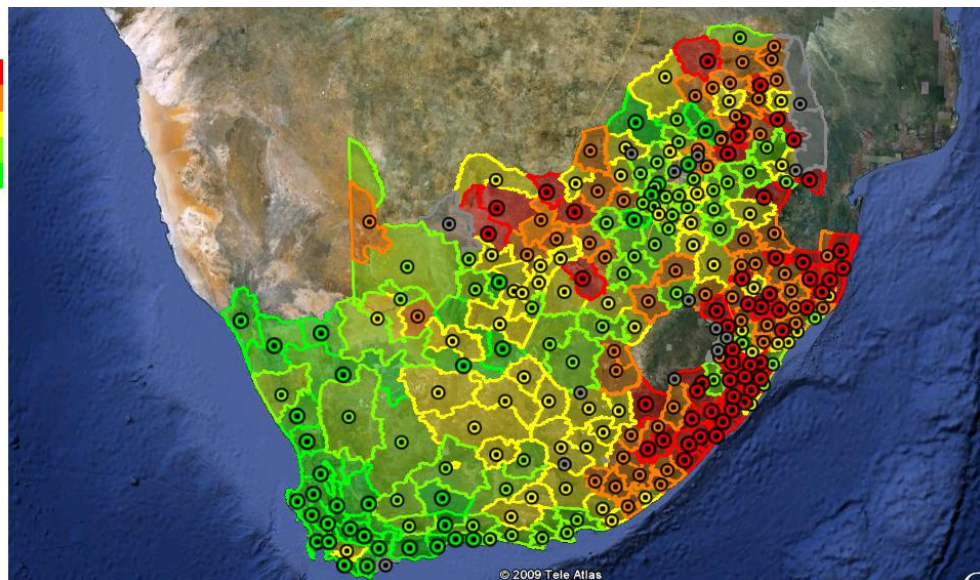
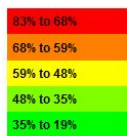


The Social Map User Guide

2010

Poverty



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1. Getting started

1.1 System requirements

To enable you to use the Social Mapping application it is important to look at what the minimum requirements are for your computer.

Operating systems

The Google Earth Plug-in currently supports the following operating systems:

- Microsoft Windows 2000, XP and Microsoft Windows Vista
- Apple Mac OS X 10.4 and higher (Intel and PowerPC)

Web browsers

The Google Earth Plug-in is currently available for the following web browsers:

Microsoft Windows (2000, XP, and Vista)

- Google Chrome 1.0+
- Internet Explorer 6+
- Firefox 2.0+
- Flock 1.0+

Apple Mac OS X 10.4 and higher (Intel and PowerPC)

- Safari 3.1+
- Firefox 3.0+

We recommend that you use Firefox 3.0+ or Google Chrome. Other browsers may have poor performance.

Computer minimum requirements:

The minimum requirements for your computer are:

- Operating System: Windows 2000, Windows XP, or Windows Vista
- CPU: Pentium 3, 500Mhz
- System Memory (RAM): 256MB
- Hard Disk: 400MB free space
- Network Speed: 128 Kbits/sec
- Graphics Card: 3D-capable with 16MB of VRAM
- Screen: 1024x768, "16-bit High Color" - DirectX 9 (to run in Direct X mode)

For the best performance, your computer should have the following specifications:

- Operating System: Windows XP or Windows Vista
- CPU: Pentium 4 2.4GHz+ or AMD 2400xp+
- System Memory (RAM): 1GB or greater
- Hard Disk: 2GB free space

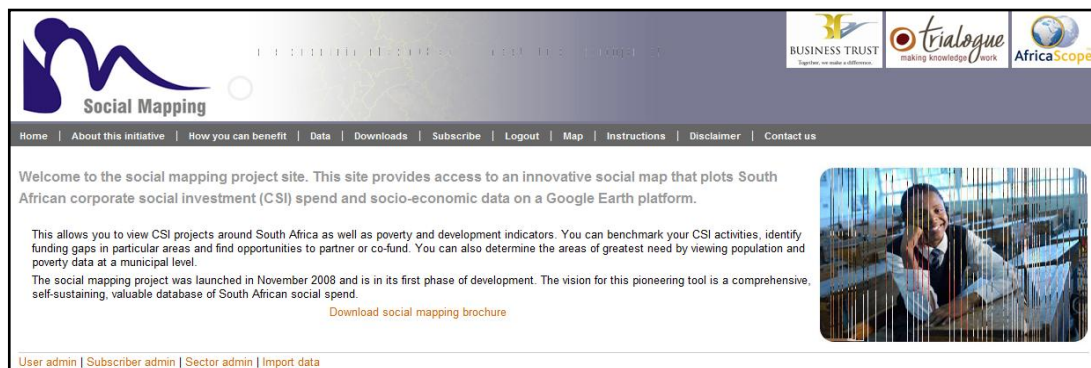
- Network Speed: 768 Kbits/sec
- Graphics Card: 3D-capable with 32MB of VRAM
- Screen: 1280x1024, "32-bit True Color"

Google Earth also needs access to the Internet. This is to allow the imagery to be refreshed when viewing different parts of the globe. However, it is important to emphasize that you can use Google Earth without an Internet connection. Google Earth is able to store small amounts of data in memory that can be viewed when you are off line.

