How to Host a Mapathon
Event Planning Edition

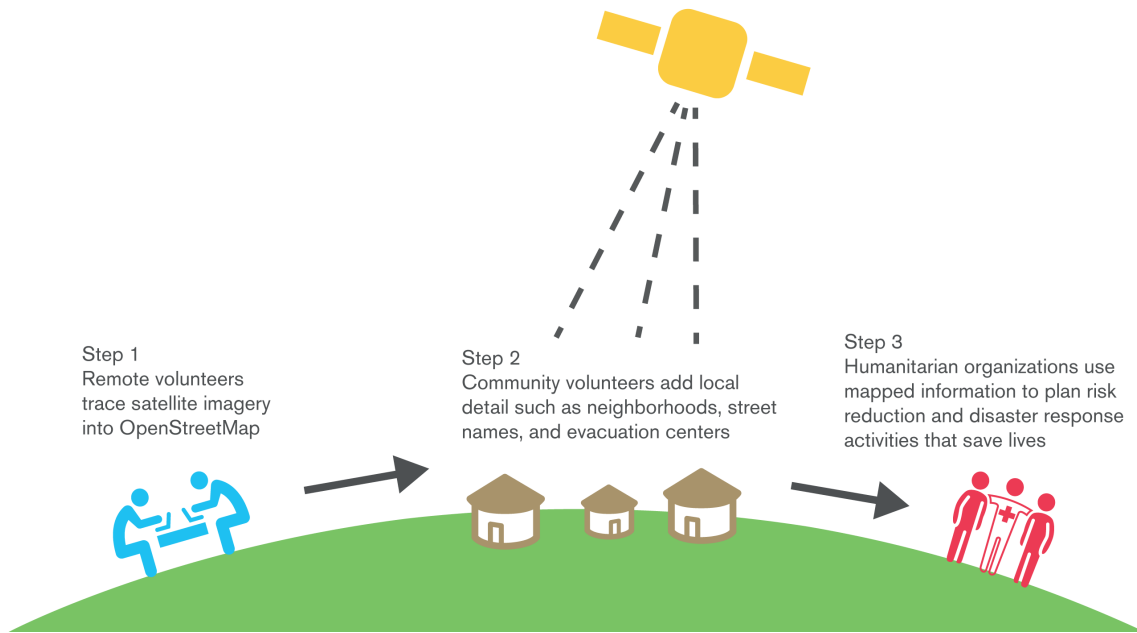# **Table of Contents**

Missing Maps Summary

Recent disaster trends indicate that people are increasingly impacted by more frequent and severe disasters, particularly in vulnerable communities around the world. Urbanization has made matters worse; more than half the world's population currently lives in cities often located on coastlines and fault lines. These cities often lack sufficient infrastructure to support the informal settlements that have sprung up within them. One billion people – 1/7th of the world's population – now live in urban slums (United Nations Development Report). Overcrowding, poorly-built dwellings, and insufficient infrastructure has left hundreds of millions of people increasingly vulnerable to disaster and disease.

A first step to assisting these communities, as well as their rural counterparts, is to ensure that we know where they are. The Missing Maps Project is an unprecedented collaboration between the American Red Cross, British Red Cross, Médecins Sans Frontières-UK (MSF-UK or Doctors Without Borders-UK) and the Humanitarian OpenStreetMap Team (HOT) to map the world's most vulnerable communities. Since launching in 2014, the collective now includes 20 global NGOs including the IFRC, Canadian Red Cross and Netherlands Red Cross.

Digital volunteer engagement is vital for the success of many humanitarian organizations around the world responding to disasters. It is imperative to have a larger pool of trained volunteers that are ready to assist with little coordination when a disaster occurs. Over the past five years, the collective has hosted thousands of mapathons in over 80 countries.

More information can be found at missingmaps.org.

