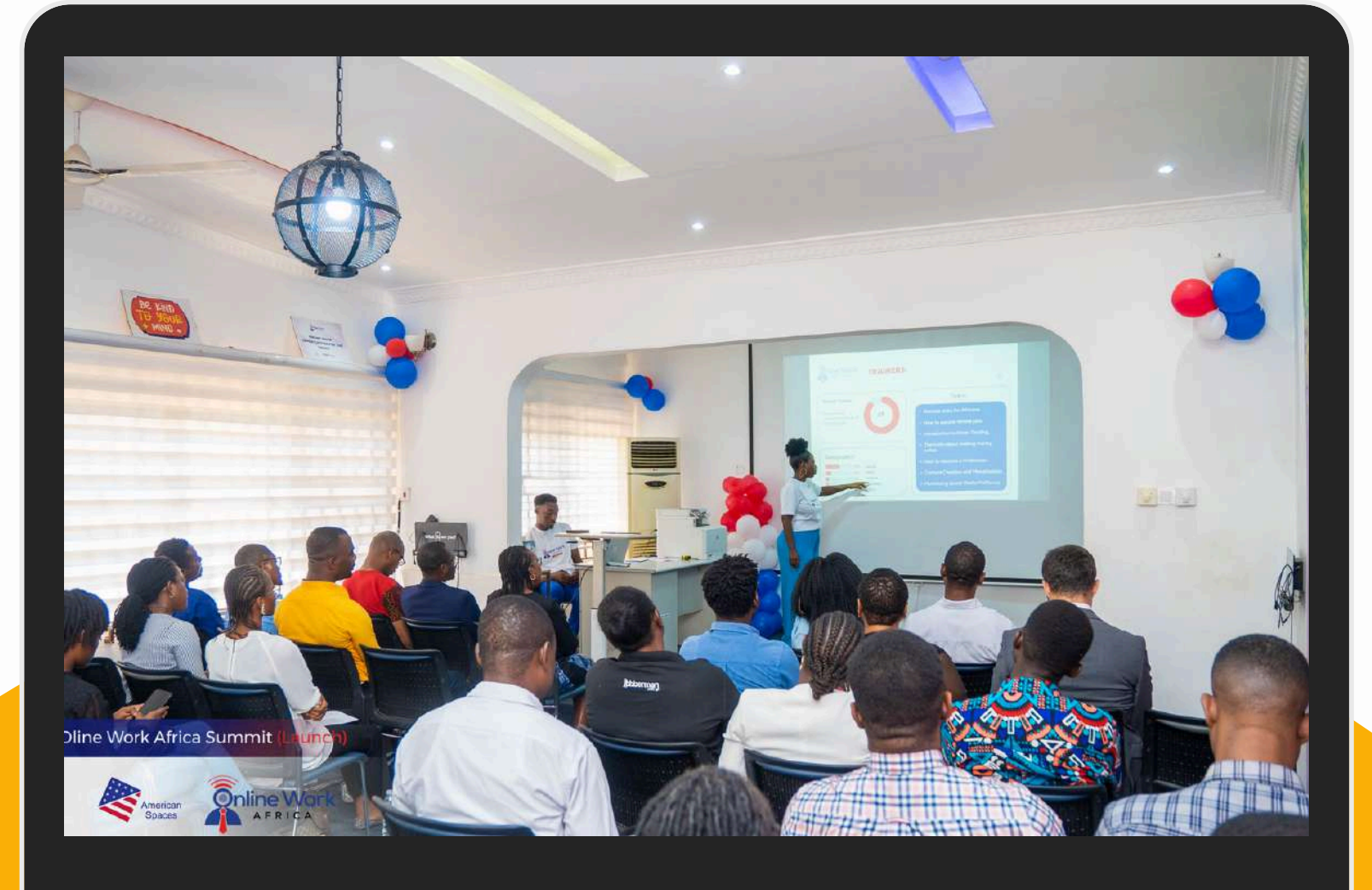




# Mobile App Approach for Citizen Data Generation

By : Florence Toffa



# About Mobile Web Ghana

Established in 2011..