How this works is that when you are connected to the Internet you can view in on areas of interest. Through the Internet the imagery is updated to provide as clear and detailed a picture as possible. This information is stored in the memory of the computer and can be accessed later when you are off line.

1.2 Accessing the Social Map

Start by loading your Internet browser. In the area where the web address must be typed enter: www.socialmapping.net. You will then get to the front screen of the social mapping webpage.



There are three different options for accessing the social map – free access, free access with registration or full access via subscription. Each of these allows you to view different levels of information as follows:

1. **Free access** to the map is available by simply clicking on the 'map' page of the website. The data shown here includes the geographic borders (under administrative data) and limited socio-economic data – demographics and Gross Geographic Product at a provincial level.
2. **Free access with registration** includes additional data such as the Service Provider layer of information (data on non-profits from SangoNet and the Department for Social Development).
3. **Full access** provides access to all of the data on the Social Map.

To be able to access the Social Map via registration (levels 1 and 2 above) you will need to do the following:

- Click on Login. First time users, click on 'create one for free' in the first line of the page. Your username will be your e-mail address and you will then have to select your own password.
- Once you have logged in, the Map page will load..

If you do not have the Google Earth Plug-in installed on your computer, you will need to install it the first time you login. The website can determine whether the Plug-in is installed or not. If it is, then the Map page will display immediately after your first login. If not, then an instruction page will display, explaining how to download and install the Plug-in.

You will need to close your browser window and reopen it for the installation to be effective.

2. Using the Social Map

It is important to note two factors about Google Earth imagery used in the Social Map. Firstly, the resolution of the imagery and how current it is can vary quite markedly from one area to another. What one often sees is that the imagery within the more urban or populated areas are of a higher resolution and more current than that of rural areas. Secondly, the imagery can have quite a marked spatial distortion of up to 50 metres.

2.1 The Map Page

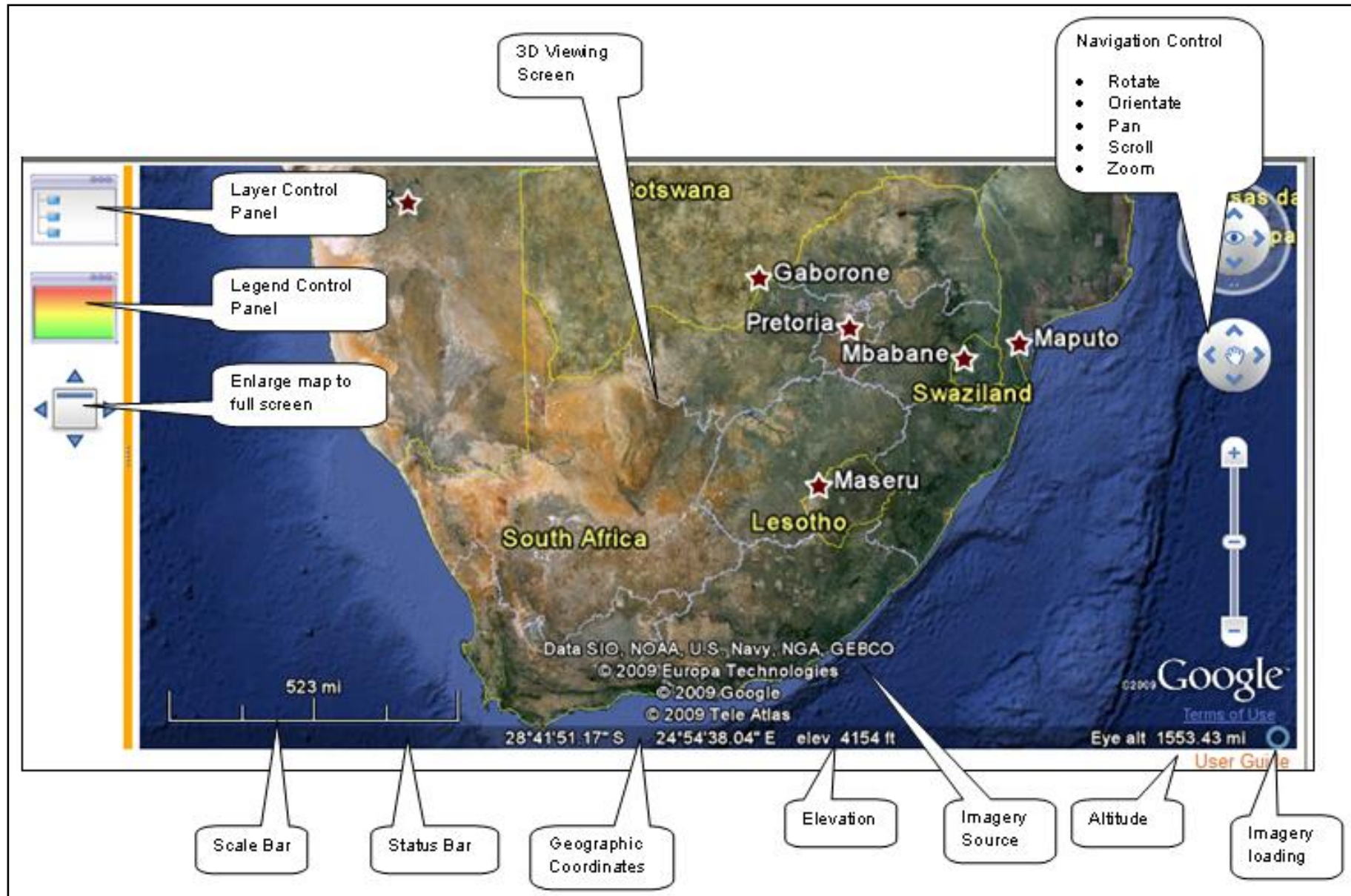
The Map page is the default page for registered users, and displays when a registered user logs in. An illustration of the Social Mapping Map Screen is provided on the next page.

