



nextmap

Sustainability Milestone

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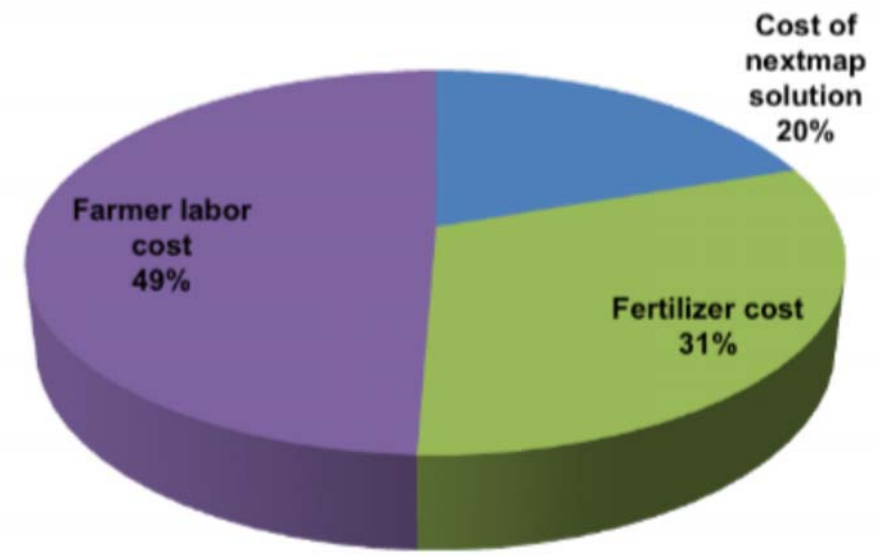
Map: "Worldwide Growth in Fertilizer Use."

http://www.nytimes.com/imagepages/2008/04/30/business/20080430_FERTILIZER_GRAPHIC.html

Local fertilizer prices have doubled and even tripled over the past year (Viet Nam Fertilizer Association)

InnovGreen: Nextmap = 20% of total cost

Cell phone cost	\$4,000 (one time cost)	
Mobile service cost	\$1,200	
Server cost	\$1,200	
IT administrator	\$2,400	
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Cost of nextmap solution	\$4,800	20%
Fertilizer cost	\$7,500.00	31%
Farmer labor cost	\$12,000.00	49%
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Total	\$24,300.00	100%



Costs & Benefits

- Cost savings...
 - Avoid farmers reselling or dumping fertilizer on the road
 - Optimize fertilizer formula by gathering and tracking pH data
- Better information organization...
 - Communicate progress across teams easily
 - Centralized view of data - eliminate paper, file cabinets

Operational sustainability

- Phased roll-out – start with 5 teams in Quang Ninh and roll-out to a total of 10 teams
- Training: inspectors, technical staff, administrator



