



**FREEDOM★FONE**

for

**CRISIS RESPONSE**





Freedom Fone is free and open source software that allows users to create interactive, voice-based communication services that can be accessed by callers using any kind of mobile phone. No internet needed for users and callers alike.

# A Mobile World

Many communities still lacking access to the Internet and underserved by traditional media can be reached on their mobile phone thanks to growing access to affordable mobile phones and services.





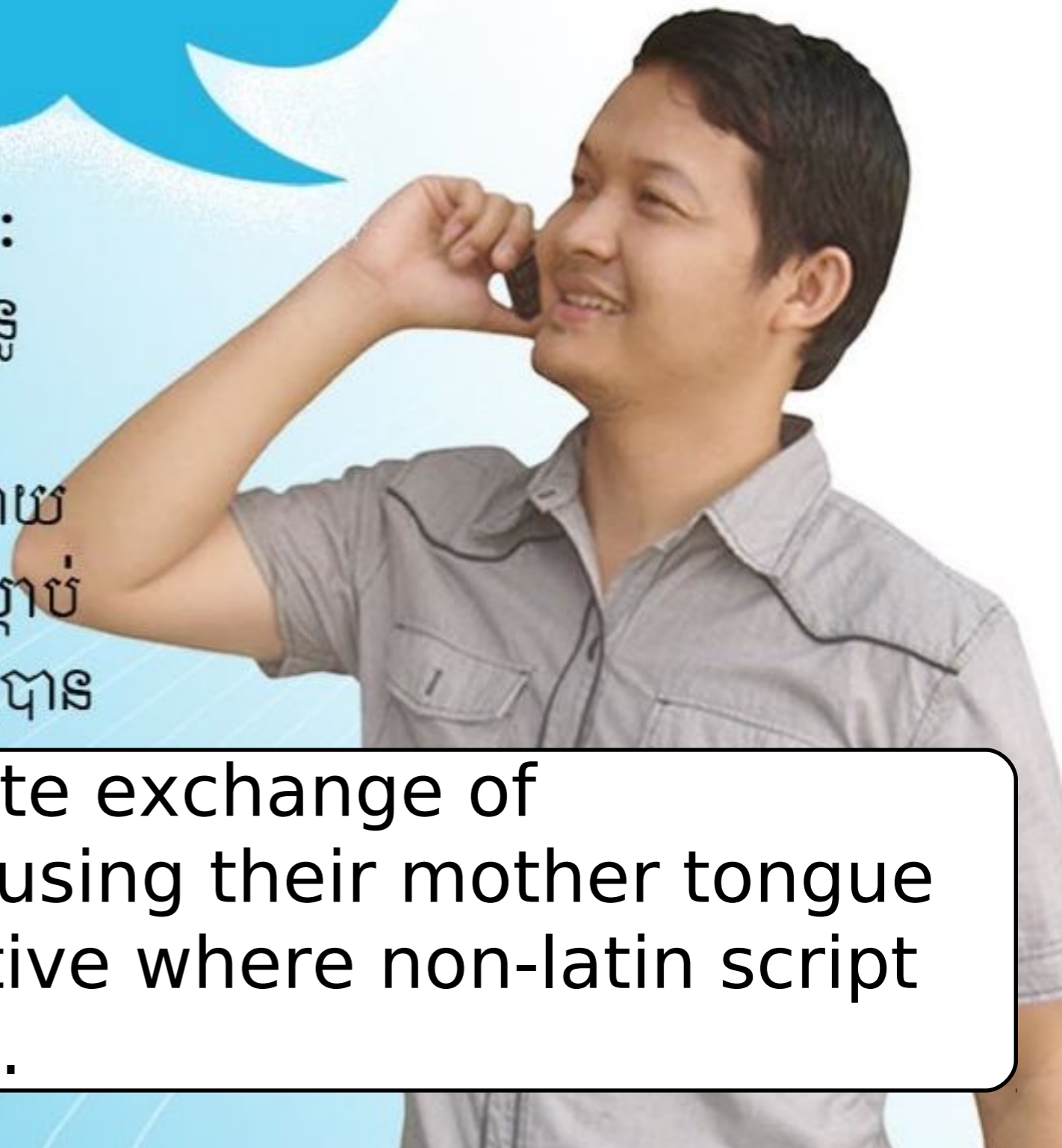
# The Power of Voice

Voice/IVR adds a range of advantages, addressing **literacy** barriers, **script limitations** for SMS and facilitates detailed sharing of information in **any language** **24/7** without the Internet



