



CrowdDataJA

Data Management for a Better Future

Improving Environmental Management through
Crowdsourcing Data





What's the Problem?

There is no readily available datasets that can be referenced to inform the decisions made by the public/ public sector stakeholders in relation to the environment. This limits the ability of stakeholders to swiftly make and carry out environmental decisions.

Solution

TO LAUNCH A MOBILE APPLICATION
TO CROWDSOURCE DATA BY
ALLOWING THE PUBLIC TO REPORT
ENVIRONMENTAL OBSERVATIONS.



Target

DATA SUPPLIERS

- a. Citizens
- b. Researchers

DATA USERS

- a. Government Agencies (E.g. NEPA, RADA, etc)
- b. Private Sector
- c. Researchers
- d. CSOs/(E)NGOs/CBOs
- e. Citizens



#crowddataja

1. For Data Suppliers - Social Media Application
2. Data Users - Data will be stored in an open access database with different access options based on sector or intended use.

The 17 Sustainable Development Goals



THE GLOBAL GOALS



**CSOs/(E)N
GOs/CBOs**

NEPA

WRA

MOHW

**JACRA/
RADA**

NIC/NWC

◀ **COLLABORATORS** ▶

JPS

**Jamaica Fire
Department
(JFD)**

OUR

**Private
Sector
Organisation**

**International
Donors**

PIOJ







COSTS



Research & Development

(CAPEX) (~25,000 USD)

1. Collect perceptions/descriptions + environmental data to standardize
2. Use of historical data to determine environmental hotspots for testing the application.

Source: Donor (international and local) funding

App Development & Testing

(CAPEX) (~5000USD per 6/mo)

1. Developing the application – design, coding, hosting platform, data security
2. Testing
3. Refine and implement
4. Education and Marketing

Operation & Maintenance

(OPEX) (~3500USD/mo)

1. Updates
2. Database management
3. Salaries

Source: Charges for Premium features

Government Funding (CAP/OPEX)



**CROWD
DATAJA**

***Data in your hands!
What will you do with?***