Mobile Web Ghana is a technology & entrepreneurship hub that is dedicated to creating and scaling innovative projects that empowers the youth, organizations and communities to use technological and open data tools/solutions to solve local problems.



## Our SDG Priority

### Our Mission

To nurture and develop people and organizations in various communities to reach their full potentials.

### Our Vision

To create a generation of technology change agents and leaders who will use tech to solve local problems in communities.



# What We Do



## Technology Hub

Mobile Web Ghana provides services to startups and individuals, including: **Affordable office space, Free internet, Capacity building events, Partnerships & mentorship and Access to funding opportunities.**

## ICT4D Projects / IT Consultancy

Based on the wealth of experience we have in the Ghanaian tech space, we also offer consultancy services to **companies, international organizations and tech startups.**



## Incubation & Mentoring

Startups are emerging IT companies offering on-demand IT solutions or software to streamline industry operations. We are devoted to seeing the ones in a community grow and flourish to their fullest potential.

## Open Data Projects

Mobile Web Ghana is actively involved in Ghana's Open Data space, focusing on projects to open government data, establish a data analysis culture, and build capacity among government staff, with the vision of fostering innovation.



# ▶ Technology & Data & GBV



Technology plays a crucial role in collecting data on sensitive issues like FGM, enabling better understanding, targeted interventions and inform policies



# Technology & Data & GBV



Irrespective of the type of dataset we are working with, technology can be the converging point to drive meaning, make data decision and influence policy





# Sources Of Data



There are different sources of data eg. primary or secondary. Types of datasets eg. Structured, unstructured, text based, spatial, image, audio, and video etc.



irrespective of the type of dataset we are working with, technology can be driving force for change, decision making and inform policy



# **Mobile Web Ghana's Initiatives That Uses Technology To Address Gender Based Violence**





Mentorship for Girls



# MENTORSHIP FOR GIRLS-INCREASE SELF ESTEEM AND CONFIDENCE

Each year, we organize, mentorship for Girls: building confidence of girls in JHS & SHS to talk and report about gender based violence.



Mentorship for Girls



Mentorship for Girls



# Relevant Initiatives Related to Citizen Data Generation



## CODE FOR GHANA



An Open Data project that promotes **responsive, innovative and effective governance through technology**. This is achieved by telling evoking stories with data that is in relation to the government.

Code for Ghana has a flagship of **data-driven apps developed using open data**. Our projects are focused on promoting **citizen engagement** with the **government** and enhancing **data-driven journalism** with a user-centric approach.

## VISUALS FOR GENDER

Visuals for Gender is an initiative aiming to educate citizens, policymakers, and civil society organizations on gender-based issues using dynamic and static data visualizations. It focuses on critical cases like FGM, child marriages, defilement, and rape, and includes capacity building for gender-based organizations, policy dialogue, and media partnerships.

25

CSOs & Journalists mastered Software for data-story telling

86

Teachers trained in student gender violence response

300+

Junior High Schools in the Sexual and Reproductive Health and Rights.



