Mapping Humanity

⊘ fraym

Zoom into communities across the globe and know the people's attributes, attitudes, and behaviors.

Key Applications for Conflict & Stablization

Localized Vulnerability Assessments
Rapidly understand vulnerability to conflict, violence, and humanitarian crises to inform resource allocation, program design, and local risk assessments for program implementation.

Analyze Drivers of Conflict
Quantify and visualize drivers of conflict, violent extremism, and crime at the neighborhood level and focus on any population of interest, including women and youth to target populations most in need.

Counter Mis- and Disinformation
Analyze population attributes, attitudes, and media consumption to map vulnerability to mis- and disinformation. Measure changes in population dynamics and behaviors over time to evaluate and inform messaging design.
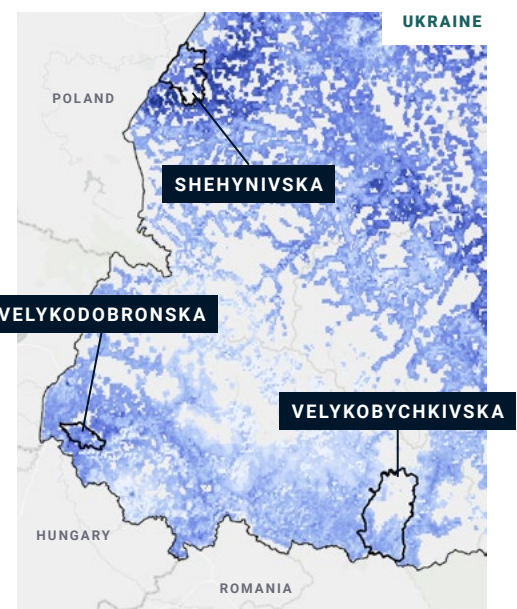
Analytical Example

Which Ukrainian communities are likely to struggle most at absorbing an influx of IDPs based on existing vulnerability?

» Ukraine's three most vulnerable IDP host districts are Velykodobronska, Shehynivska, and Velykobychkivska.

» Fraym analyzed vulnerability across four characteristics: poverty, unemployment, economic optimism, and dissatisfaction with public food security efforts.

Prior to the Russian invasion, around half of the people in the three vulnerable districts identified believed that the government was failing to properly address food insecurity. Only one in five people in each district believed their household's economic situation was "good" or "very good."

Dissatisfied with Government Handling of Food Security

0% ▬▬▬▬▬▬ 100%

District	IDPs	Poverty	Unemployment	Economic Optimism	Dissatisfied w/ Food Security Efforts
Velykodobronska	11,000	28%	15%	22%	49%
Shehynivska	12,000	11%	15%	21%	52%
Velykobychkivska	21,000	23%	17%	20%	46%

Transforming ordinary household surveys into census-like spatial data.

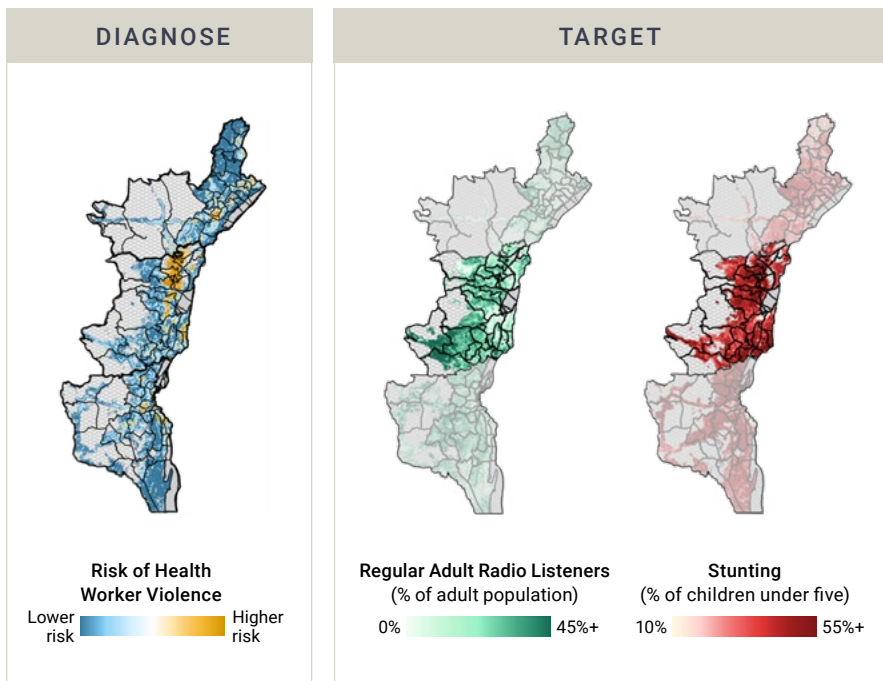## FRAYM'S UNIQUE VALUE

» Neighborhood level resolution

» Standardized global data

» Trend monitoring

» Flexible integrations

Rigorous Household Survey Data

Earth Observation Data

FUSEfraym™ ML Software

Fraym Data
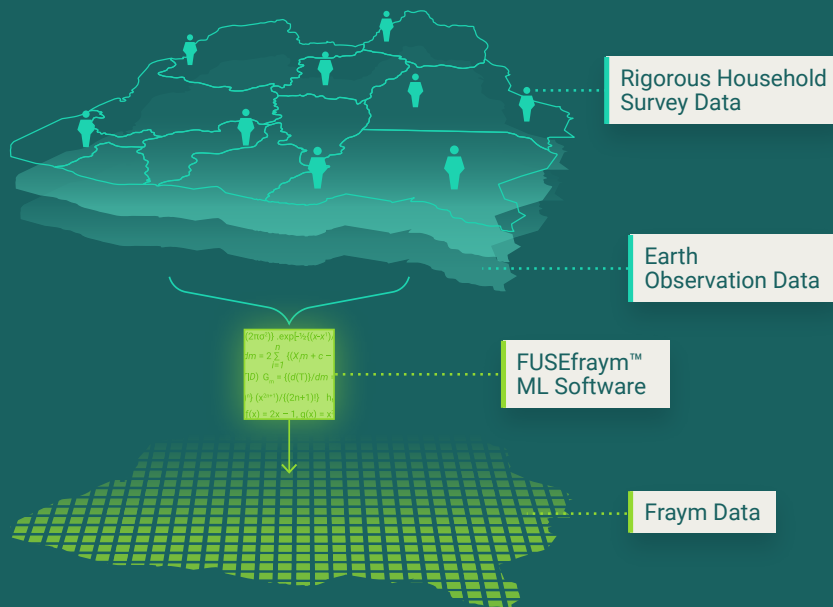
Analytical Example

Conflict Mitigation and Messaging in DRC

Fraym developed a vulnerability index for health worker violence and overlaid geospatial heatmaps of different media channel usage in DRC. With these maps, implementers can target their messaging on violence prevention to reach specific communities depending on popular media channels among key populations and subgroups.

DIAGNOSE

Risk of Health Worker Violence

Lower risk — Higher risk

TARGET

Regular Adult Radio Listeners
(% of adult population)

0% — 45%+

Stunting
(% of children under five)

10% — 55%+

CURRENT CUSTOMERS

USAID FROM THE AMERICAN PEOPLE

DEPARTMENT OF STATE · UNITED STATES OF AMERICA

MILLENNIUM CHALLENGE CORPORATION · UNITED STATES OF AMERICA

THE WORLD BANK

UNDP

Contact Anna Loughran at **a.loughran@fraym.io** to discuss further