



**REAL-TIME ANALYSIS
FOR *SMARTER, SAFER*
DECISION-MAKING**

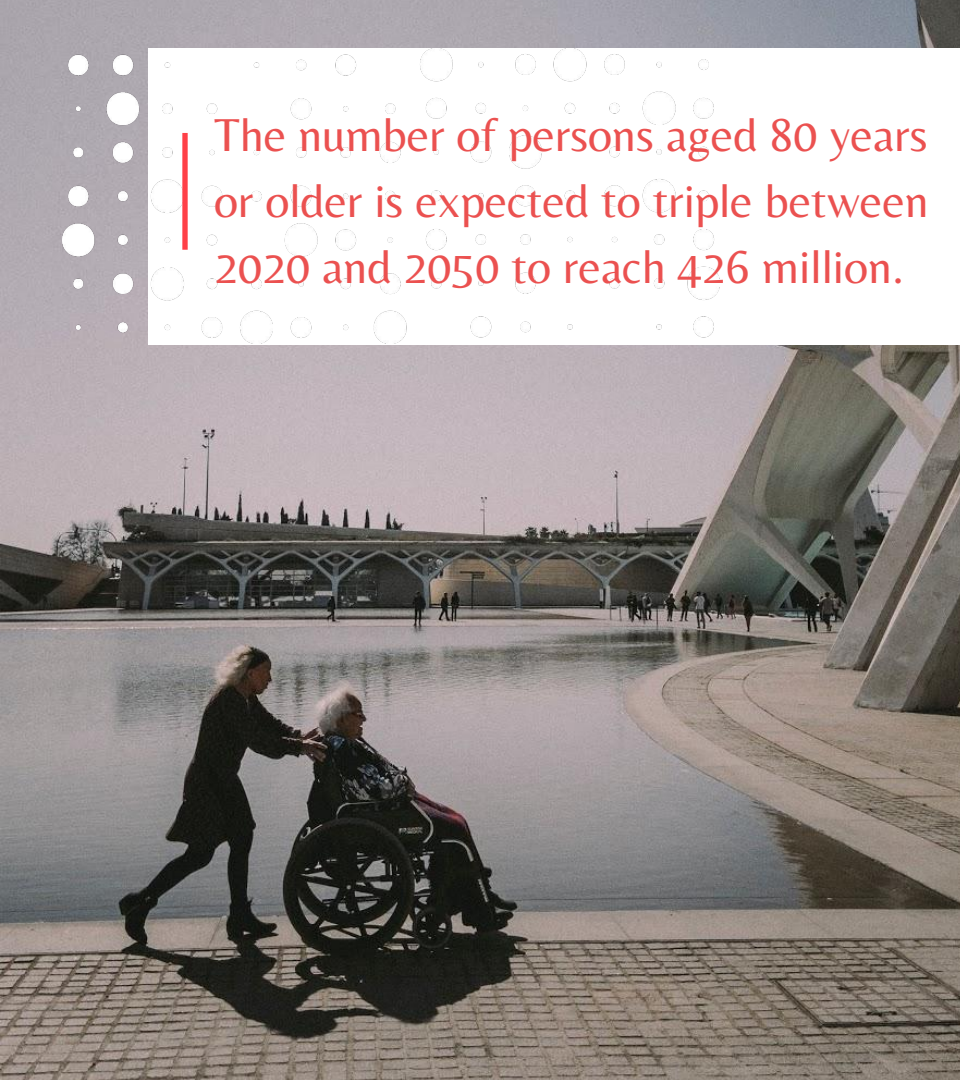


THE CHALLENGE

An aging society

According to the WHO, by 2030, **1 in 6** people in the world will be aged **60 years or over**.

The population aged 60 years and over will increase **from 1 billion in 2020 to 1.4 billion** and by **2050** will double (**2.1 billion**).



