

PROMOTING RESPONSIBLE DIGITALISATION

Background

Digital tools have transformed humanitarian services and aid delivery significantly in recent years. Humanitarian operations use more digital tools each year collecting, analysing, sharing and storing data about some of the most vulnerable people on earth. These tools and this data can help organisations respond more efficiently and effectively; however, it also comes with risks if humanitarian workers are not equipped to use the tools appropriately and responsibly.

Strengthening data literacy and responsibility of frontline responders and affected populations

With the support of Aktion Deutschland Hilft (ADH), Disaster Emergencies Committee (DEC) and the European Commission's Humanitarian Office (ECHO) and on behalf of the Collaborative Cash Delivery Network, World Vision worked on building data literacy in Ukraine, Sudan and Somalia to establish foundations for building trust with people affected by crisis

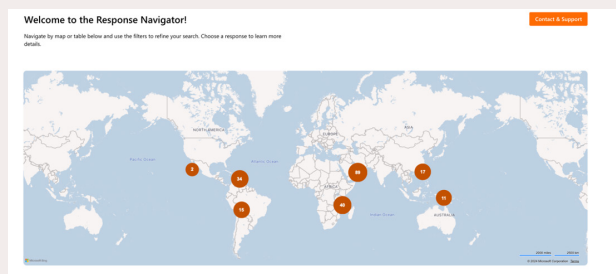
To date, World Vision has trained more than 325 people on data literacy:

- 1 Coordinated six (6) cohorts through a blended learning "Data Class" that covered data culture, data subject rights, data quality, data governance and sharing, the digital divide, and how to conduct data protection impact assessments.
- 2 Translated the materials into English, French and Spanish and developed a [self-paced data class](#) for scalability.
- 3 Developed a mandatory internal data security course (currently being translated into 15 languages before global roll-out to more than 30,000 World Vision employees in 2025).
- 4 Developed a practical data responsibility course, available to both World Vision and partner staff.

Digitally transforming World Vision's information management

World Vision also worked on improving the internal flow of information from responses to the global stakeholders within World Vision. This was accomplished by updating World Vision's response information portal (wvrelief). The new portal was launched on October 1, 2024, and the first two weeks saw over 10,000 visits from around the globe. Ongoing feature development continues to enhance the platform based on feedback from users. In the lead up to the launch, World Vision's has trained over 100 staff on how to manage it alongside development of 'how-to' videos and user guides.

At a glance, a user can see the number and location of responses World Vision is responding to at any



given moment in time as well as the number of people World Vision's is impacting. Each response has its own page displaying information about the response, the country, the impact World Vision is having, funding information, media information, and key staff.

Additionally, work has been done to improve the ability of World Vision's partners to access information about World Vision and how it partners. This is publicly available to improve its accessibility.

Improving accountability to affected populations through digital technology

World Vision made significant progress towards the establishment of a sustainable, global digital complaint management system for timely and secure processing of community feedback while making data trends available for programmatic and organisational decision-making. As early adopters, Somalia and Ukraine offices tested a digital complaints management platform designed by IOM that has been used to effectively and securely case-manage a large volume of community feedback. World Vision supported pilot tests of another open-source platform, SMAP, in a few offices, and then conducted a review of the relative strengths, costs, and sustainability of both options.

In early 2024, World Vision's global leadership agreed to recommend the SMAP platform to all country offices ready to digitalise their community feedback systems. Each office is encouraged to contextualise their system to align with their structure and accountability processes, but several core data fields have been defined to enable key data trends to be reported and analysed locally and globally. There is widespread interest across World Vision offices to be trained on and adopt the new platform.

The ADH funding made important contributions toward digital enhancements needed to host this platform on a World Vision managed server and enabling the automatic integration of community feedback received through SMS and WhatsApp chat messages. Face-to-face training on the new platform were organised for World Vision staff from Somalia, Sudan and Ukraine. In Ukraine, local partners were also trained as World Vision plans to transition to SMAP in 2025, and their use of this open source and secure platform will extend beyond World Vision-supported programmes for years to come.

Driving greater impact

Through the ADH funding much has been accomplished – practical resources are now available for World Vision staff and for the entire humanitarian community. There is much still to do to fulfil the data rights of community members, including continuously training staff and communities to ensure that ethical, practical data responsibility and literacy shifts from being viewed as “nice to have” to “this is who we are”.

As an established thought leader on responsible digitalisation in humanitarian response, World Vision is uniquely placed to support digital transformation and greater coordination around data sharing and responsible use within the humanitarian sector.

World Vision is exploring opportunities to:

- Continue capacity strengthening of humanitarian actors on data culture, data subject rights, data quality, data governance and sharing, the digital divide, and how to conduct data protection impact assessments
- Develop or broker data sharing agreements
- Enable deduplication and referrals within country programmes
- Strengthen community awareness of their digital rights and responsibilities

For more information contact: Amos Doornbos
Director, Disaster Management Strategy and Systems
amos_doornbos@wvi.org

 [Emergencies | World Vision International](#)

Supported by:

 **Aktion
Deutschland Hilft**
Germany's Relief Coalition

World Vision completed a Core Humanitarian Standard (CHS) Independent Verification in 2021. Following this process and to strengthen its adherence to CHS an improvement plan was developed by World Vision and funded by Aktion Deutschland Hilft (ADH) with pilots completed in Ukraine, Moldova, Sudan and Somalia from 2022 to 2024.