Some Innovative Ideas to Communicate Flood and Drought Info & Warning
Flood and Drought in Lower Mekong Basin (LMB)

“The communities that were unprepared are the ones who have suffered the most”
Key Innovation

1. Alleviate the stakeholders with easily understood and accessible information via Line application.

2. Simplified informative knowledge from the MRC data and information services, the Mekong flood and drought forecasting, and the World Meteorological Organization.

3. Raise awareness of the information sources by promoting it on popular social media platforms.
Prototype

Menu

Information/ News dashboard

Everywhere through 1 click

- Flood forecasting website
- Drought forecasting and early warning website
Flood & Drought Forecasting and Early Warning via Line application

Flood forecasting

Drought forecasting

Other Information
Simplified information from 2 sources using info graphic

For example:
Promoting the Application through Social Media Platforms

“The most reason for using social media is to update the news and current events.”
THANK YOU