The Mapping Process

Step 1
Remote volunteers trace satellite imagery into OpenStreetMap

Step 2
Community volunteers add local detail such as neighborhoods, street names, and evacuation centers

Step 3
Humanitarian organizations use mapped information to plan risk reduction and disaster response activities that save lives

Getting Comfortable Mapping:

Before you host a mapathon, you'll want to get familiar with the tools you'll be teaching your volunteer group. First, create an OpenStreetMap (OSM) account and practice mapping. We recommend starting in your own community. This way you'll already know what you are documenting, so you are best prepared to focus on this new tool. Once you are comfortable with OSM, try mapping for a humanitarian project using the Tasking Manager. Don't forget to read and follow the instructions for the specific project you choose. Once you've mapped about five squares, you should feel more comfortable with the tool. OSM has millions of active editors located all around the world, so if you have a question about appropriate tagging or specifically about the tool, try giving it a google. This will help you reach the correct wiki page for your specific question. Most people feel comfortable after playing with these tools for an afternoon.

If you would like to view a mapathon training to help frame your practice, that can be found here. A more detailed resource list can be found at the end of this guide.

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Ingredients for a Successful Mapathon

Mapathons are an engaging and cutting-edge opportunity designed to help deepen a volunteers' relationship with the Missing Maps project.

Basic Ingredients for a Successful Mapathon:

- o Participants - the perfect group size is one where you and your helpers can check on each mapper a handful of times
- o Helpers. We recommend 1 helper for every 10 mappers at in person events. Less for on-line, 2 or 3 depending on group size.
- o A space that fits your group
- o Tables and chairs
- o Strong Wi-Fi that can handle multiple simultaneous connections
- o A projector and screen/blank wall
- o Extension cables (remember to tape these down!)
- o Computers (not tablets) for every participant
- o Mice
- o Enthusiasm

Useful Additional Ingredients:

- o Extra laptops/computers for people that may not bring their own
- o Extra mice
- o Registration table
- o Name tags
- o Printed training materials
- o Additional AV equipment (microphones, speakers...)
- o Snacks (we suggest pizza!)

Planning the Mapathon

Planning for a mapathon typically requires several weeks of advance notice in order to coordinate and prepare for the event. The following sections will outline the steps for planning:

1. Planning Checklist
2. Event Day Checklist
3. Post-Mapathon Wrap Up
4. How the Missing Maps Team Can Help
5. Resources

1. Planning Checklist

- ✓ Set a date and time for the mapathon. We suggest blocking off 2 hours, which will include:
    - o 5-minutes to welcome people to the room and ask them to sign into their accounts
    - o 5-minute welcome presentation
    - o 10-minute presentation on Missing Maps (found in the download folder)
    - o 2-minute announcements
    - o 10-minutes of mapping training
    - o 15-minutes to get comfortable with a new skill
    - o 70-minutes to map comfortably
    - o 5-minutes to wrap-up

- ✓ Reserve a space that can comfortably hold your participants and their equipment. If you'll have a registration table, don't forget to account for that.

- ✓ Recruit helpers. We recommend 1 helper for every 10 mappers at in person events. Meet with them 1-2 weeks before the event. They can help with presentations, trainings, registration, food, photography, mapping questions, and social media coverage.

- ✓ Ensure that the venue has a strong Wi-Fi connection that can support simultaneous connections from all of the computers. You may wish to test this before the event. Ensure that you have contact information for tech support at your location. Ensure that the tasking manager, including imagery, passes your local firewalls by mapping a handful of buildings before your event.

- ✓ Create and distribute an invite through your internal organization/group. The Missing Maps project uses Eventbrite as an invite and RSVP tool for our mapathons.

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- ✓ Post about your event on social media. Don't forget to tag us, we love hearing about events! Here's how we can be reached: Twitter: @themissingmaps –Use #themissingmaps and Facebook: MissingMapsProject.

- ✓ If desired, arrange refreshments for the mappers.