## ONLINE GENDER-BASED VIOLENCE (OGBV) MAP BY MOBILE WEB GHANA



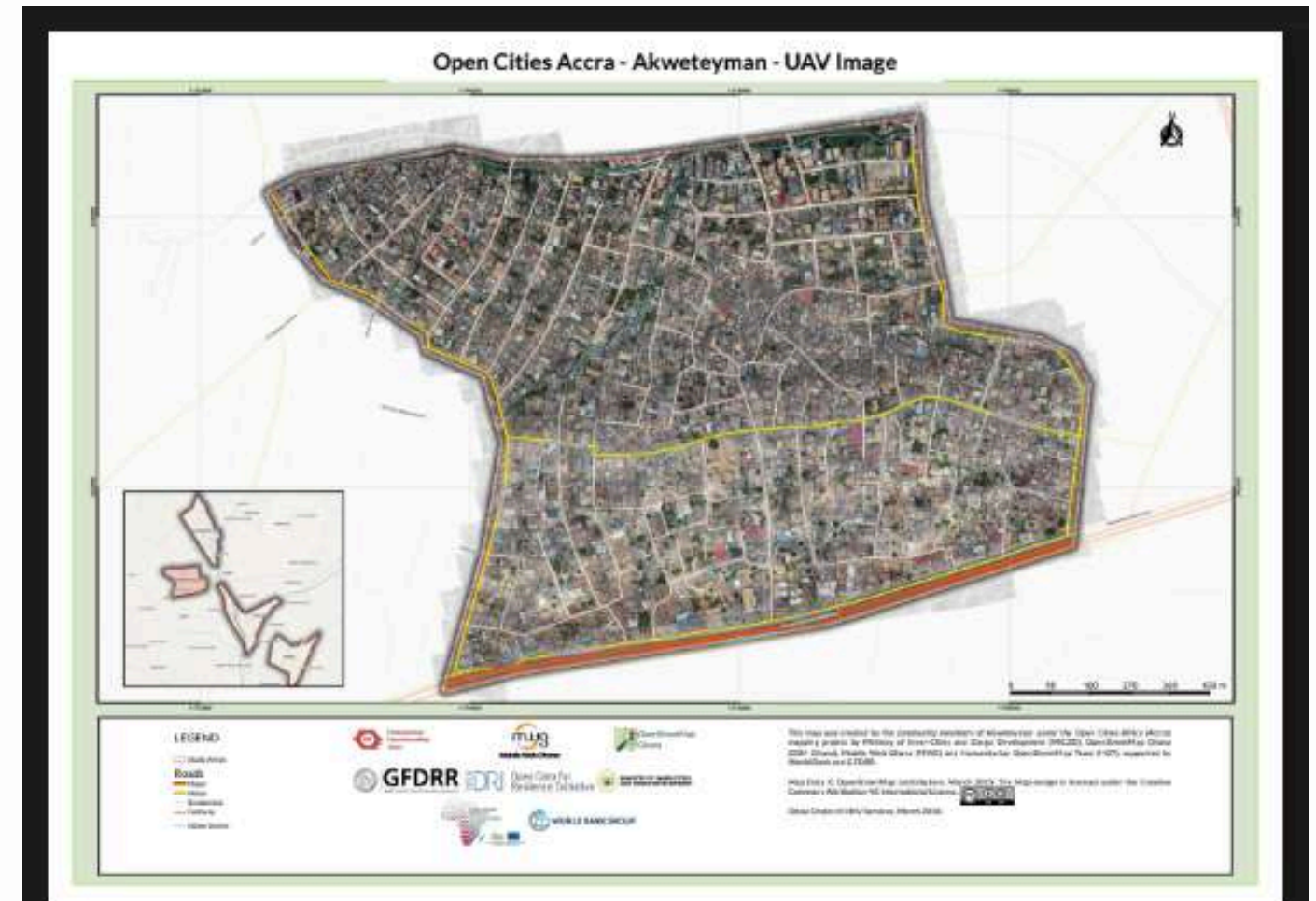
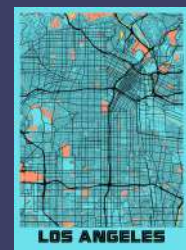
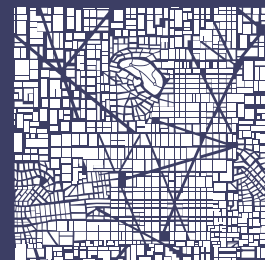
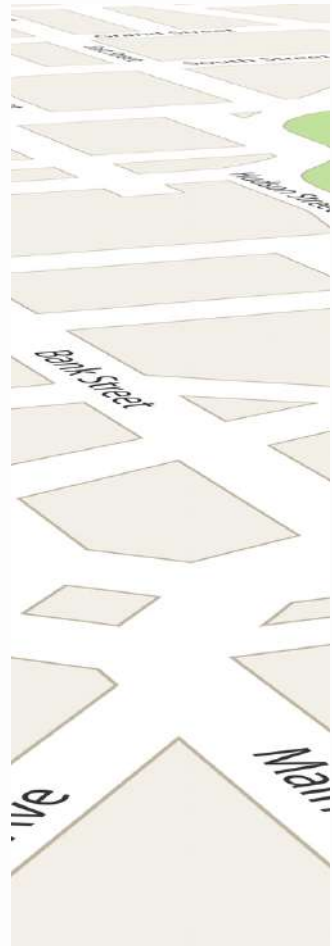
The OGBV Map by Mobile Web Ghana visualizes the **global landscape of online gender-based violence (OGBV)**. Based on the **World Wide Web Foundation's** research, it highlights:

- Policy and Legislation Mapping:** Lists global laws and policies on OGBV, with **100** initiatives from **30+** countries.
- Stakeholder Mapping:** Identifies **170+** organizations from **55+** countries.
- Studies and Reports:** Compiles **130+** studies from **40+** countries.

