



Clara Palau
@clarapalaum

Geneva, ITU AI for Good
16 May, 2018



UNICEF: 70 years for every child

Seventy years ago, UNICEF was founded to meet the critical needs of children whose lives had been torn apart by World War II. It did not matter in which country those children lived or what role that country played in the war. What mattered was reaching the children at greatest risk and in greatest need.

UNICEF brought these children humanitarian support and long-term assistance. And it also brought hope to children who had endured the horrors of war and deprivation. Hope for a more normal childhood. Hope for a better future.

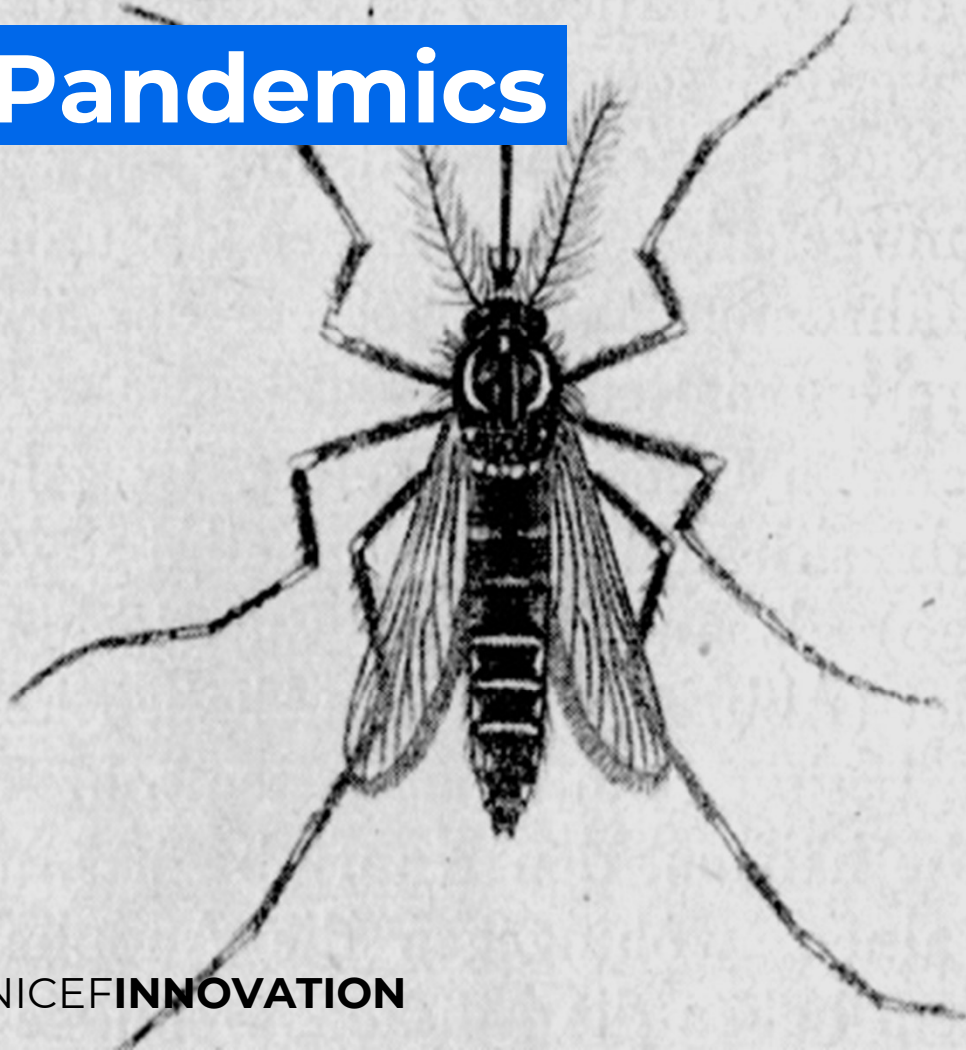
Seventy years on, UNICEF continues to play a significant part in drawing attention to the most vulnerable and excluded children in our world. We have helped over 1 billion children live better lives.