- ✓ Download and review mapathon materials. Please feel free to make these your own, keeping in mind the logo usage guidelines.

- ✓ If you are hosting a virtual event, practice with the platform. Can you screen share? Test audio settings if you plan on playing music.

- ✓ Print mapathon materials, including name tags if desired.

- ✓ If desired, create a sign-up sheet for your participants.

- ✓ Secure equipment, keeping in mind our mapping software is not compatible with Internet Explorer (IE) and we do not recommend tablets. We are compatible with both mac's and pc's.

- ✓ Make a playlist of music from the country you will be mapping to play at your mapathon. It's very easy to search "traditional music from X" in Spotify and it's free. This one is optional but very enjoyable!

- ✓ Is your event open to the public? Register your event using our registration form to let us know about it and post it to the public facing site!

- ✓ Think about reporting and tracking needs for your group. See the Guide for Using Hashtags and the Leaderboard (found in the download folder) for more information.

- ✓ One week out, remind participates of your event and ask them to create an account on OSM (guide found in the download folder). Now is also a great time to supply participants with hashtags and relevant social media accounts.

- ✓ Host a pre-event training for your helpers. Use the Top 13 New Mapper Mistakes guide in the download folder to make sure they are comfortable with common new mapper mistakes.

- ✓ Practice mapping and get excited!

2. Event Day Checklist

- ✓ Set up the room by putting out equipment, paper resources, and snacks. Set up the registration table as well if you have one. Don't forget to tape your extension cables to the floor for safety!

- ✓ Test equipment to ensure everything is working correctly. If possible, test on both a mac and pc. If hosting a virtual event, consider logging in 30 mins early to connect with your organizers and test your platform privileges.

- ✓ Check on your task to ensure there is still enough work for your group. Mappers might have worked on a project outside of organized events, this is a nice problem to have! If this happens and you are at your event, pick a new task. Don't forget to update your print materials!

- ✓ Set up snacks if you have them.

- ✓ Cue up presentations and training and focus your projector.

- ✓ Post pictures and information to social media.

- ✓ Help your mappers login and find the right task before your presentation starts.

- ✓ Have fun mapping!

3. Post-Mapathon Wrap Up

- ✓ If you used a unique hashtag, check the leaderboard for your groups contribution totals.

- ✓ Follow up and thank your participants. Don't forget to let them know about your group's contribution totals and next event.

- ✓ Thank your host.

- ✓ Start planning your next event!

4. How the Missing Maps Team Can Help:

The Global Missing Maps Team Can:

Volunteer mapathon supporters are located around the globe so please use the map on our website to connect to someone in your area. Please keep in mind you can filter by language using the dropdowns. Zooming the map will help you narrow down the list to people in your area. These volunteers are self-identified helpers, so please be respectful with your asks and understand that no specific training component is associated with this group. Please also consider signing up if you are comfortable!

5: Resources

Why Map?

- Missing Maps Main-page: http://www.missingmaps.org

- Humanitarian Remote Mapping Introductory Video: http://www.youtube.com/watch?v=C175zW8-6j8

Learn to Map:

- MapGive Resources for new Mappers: http://mapgive.state.gov/learn-to-map/

- OpenStreetMap Resources for new Mappers: http://learnosm.org

- Wiki: How to label or "tag" mapped features: http://wiki.openstreetmap.org/wiki/Map_Features

Get started Mapping:

- Tasking Manager: http://tasks.hotosm.org

- OpenStreetMap (OSM): http://osm.org

- Live OpenStreetMap Mapping - for display purposes: http://osmlab.github.io/show-me-the-way/

Additional Resources:

- Mapathon Intro Video: https://www.youtube.com/watch?v=WcJgWZR_bXg&ab&ab_channel=rachblevine

- Download our full resource package: https://drive.google.com/drive/folders/1vV9-MbQwIxvfDncC78HAEy-Mb6E4JlE9