# Dashboards We've Created

## OPEN CITIES ACCRA

The Open Cities Accra Project seeks to make Alogboshie and its environs resilient to natural disasters, especially flooding. The project will also involve the remote mapping of Nima, Akweteman and Alajo.



# Dashboards We've Created

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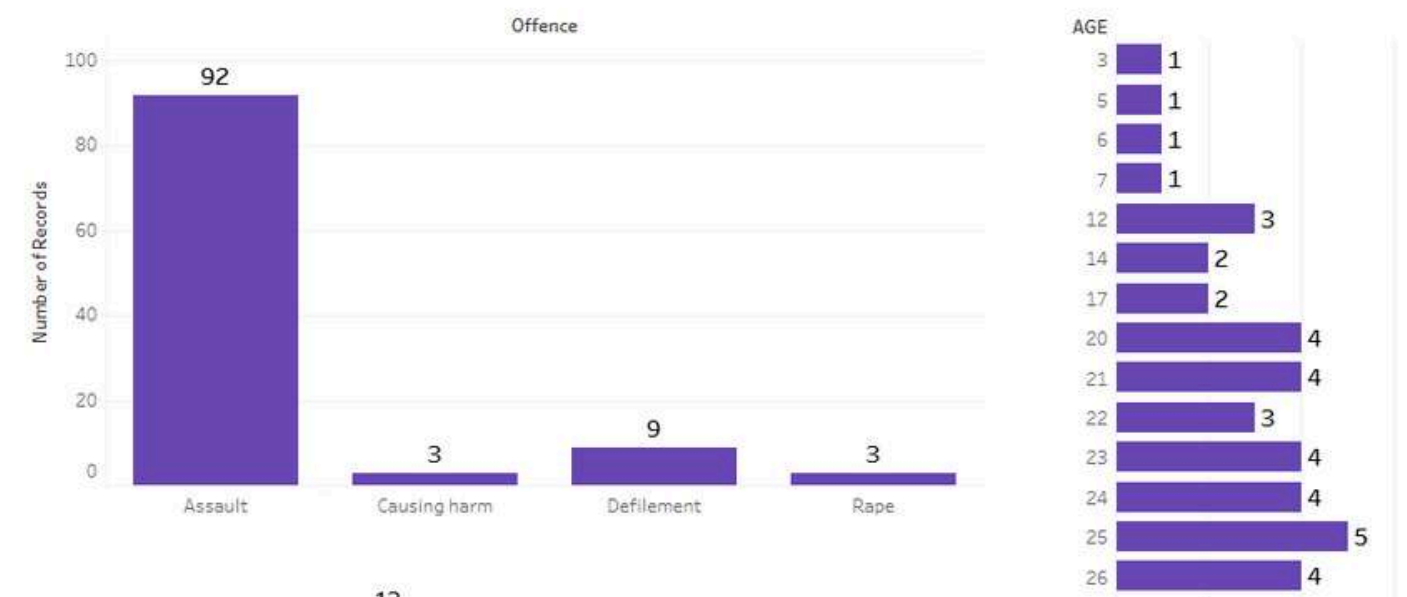
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Domestic Violence Cases in the La Nkwantanang Madina Municipal Assembly (2017 - 2019)



[https://public.tableau.com/views/LaNMMMA/Dashboard1?:embed=y&:sid=&:redirect=auth&:embed\\_code\\_version=3&:loadOrderID=0&:display\\_count=y&:origin=viz\\_share\\_link](https://public.tableau.com/views/LaNMMMA/Dashboard1?:embed=y&:sid=&:redirect=auth&:embed_code_version=3&:loadOrderID=0&:display_count=y&:origin=viz_share_link)

# Dashboards We've Created



## MILLENNIUM VILLAGES PROJECT DATA EXPLORER



ITAD, a leading UK-based monitoring and evaluation company, partnered with Mobile Web Ghana to develop an innovative data explorer for the Millennium Villages Project (MVP) in Northern Ghana.