2.1.1 *Layer control panel*

The Layer Control Panel allows the user to control what layers of information are viewed. By clicking on the Layer Control Panel icon the layers of information available in the Social Mapping application become visible. Clicking on the icon when the layers are visible results in them being hidden. The layers are grouped into the following categories:

- **Administrative:**
 - Geographical borders for provinces, district municipalities and local municipalities
 - Poverty node borders: Integrated Sustainable Rural Development Programme (ISRDP) and Urban Renewal Programme (URP) nodes
 - Clinic and hospital names and locations
 - Schools and ECD centre data.
- **Socio-economic:**
 - Demographic estimates
 - Economic data (Gross Geographical Product – GGP)
 - Human Development Index (HDI)
 - HIV prevalence
 - Health expenditure, facilities and immunization data
 - Malnutrition
 - Poverty
 - Service access (Multiple service deprivation)
- **Development funding** – shows development expenditure in the following sectors:
 - Corporate
 - Government
 - Non-profit organizations
 - Other donors
 - Total funding

THE MAP SCREEN



- **Service Providers** – provides information on the location of non-profit organisations (NPOs) including:
 - Orphans and Vulnerable Children (OVC) NPOs (data sourced from the Department of Social Development in a joint project with USAID).
 - Prodder directory of NGOs from SangoNet
- **My KMLs** – allows the user to load their own KML files for Google Earth that are stored in this directory temporarily (if, for example, a corporate user would like to load the location of its operations around the country).
- **Google layers** – allows the user to switch off the roads and border and town boundaries provided with Google Earth.

In the layer control panel one is also able to:

- **Expand all loaded branches** – this expands all the branches of the directory structure so that the user can see which layers of information are switched on
- **Collapse all branches** – this collapses all the branches of the directory structure so that it returns to the original view of the main layers
- **Reset view** – clicking on the Reset View causes the Social Map to zoom out to view the whole of South Africa again
- **Clear data layers** – by clicking on Clear Data Layers all layers that have been switched on will be switched off

2.1.2 *Legend control panel*

The Legend Control Panel provides a legend that shows what the colours on the map represent when a layer of information has been switched on. As you scroll over the legend, the parts of the map relating to each colour of the legend are highlighted. If you click on this icon when the legend is showing it hides the legend.

2.1.3 *Navigation control*

The navigation control allows you to rotate the image and to orientate the image in a northerly direction. The control also allows for panning and scrolling across the globe. Zooming in and out can also be undertaken with this control. By **rotating the scroll wheel** of the mouse forwards and backwards one is able to zoom in and out of the globe. Another function is to tilt the image to see a three dimensional view of the globe.

2.1.4 *3D viewing screen*

The 3-Dimensional (3D) Viewing Screen is where the Google Earth 3D-globe and other layers of information can be viewed.

2.1.5 *Status bar*

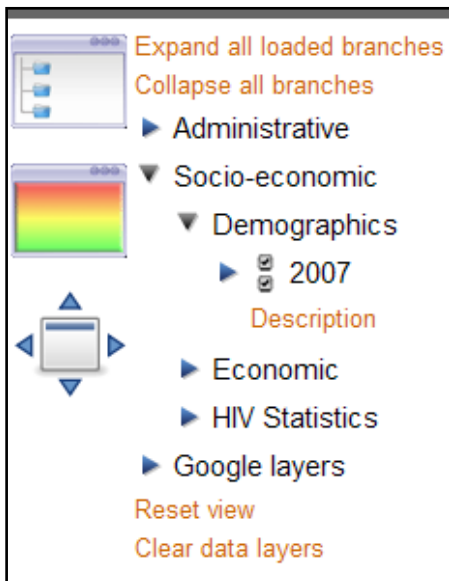
The **Status Bar** is at the bottom of the 3-D viewing screen. It shows the **Elevation** above sea level when zooming in or out. It also shows the **Geographic Coordinates** of the cursor as it moves over the globe as well as the **Imagery Date**. Just above the status bar the **Source of**

the Imagery being viewed is provided.

A **Scale Bar** is also provided at the bottom left of the screen. A small circle on the right inside of the screen indicates the status of the **Imagery Loading**. When the circle is fully closed and is coloured light blue this indicates that the imagery and other Google Earth layers of information have been fully loaded.

