

# TomorrowNow.org

Working Together To Adapt and Thrive in  
A Changing Climate



## TomorrowNow - 2022

TomorrowNow accelerates the adoption of  
next gen weather & climate action innovations  
for communities most in need



## The Problem: The Destructive Consequences of Climate Change Are Unfolding NOW. Those Most At Risk Are Least Equipped To Adapt & Act.

- The global food & climate crisis is here; Crops are failing; Farmers no longer know what to plant
- ~70% increase in food production required by 2050 to feed a global population of 10 billion
- Weather is a critical and missing input for #zerohunger ecosystem: climate-resilient seed production, farmer advisory services, inclusive insurance

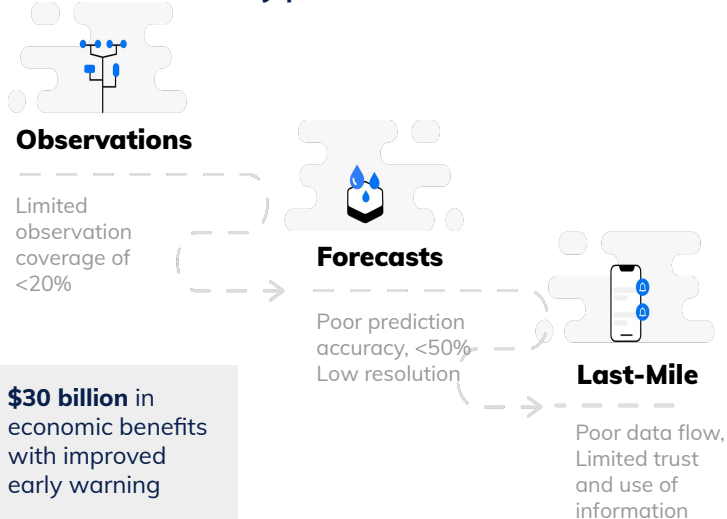


“Weather intelligence plays an important role in advancing our climate adaptation and resilience work”

# The Problem: Weather Systems Are the Backbone of National Climate Resiliency, Yet Failing Regions and People Most In Need.

## The Broken Weather Value Chain

**64%** of African countries have no early warnings at all, the rest very poor and unactionable.



## The Global Weather Gap

Traditional approaches to monitoring and communicating weather continue to fail in areas most in need



Global distribution of terrestrial radars

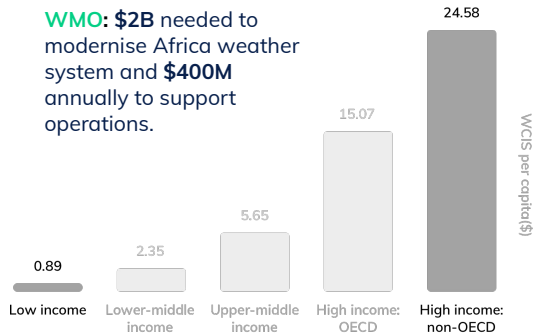
Source: [WMO](http://WMO)



# The Problem: We Have Learned A Lot From The Many Many Failed Attempts To Fix The Global Weather Gap. **We Need a Different Approach.**

## Limited Public Sector Budgets

Low income countries spend **25X less** than high income countries **on weather.**



## Market Not Ready for Private Sector



## Unsustainable Development Projects



[uwweatherstation.blogspot/2011/07/weather-station-damaged](http://uwweatherstation.blogspot/2011/07/weather-station-damaged)

“I’ve worked on many weather station installations in Africa. I’ve never seen one last more than a couple of months. There is never on going budget to maintain, calibrate or capture real time data.”

**Engineer,** East Africa

# The Opportunity: Phenomenal Potential To Leverage Private Sector & Next Gen Weather For Public Good And Close The Global Weather Gap



“Science [and technology] is giving us the opportunity to improve lives more rapidly than ever. But **we’ll only make the most of that potential if we ensure that these tools reach everyone who needs them, including the poorest people in the world.**”



**Bill Gates,**  
February 14, 2020

## Quality Weather Data Must Be Made Universal

“A constellation of active precipitation radar satellites will, for the first time, provide radar data, and therefore reliable weather forecasts, to the 5 billion people worldwide who live outside of radar coverage. In particular **this data will enable a dramatic improvement in forecasts** of precipitation, flooding and drought, phenomena that are **so critical to smallholder farmers and the general population of Africa.**”



**Kathryn Sullivan, PhD**

Tomorrow.io Advisor, Former NOAA Administrator and NASA Astronaut *First American woman to walk in space and reach the deepest point in the ocean*

## Our Solution: **TomorrowNow.org**

We are a visionary **501(c)(3) nonprofit** that exists to accelerate the adoption of transformative next gen weather and climate action innovations in regions (and for people!) most in need.

