ENVIRONMENTAL DATA COLLECTION APP

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Environmental Communication in Tanzania

- Venance Segere Soza - Morogoro Regional Secretariat, Humphrey Fellow
  - Population: 2,218,492
- Problem: Tanzania’s government does not currently have a way to collect environmental data
- App to streamline communication, time to address environmental conduct
- Final Deliverables: feasibility study, app UI
Design Objectives

- Design inspired by other apps
- **Success** = people want to use the app, report incidents
- **Peer-reporting**
  - Newsfeed
- **Educational**
  - Information about different environmental topics
- **3 Sectors**
  - Environmental Issues
  - Education in Tanzania
  - Mobile phone usage in Tanzania
Prior Art: Send, Snap, Solve

- Report
  - Take photo
  - Select category
  - Review & Submit
Prior Art: Lake Tahoe Citizen Scientist

- Educational
  - Understand
  - Learn
  - Awareness
Prior Art: Hooked

- News feed
  - Live feed
  - Read & learn
  - Awareness
Demonstration: TAZAMA
## Methodology - SWOT Analysis

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>● Ease of usage</td>
<td>● Cybersecurity</td>
<td>● Pilot project</td>
<td>● Complex Environmental problems</td>
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<td>● Citizen science education</td>
<td>● Greenwashing</td>
<td>● Partnership</td>
<td>● Limited environmental literacy</td>
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<td>● Protecting the environment</td>
<td>● Political dynamics</td>
<td>● Data Platform</td>
<td>➔ Inaccuracy of data collection</td>
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<td>● Public health and social well being</td>
<td>● Technical problems</td>
<td>● Civic engagement</td>
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- **Opportunities**
  - Pilot project
  - Partnership
  - Data Platform
  - Civic engagement
  - Raising Reputation

- **Threats**
  - Complex Environmental problems
  - Limited environmental literacy
  - Inaccuracy of data collection
Recommendations

● D-Lab II
  ○ “Front end” or UI complete
  ○ Computer Scientists to complete “backend”
    ■ Data receiving/organizing, notifications

● Local Trust/ Information Openness
  ○ Partnership opportunities with local businesses and NGOs
  ○ Authoritative: Annual, quarterly reports
Questions?