2.2 Operating the Social Map

2.2.1 Loading layers and switching on data layers

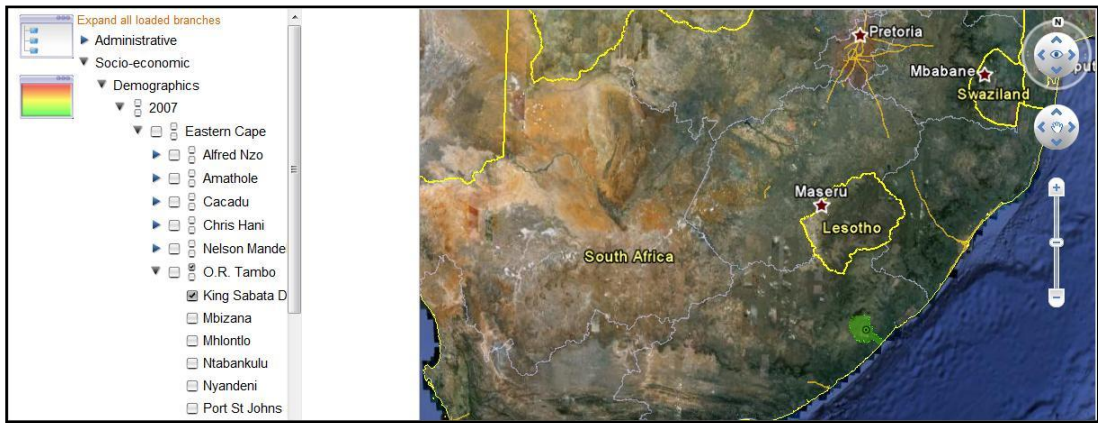


To load a layer of information the user initially has to click on the icon for the Layer Control Panel. This will show all the categories of information that are available. Clicking on the blue arrow pointing to the right expands the layer category showing what sub-layers of information are available and the arrow then points downwards. Continue to click on the arrows until the two blocks on top of each other become visible to the left of the layer (see the two blocks under demographics, next to 2007 in the picture). When clicking on the blocks a tick appears in them indicating that the layer has now been switched on. If the layer contains individual projects, points will become visible on the screen. If the

layer contains aggregate information then an area on the screen will become coloured.

When expanding the layers the user will sometimes be able to view provincial level data and by clicking on the blue arrows further will be able to view data at a district municipality level for an entire province or for individual local municipalities within a district. The picture below shows what this looks like when King Sabata Dalinyebo local municipality in the Eastern Cape is switched on. Note that the two blocks on top of each other next to O.R. Tambo District has a tick in only the top one, indicating that not all the sub-layers are switched on (e.g. Mbizana, Mhlontlo, etc).

For each geographic layer you will now see the two boxes on top of each other as well as a larger box to the left of them. Clicking on the larger box turns on that level eg, clicking on the large box next to Eastern Cape without ticking the two little boxes will display the data aggregated for the whole province; whereas clicking on the two little boxes and not the large box next to Eastern Cape will display aggregate data for all the district municipalities in the Eastern Cape.



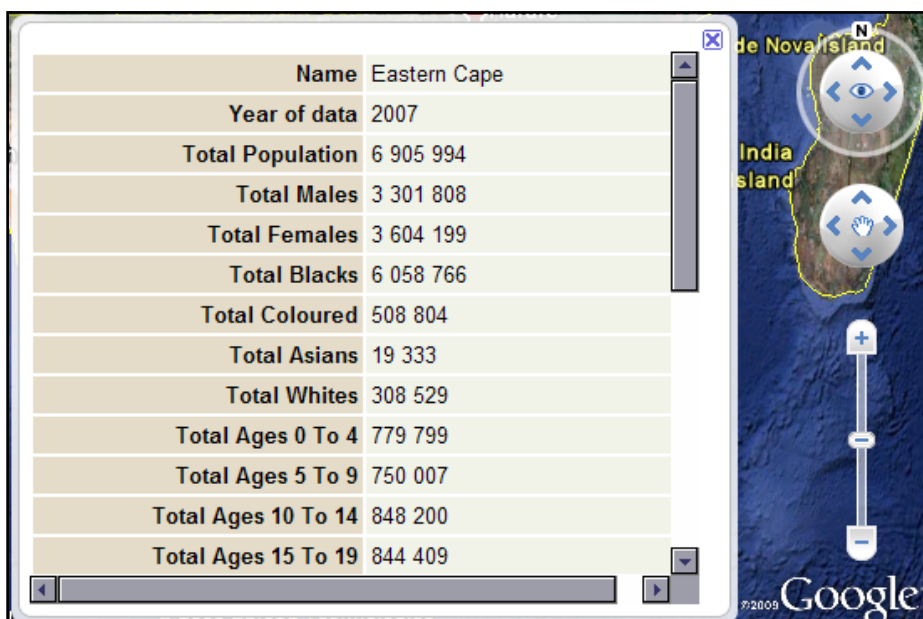
2.2.2 Switching off data layers and closing layers

To switch off data layers click on the tick in the two blocks on top of each other again. The tick will disappear and the layer will be switched off. Clicking on the downward pointing arrows will result in the layers collapsing or closing. Another way of switching off data layers is to click on **Clear data layers** (at the bottom of the directory structure) and this will switch off all data layers that were switched on.

