



MonitOil

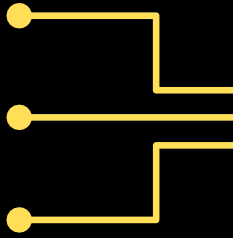
CROWDSOURCING MAPPING FOR OIL SPILL
ENVIRONMENTAL EMERGENCIES



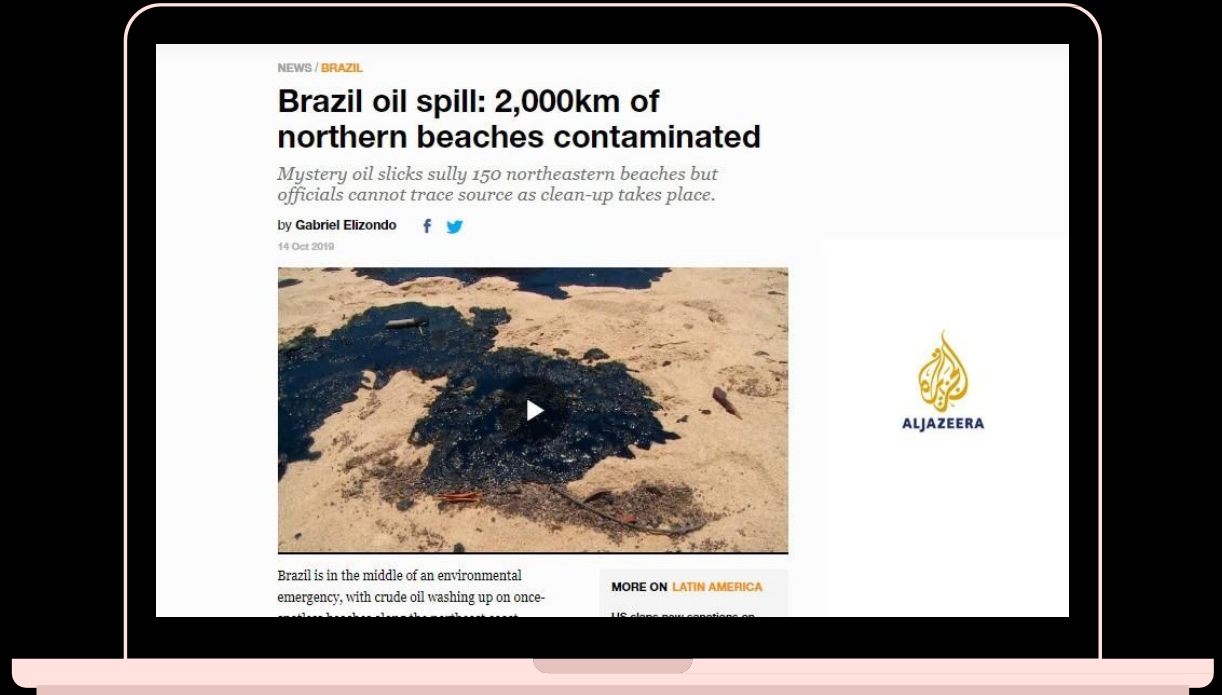
PROBLEMS

WHAT ARE WE GOING TO FACE

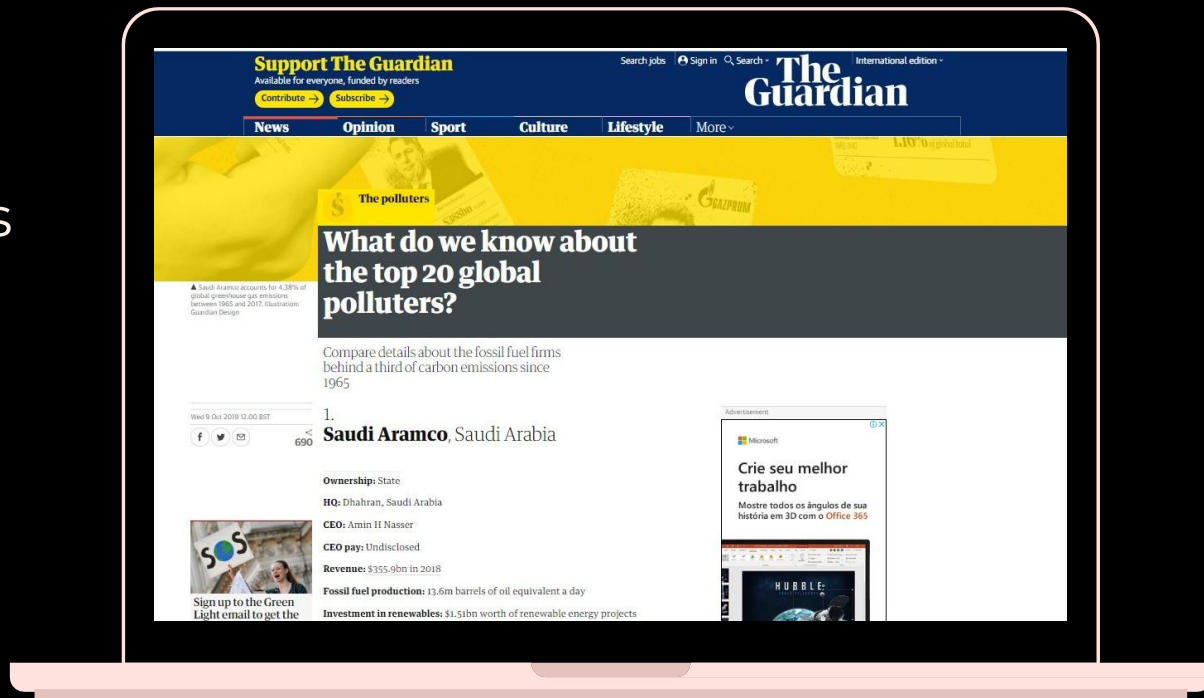
