



HISTORY

Nairobi, Kenya, September 30th, 2015. - Ushahidi (<http://www.ushahidi.com/>) is a non-profit technology company whose mission is to change the way information flows in the world. Founded in Nairobi, Kenya during the 2008 election violence and human rights abuses, Ushahidi means "testimony" in Swahili. The company builds digital tools and run programs to give marginalized people a voice. Since 2008, the Ushahidi Platform has grown to be the world-class open-source tool for human rights activism, crisis response, and civilian empowerment.

Global Mission

Over the past seven years, the Ushahidi Platform has been deployed more than 90,000 times in more than 159 countries, in 45 local languages, with 5 million testimonies, reaching nearly 18 million people. The platform has become a replicable solution for people worldwide, from Syrians reporting on human rights abuses at Syriatracker.crowdmap.com to tracking human rights abuses in Nepal at Nepalmonitor.org.

People around the world need a way to share their voice during a critical situation, to ask for and generate support, and to bring transparency to their issues. At the same time, organizations and governments lack understanding of what is happening on the ground; they need a way to make sense of how to respond effectively and quickly. These are just a handful of the thousands of impactful uses of





the Ushahidi platform to amplify people's voices.

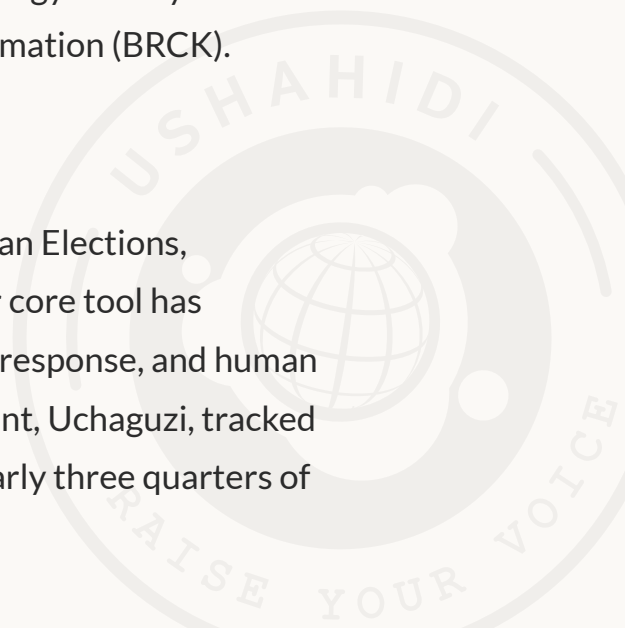
Innovation is born here, ecosystems created.

Ushahidi has built six open-source software products: the Ushahidi Platform, SMSsync, Crowdmapper, SwiftRiver, CrisisNet, and RollCall. Ushahidi has run numerous large on-the-ground programs that utilize its software and expertise, including the Haiti earthquake response, the Uchaguzi election program, the Resilience Network Initiative, and Making All Voices Count - a grand challenge for development.

In addition, Ushahidi has successfully catalyzed six organizations that work across its collective vision to create technologies that provide access, change the way information flows in the world, and improve decision-making. Together these organizations form the Ushahidi Ecosystem, an association, that works together to focus on how technology can and should be used for doing good in the world to solve global problems like humanitarian response & democracy (Ushahidi), technology-enabled humanitarian volunteering (Standby Task Force), open data as a global resource (Popily), making things to create jobs and economic growth (Gearbox), women in tech, job creation and empowerment (AkiraChix), technology built by and for the developing world (iHub), and access to information (BRCK).

Impact

As we've seen with deployments like The Nigerian Elections, Quakemap.org, WaterSMS, and Harassmap, our core tool has incredible results for citizen engagement, crisis response, and human rights reporting. The Kenyan election deployment, Uchaguzi, tracked reported incidents from 8,000 respondents, nearly three quarters of





whom said that the incident reported was resolved. In an independent review of Harassmap.org, they concluded that the Ushahidi map is an effective tool for data collection for sensitive issues, encouraging more participation and sometimes more truthful reports than other typical data collection means. In the Nigerian Election an academic study showed that the Ushahidi election monitoring deployment increased voter turnout in the 2011 Nigerian election by eight percent. We have reached nearly 18 million people through our platform, and calculate that it has cost us under \$1/impact.

Since the release of Ushahidi's open-source codebase in August, the platform is already being used to coordinate a #RefugeesWelcome deployment. We look forward to seeing what the world of humanitarians, citizen journalists, and others fighting to change the way information flows in the world do with the latest, most powerful Ushahidi Platform.