Natural Disaster Hotspots

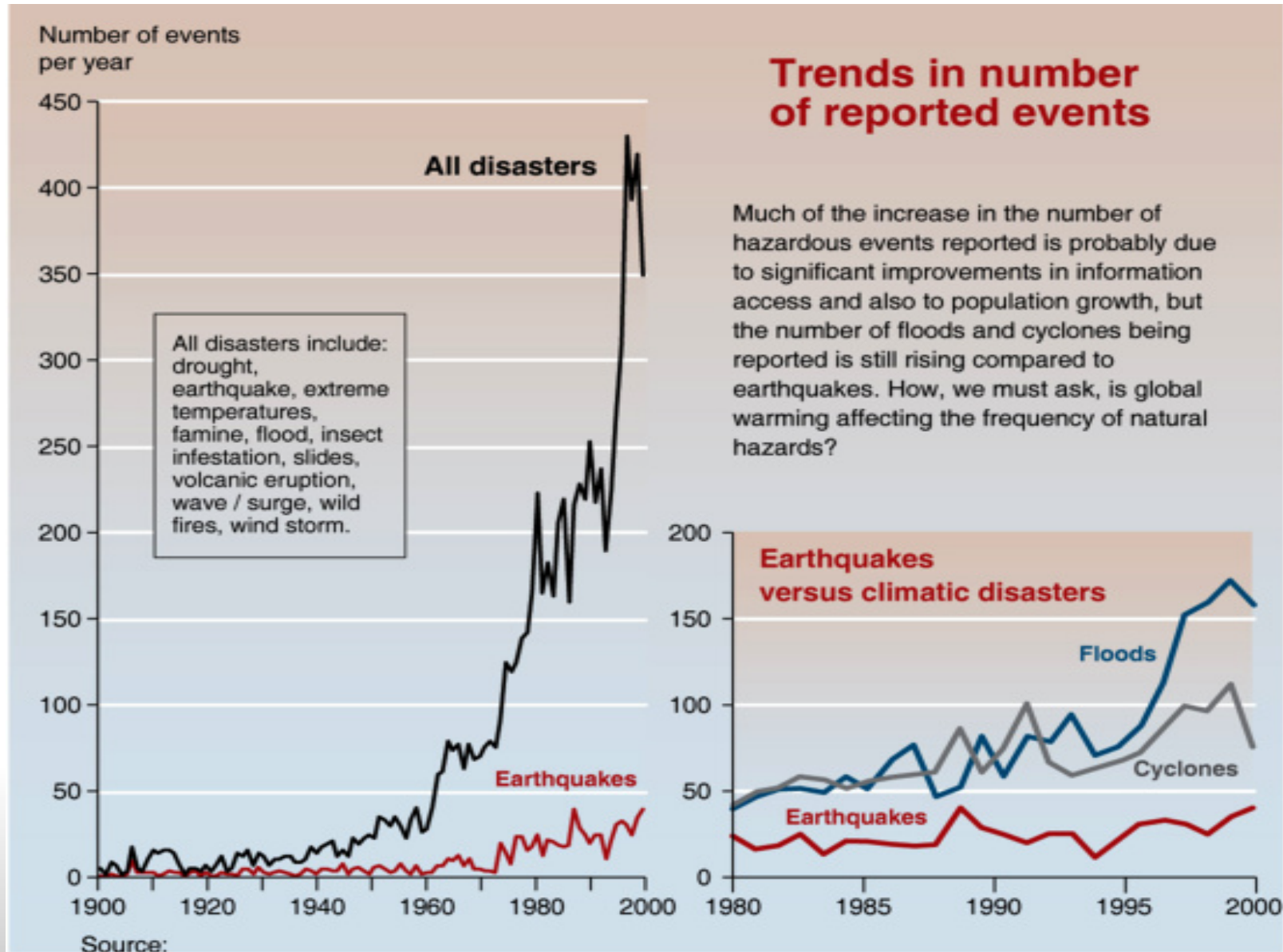
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World map showing regions with high proportional economic risk due to vulnerability to two more more hazards.

World Bank. (Dilley, Maxx; Robert S. Chen, Uwe Deichmann, Arthur L. Lerner-Lam, and Margaret Arnold, with Jonathan Agwe, Piet Buys, Oddvar Kjekstad, Bradfield Lyon, and Gregory Yetman). 2005. Natural Disaster Hotspots: A Global Risk Analysis. Washington, D.C.: World Bank.

- Significant improvements in information access have increased the number of hazardous events reported.
- The number of floods and cyclones being reported is increasing.

Recent Trends



Courtesy of UNEP/GRID-Arendal. Source: "Trends in Natural Disasters," UNEP/GRID-Arendal Maps and Graphics Library, <http://maps.grida.no/go/graphic/trends-in-natural-disasters> (Accessed 22 June 2009).