ព័ត៌មាន និង ទំនាក់ទំនងជាមួយប្រិយមិត្តអ្នកស្តាប់កម្មវិធីវិទ្យុផលិត  
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ហើយអ្នក អាចចូលរួមចំណែកបាន !!!

- គ្រាន់តែ  
ទូរស័ព្ទមកភ្លាម  
អ្នកនឹងបានឮ ការស្វាគមន៍  
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- ១. ប្រកាសជ័យលាភីការប្រកួតគូរគំនូរ
  - ២. ឈុតខ្លីៗនៃរឿងស្តាយក្រោយ
  - ៣. ស្តាប់ប្រធានបទថ្មីសម្រាប់ខែក្រោយ
  - ៤. រាយការណ៍អំពីការប្រជុំក្នុងអ្នកស្តាប់
  - ៥. ស្តាប់ចម្រៀងកម្មវិធីយើងអាចធ្វើបាន



... facilitate the articulate exchange of information by a caller using their mother tongue and provide an alternative where non-latin script undermines SMS usage.

# Freedom Fone

can...

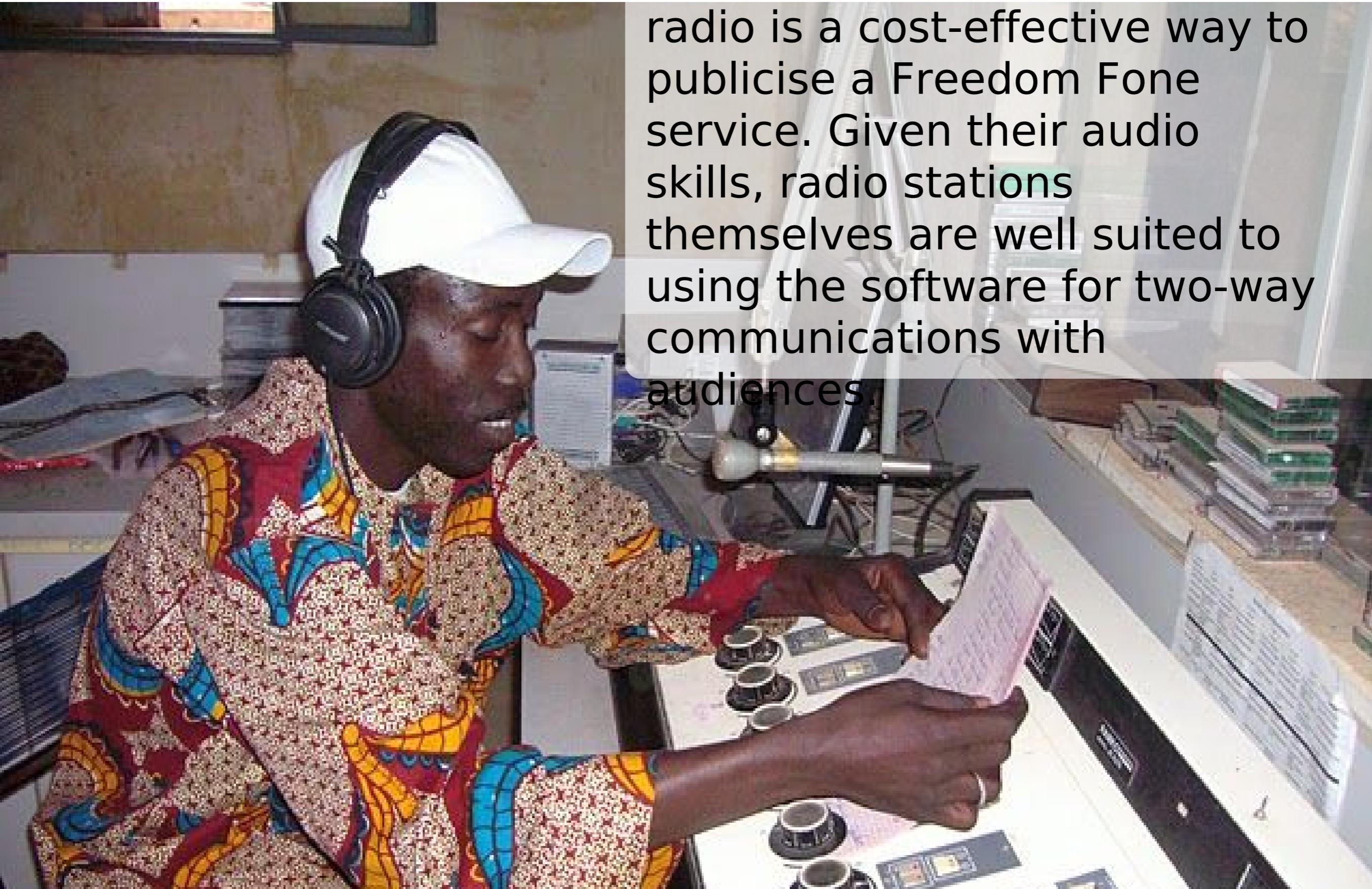
Automate **campaign calling** to raise awareness; interact with affected communities in any language using **voice menus**; **crowdsource** information using **voicemail** and **sms**; respond to missed calls and 'please call me' requests using **callbacks**.





