

Tech for Good: Using Data and Technology to Forecast Change

It started with a simple mission

Keep people safe and informed



A decisions solutions company

Deliver more than **50 billion requests** for
weather information every day and produce
25 billion forecasts daily



Map the
atmosphere
every
15 minutes

Process over
400 terabytes
of data daily

Data + technology for good



FAMILY COMMUNICATION



SYMPTOM CONTROL



OUTAGE PREDICTION



CROP MANAGEMENT

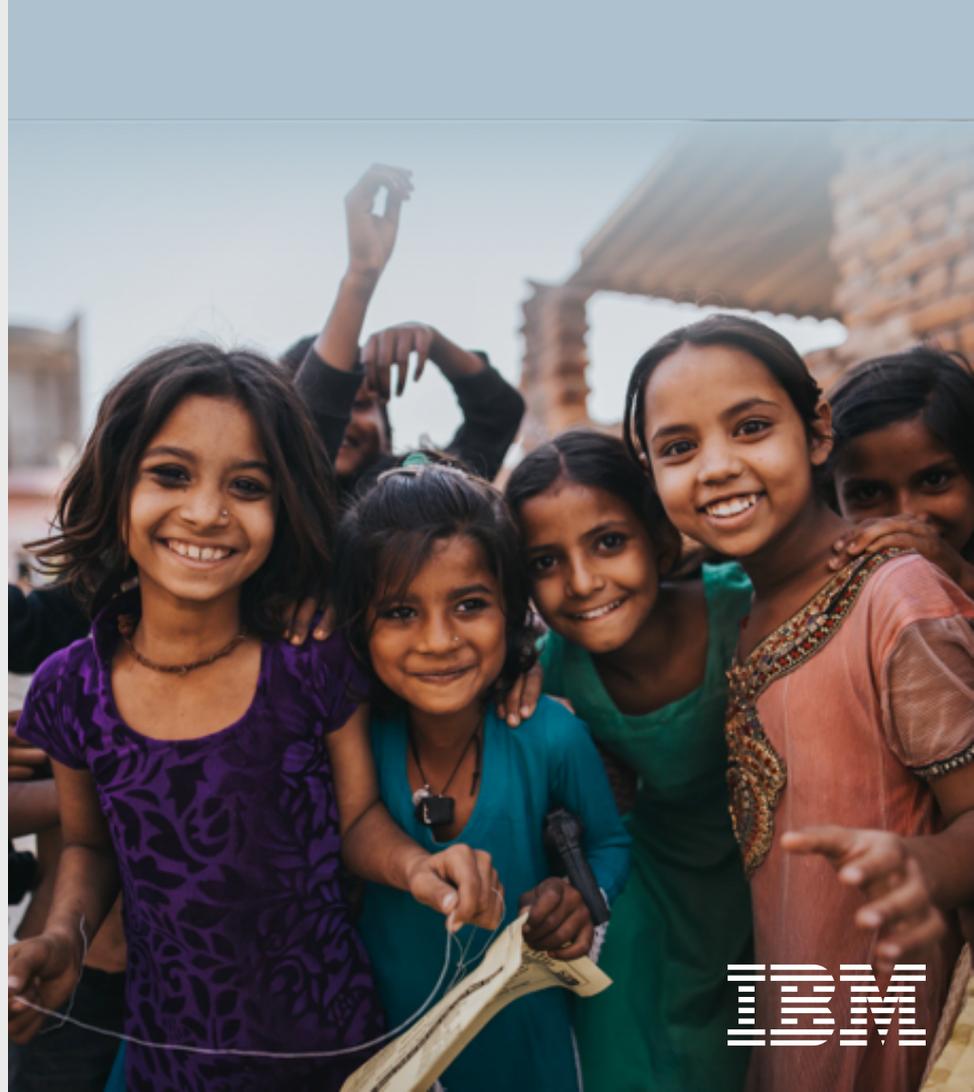


CUSTOMER ENGAGEMENT



COMMUNITY SAFETY

Solutions that matter



IBM

Advancing Weather Forecasting

FOOH Valid 00:00 UTC Thu Aug 16 2018



Current best model

