Category: Editorial

Project: Making sense of disaster data

What was the challenge?

As the impact of disasters and natural catastrophes keep making the headline news, it's important that the information is put into context. One of the most reliable sources of information on disasters is the International Disaster Database (EM-DAT) from the Centre for Research on the Epidemiology of Disasters (CRED). Yet the amount of information isn't easily accessible for the media and public.

What was the solution?

While the EM-DAT data is publicly available, making the information engaging and easy-to-understand required analyzing and categorizing it into themes. As the primary information for readers, key numbers are highlighted using iconography. Secondary data is shown a simple linegraph showing trends over time. Tertiary information is then added to the linegraphs for context and detail.

What was the effect?

The UN Office for Disaster Risk Reduction (UNISDR) released these graphics to coincide with its yearly press conference on disaster impacts and the UN Conference on Sustainable Development (Rio+20). In addition to having a more engaged audience by sharing these designs on social media, various media and governments used the graphics in their publications to illustrate the impact of disasters and climate change on society.

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