Mobile Web Ghana delivered a transformative data visualisation tool for the MVP, leveraging local expertise to drive global research insights

<https://itad.shinyapps.io/MVPDataExplorer/>



# Relevant Initiatives Related to Citizen Data Generation

## AWARENESS EDUCATION

- In partnership with Missing Children Ghana, we engaged young boys and girls, empowering them to stand against gender-based violence
- We engaged educators in Ga-East , La-Nkwantanang and Adenita Municipality in Film Screening & Discussions to empower to teachers to educate children about Gender Based Violence



## SHIFTING BLAME SERIES

In our commitment to eradicating gender-based violence, we conduct impactful virtual and inperson programs in collaboration with the US Embassy Ghana and other stakeholders in championing its end. We had over 500 audience reach for the past 2 years.





# Image Highlights From Initiatives

The central section features a yellow background with the title "Image Highlights From Initiatives" in large white text. Below the title are two logos: "mwg Mobile Web Ghana" and "SURGE TECHNOLOGIES".

16 Days of Activism against Gender-Based Violence



# The Role of Citizen Data Generation

- Provides real-time, grassroots-level insights for policymaking.
- Enhances government transparency and accountability.
- Empowers citizens to participate in governance and advocacy.

## CHALLENGES IN TRADITIONAL DATA COLLECTION

- Underreporting: Fear, stigma, and lack of trust in formal systems.
- Limited Access: Difficulties in reaching rural or marginalized communities.
- Data Quality Issues: Inconsistent or incomplete data.



# Leveraging on Technology to bridge the data gap

- **Community Engagement -what can be done with existing partners, initiatives in FGMs - to avoid duplication of initiatives, and resources**
  - a. Map all initiative
  - b. create a community - WhatsApp, google group, a site with all partners
  
- **Target users of the technology**
  - a. primary providers of the data/ the victims eg. sms, IVR, USSD code, WhatsApp
  - b. secondary users of the platform- teachers, hospitals, queen mothers eg. mobile app, Web Apps, Online Forms etc



# Leveraging on Technology to bridge the data gap and for decision making



- A dashboard can be developed for decision makers to have different access level a real time analysis and monitoring.





# Understanding the Use Case:

## Addressing Female Genital Mutilation Data Collection Challenges

### *Problem Statement :*

Agencies struggle to collect accurate and timely data on Female Genital Mutilation (FGM).

### *Challenges include:*

- Underreporting due to fear, stigma, and cultural sensitivities.
- Limited access to remote or marginalized communities.
- Data quality issues, making it difficult to track trends and allocate resources effectively.



### *Why a Mobile App is Needed*

- A mobile app provides a secure, anonymous, and accessible platform for citizens to report cases.
- It enables real-time data collection, helping authorities respond faster.
- The app empowers citizens to participate in combatting FGM without fear of retaliation.

# Key Features of an Effective Citizen Data App

01

## **ANONYMOUS REPORTING:**

Protects user identity to encourage participation.

02

## **MULTI-LANGUAGE SUPPORT:**

Ensures inclusivity across different communities.

