


Context

Entrepreneurs are using the growing need of small farmers in their region to grow and export their cattle to get growing and export.

- Greater diversity
- Larger population, population and growth
- High income, high income
- The average, it is a fairly low



A crowd sourced system to gather and communicate commodity prices

1. Beneficiaries use a mobile phone to report current prices of commodities and have access to the cheapest prices in their region.
2. For aid agencies: access to real time commodity prices in a region and potential to react to emerging price changes.

The invisible hand



The invisible hand is a term used by Adam Smith to describe the unintended social benefits of individual actions. The theory is that the Invisible Hand states that if each consumer is allowed to choose freely what to buy and each producer is allowed to choose freely what to sell and how to produce it, the market will settle on a product distribution and prices that are beneficial to all the individual members of a community, and hence to the community as a whole.

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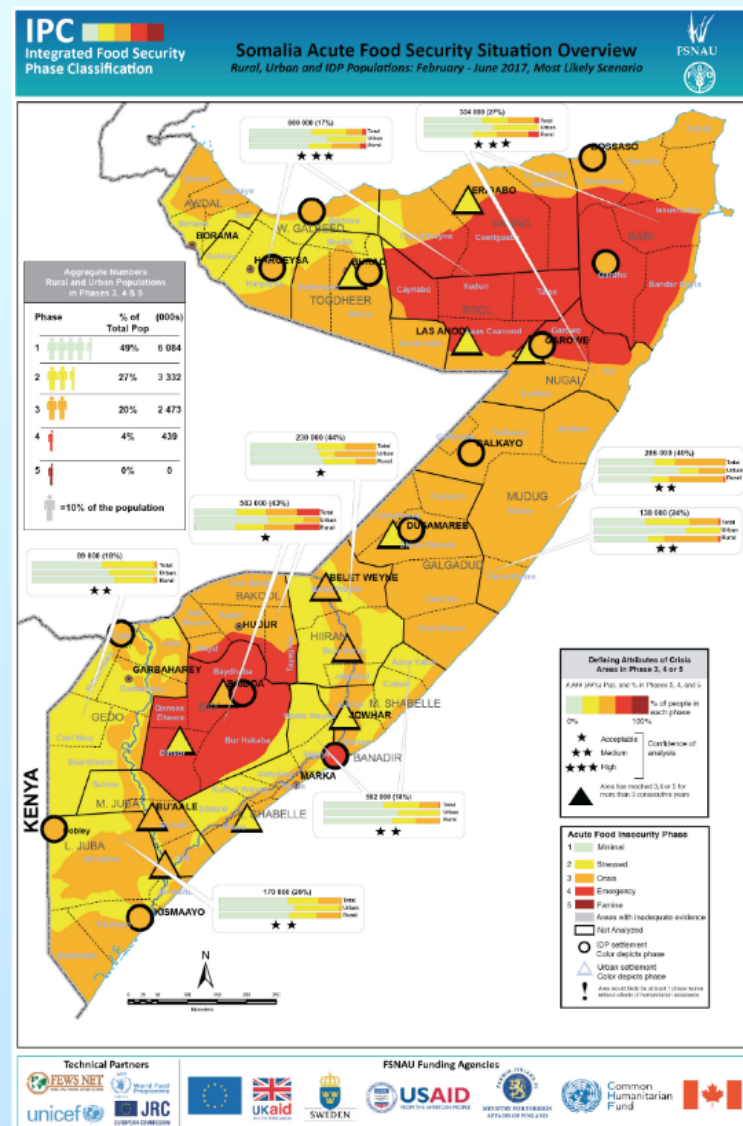
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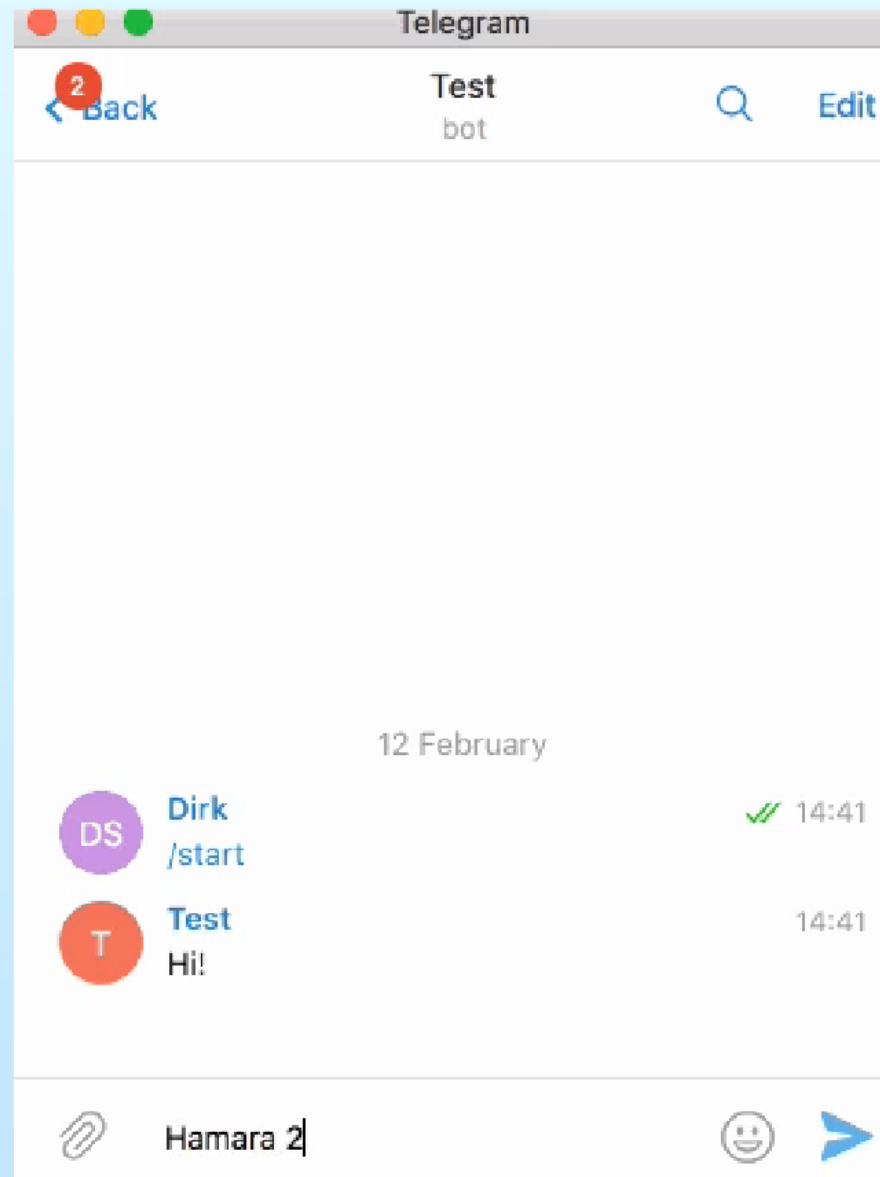
Context