"The stirrings for change, aided by a growing international conscience and awareness of the need to share materials and experience, has led for the first time to the possibility that more of the children of the world can join the present fortunate ones in a chance for life, health, productivity, and happiness."

— Eleanor Roosevelt, 1946



Pandemics



UNICEFINNOVATION



@unicefinnovate

Real-time data



Mark Natfalin

The following SMS was sent to 46,000 U-Reporters: "Do you know how to prevent yourself from getting Ebola?" Out of those who responded, 38% had no knowledge.

Big data platform



Google

facebook

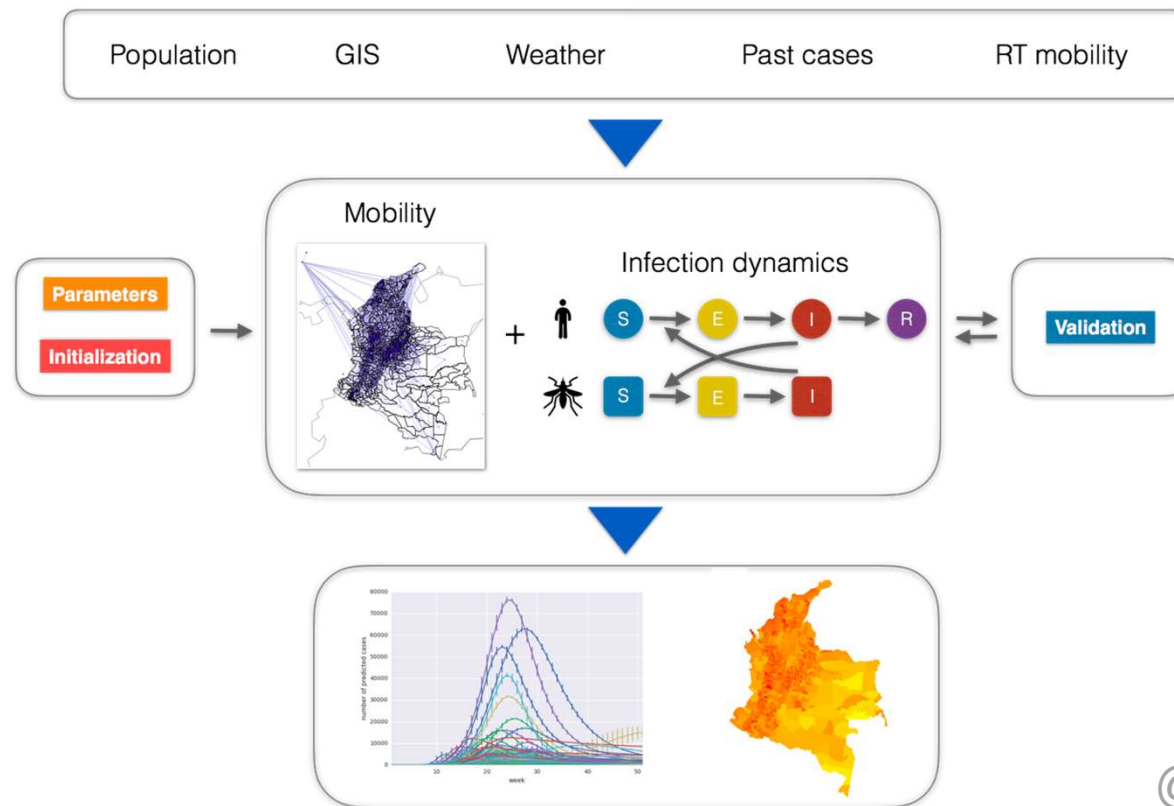
Telefónica

AMADEUS

IBM

@unicefinnovate

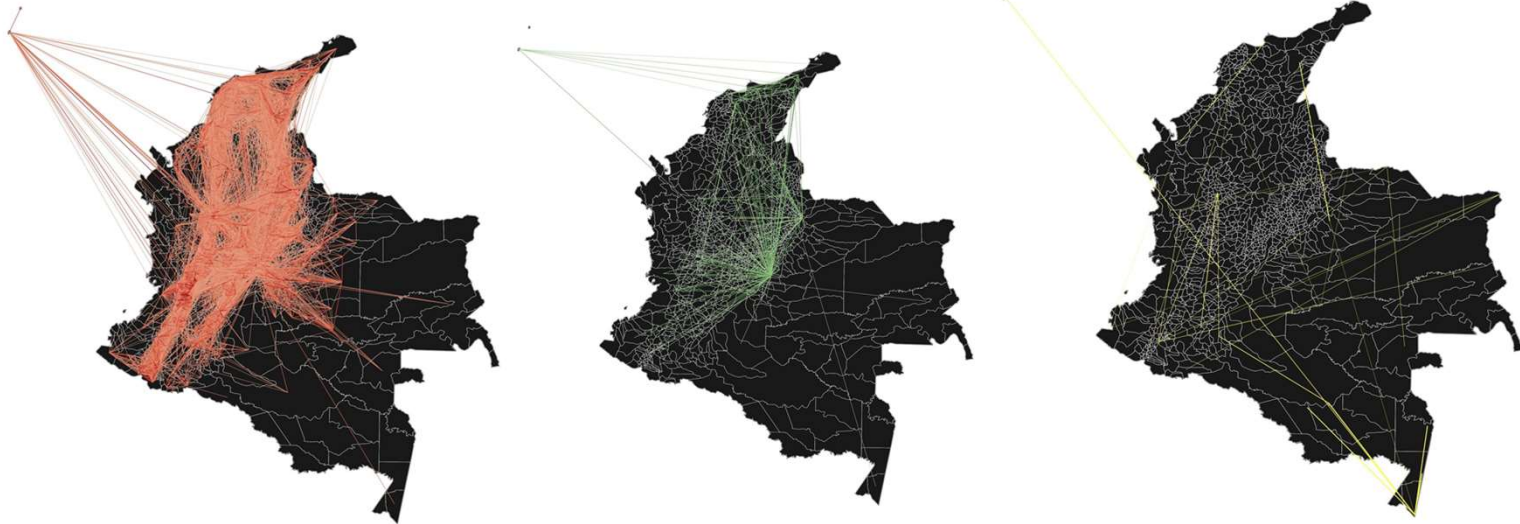
Integrate epidemic modelling



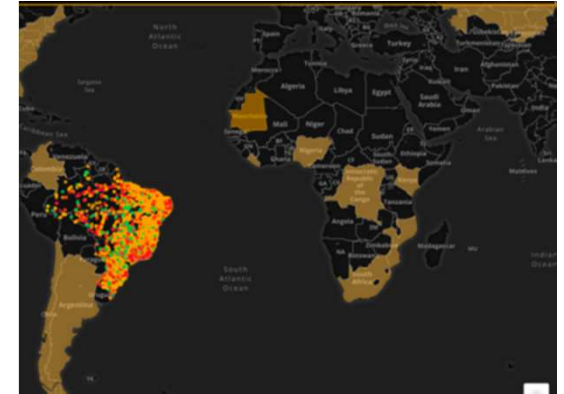
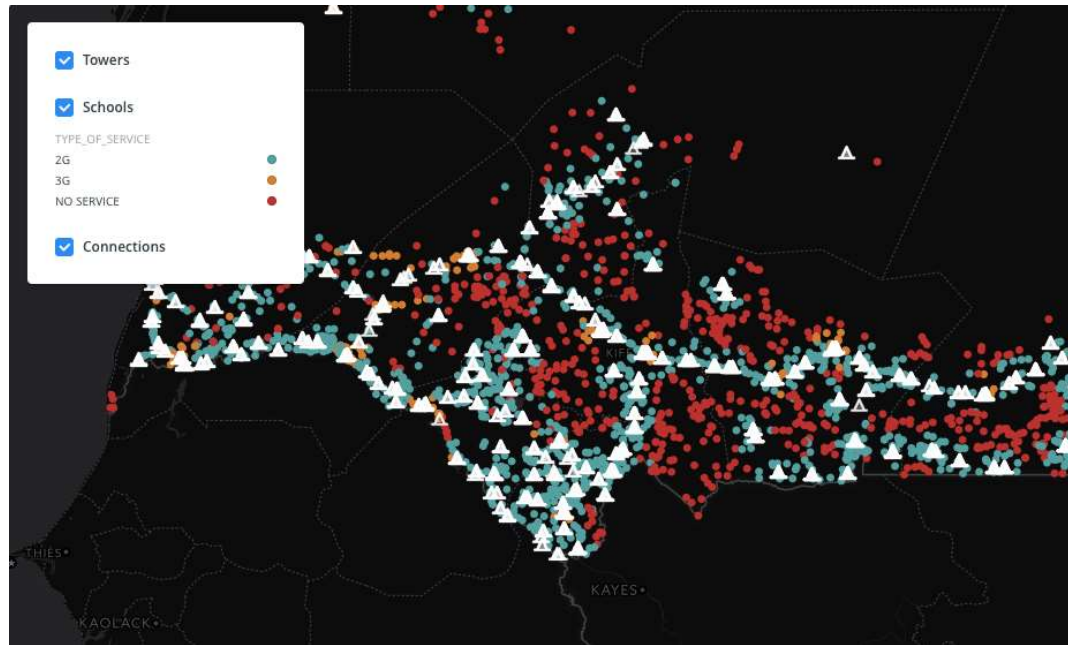
@unicefinnovate

Understand data bias

Colombia people's movements seen from different sources.
Who is in the blind spots of **data and algorithms**?



Mapping risk factors



CASE STUDY:
“How do you map risk?”

