Team DARAJA & AI for Sudan and East Africa

AI Innovation for Early Warnings for All Workshop
Bridging gaps, saving lives

9 July 2025 | Geneva

The Crisis In Sudan

- 48 million people affected

- 12–15 million displaced by war

- Sudan faces compounding risks: conflict, climate disasters, hunger

- Extreme weather worsens already fragile conditions

- Weather data exists, but people can't access or understand it

67% of households severely affected by extreme weather

The Warning Problem

🔴 **Lack of Access:** 61% of communities receive NO weather

🟠 **Lack of Clarity:** 39% can't understand warnings due to jargon, language, or literacy

🟡 **Lack of Trust:** Information often feels irrelevant or disconnected from reality

The Team Behind DARAJA + AI

DARAJA meaning "Bridge" in Swahili - transforms how communities access & act on life-saving weather information

- Proven at scale: 6 countries, 1+ million people served since 2018

- Expert-led: Disaster risk specialists, meteorologists, NGOs, and now, AI experts

- Inclusive systems approach: Bridges forecasters, communities, and decision-makers

- Community-first: Co-design with local voices leading transformation

Pilot Regions In Sudan & Ethiopia

Commitment from DARAJA partners, a trusted coalition with local roots and global support:

- *SMA & SUDTT*
- *EMI & ERCS*
- Telecoms: *ZAIN & MTN Sudan*
- Humanitarian: *Sudan Red Crescent & Save the Children*
- Community co-design ensures cultural relevance

Pilot regions that reflect a mix of conflict, displacement, and climate vulnerability

Our Solution: DARAJA + AI As The Universal Translator

From complex data to life-saving action:

- AI transforms technical weather data into simple, local messages

- Multiple formats: voice, video, visuals, text, social media

- Local languages and dialects

- Delivered through platforms people already use (WhatsApp, Facebook, SMS, Radio)

Democratising early warnings, without needing high-end devices or high-bandwidth internet

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What Makes DARAJA + AI Different?

🧠 Generative AI in a conflict zone

📱 Works on basic phones & low internet

🤝 Co-designed with communities

🎤 Voice, visuals, and storytelling, not just text

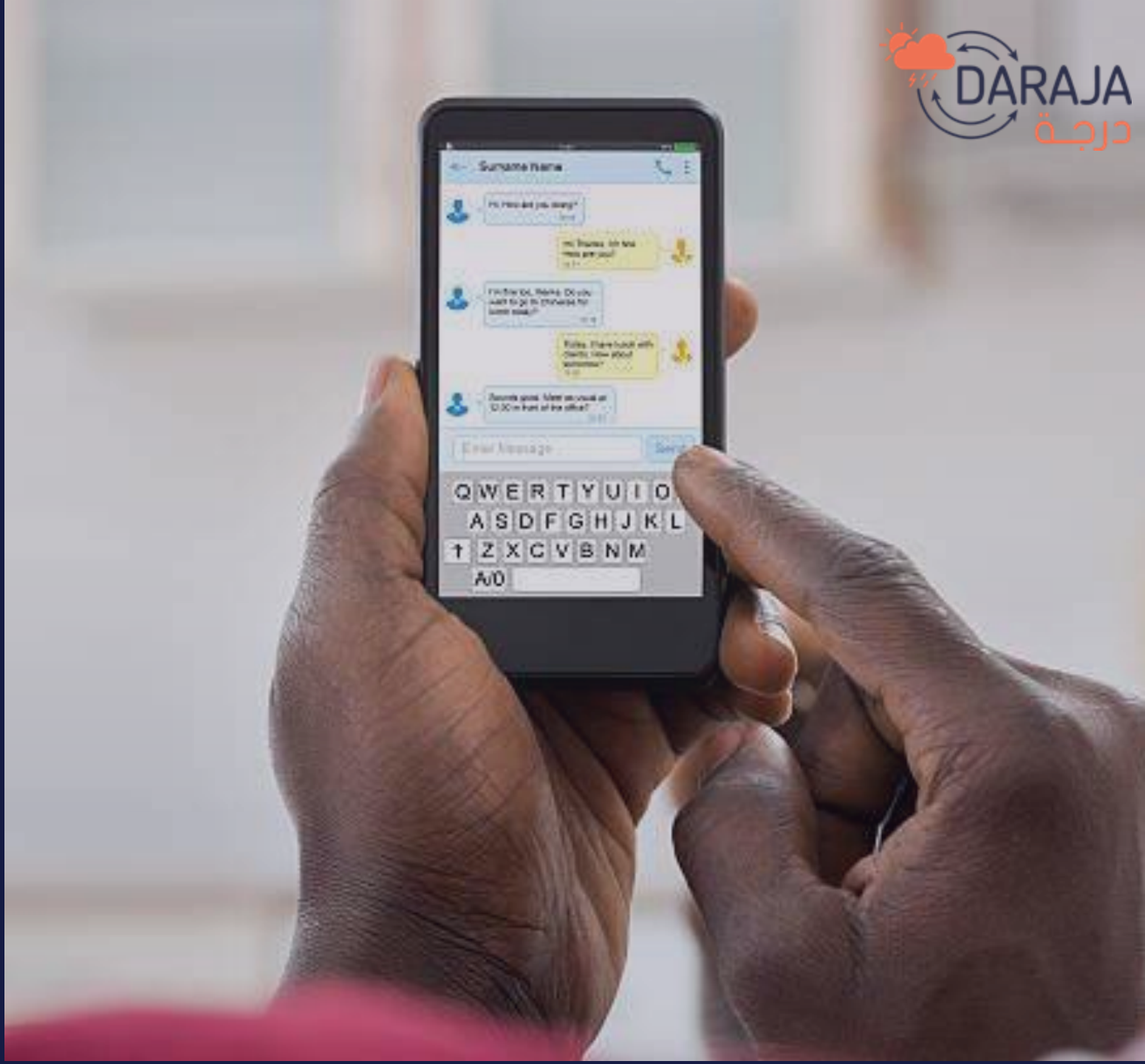🔄 Iterative + inclusive: designed for and with end-users

AI Tools DARAJA + AI Will Use

- **ElevenLabs** – Voice alerts in local accents

- **Canva** – Visual content generation (infographics, videos)

- **Matomo** – Engagement analytics

- **Meltwater** – Social listening for misinformation + feedback

- **Slack & Trello** – AI project coordination

- **Generative AI** – Translation, summarisation, adaptation

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Challenges We're Solving

- Fragmented weather agencies due to conflict → International partnerships

- 📶 Low internet access and poor phones → Offline-capable content

- 🗣 Language/literacy diversity → AI voice, visuals, community testers

- ⚠️ Trust & Ethical risks → Community co-design, inclusive governance, local safeguards

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Beyond Sudan: Global Impact

- **Immediate:** life-saving warnings for pilot communities happening now

- **Scaleable:** from 48m people in Sudan to any country with similar challenges

- **Transforming:** from data privilege and "forecasting for experts" to community empowerment and "warnings for everyone"

- **Adapting:** to local languages, cultures and communication challenges proving that AI can work in the most difficult environments

Our Call To Action

Support us:

- Scaling and piloting in Sudan & Ethiopia

- Strengthening local capacities

- Help us prove that DARAJA + AI tools can serve the most vulnerable first

- Together, we can ensure no community is left behind when disaster strikes

Let's make Early Warnings timely, trusted, and accessible for all.

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