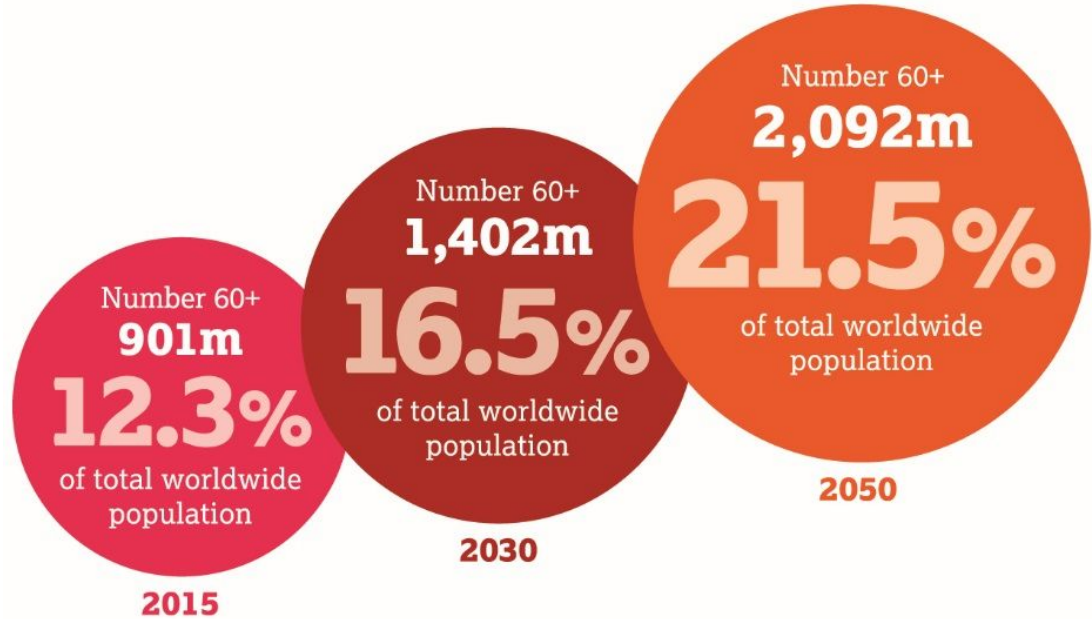
The number of persons aged 80 years or older is expected to triple between 2020 and 2050 to reach 426 million.

THE CHALLENGE

An aging society

What are the **challenges** a society with an ageing population has to face?

How can **AI** help meet the **healthcare** - physical and mental - needs of an ageing population?



Source: UNDESA Population Division.

WORLD HEALTH ORGANIZATION (WHO)

Early AI-supported Response with Social Listening



Global overview

Go to your country report

Insights

SEE DATA FROM: Last 7 days | All categories | All opinions



Early AI-supported Response with Social Listening

COVID-19 online conversations in 30 pilot countries

PURPOSE

Listening to people's questions and concerns is an important way for health authorities to learn about what matters to communities in response to COVID-19. This social listening platform aims to show real time information about how people are talking about COVID-19 online, so we can better manage as the infodemic and pandemic evolve.

[Learn more about the infodemic](#)

DATA

50,044,596

posts analyzed since 15 December 2020

30

countries covered

9

languages analyzed

41

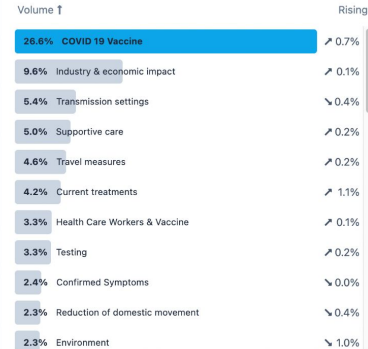
COVID-19 categories tracked

[More about the data, limitations and how to interpret it](#)

What are people talking about?

Overview across countries

Click on a category to see it on the map

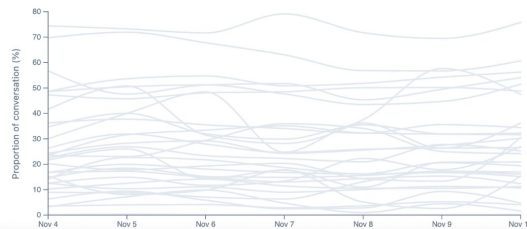


Trend of intensity per country/region

You are seeing data for COVID 19 Vaccine

Select up to 10 countries

All regions | Highlight countries | Display only selected countries



Early AI-supported Response with Social Listening
Covid-19 online conversations in 30 countries

SEE PUBLIC WEB [HERE](#)

Civic perceptions

Amazon perceptions

Overview

Go to your country report

EN

SEE DATA FROM: Last 7 days All opinions

Civicytics

Welfare and social unrest: citizens express themselves in real time

The IDB Group is the leading source of development finance for Latin America and the Caribbean. It helps to improve lives by providing financial solutions and development knowhow to public and private sector clients. The group comprises the IDB, which has worked with governments for more than 60 years; IDB Invest, which serves the private sector; and IDB Lab, which tests innovative ways to enable more inclusive growth.

PURPOSE

This AI tool allows you to understand complex civic issues by listening to the perceptions and concerns of millions of citizens in Latin America and the Caribbean in real time. We process and analyze open civic data that citizens express on the internet (social networks, blogs, chatbox). From the IDB Group, we add this information by supporting governments, citizens, and the private sector to drive inclusive solutions to local and regional recovery.