FOOH Valid 00:00 UTC Thu Aug 16 2018



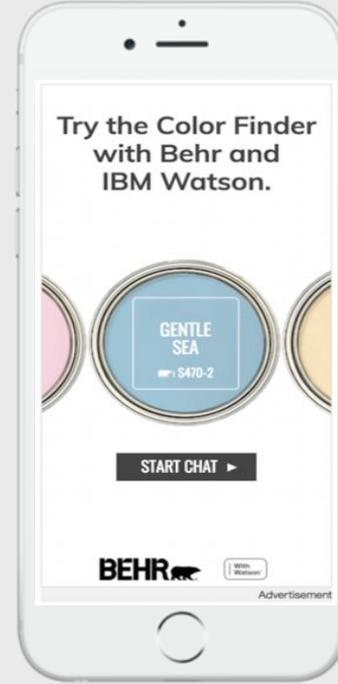
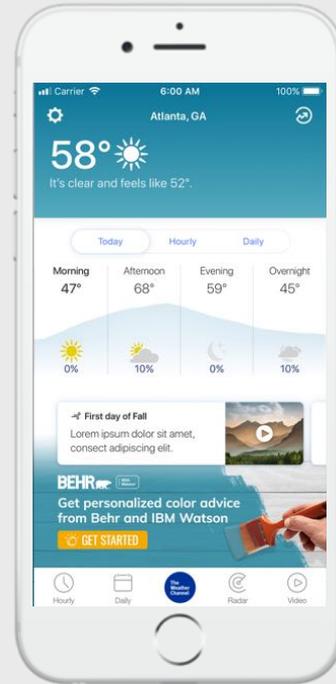
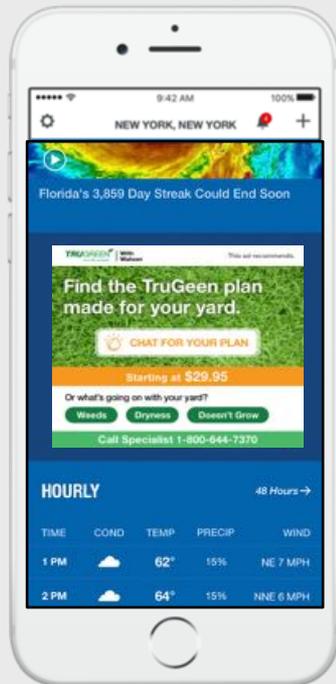
GRAF

**Introducing
IBM Global
High-Resolution
Atmospheric Forecasting
(GRAF)**

Developed in partnership
with National Center for
Atmospheric Research
(NCAR)

Providing a more accurate
weather forecast globally

Scaling AI



An aerial view of the Earth from space, showing the curvature of the planet and the blue atmosphere. The landmasses are visible in a darker blue tone, and the oceans are a lighter blue. The text "Propelling the World" is overlaid in white, centered horizontally and slightly above the vertical center.

