access, manage and use it is central to the success of future emergency responses and resilience building.

Humanitarian response is ultimately delivered by people and they are the key to using geospatial analysis and insights effectively. Responders and decision makers will have varying degrees of skills and experience in commissioning, receiving and using geospatial products. By providing a proactive service, including training and ongoing advice, we can enable many to make better and, eventually, excellent use of geospatial analysis in their work.

What MapAction brings

MapAction has been providing geospatial analysis – maps and data – to the humanitarian community to answer difficult questions over many years[5]. Our Example Product Catalogue www.guides.mapaction.org captures the experience of more than 100 emergencies and many more training and preparedness missions. We constantly update the Catalogue as we learn about new problems that our analysis can solve and the value our insights can bring.

MapAction has three defining characteristics that make our service offer uniquely valuable:

Rapid response

We have a well-practiced and unusual ability to be on the ground, working alongside those defining the response, within hours of an emergency event, and we can maintain a presence on the ground for up to three months.

Our further capabilities in supporting our operational teams and in preparedness, training, thematic mapping and end-to-end information management are all built on this foundation.

Leading technical understanding

We have a team of technical specialists drawn from many sectors who bring diverse technical perspectives to the organisation.

Our unique recruitment model means we identify specialists in their technical field who also have the softer skills of leadership, creative thinking and team collaboration. With over 70 geospatial and technical specialists and some great partners in the geospatial and humanitarian sectors, MapAction is very well placed to deliver not only leading data analysis and visualisation, but also capability development in humanitarian information management.

## Unique, self-defined, 'action-geek' culture

We have developed an organisational culture that enables and values the diverse contributions of all members and that lives our shared values.

We want to make a difference (who doesn't) and love applying all the geekery we can muster to make difficult situations better. We are serious about what we do, training hard and often to get things right and constantly working on innovative solutions to problems. We work as a team.

Partnership, collaboration and transparency are very important to us. MapAction will always show up, listen to our service users' issues with respect and care, and make sure we adapt our technical and service offer to meet their needs. That defines the brand that we are proud of.

We have an extraordinary network of partners, knowledge and resources. We can be confident of taking our next strategic steps with a solid foundation.

5 See Annexe 2 for our theory of change.
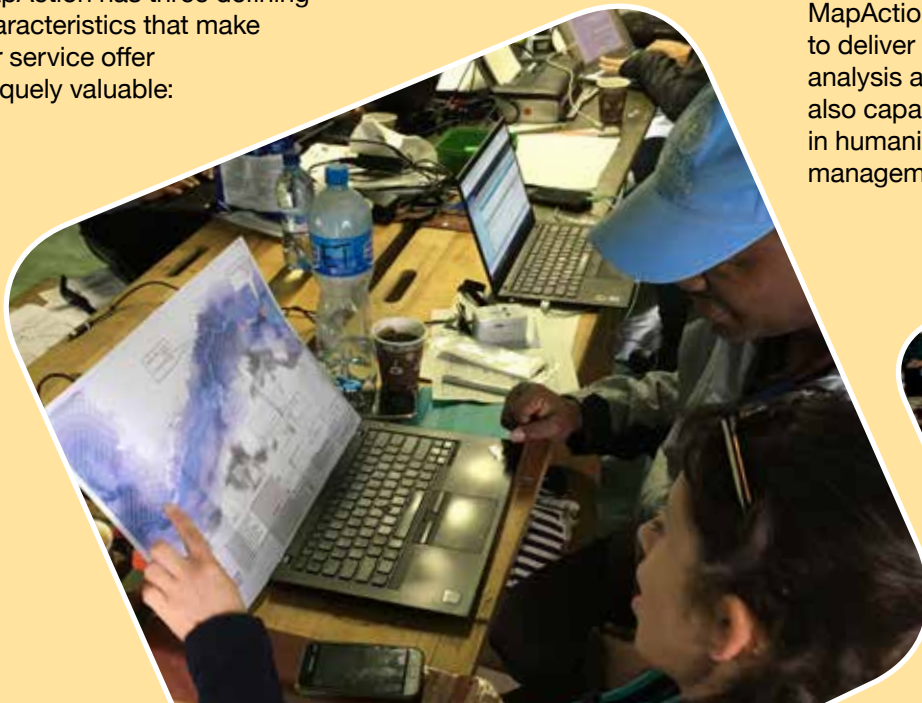
How we will meet the challenges of coverage, context and capability

We have three strategic priorities we would like to achieve with our partners, and one internal strategic priority to enable this.