# Working with radio

Working together with a local radio is a cost-effective way to publicise a Freedom Fone service. Given their audio skills, radio stations themselves are well suited to using the software for two-way communications with audiences.





Freedom Fone can be used to feed information crowdsourced through a variety of channels, back into communities using voice.



# Info-on-demand

Freedom Fone creates information-on-demand services giving audiences access to critical information when and where they need it.



If a picture is worth a thousand words,  
a voice message is worth a thousand  
text messages





# Now Imagine a Crisis...

YOU HAVE CALLED THE SPECIAL FLOOD RADIO LINE. PLEASE LEAVE US A REPORT ON THE SITUATION IN YOUR AREA AFTER THE TONE ...

I'M CALLING FROM THE DARJEELING REGION. I'VE TO ESCAPE THE AREA WITH MY FAMILY NOW. WE'VE LEFT ALMOST EVERYTHING BEHIND.





## **Emergency Response - Sarvodaya**

Sarvodaya, one of Sri Lanka's most active NGO's, tested Freedom Fone as a crisis reporting tool for emergencies such as a flood or tsunami. The service can also provide critical information and updates during an ongoing crisis.





# Cholera Outbreak - Zimbabwe

In 2008 following a wide-scale outbreak of cholera in Zimbabwe, Kubatana demonstrated how Freedom Fone could be used to provide real time information about the epidemic, how to check for symptoms and where to access the nearest emergency centre.





# **Famine Relief - Infoasaid/ActionAid/BBC**

In response to the drought in the horn of Africa, Freedom Fone was set up as a joint venture to help support food distribution in Isiolo County, northern Kenya. They also disseminated livestock and food commodity prices to rural communities on a weekly basis.



# Integrating Strategies

The Freedom Fone API is now available to integrate with other platforms such as Sahana, FrontlineSMS or Ushahidi. This allows you to combine text and voice to map an emergency, facilitate the relief effort and create wider public awareness of the crisis.



SAHANA  
SOFTWARE FOUNDATION



FRONTLINE SMS





## **Technology doesn't change the world ... how we use it does**

Running a successful Freedom Fone service needs human resources not only to operate the platform but also to create awareness among your target audience.



# SO...WHY FREEDOM FONE?



Freedom Fone can help reach out to affected communities in their own languages, bypass literacy and technology barriers, record who is calling and why.

Freedom Fone can empower more voices, inspire action, and, in turn, empower the organisations or relief efforts attempting to mitigate that crisis.

**Voices can save lives!**



**FREEDOM★FONE**

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