Propelling the World

1 in 10



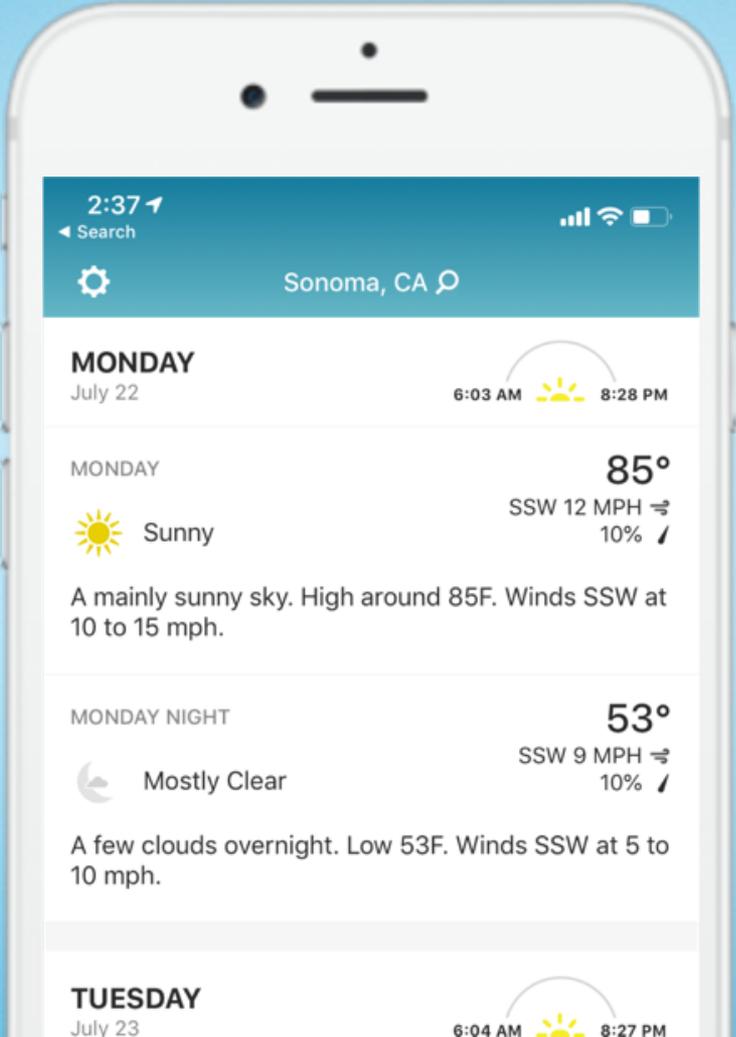
Climate
Change =
Water
Change



The logo for The Weather Channel, featuring the text "The Weather Channel" in white, bold, sans-serif font, stacked vertically within a solid blue square. The background of the entire image is a light blue gradient with a faint, large-scale weather map pattern.

**The
Weather
Channel**

The Weather Channel



The Early Wins

SOCIAL BUZZ

AUDIENCE ENGAGEMENT

BRAND HEALTH

INTERNAL PRIDE



To learn more about

FORECAST: CHANGE

please visit:

thewaterchannel.org



Supportive care services for vulnerable citizens in Sonoma



Created ACCESS (Accessing Coordinated Care to Enable Self Sufficiency)

Brings **together** resident data and needs in a singular view

Enables **better resource allocation** to at-risk segments of the community



Code Response

**CALL
FOR
CODE**[®] 20
19



**CLINTON GLOBAL INITIATIVE
UNIVERSITY**

An Initiative of the Clinton Foundation



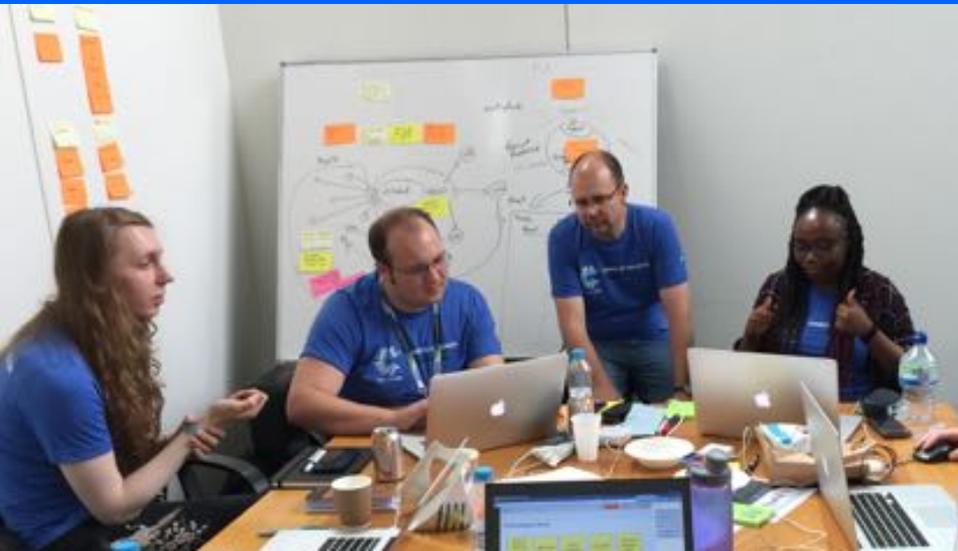


Call for Code 2019

**HOW COULD
23M DEVELOPERS
HELP SAVE LIVES?**

Answer the call:

- A \$200K cash prize
- Open source support from The Linux Foundation
- Meetings with mentors and potential investors
- Solution implementation



The Call for Code challenge is supported by the **IBM Code and Response™** initiative, a multi-year \$25M program dedicated to creating and deploying open source technologies to tackle the world's biggest challenges.

