Data for Good

MISSION

The **Facebook Data for Good** initiative seeks to share data and insights, to solve some of the world's biggest problems.

We believe that when data is shared responsibly with organizations and communities, it can improve wellbeing and save lives.

Some of our major data tools include:	DISASTER MAPS
POPULATION DENSITY MAPS	INSIGHTS FOR IMPACT	FUTURE OF BUSINESS SURVEY
DISEASE PREVENTION MAPS	ELECTRICAL DISTRIBUTION GRID MAPS	THE INCLUSIVE INTERNET INDEX

PROTECTING PRIVACY

Privacy is built into all of our products by default; we aggregate and de-identify information, and don't share anyone's personal information

De-identification
Prevents a person's identity from being connected with information

Aggregation
Draws insights from the total number of people in a particular geographic region

Smoothing
Combines population estimates to avoid the possibility of re-identification.

We also follow legal procedures like data-sharing agreements, ensuring that data is shared only with selected organisations that will use it for specific purposes.

DATA COLLABORATION

Facebook's data products are built in collaboration with humanitarian organizations and universities. These collaborations ensure that our data products help partner organizations achieve their missions and improve lives.

For more information visit us at dataforgood.fb.com

DATA FOR GOOD IN INDIA

INSIGHTS FOR IMPACT	DISEASE PREVENTION MAPS		POPULATION DENSITY MAPS	DISASTER MAPS		FUTURE OF BUSINESS SURVEY
Upswell	Harvard School of Public Health	Wadhwani AI	IDInsight	SEEDS India	IIT Tirupati	World Bank and OECD
Analyzing the public conversation on nutrition in India	Forecasting spread of disease in APAC countries	Disease spread model for TB	Data collection for Aspirational Districts program	Disaster Response	Mapping people and transport movement	Decoding small business dynamics

Disaster Maps: Kerala Floods

In August 2018, unusually heavy rainfall in Kerala led to a flood that affected over a million people. Typical of any large post-disaster scenario, information on displacement and subsequent return was unknown. As part of their partnership with Facebook, on Disaster Maps, **SEEDS** India were able to do the following:

- Access aggregated near real-time movement of population in the affected locations.

- Appropriately time early recovery phase with a **Back2Home** and **Back2School** programme.

- Shared displacement trends with **75** other prominent humanitarian organizations.

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Manu Gupta
Co-founder **| SEEDS India**

"Up until now there is no authentic near real-time information on population displacement in the aftermath of a disaster. Access to Disaster Maps can potentially redefine the way we plan our response and recovery efforts in future disasters."

Future of Business: Impact of role models on business owners

The most recent wave of the **Future of Business** in 2019 expands upon our research on the differences between male and female business owners. Our research indicates:

- In India, over **8 in 10** female business owners on Facebook say social media is helpful to their business - a rate that is statistically higher than their male counterparts.

- Over **7 in 10** female business owners on Facebook say that they have a role model, of which over 6 in 10 say that their role model is a woman.

- However, women business owners on Facebook in India, still face significant funding challenges, with less than **1 in 5** stating they currently have a bank loan or a line of credit.

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