If you want to switch off the roads and borders in Google Earth, click on the blue arrow to the left of 'Google layers' in the directory. Then click on the ticks to the left of either roads or borders and towns and these layers will be switched off.

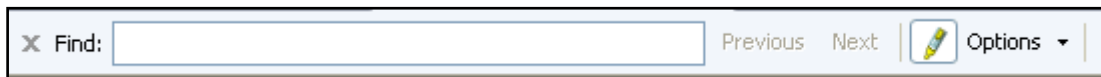
2.2.3 Viewing attribute information

To view attribute information associated with administrative areas (eg, local municipalities) or individual projects in a layer click on the area or point marking the project using the left mouse button. A pop-up box will open displaying all of the attribute information associated with that feature. When there are too many features close by, Google Earth will put those features on stilts that are close to the position where you have clicked. You can then select the feature which you are interested in and click on it to see its attribute information.

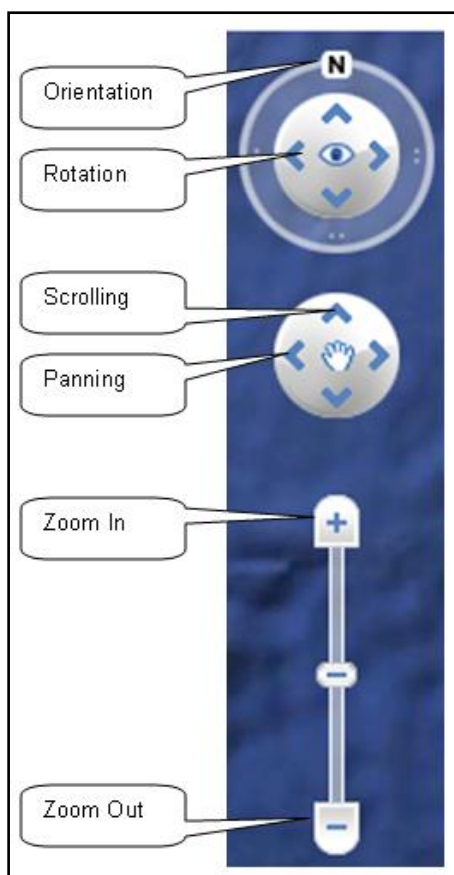


2.2.4 Finding features in the layers

Click on the layer of interest and then type **CTRL+F**. A Find window will appear at the top of the screen (see picture). Enter the name of a feature you are searching for (e.g. chris hani). By clicking on the black up-arrow or down-arrow in the directory structure, the name will be searched for in the list in that layer. Once you have found the feature of interest switch that feature on by ticking the box to the left of it. Then double click on it in the list and Google Earth will zoom to that feature in the 3-D viewing screen. To close the Find window click on the “X” next to the word Find.



2.2.5 Navigation control

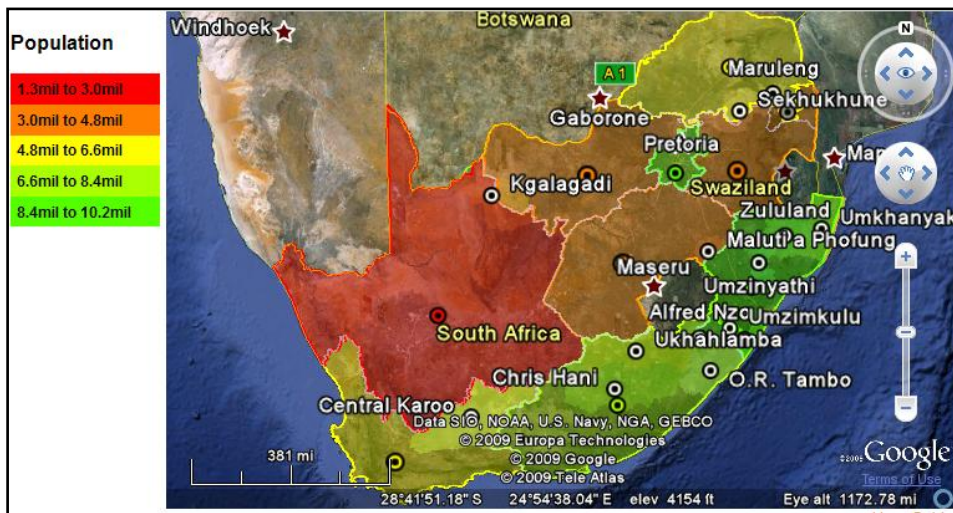


The **orientation** allows you to ensure that north is always at the top. Double clicking on the “N” will place the image in its north orientation. By clicking on the circle and holding down the left mouse button the orientation of the image can be changed. The **rotation** can be used to rotate the image in any direction. The centre of the rotation can also be changed by clicking on this feature. The **scrolling** when clicked on will move the image in that direction. The **panning** allows you to move the image in any direction. When the cursor is over the globe it takes the form of the panning hand and by dragging and releasing the image, the globe can be moved in any direction and spun on its axis. When clicking on the positive on the slider the image will be **zoomed in** on and when clicking on the negative the image will **zoom out**. By scrolling the central button of the mouse forwards and backwards will also allow you to zoom in and out. To **tilt** the image and get a three dimensional view of the globe, hold down the shift key and click the left mouse button on

the globe and drag it forwards or backwards.

