

mVAM

Delivering real-time food security data



Why remote data collection?



Remote surveys are quick, cheap and scalable. They complement face-to-face data collection



Data can be collected in remote or high-risk locations without 'boots on the ground'



Real-time, high frequency data provide a better basis for operational decisions



Innovative, free and open-source technologies exist to easily implement mVAM 'in-house'

What is mVAM?

The World Food Programme's **mobile Vulnerability, Analysis and Mapping (mVAM)** project carries out remote mobile surveys for food security monitoring. For the first time, WFP is using voice calls, text messages and interactive voice response (IVR) technology to collect real-time food security information. mVAM leverages the fast-expanding reach of mobile telephony in the world's most vulnerable and difficult-to-access communities.

What has the innovation achieved?

The mVAM project started in 2013 at WFP offices in Goma, the **Democratic Republic of Congo (DRC)** and Galkayo, **Somalia**. WFP's first country-wide SMS and IVR-based food security monitoring system was launched in September 2014, when mVAM was deployed in **Guinea**, **Liberia** and **Sierra Leone** to support the Ebola emergency response. The system has provided WFP with operational information, while overcoming obstacles related to access and staff safety. Since February 2015, WFP has also been using mVAM technology to monitor the food security situation in **Iraq**.



Future of mVAM

Lessons learned from the mVAM project to date are informing the expansion of the project to new countries. The project will also incorporate a two-way communication system to give respondents access to real-time information.

For more information, please visit: vam.wfp.org/sites/mvam_monitoring/

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