We convene and lead projects. We learn by doing. We close gaps today + identify opportunities for tomorrow

We have a unique public good partnership with Tomorrow.io

- **Weather/Space Intelligence** to power next generation weather/climate infrastructure
- **Targeted Use Cases** most critical to climate action and adaptation
- **User-Driven Innovation Processes** to ensure the voice of the vulnerable are central to design - farmers, women, youth
- **Novel Development Partnership Models** to ensure access affordability and sustainability

We have built an Africa-First team with farmer-first capabilities

We have established multi-stakeholder partnerships with the most influential players in international development and weather



“As farmers, we want to contribute to the solution not just be a recipient of the solution”

**MAASAI LEADER**  
Southern Kenya



We are intentional about how advanced tech and innovation reaches vulnerable communities. It will not happen on it's own!

# Impact Potential: By Working Together, We Can Power Critical #ZeroHunger Solutions With Next Gen Weather Infrastructure

“It’s a problem that top climate scientists, local meteorologists and rural farmers all desperately want solved”

*The Washington Post*



## Climate-Resilient Agriculture

“If we are trying to understand whether rain caused crop failure, it really matters to know if 20 inches of rain fell in one hour versus over 48 hours”

Seed Trial Manager, CGIAR, Africa



## Emergency Preparedness

“All we care about is when the next emergency is going to happen and how can we be better positioned to respond. 30 seconds can make all the difference to someone’s life”

Emergency Response Dispatch Manager, Nairobi, Kenya.

# Meet Our All Star Team

- **Georgina Campbell Flatter**, Executive Director
- **Asiedua Amoah**, Managing Director
- **Philip Frost**, Climate Resilience Lead
- **John Corbett**, Agriculture Climatologist
- **Kenneth Chepkwony**, Kenya County Officer
- **Ronald Dinaga**, Kenya County Officer
- **Rei Goffer**, Board Chair



We also have an All-star Board of Directors and Advisory Board who bring a deep understanding of weather and development across government, humanitarian, NGO and private sectors



KENYA SPACE AGENCY  
Possibilities beyond our skies



EARTH DATA FOR INFORMED AGRICULTURAL DECISIONS

# TomorrowNow.org - Activity SnapShot

TomorrowNow is a visionary 501(c)(3) non profit addressing the urgent need for climate action NOW by accelerating the adoption of next generation weather & climate action innovations for communities most in need

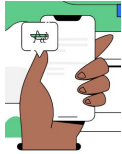
We bring the latest climate action data and tools to at-risk communities today

We invest in transformation to achieve long-term viability of weather/climate systems in underserved regions.

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**BILL & MELINDA GATES foundation**

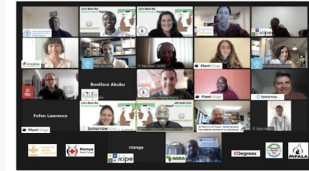


**The Boston Globe**

**Boston nonprofit gets Gates Foundation backing to help African farmers**

Goal is to develop mobile weather apps that improve crop yields

By [Aaron Pressman](#) Globe Staff, Updated December 14, 2021, 8:52 a.m.





# Farmers: Empowering Farmers to Feed the Next Billion

TomorrowNow leads projects to empower agricultural and food systems in Africa with critical farm-first weather and climate tools, including two Gates Foundation funded activities in East Africa.



TomorrowNow in the field talking to farmers about their weather and climate needs



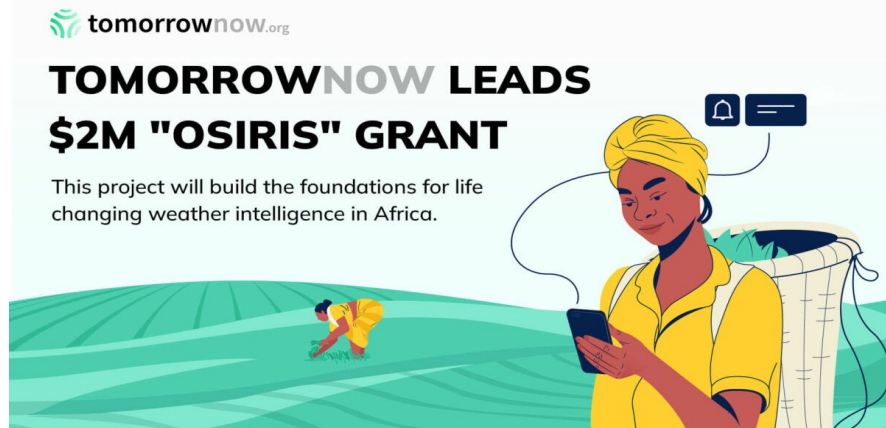
TomorrowNow created a series of climate action videos made by farmers for farmers to help proactively act and protect their farms against the desert locust