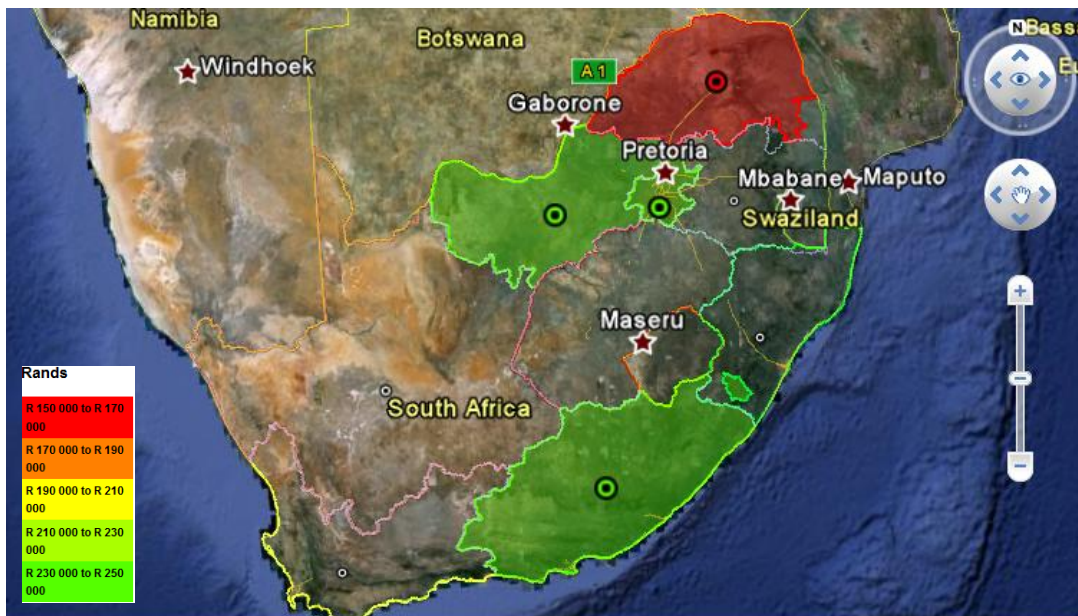
2.2.6 Switching on the legend

Having switched on layers and produced a colour map on the 3-D viewing screen, you will want to know what the colours represent. Click on the Legend icon and a new panel will open to the left of the map. The colours and text in the legend indicate what the colours on the map mean. If you move your mouse button over the legend the same colours on the map will be highlighted.



2.2.7 Copying maps to reports

To copy a particular map from the Social Map you can use freeware software called Cropper or Screen Hunter (downloadable from <http://www.topshareware.com/ScreenHunter-download-51964.htm>). This allows you to copy maps and the legend to a report. Having copied the maps and legend you can then go to the position in the report where you want them to be pasted as has been done below.



2.2.8 Uploading KML/KMZ files

A KML (Keyhole Markup Language) file is Google Earth's file format for storing placemarks and network link information. If your company has KML or KMZ (the compressed version) files containing geographic data pertinent to your company (eg, the location of outlets around the country) you can upload them onto the Social Map and only subscribers from your company will be able to view this data. Please note that only files under 2MB can be uploaded to the map.

In order to upload the file you first need to notify info@socialmapping.net that you would like to do so. You will then be enabled to upload KMLs. A 'My KMLs' link will appear at the bottom left

of your screen. When you click on this you will be taken to a screen where a list of KML files is stored. Click on 'Add kml file' and then enter the name of the file and browse for its location. Once uploaded, the data will appear under the layer 'My KMLs' in the main directory structure.

2.3 How to use the Social Map

The Social Map can be used in various ways:

Mapping development projects: The primary purpose of the Social Map is to show where projects are being funded by all types of donors (corporates, government agencies, non-profits and other donors). The application shows the extent of funding being allocated to projects. It also aggregates expenditure information from the project level to various geographic administrative levels (ie, local municipality, district and province).

Identifying the neediest areas: The application allows users to view the socio-economic characteristics of South Africa at various administrative levels over a period of time. This information can be used to make decisions as to where donors should be allocating funding for projects.

Targeting the neediest the areas: By overlaying the location of existing CSI projects with the socio-economic information users can see whether they are targeting the neediest areas.

Finding partners: The service provider layer of information contains information on non-profit providers around the country which can be used to identify potential implementing partners. Donors can also see which other donors are operating in the same geographies and developmental focus areas and potentially look to partnering with other donors.

Gap analysis: By overlaying where projects are being funded with socio-economic information, gaps in the provision of development funds can be identified.