DATA



More about the data, limitations and how to interpret it

SEE DATA FROM: Last 7 days All opinions

What are people talking about?

Overview across countries

Click on a category to see it on the map



Proportion (%) and rising proportion (%) of the conversation.

Map Trend Intensity per country

You are seeing data for Health system



The limits, colors, denominations and other information shown in these charts do not imply any judgment on the part of the BID regarding the legal status of any territory or the endorsement or acceptance of said limits.

What are people talking about?

Overview across countries

Click on a category to see it on the map



Proportion (%) and rising proportion (%) of the conversation.

Map Trend Intensity per country

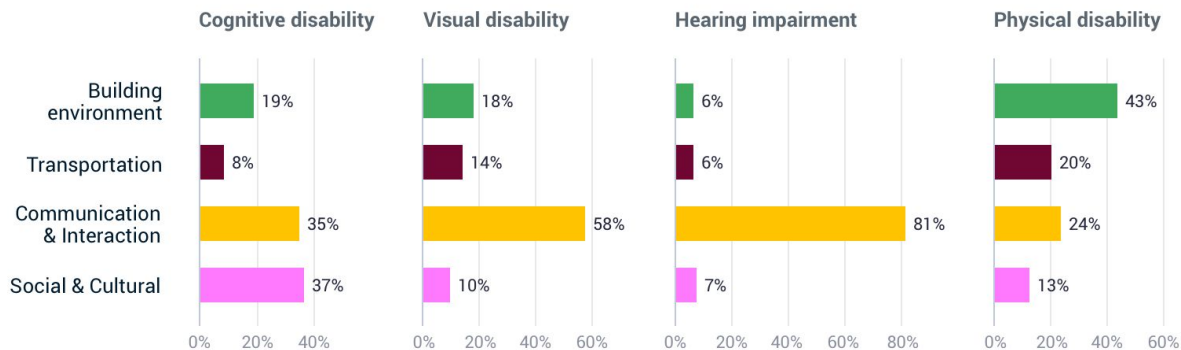
You are seeing data for Mental health



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All too often, the voices of **vulnerable groups** and people at risk of **social exclusion** go unheard when it comes to decisions about public spending and infrastructure design other topics.

Graphic 1. Volume of opinions about barriers and types of disabilities

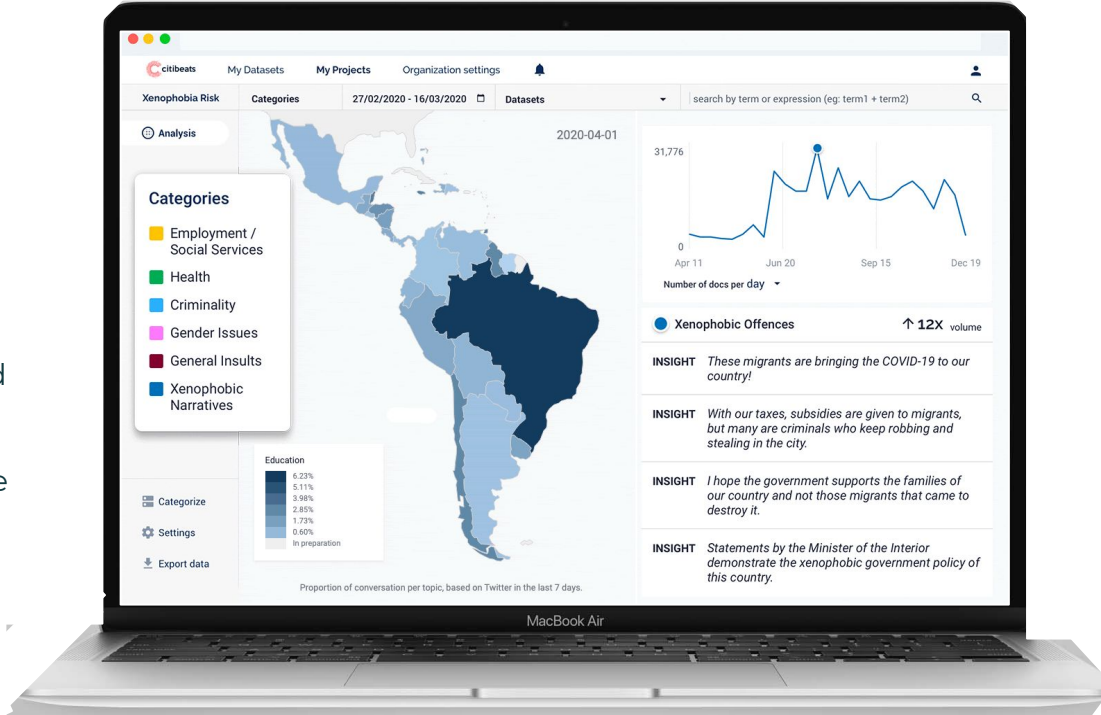


THE SOLUTION

Have the working conditions of **healthcare workers** improved after the most critical moment of the pandemic?