# Farmers: Empowering Farmers to Feed the Next Billion

## Program Overview - OSIRIS

The OSIRIS project identifies activities that aims to lay the foundations for closing the weather/climate data gap in areas traditionally underserved but most in need



tomorrowNOW.org

### TOMORROWNOW LEADS \$2M "OSIRIS" GRANT

This project will build the foundations for life changing weather intelligence in Africa.

The graphic features an illustration of a woman in a yellow headwrap and shirt looking at a smartphone. A notification bubble with a bell and a message icon is connected to the phone. In the background, there is a stylized green field with a smaller figure of a person working in the distance.

- Establish products and technologies for Small-Scale Producers. Establish new high-quality, cost-effective farmer service delivery models
- To demonstrate the value of integrated weather innovations (CBAM, space radar etc.) improving the usefulness of weather data in the context of seed breeding



BILL & MELINDA  
GATES foundation





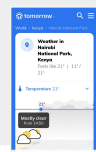
# Farmers: Empowering Farmers to Feed the Next Billion

## Program Overview - Project Locust

### Reimagining Early Warning/Action Systems

Through Inclusive Participation of Farmers Most At Risk

#### EARLY WARNING/ACTION



“Locusts are likely on your farm tonight. **Click here** to see what you can do...”



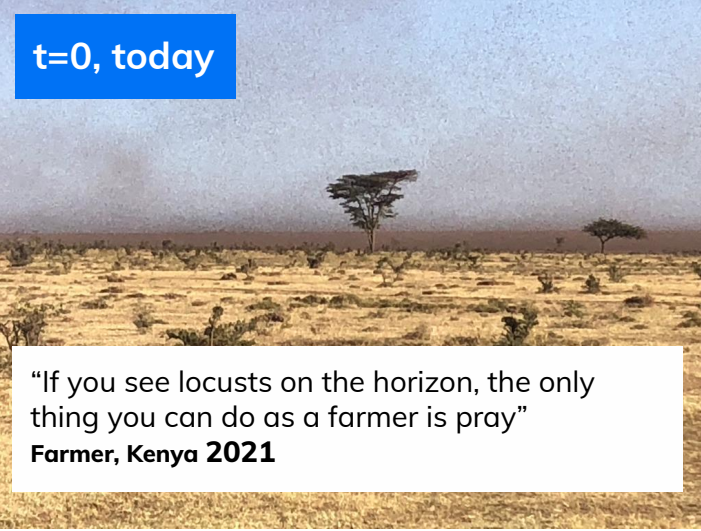
#### PROACTIVE ACTION

Harvesting and upcycling locusts for animal feed and compost



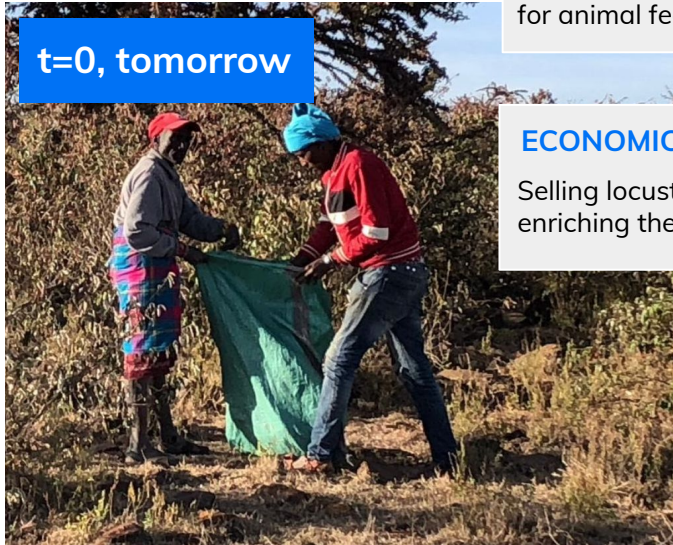
#### ECONOMIC EMPOWERMENT

Selling locusts to market and/or enriching their own crops



t=0, today

“If you see locusts on the horizon, the only thing you can do as a farmer is pray”  
**Farmer, Kenya 2021**