Strategic priority 1

Addressing gaps in coverage through extending our network and ways of working

- Improving real-time insights for response coordinators
- Equipping operational agencies in long-term crises
- Preparing networks to respond.

Coordination

Coordination of the limited resources available for humanitarian assistance is key if those resources are to be used efficiently to extend further and cover more of the gap.

We will continue to provide a global, 365-days-a-year capability to partners responsible for coordination, such as the UN's Disaster Assessment and Coordination team (UNDAC) and Office for the Coordination of Humanitarian Affairs (UN OCHA).

We will maintain our volunteer model and institutional readiness with the aim of responding within the first 24 hours of an emergency. Our response may include mapping and data management support from a distance.

We will expand this offer to our regional partners in support of their coordination roles. We will also consolidate with them the work we are doing in Asia Pacific, the Caribbean and Central Asia in relation to data, technical and personnel readiness.

We will develop our partnerships with organisations delivering assistance on the ground at a national and sub-national level and will ensure we provide on-the-ground situational data to coordination structures at national and regional level. As a priority, we will publish data to open platforms.

- We will expand to two new regions in the next five years and will use our volunteer capacity primarily for these responses.

Long-term crises

Long-term crises often result in disruption of functioning public services. Equipping operational agencies to access, manage and use data in complex situations, where data flows are often interrupted, is essential to enabling them to develop good analysis of the situation and appropriate programmes. We will develop longer-term projects, working with others to strengthen information management in long-term crises (e.g. ensuring improved data preparedness at the national level, supporting data flows, and/or enabling in-country personnel to gather, manage and analyse such data themselves through in-depth training programmes).

- We will develop two [6] country-specific programmes over the strategy period. We anticipate these projects will require our involvement for longer periods through our transition team capacity and will be a mix of response and preparedness activities.

Network preparedness:

One of the major ways that gaps in coverage can be addressed is through building the capacity of 'in-country' civil society networks to provide geospatial analysis. As this is a new area of work, we will build communities of interest with civil society organisations, academic bodies, the private sector and other partners, in order to enable them to provide in-country geospatial insights. These communities of interest will be active in response and preparedness situations, providing new and longer-term country-based geospatial services, as well as building longer-term resilience in country as a result.

- We will aim to develop two new networks of this nature over the next five years, alongside other preparedness and partnership-building activities.

We will achieve the above through our volunteer capacity, through our transition team and through secondments to other regional and national organisations. Country-level, longer-term programmes will require some dedicated paid personnel to deliver this.

6 This allows us to learn from adapting our model in this way before scaling up to replicate this elsewhere.

Strategic priority 2

Building resilience by improving the quality of aid

- Providing insights to improve the quality of response
- Promoting learning and research
- Influencing standards.

Providing insights

Whilst it is important to extend the coverage of humanitarian aid, it is equally important to ensure aid is effective, appropriately designed for local conditions and, where possible, led by local and national authorities. This will result in more effective responses, and more resilient countries that are better prepared for emergencies in the future.

We will use our geospatial and data management skills to provide insights to key decision makers on the coverage gaps relating to those who are most vulnerable, including in urban settings. Where possible, we will link these insights to internationally agreed frameworks such as Sphere and the Core Humanitarian Standard, to encourage high-quality responses. We will promote nationally-led initiatives, strengthening our relationships at regional and national levels,

to ensure better context analysis and preparation for response when it is needed.

- We will develop our understanding of three key themes during the next five years: gap analysis, vulnerability analysis and urban contexts, updating our field guides to reflect these areas
- We will work with five regions to support preparedness for response.

Promoting learning

We will promote learning through research and collaboration with academia, the private sector and other humanitarian information management providers to enhance our operational work and our technical capability. We will continue to strengthen our use of hazard mapping models and other risk management tools to support this work. We will develop our theories of change to help understand local contexts better and will adapt our products and services accordingly. We will disseminate our experience through on-line publications, conferences, training and social media.