Are there any **information voids** related to COVID-19 in specific groups or subgroups of the population?

Has the council launched any psychological support program for **elderly people** during the pandemic?



Are there areas with **accessibility barriers** for people with reduced mobility?

Are citizens properly informed about the **correct vaccine procedures**?

Has the council launched any psychological support program for **elderly people** during the pandemic?

Was the **vaccine** program among elderly successful?



A DATA EXPLOSION

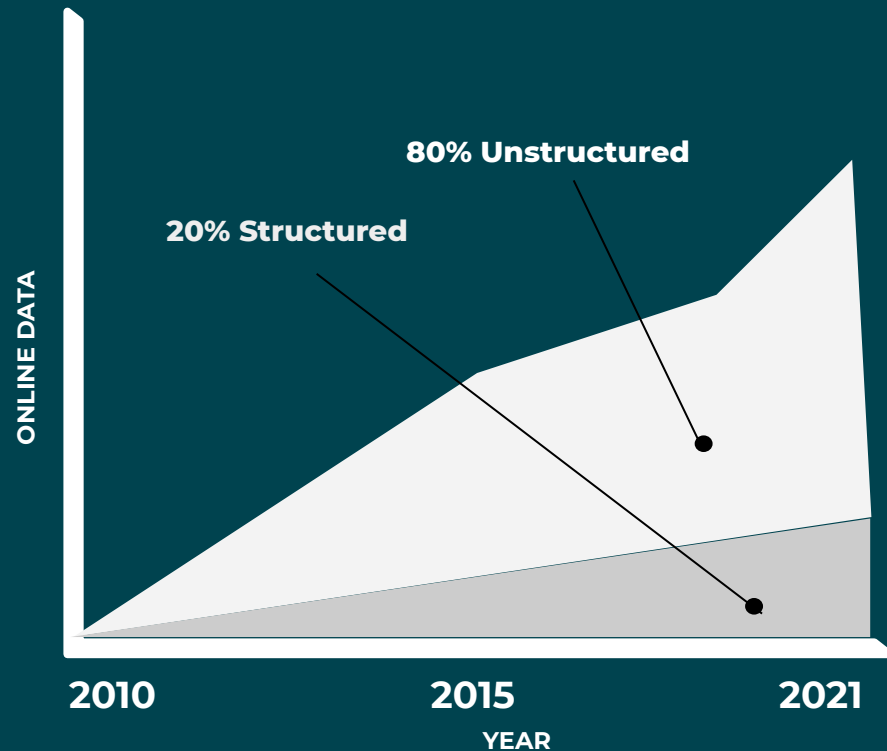
90%

of the world's data
was generated

in the last **2 years...**

Source: Kleiner Perkins

... of which 80% is unstructured

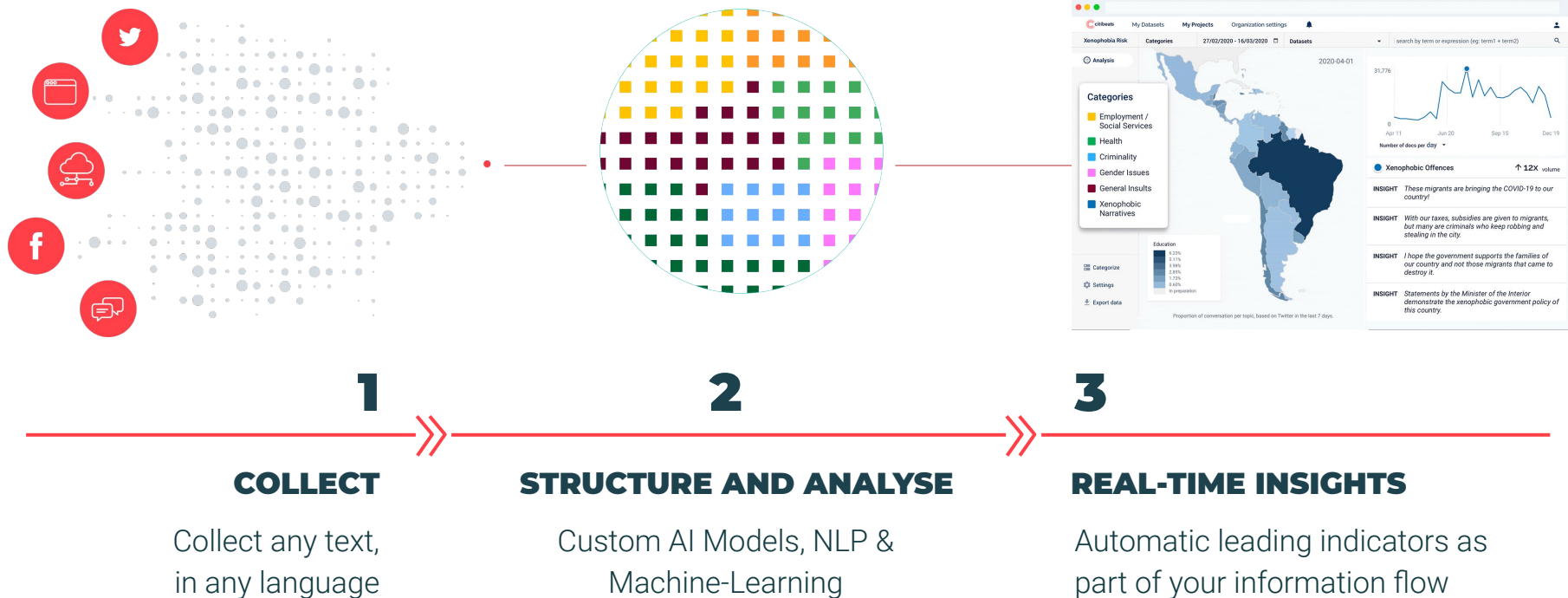


PROBLEM: REACTING LATE



SOLUTION

Using AI to analyse large quantities of text-based data provided by citizens



+1.000.000 DATA SOURCES AVAILABLE

Connect to millions of feedbacks per day through our input API in any language and in multiple formats

PROPRIETARY DATA

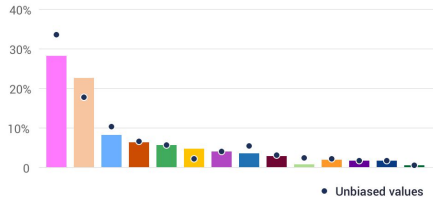
Connect your own data via our input API (chatbots, CRM, phone call transcriptions, emails, sms).

PUBLIC DATA

Connect to hundreds of thousands of public data sources (social media, forums, blogs, comments, dark web, on demand data...)



LANGUAGE AGNOSTIC



REDUCING BIAS (NORMALIZING DATA)



RECOGNIZED AROUND THE WORLD

Setting a standard