3 Data on the Social Map

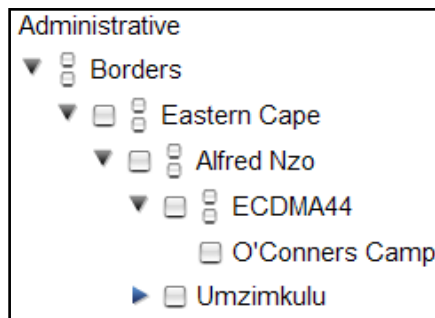
3.1 Directory structure

There are four main categories of data on the Social Map: administrative data, socio-economic data, development funding data and service provider data. These layers of data can be found by clicking on the Layer Control panel and then expanded by clicking on the arrow. The two other layers visible in the directory structure are 'My KMLs' which can be used for organisation-specific data (such as the location of operations) and 'Google layers' which can be used to switch on and off the border and road information in Google Earth. Each layer has further sub-layers of data. Below is a brief explanation of the main categories, and an example of the data structure of each.

3.1.1 Administrative data

This layer contains reference data on borders (eg. local, district and provincial), poverty nodes, and social infrastructure in South Africa (eg. schools, early childhood development centres, hospitals and clinics).

Example of the structure of data in this layer:



Main Layer: Administrative Data

Sub-layer 1: Borders

Sub-layer 2: Province (e.g. Eastern Cape)

Sub-layer 3: District (e.g. Alfred Nzo)

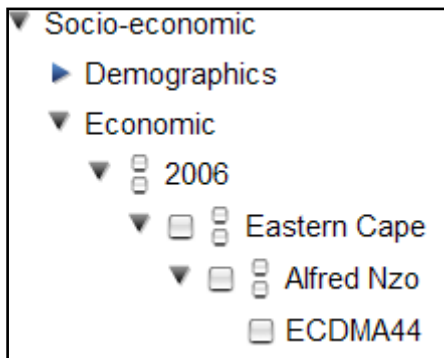
Sub-layer 4: Local (e.g. ECDMA44)

Sub-layer 5: Individual Project (e.g. O'Connors Camp)

3.1.2 Socio-economic data

This layer contains statistical information, generally gathered from government sources (such as Statistics South Africa and the Human Sciences Research Council), at a local municipality level. It includes data on population, poverty, malnutrition, access to services, local economy and human development. Each dataset has a 'Description' associated with it (click the arrow next to the dataset and below the last layer is the Description link) that shows the source of the information, the year, a description of the indicator and the frequency with which it is updated

Example of the structure of data in this layer:



Main Layer: Socio-Economic Data

Sub-layer 1: Field (e.g. Economic)

Sub-layer 2: Year (e.g. 2006)

Sub-layer 3: Province (e.g. Eastern Cape)

Sub-layer 4: District (e.g. Alfred Nzo)

Sub-layer 5: Local (e.g. ECDMA44)

3.1.3 *Development spend data*

This layer contains all data that has development expenditure Rand amounts attached to it. It includes CSI expenditure by project as well as other donor expenditure (government and other donors). It will also include the expenditure data of subscribing non-profits (eg. Business Trust). Note that the expenditure data of the non-profits will not be included in the total figures to minimise double-counting.

Example of the structure of the data in this layer:



Main Layer: Development Funding Data

Sub-layer 1: Donor Type (e.g. Corporate)

Sub-layer 2: Donor Name (e.g. ABSA)

Sub-layer 3: Sector (e.g. Disability)

Sub-layer 4: Year (e.g. 2008)

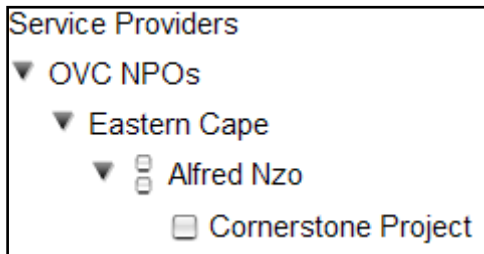
Sub-layer 5: Individual Projects & Total Expenditure

Sub-Layer 6: List of individual projects

3.1.4 *Service provider data*

This layer holds reference information on NPOs in the country – name, sector, contact details, location – but not any expenditure data. It will be sourced from existing databases (eg. SangoNet, Department of Social Development, HIV911, OVC database etc.)

Example of the structure of the data in this section:



Main Layer: Service Provider Data

Sub-layer 1: Service Provider Type (e.g. OVC NPO)

Sub-layer 2: Province (e.g. Eastern Cape)

Sub-layer 3: District (e.g. Alfred Nzo)

Sub-layer 4: Local (e.g. Cornerstone Project)

3.2 **Uploading your data**

3.2.1 *Timelines*

Development spend data will be uploaded to the social map on a quarterly basis. The CSI data will be year-to-date data based on the calendar year (ie. the first quarter data will contain three months of data, the second quarter data will contain six months of data etc.). The data needs to be provided to the social mapping team in electronic format within 10 working days of each quarter. The dates for 2010 are as follows:

- 14 April for the quarter ending 31 March (three months of data showing spend from 1 January 2010 – 31 March 2010)
- 14 July for the quarter ending 30 June (six months of data showing spend from 1 January 2010 – 30 June 2010)
- 14 October for the quarter ending 30 September (nine months of data showing spend from 1 January 2010 – 30 September 2010)
- 14 January 2010 for the quarter ending 31 December 2009 (twelve months of data showing spend from 1 January 2010 – 31 December 2010)

When a client signs up to the social map, the previous calendar year of data will be uploaded ie. those clients signing up in 2010 will have their 2009 calendar year spend data uploaded.