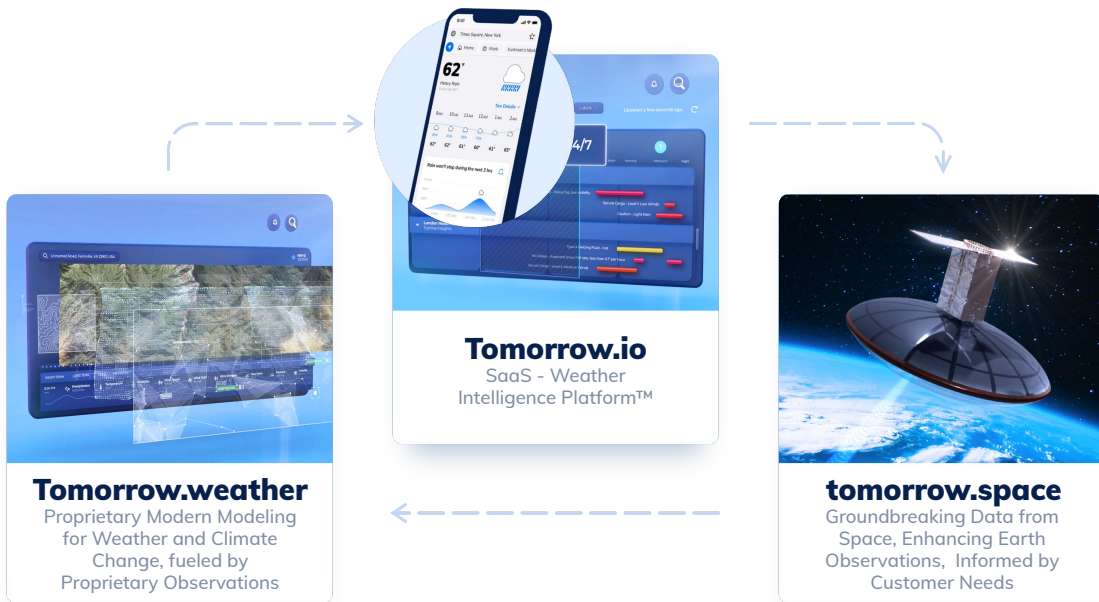


t=0, tomorrow



# Leveraging **Tomorrow.io's** scalable infrastructure for public good

## On Time Alerts And Insights for **Locust Action**



### Localized for Desert Locust

- State-of-the-science trajectory model
- Bespoke, hyperlocal land surface model
- Novel, multivariable “Hatching Index”
- Actionable custom insights
- SMS/Whatsapp – alerts, sightings



# Farmers: Empowering Farmers to Feed the Next Billion

## Program Overview - Project Locust



One of several expert working sessions with key stakeholders in Desert Locust Response



Project Locust team seeking feedback from women farmer coop who experienced locusts



A farmer testing the tomorrow.io mobile app and live weather tracking feature

- Leveraged tomorrow.io tech for public good
- System designed for/by farmers
- Design and content informed by farmers
- Multi-stakeholder public good solution - public, private, NGO



Project Locust partners meet in Kenya to storyboard digital on-farm content for locust action, based on farmer input



Farmers filming content to train other farmers on locust harvesting for animal feed and fertilizer

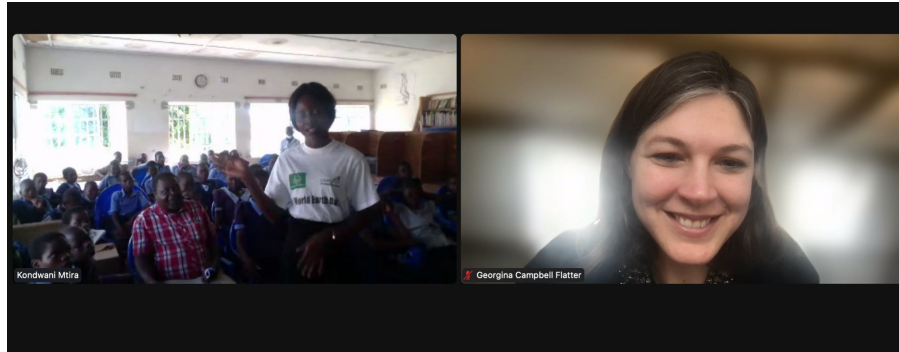


View of alert sent through tomorrow.io's customizable weather intelligence platform for use by government agents and NGOs



# Youth: Empowering Youth To Thrive in Our Changing Climate

TomorrowNow runs educational activities to connect at-risk children with weather and climate knowledge



