![Missing Maps - Putting the World's Vulnerable People on the Map](logo)

HOW TO HOST A MAPATHON
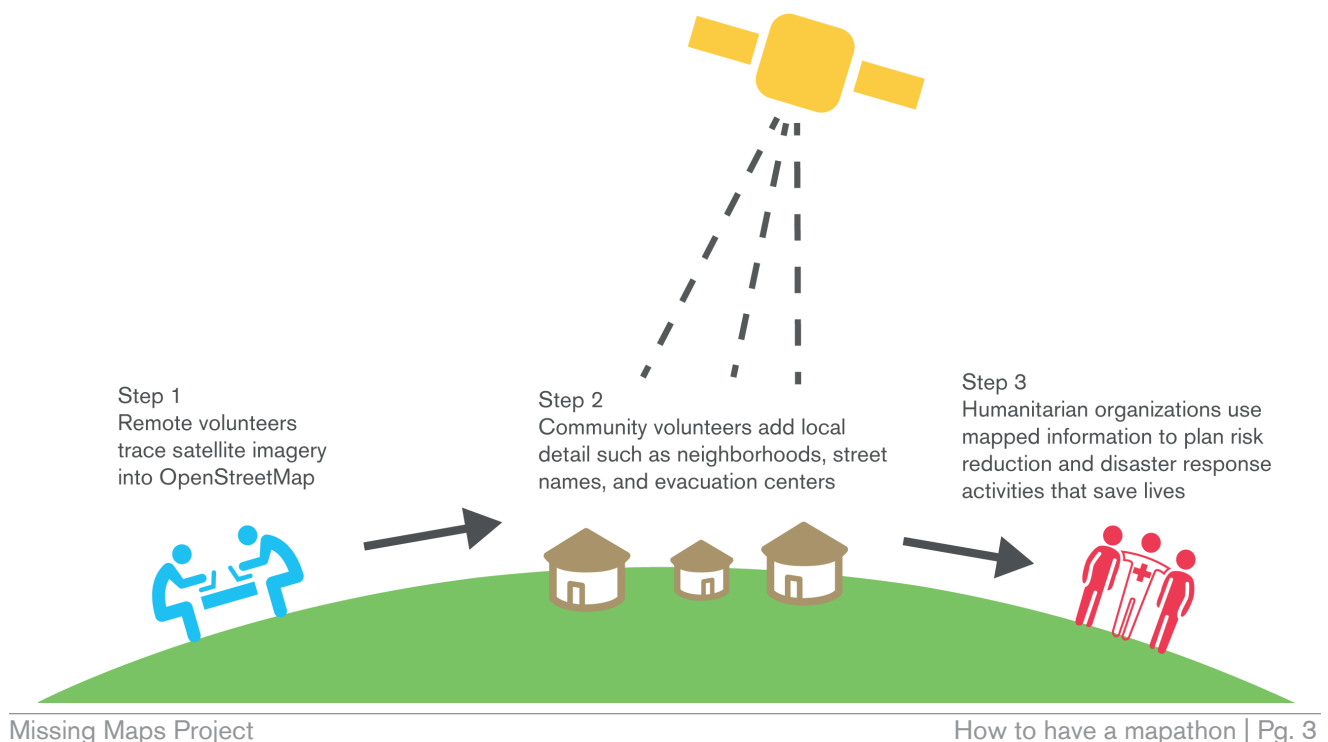
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Summary

Recent disaster trends indicate that people are increasingly impacted by more frequent and severe disasters particularly in vulnerable communities around the world. Urbanization has made matters worse; increasing numbers of people are migrating to cities in search of resources and livelihoods. More than half the world's population currently lives in cities often located on coastlines and fault lines. These cities often lack sufficient infrastructure to support the impromptu, peri-urban settlements that have sprung up around the world. One billion people – 1/7th of the world's population – now live in urban slums. (United Nations Development Report) Overcrowding, poorly-built dwellings and insufficient infrastructure has left hundreds of million of people increasingly vulnerable to disaster and disease.

The Missing Maps Project is an unprecedented collaboration between the American Red Cross, British Red Cross, Médecins Sans Frontières-UK (MSF-UK, or Doctors Without Borders-UK), and the Humanitarian OpenStreetMap Team to map the world's most communities.

The Missing Maps Project has begun mapping locations where partner organizations are already conducting disaster preparedness and risk reduction activities. As major disasters strike, affected communities may also be prioritized.

Digital volunteer engagement is vital for the success of many humanatrian organizations around the world responding to disasters. It is imperative to have a larger pool of trained volunteers that are ready to assist with little coordination when a disaster occurs.