How do you map every school in the world?”



Empowered lives.
Resilient nations.



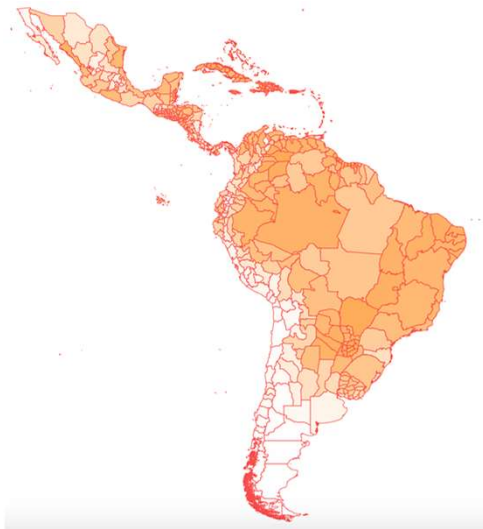
Using Satellite imagery and AI



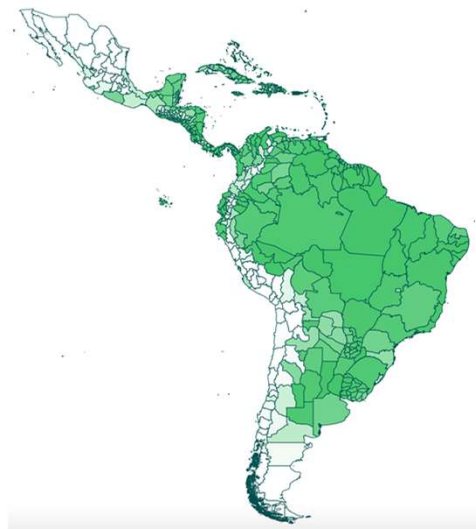
Assess epidemic risk

Machine Learning (ML) techniques to:

- Quantify the contribution of different **factors** (temperature, mosquito suitability, urban/rural, poverty, mobility, etc) to **epidemic risk**
- Understand their **interaction**



Mosquito suitability



Temperature



Population

thanks

UNICEFINNOVATION

@unicefinnovate