03

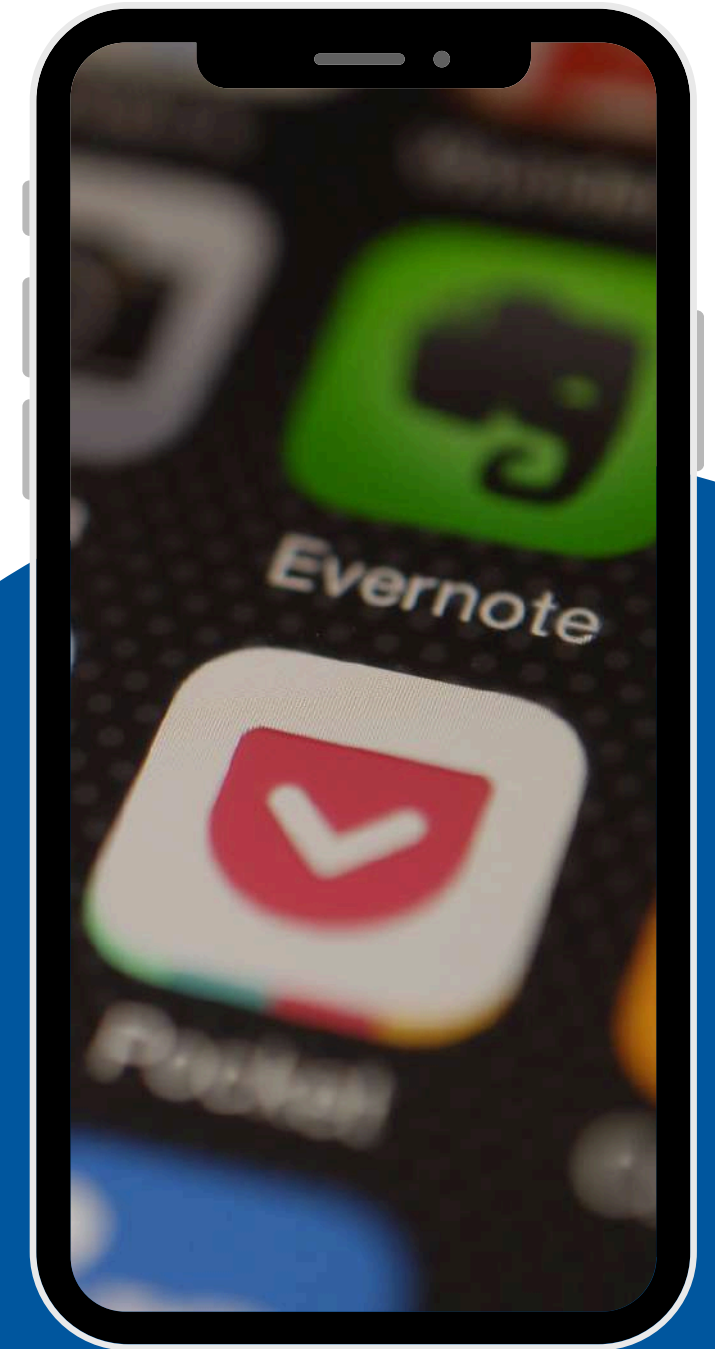
## **OFFLINE REPORTING:**

Allows data submission even without internet access.