- We will continue to develop our landslide hazard modelling, surface-water flooding and volcanic hazard mapping tools
- We will explore other risk modelling tools and connections and will update our on-line guides accordingly.

Influencing standards

MapAction is well placed to continue to bring lessons learned from its work to policy-making fora that have the potential to make humanitarian response much more effective. We will promote global, regional and national policies that impact the provision and use of geospatial analysis in humanitarian situations, offering lessons from our experience on the ground.

- We will focus on two core policy change areas: the promotion of open data that is quickly shared and responsibly managed, and the continued creation of interoperable systems and processes that make it easier for collaboration between organisations.

We will do all the above through new partnerships, research and development activities, through our volunteer team and through dedicated paid personnel.

Strategic priority 3

Building humanitarian sector technical capability through alliances

- Extending our technical offer
- Providing advice and training on technical developments
- Strengthening access to open data and building insights around this
- Establishing a research and development capability that enables technical innovation in the sector
- Collaboration on fundraising and communications.

Extending our offer

MapAction has well developed technical capability that could benefit our service users further with more timely products and deeper insights provided at an earlier stage of the emergency. We will ensure our products and services are accessible to current and new partners through an enhanced technical platform and flexible innovation capacity which we will continually update and adapt. We will strengthen our focus on data and data systems that require adaptation and automation, and ensure our capacity for both open-source and proprietary software adoption, aiming to be 'bilingual' in this respect for all products and

services. Over the next few years, we will focus on reducing the cost (in time and effort) required to produce products common to many emergencies. We will do this by automating repeat processes, to increase our team's ability to focus on situation-specific and unique products.

- We will develop 20 projects of this nature over this strategic period.

Advice and training

Our partners have told us that they would like more advice on adopting and applying emerging technologies for information management, as well as on some practical approaches to managing IT capability. MapAction will proactively promote technical solutions that we have found to be effective. We will formalise a new service, selecting specific project areas in which the sector is asking us for help, and/or where we think opportunities exist for beneficial adoption or adaptation of services. Partners will enhance their capability to do geospatial analysis and critically manage their data through MapAction providing them with technicaladvice, training, products and services.

- We will conduct four specific projects of this nature over the strategy period.

Open data

Effective humanitarian response relies on accessing and managing data quickly. This often involves accessing significant amounts of data that require innovative methods to enable it to be absorbed and used. Whilst the policy environment is important to ensure a willingness to release data quickly, traditional ways of working often prevent its rapid sharing. MapAction will work to overcome its own limitations in the sharing of data and will deepen its knowledge of data science to expand the capability of the sector, ensuring we can offer a wide range of products and services to our service users.

- We will second a data scientist to the Centre for Humanitarian Data in the Hague
- We will develop other data solutions to ensure the humanitarian community's access to and use of data.

MapAction's technical staff team and volunteers will work together to deliver the above. A new post will be recruited for secondment to the Centre for Humanitarian Data and we will seek funding for a data scientist within the staff technical team.

Collaboration

A key finding of the 'ALNAP State of the Humanitarian System' report for 2018 identified the challenges of competitive fundraising and the inefficient use of resources. If funds are reducing, yet needs rising, we need to find new ways to work together to make best use of resources. Over this strategy period, MapAction will aim to collectively fundraise with others, as well as to share back-office services, where possible. MapAction's participation in the Humanitarian 2 Humanitarian network (H2H) and Missing Maps are likely to be important elements of this, but there will also be new partnerships brokered in the course of this strategy.

This work will be carried out by our volunteer and office teams. Some dedicated paid personnel may become necessary for complex partnerships.

Strategic priority 4

Ensuring a stable and resilient capability base for MapAction in 2023

To ensure the above, MapAction needs to maintain and develop its internal capabilities with its personnel, financially and technically. Whilst we will seek to increase our budget to meet the financial demands of the strategy, we will do so judiciously. It will be important to find funding, in kind and other types of support, from individuals and organisations who are interested in helping us as we move beyond our current response model, to new work. This includes:

- accompanying our partners on the ground for longer periods of time

- providing technical advice, services and innovative products to our partners

- bringing deeper research-based insights to urban response planning, adoption of hazard modelling tools, and understanding of vulnerability gaps

- developing civil society networks as well as supporting regional and national authorities.