Enabling developers with expertise



Enabling developers with code and tools



DATA SCIENCE



TRAFFIC & WEATHER



ARTIFICIAL INTELLIGENCE



MACHINE LEARNING



BLOCKCHAIN



INTERNET OF THINGS

Engaging developers

// WEB // DIGITAL // SOCIAL // SEARCH // EVENTS



Cher @cher

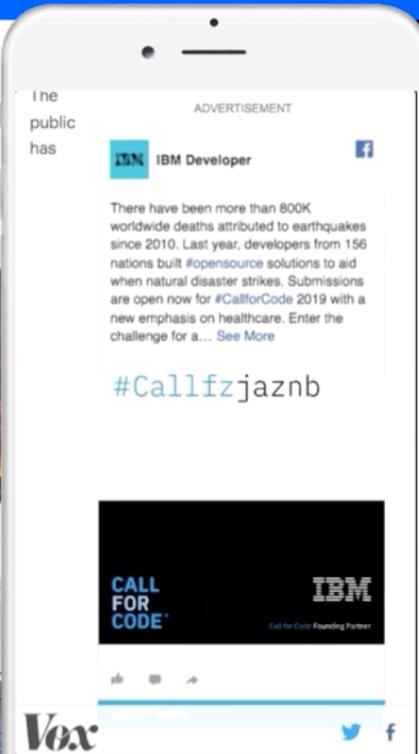
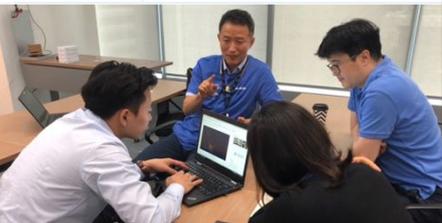
On UN #WorldEnvironmentDay join me in promoting #CallforCode, a global #TechforGood initiative that helps the most vulnerable among us with @UNHumanRights & @RedCross. Everyone deserves a safe & healthy environment after natural disasters strike. Visit: bit.ly/2JOEAod

UN World Environment Day
June 5

CALL FOR CODE[™]
2019 Global Challenge
callforcode.org/WED

8:50 AM - 5 Jun 2019

170 Retweets 777 Likes



ADVERTISEMENT

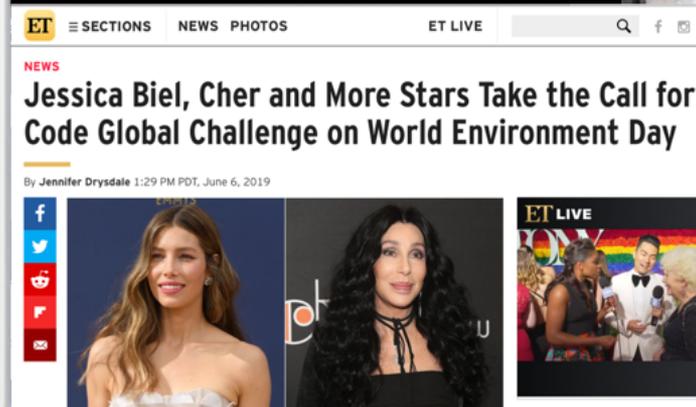
IBM Developer

There have been more than 800K worldwide deaths attributed to earthquakes since 2010. Last year, developers from 156 nations built #opensource solutions to aid when natural disaster strikes. Submissions are open now for #CallforCode 2019 with a new emphasis on healthcare. Enter the challenge for a... See More

#Callfzjaznb

CALL FOR CODE[™]
IBM
Call for Code Framing Partner

Vox



ET SECTIONS NEWS PHOTOS ET LIVE

NEWS

Jessica Biel, Cher and More Stars Take the Call for Code Global Challenge on World Environment Day

By Jennifer Drysdale 1:29 PM PDT, June 6, 2019

Jessica Biel Cher

ET LIVE



Rabia Mahmood • 3rd+
Senior Software Engineer at Lloyds Banking Group
6d • Edited

Final day of United Nations, IBM - Call for Code in Geneva, representing Lloyds Banking Group. ...see more



Call for Code 2018 Impact

The heart of a coder is grounded in becoming a *problem solver*, a *creator*, and an *innovator*

- 1 Winner
- 156 Nations
- 100k+ Developers
- 2,500+ Applications
- 400+ Call for Code days globally
- 45 Celebrity supporters
- 62 Corporate, Government and University Supporters
- 500M Impressions
- 390 News Stories

2019 is on track to be even bigger!



Project Owl

Keeping first responders and victims connected in a natural disaster

Technology: The IoT solution integrates IBM Watson Studio, Watson Cloud APIs, and Weather Company APIs on the IBM Cloud

Lessons Learned

1. Be Authentic

Your company needs to walk the walk

2. Get Buy-In Early and Often

Create an Ecosystem - there is power in uniting around a cause

3. Think Long-Term

Commit to make a lasting impact



Thank you.