CRS Costs



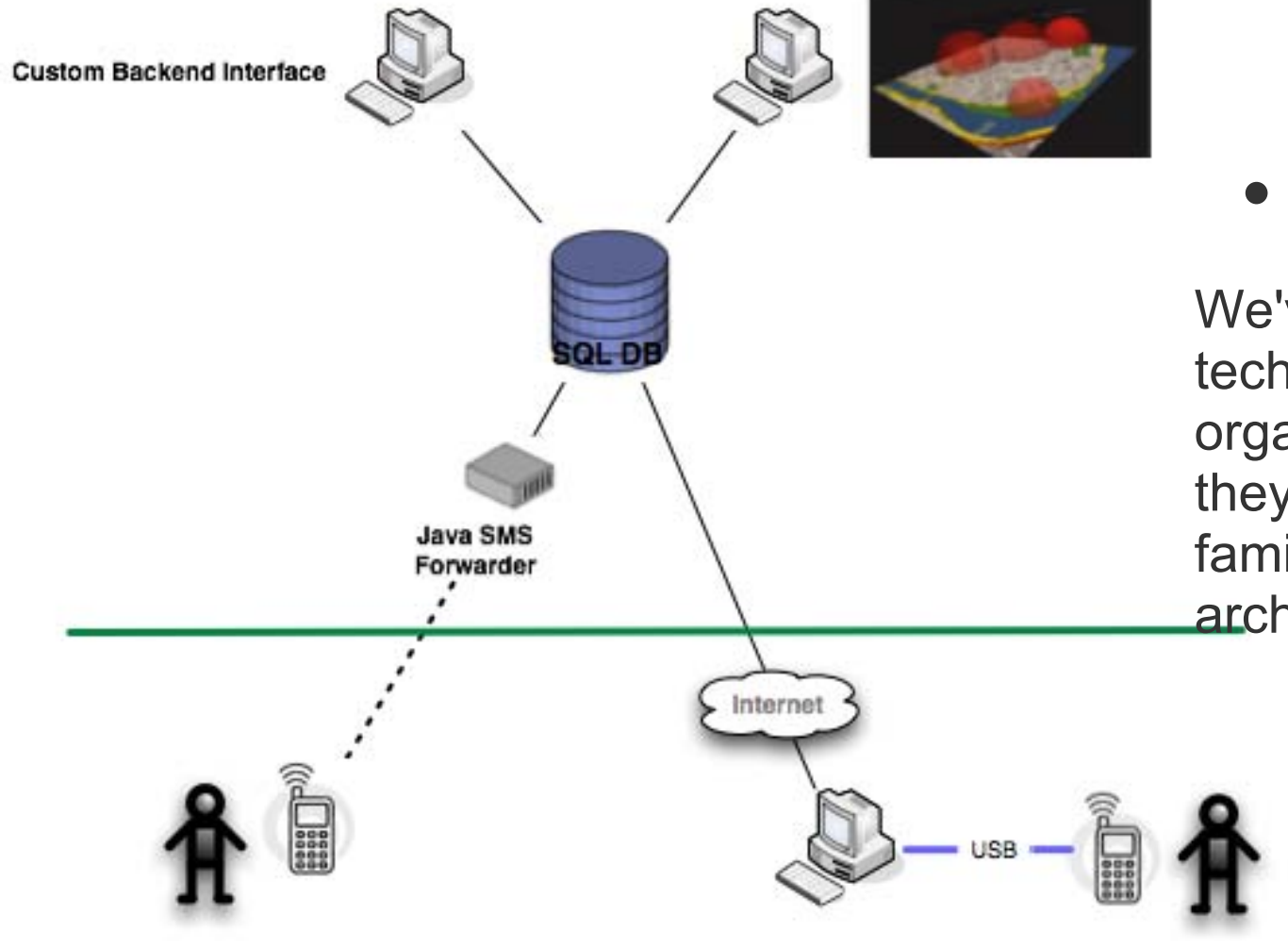
Courtesy of PlaneMad. Used with permission.

- The phones cost CRS \$100 with a monthly rental of \$10.
- The approximate salary of relief workers are \$250-\$350 per month, at the village level.
- CRS has internally budgeted for the pilot and technical maintenance of the system.

Operational Sustainability

- CRS wants to be comfortable with this technology before exploring larger-scale options.
- Relief workers are 100% comfortable using mobile phones and SMS.
- CRS IT department will be responsible for technically maintaining the system.
- Hindi is the preferred language of the system.

Technological sustainability



Flexible, Modular Design:

- Two front-end interfaces- internet upload and mobile SMS
- Customizable backend interface

We've worked closely with technical staff in both partner organizations to ensure that they are comfortable and familiar with the system architecture.

Nextmap's future

- InnovGreen: “Plant-a-tree” program
 - Any one can fund planting and fertilization of a tree and see it grow on Nextmap
- CRS: information sharing between relief worker in the same location
- CRS: information sharing with other relief organizations

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