THE MYANMAR INTERACTIVE MRE APPLICATION
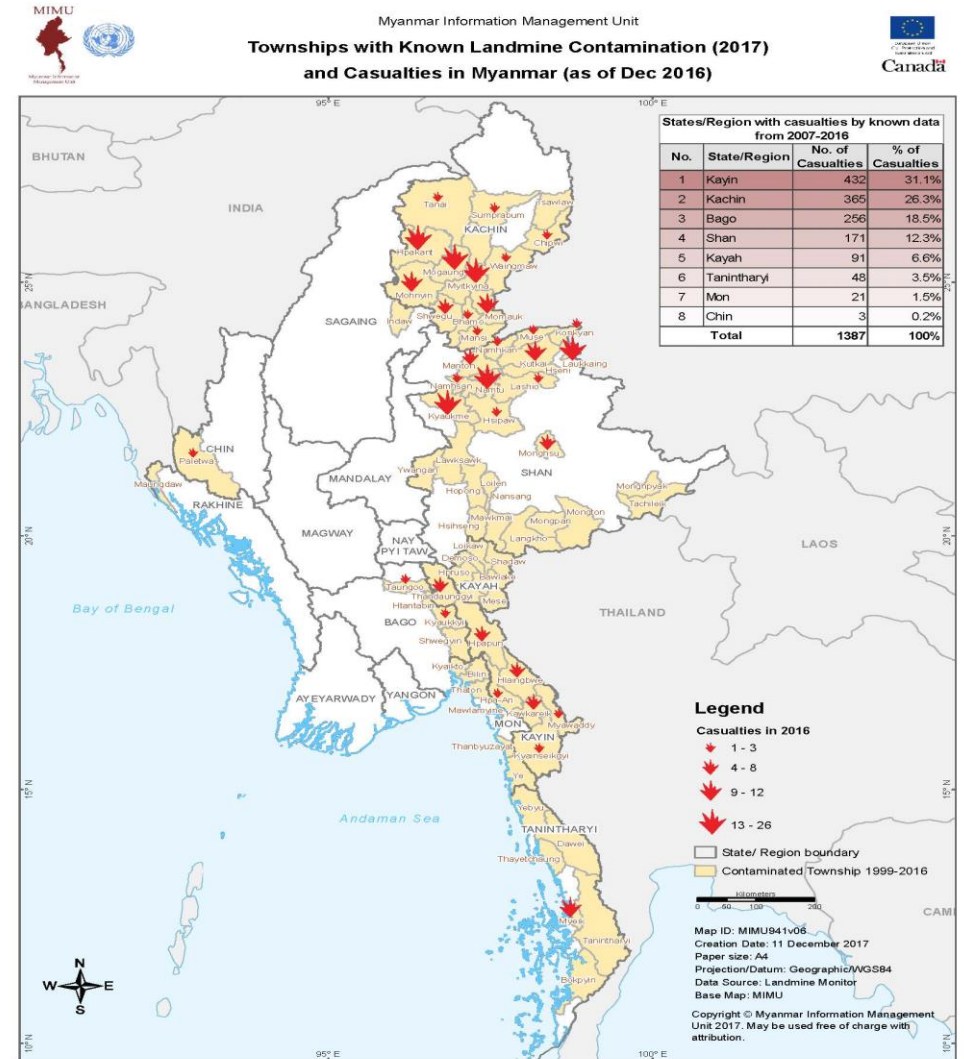
LANDMINE AND ERW THREAT

➢ 9 out 14 States and Regions contaminated (Source: Landmine Monitor)

➢ In 2017 = 176 casualties were documented (52 died and 124 injured. Out of total 46 were children: 8 died and 38 injured) (Source: MRWG)

➢ Long history of contamination; new contamination ongoing

➢ Many casualties go unrecorded in conflict area due to the lack of access and sensitivity.

Myanmar Information Management Unit
Townships with Known Landmine Contamination (2017) and Casualties in Myanmar (as of Dec 2016)

States/Region with casualties by known data from 2007-2016

No.	State/Region	No. of Casualties	% of Casualties
1	Kayin	432	31.1%
2	Kachin	365	26.3%
3	Bago	256	18.5%
4	Shan	171	12.3%
5	Kayah	91	6.6%
6	Tanintharyi	48	3.5%
7	Mon	21	1.5%
8	Chin	3	0.2%
	Total	1387	100%

Legend
Casualties in 2016
1 - 3
4 - 8
9 - 12
13 - 26
State/ Region boundary
Contaminated Township 1999-2016