The impact of oil spill



Northeast
Brazil's ocean
and coast face
oil spill cases
NOW



The oil industry is
the most
polluting in the
WORLD



Oil spill
emergencies
require monitoring
and are
UNPREDICTABLE

AS

The New York Times

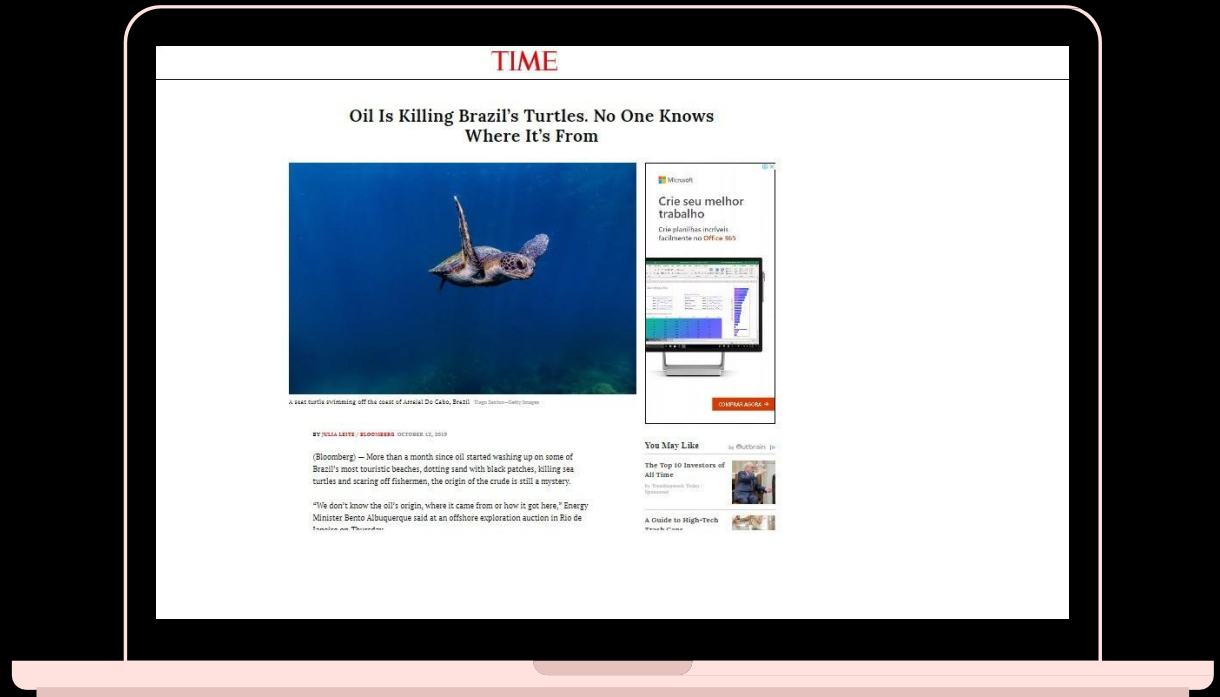
Subscribe

Mysterious Oil Spill Becomes New Environmental Crisis for Brazil

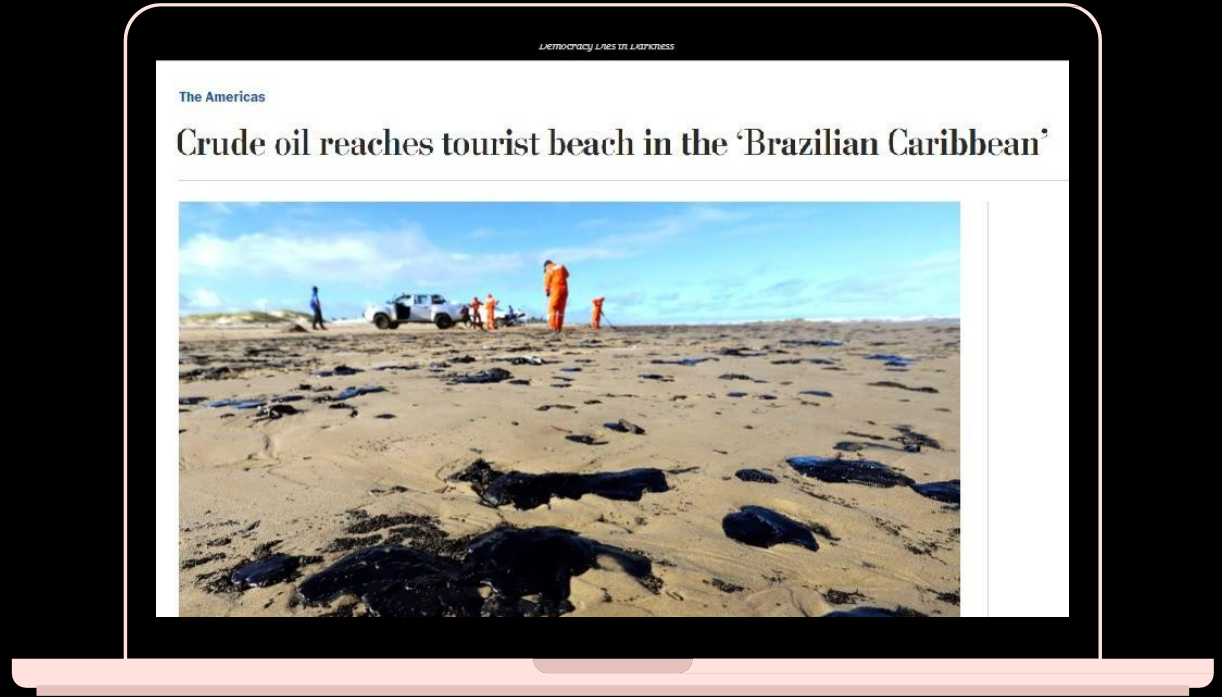


A leaking barrel of oil on a beach in Sergipe state, Brazil.