'Pastoralists are using the growing reach of mobile phones to find out where they should take their cattle to get grazing and water.'

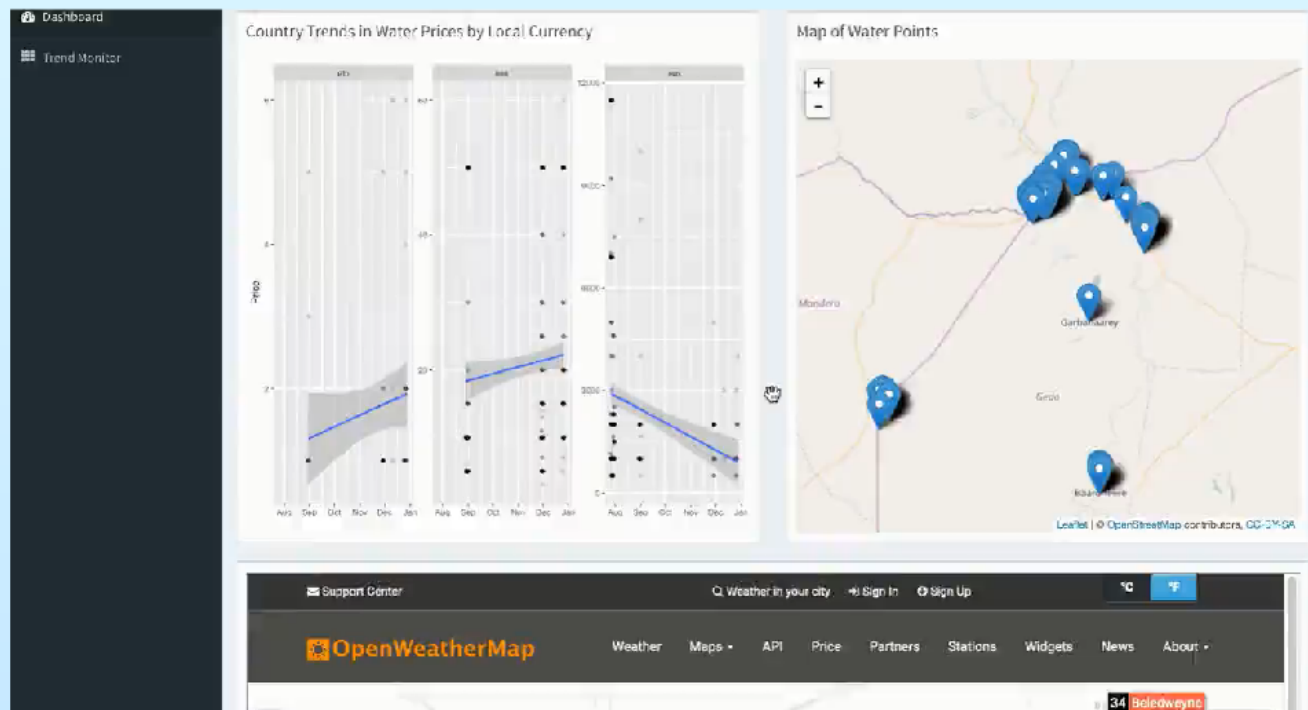
- Gedo, Somalia
- Target population: pastoralists and nomads.
- Situation: complex emergency. High needs.
- On average, 4/7 in a family have got a phone.



Population can report water prices and receive cheaper waterpoints nearby



Agencies can use data for action



IMPACT

1. *People are provided with information and can make informed decisions more efficiently.*
2. *Local Economy - the community-driven app allows more opportunity for business for all actors.*
3. *Weather forecasts and increase in commodity prices are indicators for scarcity, the tool thus functions as an **Early Warning System**.*
4. **Mitigation:** *when aid organisations and the government are warned in advance, they can make sure to either **distribute cash or commodities** (looking at the stability of the market, this information can be distracted from the database)*
5. *Eventually, food security might increase*

Next steps

1. Find a **suitable region** to test the approach
2. **Reaching the population:** disseminating information (role of aid workers) and incentives to feedback.
3. **Linking Existing Data:** to allow better collaboration by providing a intuitive platform to upload data from external agencies and field reports from aid workers.
4. **Local Partnerships:** to work with local providers (e.g. Telecoms) for seamless dissemination of the application
5. **Better Feedback Mechanisms.**

Let's explore this opportunity!



Source: https://www.google.nl/search?q=nomad+mobile+phone+somalia&tbm=isch&imgil=nltzJfkWHGgJAM%253A%253BC7xVeen_covEsM%253Bhttps%25253A%25252F%25252Fhorseedmedia.net%25252F2014%25252F09%25252F04%25252Fsomalia-nomads-using-mobile-phones-trace-water-pasture%25252F&course