We recognise that the way we value our people and stakeholders is at the heart of our success as an organisation. It is, therefore, incumbent on us to promote diversity and inclusion, and to communicate widely the ways in which we do so. Diversity brings value to our entire organisational operation, deployment and culture. It brings different experiences and perspectives to bear in all aspects of our decision making and enables us to respond in the most timely, appropriate and effective manner to the challenges which our teams face in countries affected by emergencies, where they are required to operate in diverse and challenging circumstances.

We will need to ensure we have the right personnel – volunteer or paid – working on these different projects, and will need to adjust staffing and volunteer profiles accordingly. We will also need to ensure funding to develop our technical capability as a priority.

- We will review our business model with the support of the CASS Business School Centre for Charity Effectiveness

- We will review our personnel requirements and plan recruitment accordingly

- We will develop new funding streams in different parts of the world to diversify and strengthen our core funding base and we will recover project costs on a full pricing model. We must make the generation of significant unrestricted funding a priority to protect and ensure the continued organisational resilience of MapAction. In parallel, we must ensure a realistic pricing model for the costs of the organisation. We will focus on cost reductions and value for money to make optimum use of these funds. Where these can be outsourced on an unrestricted basis to a donor, we will do this to ensure such expenditure is increasingly or partially met by funders or replaced with in-kind donations.

How we will change to achieve these strategic priorities

Longer-term presence to extend coverage

Widening our operational model through our transition team and dedicated paid personnel for specific countries and regions where our skills can add value over a longer period.

Building resilience by focusing on the quality of aid

Providing more insights using research and learning and working with partners and networks, particularly focusing on gap analysis, vulnerability, risk and hazard modelling and urban settings.

Building humanitarian sector technical capability and collaboration

Extending our technical offer and building alliances.

Changes in organisational capacity required

Personnel

- Additional volunteer specialists for data science and visualisation
- Programme-based, paid personnel for specific projects or secondments as required
- Additional transition team capacity (from six to nine over two years)
- Additional paid capacity for office functions: data scientist for the technical team; additional fundraising and finance capacity.

Business platform

- Move to an 18 month budgeting and planning process
- Consolidation of knowledge management platforms
- Development of a new pricing model.

Quality

- Development of an organisational quality standards system
- Introduction of a 12 month review process alongside strategy implementation
- Roll out of an M&E framework for the organisation.

Monitoring and evaluation

We are currently working on our monitoring and evaluation (M&E) framework for the organisation. This will develop capability in the following areas:
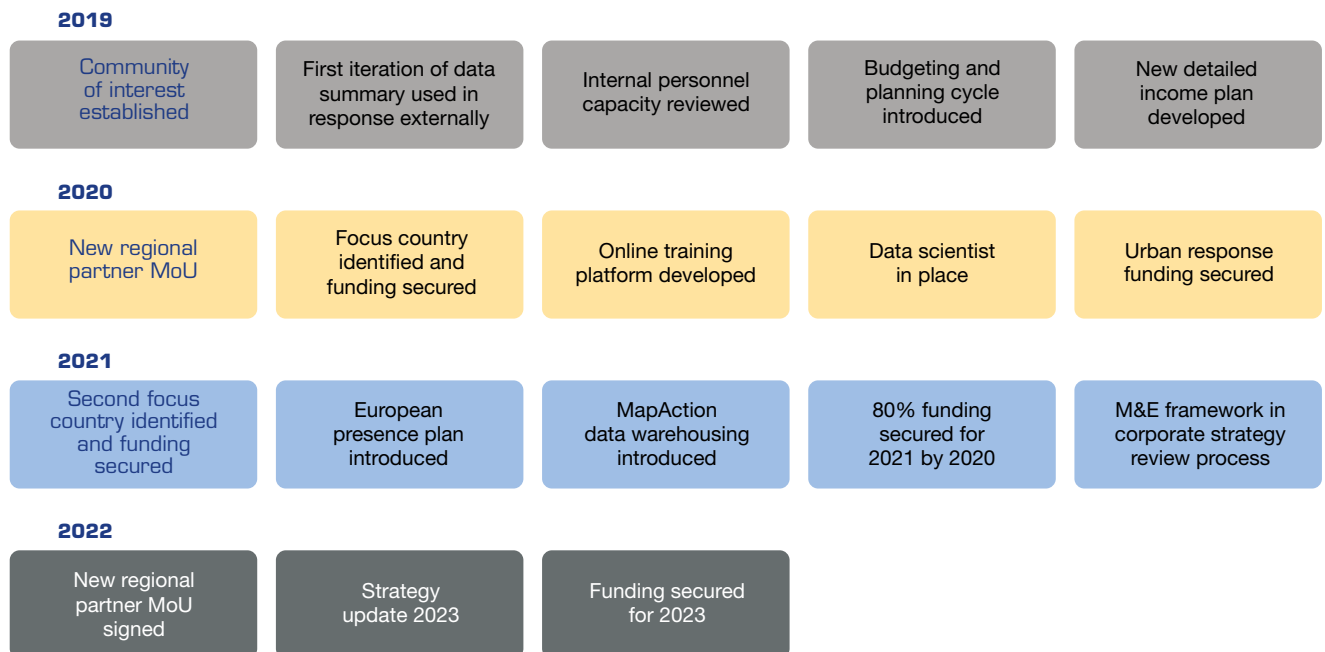
- Reporting to donors on project- and programme-related indicators, and, where possible, standardising these indicators in accordance with Grand Bargain commitments (progress has already been made in these areas)