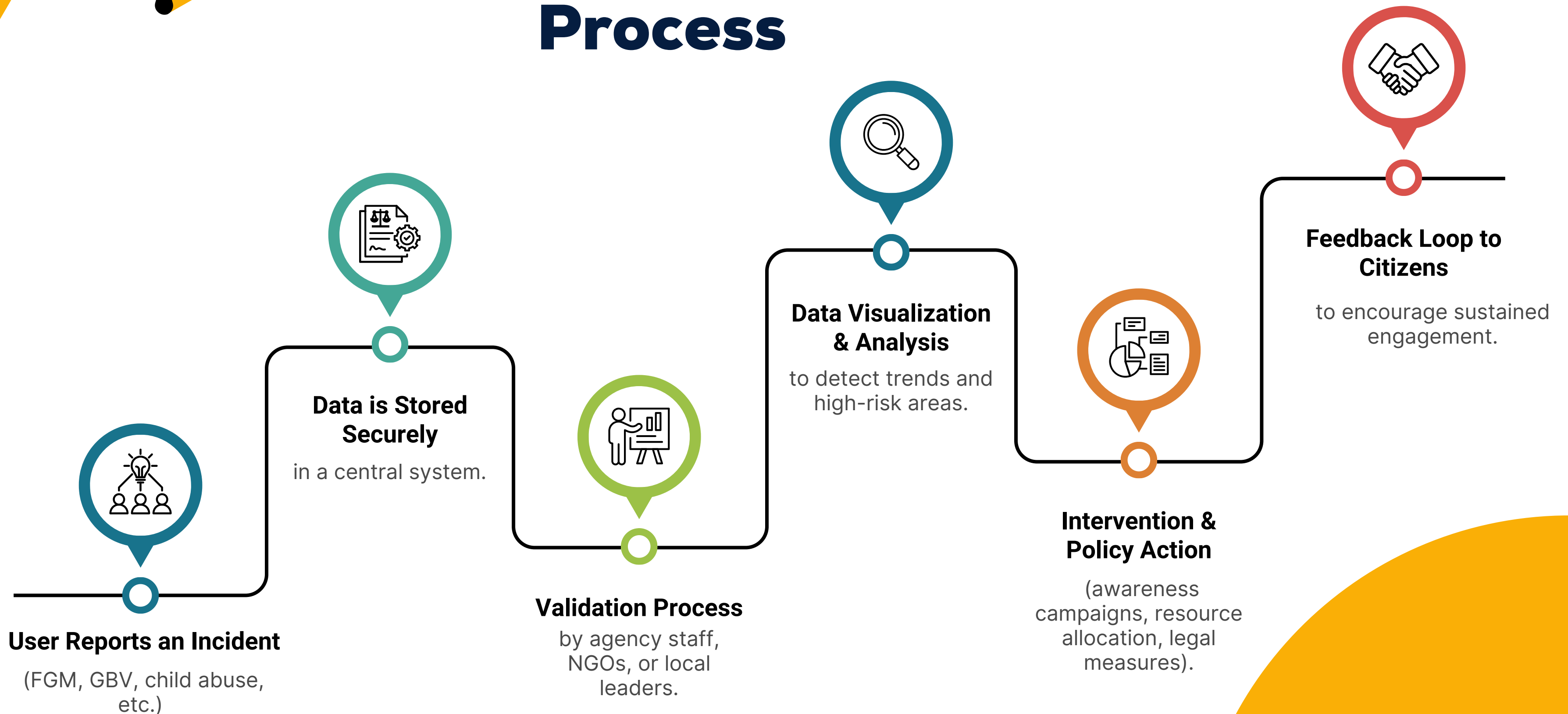
04

## **DATA VALIDATION & ANALYSIS:**

Enables agencies to verify and act on reports efficiently.



# Steps in the Mobile App Process





# Best Practices for Effective Implementation



## COMMUNITY SENSITIZATION & TRUST-BUILDING

- Conduct outreach programs to educate the public on how to use the app.
- Partner with community leaders, NGOs, and media to encourage adoption.

## TRAINING & CAPACITY BUILDING

- Train government agencies on how to manage, validate, and analyze incoming data.
- Provide continuous app updates based on user feedback.

## ENSURING DATA SECURITY & USER PRIVACY

- Implement end-to-end encryption for reports.
- Allow anonymous submissions while maintaining credibility.

## SUSTAINABILITY

- Community ownership.
- Engagement after development.
- Sustained funding.



# Case Studies & Success Stories

## EXAMPLE 1: KENYA'S USE OF MOBILE APPS FOR GBV REPORTING

- Citizen-driven reporting improved government response rates by 60%.
- Community trust increased through regular feedback and transparency.



## EXAMPLE 2: MOBILE WEB GHANA'S DIGITAL TOOLS

- Code for Ghana's data journalism improved public access to civic data.
- Lessons learned from GBV projects in Ghana that can be applied to FGM data collection.

# Next Steps & Call to Action

## SCALING UP THE MOBILE APP APPROACH

- How can governments, tech hubs, and civil society organizations collaborate?
- How can we incentivize citizen participation and build trust?



## COMMITMENT TO INCLUSIVE DATA GENERATION

- Leveraging technology to enhance data-driven policy decisions.
- Ensuring that no citizen is left behind in data collection efforts.

# Questions & Answers





**MOBILE WEB  
GHANA**

# THANK YOU!



[030-394 4393](tel:030-3944393)



[www.mobilewebghana.org](http://www.mobilewebghana.org)



North Legon - Dar Es Salaam Street



Africa Summit (Launch)

