USING LOCATION TO REACH THE UN SDGs

GEOSPATIAL WORLD FORUM 22.10.2021
INTRODUCING ORBICA

A DIVERSE TEAM OF SPECIALISTS WHO THINK OUTSIDE THE QUADRILATERAL

25 motivated employees
founded in 2017
Berlin and Christchurch offices

Geospatial analysis and development
Remote sensing
Artificial intelligence

Data Science
Business intelligence
Agile practitioners
We help decision makers with lots of data, by creating solutions that bring clarity and insights.
How can location contribute towards sustainability?

1. Increasing Financial Contributions
2. Empowering Smallholder Farmers
3. Stakeholder Engagement and Transparency
INCREASING FINANCING FOR RAINFOREST RESTORATION
MOTIVATION

- Donation behaviour is seasonal
- How can we make reforestation interactive?
- Where you see progress in drone data?
- And combine it with stories from the field?
CONCEPT: DONATION PORTAL

- Showcase the project
- News Stories
- Interactive Map for Reforestation/Donating
- Recurring donations
- Dynamic Landing Pages created by client on demand
CONCEPT: MAP FEATURES

- Pick the area you want to reforest
- User management, see ‘your’ forest grow
- Carbon footprint stats
- Recurring donations: auto-assign to your forest cluster
- Automatic suggestions on where to plant, avoid fragmentation
Lebenswald creates new habitats, protects endangered species and actively fights against climate change. The initiative Lebenswald is part of Borneo Orangutan Survival (BOS). BOS saves the acutely endangered orangutans on Borneo.

Together we developed a map-focused, donation platform that engages with donors allowing them to select their region for planting and track the entire project as well as their individual CO2 savings.

https://www.lebenswald.org/

“...The engaging, interactive website that we built with Orbica, helped us increase donations by 160% in the first six months. Partnering with Orbica paid off in many ways.”

Daniel Merdes, Managing Director, BOS Deutschland e.V.
EMPOWERING SMALLHOLDER COFFEE FARMERS
We support HereWeGrow with the implementation and execution of a large-scale training program. The goal is to improve coffee yield and quality to raise the household income of 50,000 coffee farmers in Ethiopia.

We built and implemented a system for monitoring and evaluation of the training offering, attendance tracking, training module navigation with data collection, and farm visit surveys.

"Orbica showed great commitment and attention to detail. Their guidance during our initial workshops was particularly valuable for the direction of the project. This combined with an agile approach and having a working prototype early were instrumental for our success. The digital solution is a leap forward for HereWeGrow and its partners."

Lukas Beuster, Project Manager, HereWeGrow gGmbH
IMPROVING STAKEHOLDER ENGAGEMENT

BRAZIL

Minor crops, big Impact

Smallholders in São José do Rio Pardo, São Paulo State grow mainly fruits and vegetables. Some of their customers are convenience food manufacturers. These smallholders are a vital link in the food value chain. It is important for them to fully understand the requirements of their customers, to manage their farms sustainably and to constantly improve their agricultural practices. BASF partnered with Fundação Espaço ECO to promote Good Agricultural Practices and improve smallholder livelihoods.

To help smallholder fruit and vegetable growers from São José do Rio Pardo improve relationships with their customers and enable them to fulfill the increasingly strict quality and safety requirements of the food industry.
We helped BASF Agricultural Solutions visualize their partner initiatives for smallholder farmers and biodiversity protection. We combined maps and digital storytelling to bring their data to life.

https://farming-stories.basf.com/

„With the help of Orbica we can present information in an engaging and interactive format that goes far beyond traditional web reports. We truly enjoyed working with their entire team: inspiring, innovative and fun!“

Dagmar Lonien, Sustainability Relations, BASF SE
THANK YOU FOR ATTENDING

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A FUTURE OF EXPERIENCE, INNOVATION AND CREATIVITY

Know the world, change the world