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For Immediate Release

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### **AtmaGo App Wins IDEO.org's Amplify Urban Resilience Challenge**

Atma Connect—a California-based technology organization focused on connecting and empowering people in the developing world—has won the 2016 IDEO Amplify Urban Resilience Challenge with their AtmaGo.com urban resilience app. The Amplify Urban Resilience Challenge is a partnership of The Rockefeller Foundation, USAID, the Swedish Development Agency (SIDA), the UK Development Agency (DFID), OpenIDEO, and IDEO.org.

*"Atma is thrilled by the opportunity to work with IDEO.org's [Amplify Program](#) and the [Global Resilience Partnership](#) to improve the resilience of low-income urban communities,"* said Founder and CEO Meena Palaniappan. *"We know that thousands of communities around the developing world face great risks from floods and other extreme weather events—and we know that climate change is going to make many of these threats more severe in coming years. But we also know that local communities have ideas and solutions that they can share with each other and the world."*

The AtmaGo web app, which was launched in January of 2015, now has over 16,000 users in three Indonesian cities—Jakarta, Malang and Lamongan. These users are sharing solutions, reporting problems, and posting all kinds of information with the goal of "warga bantu warga" or neighbors helping neighbors.

*"Thank you to IDEO and Amplify for this great opportunity!"* said Alfan Rodhi, Atma's Indonesia Field Director. *"People in our cities have ideas on how to respond to floods and build stronger communities—but we need to unite them using technology so we can truly be 'neighbors helping neighbors'."*

When terrorists attacked Jakarta on January 13, 2016, AtmaGo users shared news and updates. When floodwaters inundated Jakarta in February of 2015, users posted messages on how to protect essential household items before the floods, which neighborhoods to avoid due to floodwaters, and then posted updates as the waters receded. But AtmaGo provides more than just timely disaster information—users can find jobs, post community events, share recommendations and report problems.

*"The IDEO-Amplify win couldn't have come at a better time,"* said Sergio Paluch, Chief of Product. *"As we embark on creating an Android application, we are excited to be working*

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*with IDEO and we look forward to moving forward our shared human-centered design approach."*

## **About Atma Connect**

Atma Connect, founded in 2014, is a California-based nonprofit organization that is focused on connecting and empowering people across the developing world. The goal is to use technology to unleash the resourcefulness and ingenuity that lie within even the poorest neighborhoods. Atma Connect wants to create a world where neighbors can help neighbors to build healthier and more productive lives. The AtmaGo.com app is on track to reach 60,000 users in Indonesia by the end of 2016 and the team is looking forward to launching in new cities across the region.

- For Photos: <https://drive.google.com/folderview?id=0B-9CU02J4UH9R2Fic0NwTV9mWFU&usp=sharing>
- For Logo: <https://drive.google.com/folderview?id=0B-9CU02J4UH9clFwNW1aQ2UwcG8&usp=sharing>

## **About Amplify's Urban Resilience Challenge**

The Challenge is a partnership between the Amplify Program (a collaboration between DFID, [IDEO.org](#) and OpenIDEO) and the Global Resilience Partnership. Amplify is running 10 challenges in 5 years in an effort to make international development more collaborative and human centered. Amplify's Urban Resilience Challenge focused on selecting ideas with the potential to improve the ability of urban slum communities around the world to survive, adapt and thrive in response to the effects of climate change.