Dialogue and AfricaScope will advise on the best method of data transfer after the initial consultation and subscribers will be able to send Excel spreadsheets, create direct links from

their systems or instruct their Management Information System (MIS) providers to forward the quarterly updates to Trialogue.

3.2.2 Data fields

The tables below shows the data fields that can be submitted for individual projects on the Social Map.

PROJECT INFORMATION		
Data field	Voluntary/mandatory	Comments
Project ID	M	Project ID used by the participating company
Project name	M	Project name and implementing partner name may be the same
Project description	M	Maximum of 3000 characters
Project contact person	V	
Project contact details – telephone and code	V	Preferably nine digits in one field
Project contact details – physical address	V	

IMPLEMENTING PARTNER (NGO/CBO/SERVICE PROVIDER)		
Data field	Voluntary/mandatory	Comments
Name of implementing partner / organisation	M	Project name and implementing partner name may be the same. If they are the same, enter the data again in this section. If no implementing partner (ie. project done directly by company), enter the name of the company.
NPO number of implementing partner	V	
PBO status of implementing partner	V	
PBO number of implementing partner	V	
Implementing partner contact person	V	
Implementing partner contact details – telephone	V	Preferably nine digits in one field
Implementing partner contact details – postal address	V	

EXPENDITURE /DISBURSEMENTS		
Data field	Voluntary/mandatory	Comments
Amount disbursed	M	Actual expenditure as disbursed
Year	M	Year of disbursement
Disbursement date	M	Actual date of disbursement. Will be extracting disbursements quarterly, on the calendar year

		(year-to-date data such that the previous data for the same calendar year is replaced).
Source of contribution	V	Drop down menu (CSI/Employee volunteerism – company/Employee volunteerism – employees)
Nature of contribution	V	Drop down menu (Cash/Non-cash products and services/Non-cash value time)

GEOGRAPHIC INFORMATION		
Data field	Voluntary/ mandatory	Comments
Project area of influence	M	Drop down menu (national/ provincial/ district/ local). Choose the lowest level possible: If multiple municipalities – choose district, if multiple districts – choose province, if multiple provinces – choose national.
Project location GPS latitude	V	
Project location GPS longitude	V	
Project location	M (except national)	Drop down menu of sub-places
Project main place	M	Drop down menu (linked to previous field)
Local municipality	M	Drop down menu (linked to previous fields)
District municipality	M	Drop down menu (linked to previous fields)
Province	M	Drop down menu (linked to previous fields)

DEVELOPMENT FOCUS AREA		
Data field	Voluntary/ mandatory	Comments
Sector	M	Drop down menu of sectors
Sub-sectors	V	Sub-sectors

PARTNERSHIPS		
Data field	Voluntary/ mandatory	Comments
Name(s) of contributing partner(s)	V	Where partner(s) are involved in contributing to the project (companies, other donors, government etc), provide their name(s)

BENEFICIARIES		
Data field	Voluntary/ mandatory	Comments
Target beneficiary	V	Drop down menu (OVC/elderly/teachers etc). Often multiple choices so have some wide categories as well as 'other'.
Number of beneficiaries	V	
% beneficiaries previously disadvantaged	V	Links to BEE scorecard
Outcome measure	V	Any outcome measure used by donor (eg, number of jobs created, total lives changed, number entering university etc).

ADDITIONAL INFO		
Data field	Voluntary/ mandatory	Comments
Link	V	URL link to project on company website, to NGO website, to directions etc.
Photo	V	File name
Video	V	File name
Report	V	File name
Other	V	Free field – maximum of 300 characters

3.2.3 *Development sectors*

The table below shows the development sectors included on the social map.

Development sector	
Agriculture and food security	General community support
Arts and culture	Health – HIV/Aids
Disability	Health – Other
Education – ECD	Housing
Education – School (GET and FET)	Orphans and vulnerable children
Education – Tertiary	Safety and security
Education – ABET	Sports development
Entrepreneurial and SMME support	Training and skills development
Environment	Other

3.2.4 *Including photos, videos, reports or web pages*

To enable photos, videos or reports to be viewed in association with projects it is important that they be given the same name or unique ID as the project. This information will then be incorporated in the pop up box associated with that particular project. To allow linkages to appropriately web pages, the address or URL must also be provided in the database.

4. Troubleshooting and contact details

If you are unable to access the Google Earth API on your machine and the download does not work, please check at the top of the webpage to see whether any downloads have been blocked by your browser. If they have, right click on the panel alerting you to the block and 'allow download'. If the download still does not work, check with your IT department whether your firewall blocks downloads.

If you are having problems with the Social Map and receiving error messages on the map, there may be a problem with the data cached on your machine. The first thing to try is **ctrl-shift-r**. Push all three keys simultaneously and then retry the map.

If you are still experiencing difficulties please send an email to info@socialmapping.net or contact Trialogue or AfricaScope on:

- Trialogue: 011 292 7972

- AfricaScope: 012 349 1068