Map ID: MIMU941v06
Creation Date: 11 December 2017
Paper size: A4
Projection/Datum: Geographic/WGS84
Data Source: Landmine Monitor
Base Map: MIMU

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MYANMAR COMMON MRE TOOLKIT

- The KAP Survey and Rapid Assessment
- The Common MRE Toolkit was developed
- All the materials have been field-tested.
- Approved by Government in 2016 and being used by 40+ organizations in Myanmar

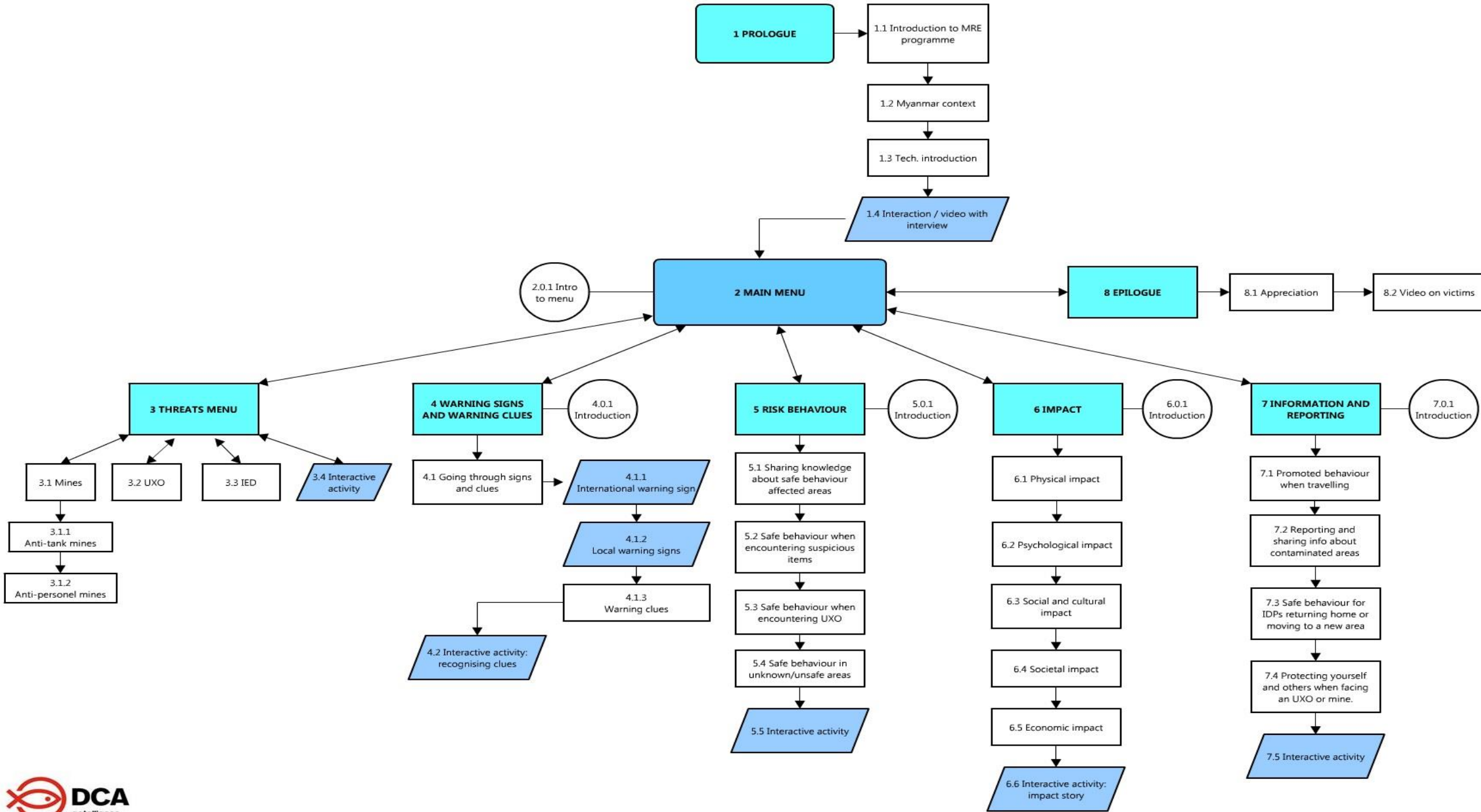# WHY WE WANTED TO DEVELOP INTERACTIVE MRE APPLICATION

- An innovative and interactive tool, which capitalize on new Information and Communication Technologies

- Part of the Common MRE Toolkit, developed by DCA with the support of UNICEF and the Mine Risk Working Group and approved by the Department of Social Welfare.