ITU As of February 2021, Citibeats is an [Associate Member of ITU-T Study Group 20](#) (IoT and smart cities) and participates in the open-to-all ITU Focus Group on AI for Natural Disaster Management.

fAIr LAC

[fAIr LAC](#) is a partnership between the public and private sectors, civil society and academic institutions, designed to influence public policy and the entrepreneurial ecosystem in the promotion of the responsible and ethical use of AI. Citibeats is one of the first companies to implement the [self-assessment tool](#) promoted by fAIr LAC and IDB.



UN awards Citibeats' unique value proposition as the [best project in the world](#) for Government and Civic Engagement - twice!.



Twitter features Citibeats as a [success case](#) of applying Twitter premium APIs to drive social good.

THE FUTURE

In just three years we ...

 **90**
days earlier
Than traditional data
collection methods

 **70M**
Voices represented
Being a listener

 **+55**
Countries
Our projects are based
all around the world.

 **+1**
Billion
In impact budgets

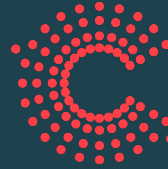
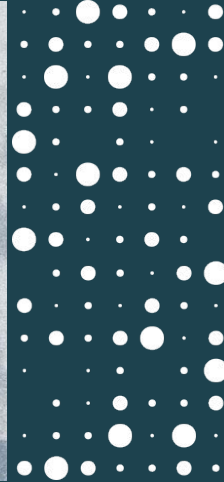
Let's build **together** a more responsive and
inclusive society



WHAT IS PROGRESS

A society that does not value
its older people denies its roots
and endangers its future.

Nelson Mandela



**UNDERSTANDING
WHAT MATTERS
TO PEOPLE**

Thank you!

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