The Mapping Process

Step 1
Remote volunteers trace satellite imagery into OpenStreetMap

Step 2
Community volunteers add local detail such as neighborhoods, street names, and evacuation centers

Step 3
Humanitarian organizations use mapped information to plan risk reduction and disaster response activities that save lives

Mapathons are an engaging and cutting-edge opportunity designed to help deepen a corporate partner's relationship with the Red Cross within its funding partnership around the International Missing Maps project. The objective of a Mapathon is to engage employee volunteers to digitally map the most vulnerable places in the developing world so that local and international NGOs can use these comprehensive maps and data to better respond to crises affecting these areas.

Ingredients For A Successful Mapathon

- ☐ Open space that can hold up to 100 people
- ☐ Tables and chairs
- ☐ Strong Wi-Fi that can handle 100 simultaneous connections
- ☐ A projector
- ☐ Extension cables to charge laptops
- ☐ Extra laptops/computers for people that may not have one
- ☐ Registration Table
- ☐ Training Materials
- ☐ Snacks/food for mappers
- ☐ Time for coordination and event planning

How To Plan A Mapathon

The entire project is relatively very simple, and requires no special skills or knowledge. Planning for mapathons require four or more weeks advance notice in order to coordinate and prepare for the engagement opportunity.

The following sections will outline the steps for planning.

1. Pre-mapathon planning
2. How we can help
3. Event day checklist
4. Host resources
5. Post mapping wrap up

Pre-mapathon Planning

1. Set a date and time for the mapathon. We suggest starting with 2.5 hours which will include 30 minutes of training and 2 hours of mapping.

2. Book a venue that can comfortably hold 100 people. This may vary depending on your estimated attendance.

3. Make sure the venue has a strong Wi-Fi connection that can connect to all the computers simultaneously.

4. Create and distribute an invite through your internal organization/group. Missing Maps uses Eventbrite for mapathons.

5. Optional – Plan to provide the attendees with snacks/food and drinks.

6. Optional – Plan to have a registration table with name tags and general info for the event.

7. Contact Missing Maps for Tasks - These are areas that need to be mapped and validated, divided into smaller tasks that can be completed rapidly.

8. Download and review mapathon materials.

9. Recruit a volunteers/staff to help with planning and assign tasks for the event. This will include

   ☐ 3 – 4 trainers to go around and answer questions

   ☐ 1 presenter

   ☐ 1 person at the registration table

   ☐ 1 person to handle food/drinks

   ☐ 1 person responsible for social media and pictures (Optional)

How we can help

We can provide your team with a Missing Maps coordinator that can help coordinate and manage the event.

Contact a the Development Relationship Manager or Missing Maps Coordinator with your date and location so they can help you with the following;

1. Live Presentations – A staff person will be made available either in person or online streaming to present Missing Maps.

2. Training Guidance - A staff person will be made available either in person or online streaming to walk through the training with attendees.

3. Registration guidance – We can provide you with tools and tips on how to register and keep track of attendees.

4. Customized marketing and publicity materials, including sample press releases and intranet posts, can be provided to the Development Relationship Manager to edit for each engagement event. We can also add your mapathon event info to the Missing Maps Website and the wiki page

5. Collaborate with your local Red Cross/Red Crescent – As an option we can connect you with the local Red Cross/Red Crescent to help find mapping experts and handle translation services when available and appropriate.

NOTE: Make sure to confirm all your plans and check with your organization for specific event requirements.

Event Day Checklist

☐ Set up room.

☐ Set up registration table with name tags, brochures and method to sign people in.

☐ Test equipment to make sure it's all working

☐ Tape extension cords to the floor for safety

☐ Place Table top guides on each table

☐ Make sure you have contact info for tech support or staff support

☐ Confirm food/drink orders

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Resources

1. Why Map:

   ☐ http://www.missingmaps.org

   ☐ http://www.youtube.com/watch?v=C175zW8-6j8

2. Learn to Map

   ☐ http://mapgive.state.gov/learn-to-map/

   ☐ http://learnosm.org

   ☐ http://wiki.openstreetmap.org/wiki/Map_Features - Tagging Features

3. Pick a Task

   ☐ http://tasks.hotosm.org

   ☐ http://www.youtube.com/watch?v=73XCpTgyhSk - Video

   ☐ http://www.slideshare.net/nickallen50364/hot-task-manager - Extra information on Tasking Manager

4. Live Mapping results

   ☐ http://osmlab.github.io/show-me-the-way/

5. Donate and Volunteer

   ☐ http://www.missingmaps.org#contribute

Post mapathon

☐ Remember to thank your attendees at the event and with a follow e-mail.

☐ Consult the Missing Maps Dashboard for a full report of all employee effort, outcomes and mapping results. (Your Development Relationship Manager can provide you with this as well.)

☐ Optional: E-mail Missing Maps a list of attendees.

☐ Start planning for your next engagement

☐ Remember to post to social media.

   ☐ @themissingmaps – Use #missingmaps

   ☐ MissingMapsProject

Mapathons and Areas Mapped
November 2014 - February 2015