Humanitarian Digital Innovation Challenge

About Kenya Red Cross

The Kenya Red Cross Society (KRCS) is set up through an Act of parliament (cap256) in 1965 to be auxiliary to the government of Kenya by providing humanitarian assistance to the most vulnerable communities, thus alleviating human suffering. In relation to its mandate, KRCS maintains an autonomy which allows us to always act in accordance with the fundamental principles of the movement. The National Society has been present in providing humanitarian assistance in both Natural and Man-Made disasters by providing relief support in preparedness, mitigation, emergency response and recovery situations.

Context

The rise of digital technologies has revolutionized humanitarian action, driving greater efficiency and reducing costs through innovations such as digital cash transfers and mobile health solutions. However, alongside these benefits come significant risks that must be carefully managed. Increased surveillance, misinformation, and digital exclusion can undermine the dignity, security, and rights of the very populations humanitarian efforts seek to protect.

In many parts of Africa, including Kenya, where communities are increasingly reliant on digital solutions for accessing essential services, the intersection of technology and humanitarian action presents both opportunities and challenges. Vulnerable populations, particularly those affected by conflict, displacement, and poverty, face additional risks from digital exclusion, privacy breaches, and cyber threats. As technology becomes more embedded in humanitarian operations, it is critical to address these issues to ensure that digital innovations do not inadvertently harm those they are intended to help.

Relevance to Humanitarian Action:

- Vulnerable populations in humanitarian contexts, such as refugees and internally displaced persons (IDPs), are at risk of having their personal data exposed or misused. Ensuring **data protection and privacy** is essential to safeguarding their dignity and security.
- **Digital exclusion** can deepen existing inequalities, particularly for those in remote areas, women, and marginalized groups who may lack access to technology or digital literacy.

Bridging the digital divide is critical to ensuring that all individuals benefit from technological advancements.

- As the Red Cross Red Crescent Movement adopt digital tools, there is a need for greater **accountability** in how these tools are used, particularly concerning the "do no harm" principle. This includes being transparent about data use, ensuring cybersecurity, and maintaining the trust of affected populations.

When to Apply

1st Level of Applicants (25 to be selected	By 25th October 2024	Participants to submit justification on the thematic Area of Interest. The summary of the idea should be • 200 words OR • 1 Minute Video
2nd Level (10 Applicants)	By 12th November 2024	Virtual • 3-minute pitch • 2-minute Q&A
Pitch Day (Finalists)	By 26th November 2024	Physical event at the Boma Hotel, Nairobi • 10 Minute Pitch • 3 Minutes Q& A

How to Apply/Register

Applications will be received primarily through the Kenya Red Cross Website. Applicants can apply by submitting a short 2 –3 minute video and/ or write-up of upto 250 words explaining your solution.

Application Link: https://redcross.or.ke/digital-challenge

What To Build

We are calling on you to imagine and create solutions to address pertinent humanitarian challenges in one of the following themes:

Theme	Description
Disaster Preparedness and Response	Kenya is prone to natural disasters like floods, droughts, and landslides. This year during the March-April-May Floods, over 100,000 households were affected leaving many Kenyans needing humanitarian assistance.

	Developing digital tools to enhance disaster preparedness and response can save lives and mitigate the impact on affected communities.
Health	Kenya faces significant health challenges, particularly in rural areas where access to medical services is limited. Outbreaks of diseases like cholera, COVID-19, and currently Mpox strain the health system, while rising chronic conditions such as diabetes and hypertension add further pressure. High maternal and infant mortality rates persist due to inadequate care. Developing digital health tools, such as telemedicine and mobile platforms, could improve access to care, enhance disease management, and reduce mortality, strengthening Kenya's health care system and ensuring better health outcomes for all.
Humanitarian Logistics and Supply Chain Management	Efficient logistics are crucial for the timely delivery of humanitarian aid, especially in regions affected by disasters or conflict. Optimizing the supply chain can ensure that resources reach those in need more effectively. - Transport, Chain of Custody,
Community Engagement and Empowerment	Engaging local communities and empowering them to take part in humanitarian efforts is vital for building resilience. Digital platforms can facilitate communication, education, and mobilization of resources for the last mile community, before, during and after disasters.

Who should participate

Participants need to be in groups of not less than 3. You can choose to have a larger group, but only 3 will be invited to represent the team in the submission of the final solution

1. University Students
2. Young professionals
3. Tech enthusiasts

Judging Criteria

- The solution should recognize and address the potential negative impacts of digital technologies in humanitarian settings. It must prioritize the protection of the rights, dignity, and security of affected populations while ensuring that technological advancements are inclusive, accountable, and responsive to the communities they serve.
- The solution should present innovative approaches to humanitarian challenges, be sustainable in resource-limited settings, scalable to larger populations, and integrate seamlessly with existing humanitarian technologies.

- It must be technically feasible, reliable, and adaptable to environments with constrained resources.
- It should address critical humanitarian needs and be adaptable to future risks, including data security challenges.
- The development stage should be clearly defined, with a roadmap for future progress, whether it's in the early idea phase or a more advanced prototype.

Awards

Winning Team	• Cash prize of 150,000/- • Kenya Red Cross Life Membership • Internship with the Kenya Red Cross Digital Transformation Team
1st Runners Up	• Cash prize of 100,000/- • Kenya Red Cross Youth Membership
2nd Runners Up	• Cash prize of 50,000/- • Kenya Red Cross Youth Membership

Note: Terms and Conditions Apply

Intellectual Property (IP) Rights

1. **Ownership of Ideas and Solutions:**
   Participants will retain full ownership of the ideas and solutions they develop during the hackathon. However, by taking part, participants grant Kenya Red Cross a non-exclusive, royalty-free license to use, display, and promote the submissions in relation to the hackathon and its outcomes.

2. **Encouragement of Open Collaboration:**
   Kenya Red Cross encourages collaboration and open innovation. Participants are free to build their solutions using existing open-source tools and resources, but they must ensure they have the necessary rights to use and modify any third-party materials.

3. **Protection of Confidential Information:**
   While Kenya Red Cross values innovation, participants are responsible for the confidentiality of any sensitive information they choose to share during the hackathon. The organization will not be held liable for the protection of intellectual property disclosed during the event.

4. **Future Development and Partnerships:**
   In cases where Kenya Red Cross or its partners wish to collaborate with participants to

further develop solutions, additional IP agreements may be made to clearly define ownership and rights for future development.

By participating in the challenge, the Entrant agrees to these [Terms and Conditions](#)

Communication/ Support

For any inquiries, reach out to **data.digital@redcross.or.ke** and include "*Digital Innovation Challenge*" in the subject line Or WhatsApp**: +254703037777** Or Call **0703037000**