

Mobile Data Collection



Now
even
Better!

@ontheseesaw

Ignoring incentives
will make your M4D
project fail.

Get your **incentives** right!

...Failing that, use **airtime**

Jossekin Beilharz
SeeSaw
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Incentives

Incentives

1. Act on the Data!



Reported Broken?

→ **Fix it!**

Incentives

1. Act on the Data!
- 2.

Incentives

1. Act on the Data!
2. Feedback Loop!

**Fixed
Water Pumps
this Week:**

5

Billboard at central
Junction?

Incentives

1. Act on the Data!
2. Feedback Loop!
- 3.

Bribe!

Airtime!

Ghana



1. Act on the Data!
2. Feedback Loop!
3. Airtime!

Jossekin Beilharz

SeeSaw

jossekin@greenseesaw.com

Berlin

Cape Town