- Developing internal reporting platforms that improve the collection and storage of our data, and the transparency of outputs and outcomes against indicators

- Developing theories of change that link our work closely to the objectives we are trying to achieve within the disaster/conflict-management cycle. These theories of change will be used to identify the contribution to change that MapAction is making

- Developing an annual review process that feeds into strategic planning on an iterative basis, assessing progress on milestones and identifying new areas for learning and development

- Strengthening the identification and communication of lessons learned – internally and with the wider humanitarian information management community

- Developing a framework for accountability towards our partners, ensuring transparency and action where required.

Roadmap of significant milestones

2019

| Community of interest established | First iteration of data summary used in response externally | Internal personnel capacity reviewed | Budgeting and planning cycle introduced | New detailed income plan developed |

2020

| New regional partner MoU | Focus country identified and funding secured | Online training platform developed | Data scientist in place | Urban response funding secured |

2021

| Second focus country identified and funding secured | European presence plan introduced | MapAction data warehousing introduced | 80% funding secured for 2021 by 2020 | M&E framework in corporate strategy review process |

2022

| New regional partner MoU signed | Strategy update 2023 | Funding secured for 2023 |

MapAction's voluntary culture

MapAction was started and has been maintained as a volunteer organisation engaging professionals and experts in their field of geospatial mapping and analysis to apply their skills and expertise to humanitarian crises. MapAction remains a leader and trusted partner in early phase disaster response and complex emergencies. It always seeks appropriate ways to respond without losing the strength and energy of its volunteering model, which is core to its values and culture as an organisation. This approach has built MapAction's reputation as the leading humanitarian mapping organisation and sustained the organisation for more than a decade.

The volunteers will remain a central resource for the organisation in this strategy. However, the role they will play is likely to continue to change and be more valuable beyond immediate disaster response. Volunteers' contributions will be maintained by:

■ Engaging both on the ground and remotely in support of capacity development and preparedness of regional and national government agencies, as well as civil society organisations. This will entail the transfer of the skills, knowledge and know-how of volunteers

■ Supporting more frequently in data management and preparedness activities, either remotely or in situ, bringing new ideas and technologies to the forefront of this area of growth

■ Researching and applying technologies to test their application to real life humanitarian contexts.

Valuing these activities as much as response deployments will be key to maintaining the organisational culture and building the MapAction of the future.

The strategy also challenges MapAction to engage longer-term positions that are strategically placed to evolve relationships with partners such as ASEAN and CDEMA, as well as undertake the necessary network building with civil society actors. MapAction's reach will always be limited by its size. However, a network of like-minded organisations can increase this reach and help to ensure the localisation and diversity of MapAction's work.