- Will contribute to a more **interactive and dynamic learning experience** for users, including both MRE facilitators and target audiences

- People living in mine-affected areas have the possibility to learn in an interactive and dynamic manner
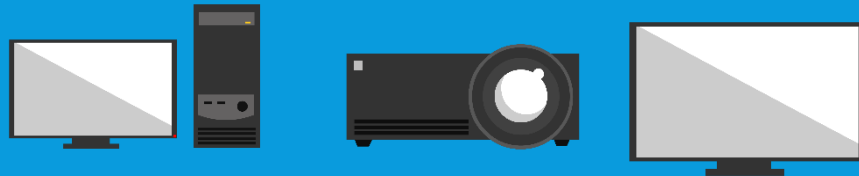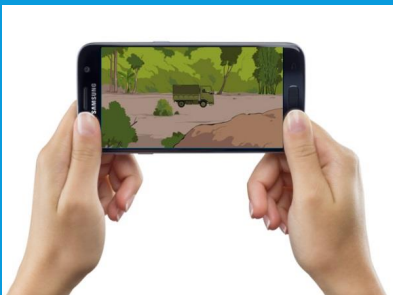
THE MYANMAR INTERACTIVE MRE APPLICATION

- An application built around the messages which are central to the MRE Common Toolkit, designed in 2015

1 PROLOGUE

1.1 Introduction to MRE programme

1.2 Myanmar context

1.3 Tech. introduction

1.4 Interaction / video with interview

2.0.1 Intro to menu

2 MAIN MENU

8 EPILOGUE

8.1 Appreciation

8.2 Video on victims

3 THREATS MENU

4.0.1 Introduction

4 WARNING SIGNS AND WARNING CLUES

5.0.1 Introduction

5 RISK BEHAVIOUR

6.0.1 Introduction

6 IMPACT

7.0.1 Introduction

7 INFORMATION AND REPORTING

3.1 Mines

3.2 UXO

3.3 IED

3.4 Interactive activity

3.1.1 Anti-tank mines

3.1.2 Anti-personel mines

4.1 Going through signs and clues

4.1.1 International warning sign

4.1.2 Local warning signs

4.1.3 Warning clues

4.2 Interactive activity: recognising clues

5.1 Sharing knowledge about safe behaviour affected areas

5.2 Safe behaviour when encountering suspicious items

5.3 Safe behaviour when encountering UXO

5.4 Safe behaviour in unknown/unsafe areas

5.5 Interactive activity

6.1 Physical impact

6.2 Psychological impact

6.3 Social and cultural impact

6.4 Societal impact

6.5 Economic impact

6.6 Interactive activity: impact story

7.1 Promoted behaviour when travelling

7.2 Reporting and sharing info about contaminated areas

7.3 Safe behaviour for IDPs returning home or moving to a new area

7.4 Protecting yourself and others when facing an UXO or mine.

7.5 Interactive activity

DCA
actalliance

FEATURE OF INTERACTIVE MRE APPLICATION

- An application, is designed for **any other smartphone app or computer program**

- Taking advantage of the **rapid expansion of smartphone and computer use** in the country

- Available, **at no cost**, through distribution services such as Google Play and App Store

- All MRE actors working in Myanmar will have access to this tool, either by using the mobile application on a smartphone or by using the program directly on a **computer**

- **Off line** (no internet required for sharing)

FEATURE OF INTERACTIVE MRE APPLICATION

- **Monitoring possibilities** : number of users, possibilities to know the location of users, number of time spend using the application etc. (eg. U report- network of 20,000 youth and adolescent)
- **Easy to update/ new features** can be added regularly/ reports can be sent / communication
- **Important information can be sent**…EMRE information or newsfeed for example (stay away from xx location! Ongoing clashes in this area… report of Mines or UXOs in this area, etc.)