Oil spill affects
ecosystem
balance at
GLOBAL level



Tourism is
IMMEDIATELY
impacted by
pollution



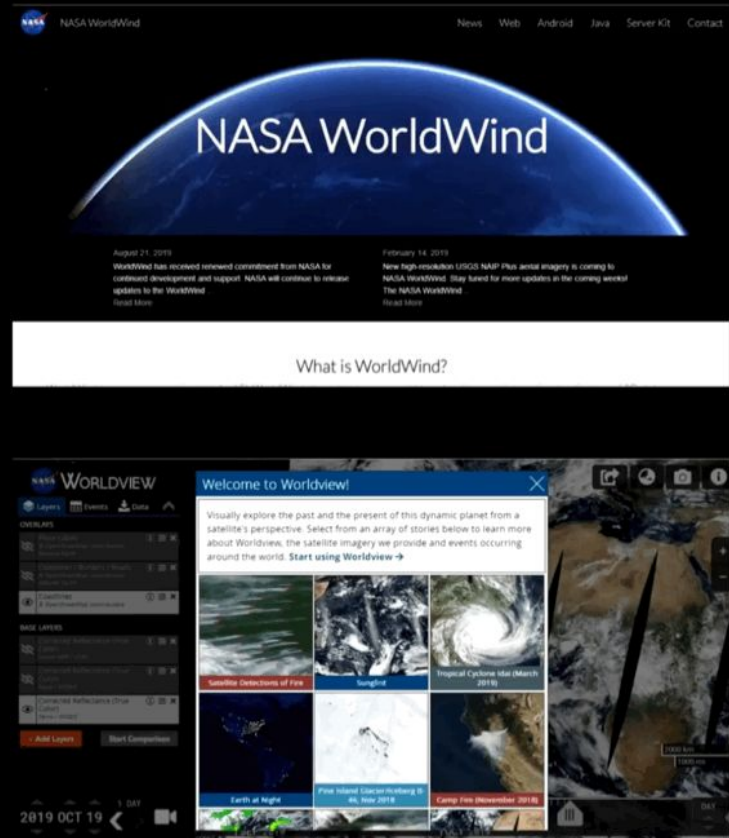
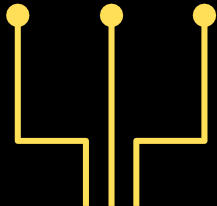
NUMBERS TODAY IN BRAZIL



Ibama data on October 19th

Challenge taken: Show the World the Data

Data SCIENCE
Data JOURNALISM
Data COLLABORATION
Data VIEW



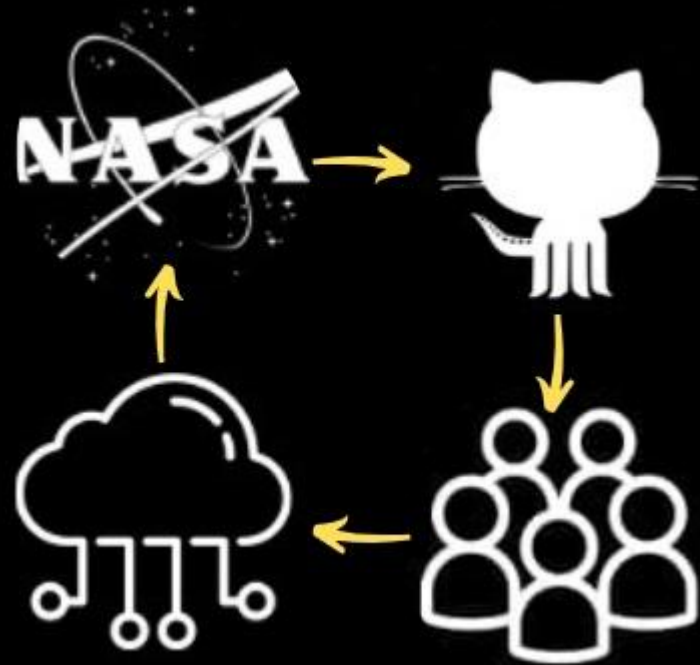
Solution

- Crowdsourcing mapping for oil spill environmental emergencies
- Local-regional management world visualization
- Simplified information of complex situations



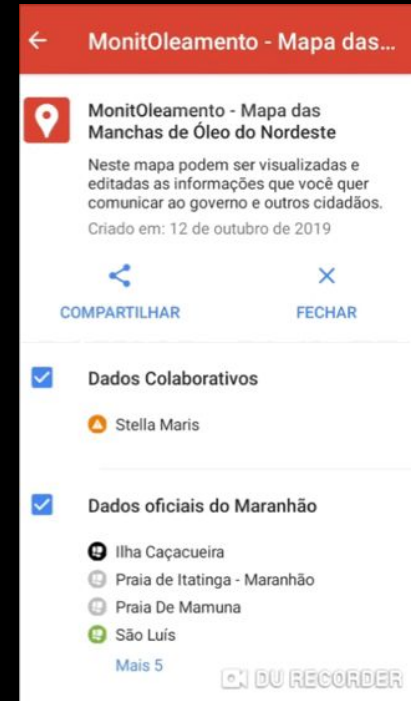
How it works?

- We use NASA open data
- We developed at GitHub
- We make information available at World View
- We inform the population based on scientists, journalists and governments



Global Benefits

- Risk Management (ISO 31000)
- Open data generation moderated by scientists in their countries
- Multidisciplinary Research Information Mashup
- Efficiency for socioenvironmental harm reduction interventions





WE THANK YOU
MonitOil Team