Annexe 2

MapAction's evolving theory of change

MapAction's evolving theory of change centres around the place of information in coordination and decision making. We assume that if humanitarian actors are given sufficient, timely and accessible information visually, in the form of maps and data products, that this will enable them to make informed decisions.

This strategy has been compiled to be forward looking and ambitious. It recognises where the organisation has come from, its expertise and, most importantly, its culture. The conclusions of this strategy are drawn from several pieces of research and wide consultation, which were conducted to understand the information needs of humanitarian actors and the obstacles that prevent either the use or generation of information. This has enabled us to identify where information management and geospatial analytical approaches can help and what role MapAction can play.
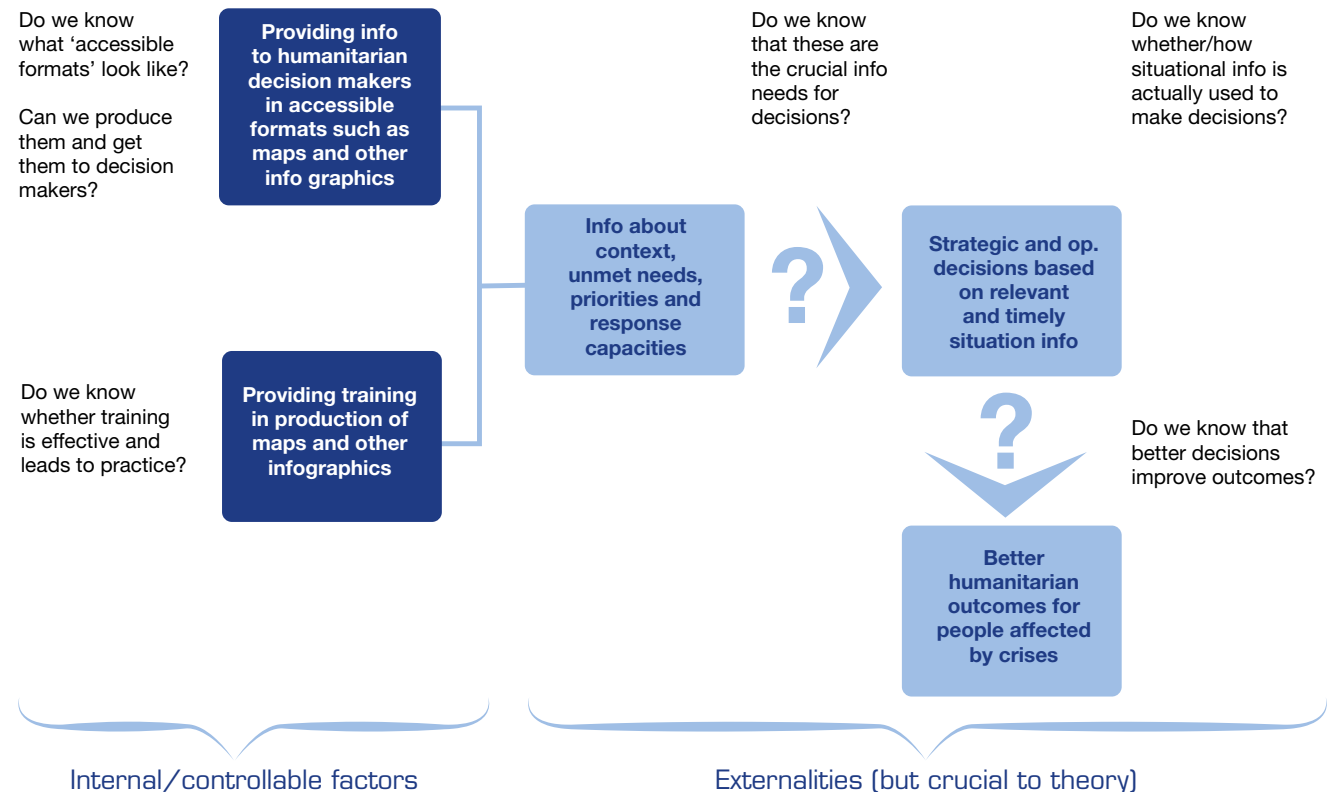
A recent review[7] of MapAction's work highlighted the need for us to proactively propose solutions to key decision makers. This involves analysing the different political and bureaucratic scenarios MapAction might encounter on the ground to develop multiple theories of change that articulate the multiple pathways for MapAction products to achieve impact in different contexts. Such theories of change will be more closely linked to the disaster management response cycle and will link into all aspects of this, including preparedness. This will lead to enabling a more proactive service offering approach and a base from which to measure change as a result of our work.