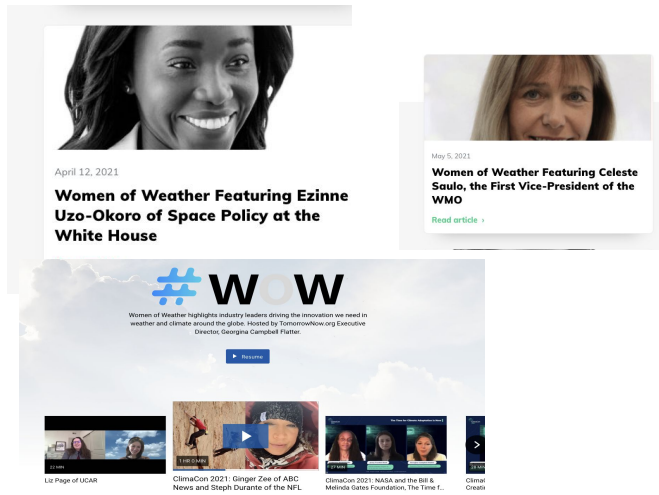
TomorrowNow's Executive Director, Georgina Campbell Flatter, using the tomorrow.io platform to lead a virtual weather club session with 30 Malawian children, teaching children how to better prepare for extreme weather



TomorrowNow visits to an orphanage in Uganda to learn from children how weather tools can improve their lives.

# Women: Lifting the Voice of Women in Weather and Climate

TomorrowNow believes that inclusive solutions start with inclusive leadership. TomorrowNow leads women-centered projects to lift the voice of women across the weather and climate sectors.



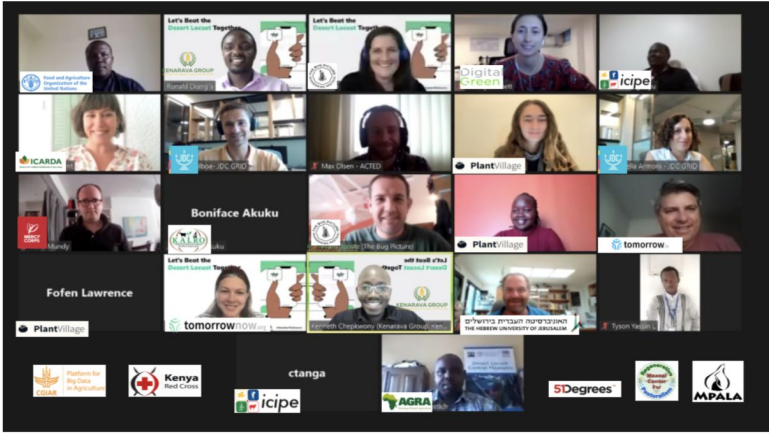
TomorrowNow ran a [#WOW campaign](#) to celebrate women in weather and climate space globally. We conducted dozens of online videos and webinars to celebrate the careers and impact of women in weather.



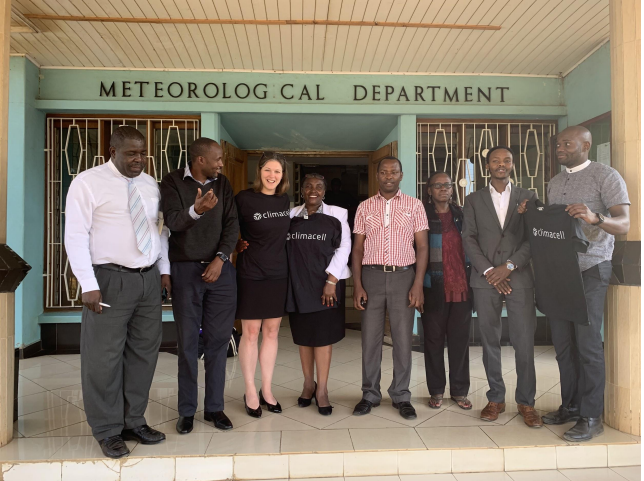
TomorrowNow lead a project in Kenya that engaged 200 women farmers on how to improve weather and climate services for women

# System: Working Together to Transform Weather Systems

TomorrowNow brings together the public, private and NGOs sectors to enable long term viability of weather and climate services. We lead virtual and in-person forums, generate thought leadership and facilitate partnerships



TomorrowNow leads a virtual forum with public and international development leaders including World Bank, FAO, WFP, Mercy Corp and others..



TomorrowNow meeting with public sector leaders in Kenya and Uganda to discuss how to enable "weather for all" through new innovations and business models.



TomorrowNow visits COP26 to promote TomorrowNow's mission and vision.



**Together, We Will Ensure**  
**Everyone Can Adapt and Thrive**  
**in a Changing Climate.**

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Please get in  
touch!