COMPARATIVE ADVANTAGE OF APPLICATION

- Cost effective: Myanmar traditional printing MRE toolkit at 50USD per piece / Smartphone available at 19 USD in Myanmar

- Lighter to transport when no access of roads to reach remote affected communities (Full MRE tool kit Bag around 5kg / Smartphones and tablets between 0.2 kg and 0.8 kg

Western Europe
1 million

Latin America
1 million

CEE

Middle East

India
13 million

4 million

5 million

26 million

APAC (excluding China and India)

Africa
24 million

North America
6 million
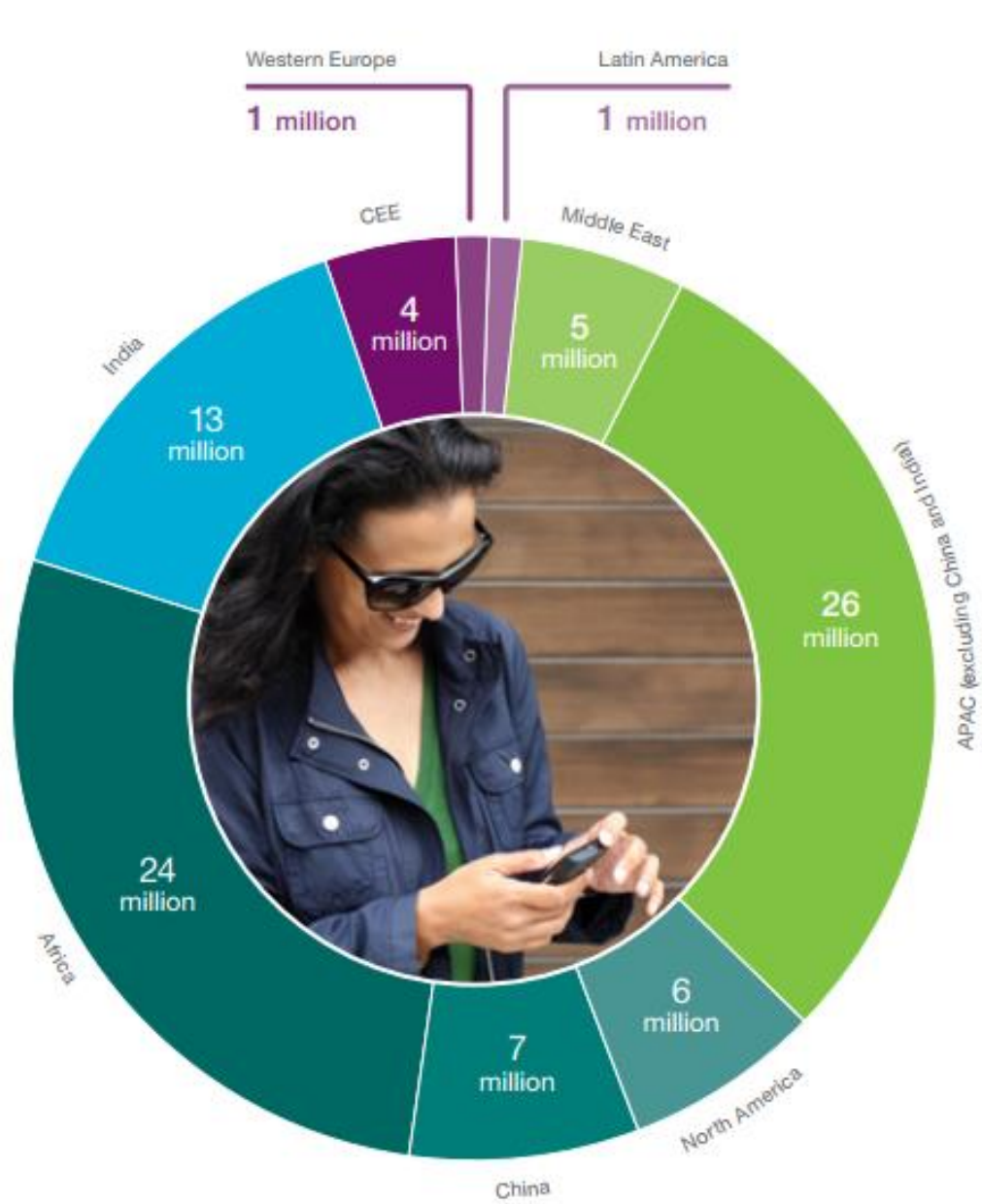
China
7 million

Top 5 countries by net additions Q3 2015

①	India	+13 million
②	China	+7 million
③	USA	+6 million
④	Myanmar	+5 million
⑤	Nigeria	+4 million

87 million new mobile subscriptions globally in Q3 2015

- **The world added 87 million new mobile subscribers this past quarter, with nearly 6 percent of them coming from Myanmar, making it the fourth-fastest growing market on earth, according to Ericsson's Q3 2015 Mobility Report.**

Myanmar now has at least 33 million active mobile subscriptions in a country with an official population of 53 million.
Smartphone usage rate is reported at 80%.

In Myanmar, a smartphone is available starting from $19

Thank you