Do we know what 'accessible formats' look like?

Can we produce them and get them to decision makers?

Providing info to humanitarian decision makers in accessible formats such as maps and other info graphics

Do we know whether training is effective and leads to practice?

Providing training in production of maps and other infographics

Info about context, unmet needs, priorities and response capacities

Do we know that these are the crucial info needs for decisions?

Do we know whether/how situational info is actually used to make decisions?

Strategic and op. decisions based on relevant and timely situation info

Do we know that better decisions improve outcomes?

Better humanitarian outcomes for people affected by crises

Internal/controllable factors

Externalities (but crucial to theory)

Annexe 3

Alignment with the Sustainable Development Goals[8] and the Sendai Disaster Risk Reduction Framework[9]

MapAction's work must also contribute to existing international efforts in development, including the Sustainable Development Goals and the Sendai Framework for Disaster Risk Reduction.

The 2030 Agenda for Sustainable Development was adopted by all United Nations member states in 2015. It recognises that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth. The Goals cover basic needs, such as health, clean water and hunger, and also draw a focus on other issues such as poverty, safe and resilient infrastructure and cities and reduced inequalities.

Many of the 17 goals incorporate issues of vulnerability that MapAction already approaches or has approached, however a few are worth highlighting in terms of alignment with newer aspects of this strategy:

Sustainable Development Goal 1

End poverty in all its forms everywhere.

Ending poverty requires universal social protection systems aimed at safeguarding all individuals. It also requires targeted measures to reduce vulnerability to disasters and to address specific underserved geographic areas within each country.

Sustainable Development Goal 11

Make cities and human settlements inclusive, safe, resilient and sustainable.

Many cities around the world are facing acute challenges in managing rapid urbanisation – from ensuring adequate housing and infrastructure to support growing populations and confronting the environmental impact of urban sprawl, to reducing vulnerability to disasters. MapAction's role as a leader in geospatial analysis in emergencies is to support risk analysis in this critical and emerging area. It is also to support relevant disaster management authorities in identifying and preparing to meet the information management needs of disasters.

Sustainable Development Goal 17

Strengthen the means of implementation and revitalise the global partnership for sustainable development.

This goal seeks to strengthen global partnerships to support and achieve the ambitious targets of the 2030 Agenda, bringing together national governments, the international community, civil society, the private sector and other actors.

In addition, Sustainable Development Goals 5 and 10 address gender equality and broader inequalities respectively. These are key factors contributing to vulnerability at times of disasters.

8 https://sustainabledevelopment.un.org/sdgs.

9 www.unisdr.org/we/coordinate/sendai-framework.

Annexe 3

While MapAction arguably has a role to play in all four priority actions of the Sendai framework, it is priorities 1, 3 and 4 that relate most directly to this strategy.

Priority 1
Understanding disaster risk

Disaster risk management should be based on an understanding of disaster risk in all its dimensions of vulnerability, capacity, exposure of persons and assets, hazard characteristics and the environment.

Such knowledge can be used for risk assessment, prevention, mitigation, preparedness and response.

Priority 2
Strengthening disaster risk governance to manage disaster risk

Disaster risk governance at the national, regional and global levels is very important for prevention, mitigation, preparedness, response, recovery, and rehabilitation. It fosters collaboration and partnership.

Priority 3
Investing in disaster risk reduction for resilience

Public and private investment in disaster risk prevention and reduction through structural and nonstructural measures are essential to enhance the economic, social, health and cultural resilience of persons, communities, countries and their assets, as well as the environment.

Priority 4
Enhancing disaster preparedness for effective response and to "Build Back Better" in recovery, rehabilitation and reconstruction

The growth of disaster risk means there is a need to strengthen disaster preparedness for response, act in anticipation of events, and ensure capacities are in place for effective response and recovery at all levels.

We work as a team

Please help us get aid
to more people more quickly.

Call us on +44 (0) 1494 568 899
or email fundraising@mapaction.org

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