



Humanity Link



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# Don't Believe the Hype – Humanitarian Tech's Reality Check for 2024

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Technology in the humanitarian sector is a paradox. It's full of potential but often tangled in complexity. The International Federation of Red Cross and Red Crescent Societies (IFRC)

recently released their *Don't Believe the Hype – 2024* report on the most-used technologies. The results reveal a fascinating tension between what's hyped, what's deployed, and where the friction lies.

### **Dashboards lead. Generative AI rises. Blockchain... let's not talk about blockchain.**

The numbers show that Dashboards (Power BI, Tableau, etc.) top the list, with 11.8% adoption. Generative AI (ChatGPT, anyone?) is right behind at 10.5%, followed closely by Machine Learning and Data Science. It's clear: NGOs and humanitarian orgs are embracing data-driven tools.

But look further down the list. Blockchain? Virtual Reality? Metaverse? Less than 1%. The story is clear: The "future" tech we talk about at conferences isn't making waves in field operations.

### **Where's all this tech being used?**

Two words: **Data Collection**. More than 20% of tech usage is dedicated to collecting and analyzing data for needs assessments. Monitoring programs, emergency response, and long-term development also top the charts. The work is essential. The impact is real. But it reinforces a hard truth: without accurate data, there's no effective aid.

### **The challenges? They're not what you think.**

The biggest hurdles aren't about the tech itself; they're about the context. Implementation struggles are led by "Lack of funding" (18.4%) and "Lack of digital literacy" (16.7%). Data protection, ethical considerations, and infrastructure constraints follow closely.

In other words, it's not just about having the *right tools*. It's about having the *right ecosystem* to make them work.

## **Why This Matters for Humanity Link**

At Humanity Link, we design products that bridge these gaps. Our platform's bulk messaging, live interactions, AI-powered chatbots, and integrated payment systems aren't just about the latest tech trends — they're about practical, field-ready solutions that solve real problems.

This report highlights **three key takeaways** for us and our partners:

1. **Data-Driven Decisions:** Our focus on communication tools and real-time data collection helps humanitarian organizations improve accuracy, speed, and accountability — the top areas where tech is making an impact.
2. **Digital Literacy Support:** We know that adoption isn't just about the tech; it's about the people using it. Our solutions prioritize ease of use, training, and accessibility,

ensuring that frontline workers can leverage these tools effectively.

3. **Overcoming Funding and Infrastructure Barriers:** By offering scalable, cloud-based solutions, we reduce the need for complex on-site infrastructure. We also provide flexible pricing models to ensure that our services are accessible, even in resource-constrained environments.

Humanity Link's mission is to streamline aid delivery and communication with tools that **meet the moment**. This report reinforces that the most impactful innovations aren't always the flashiest ones — they're the ones that make a measurable difference on the ground.

### **A quick takeaway:**

If you're building tech for humanitarian organizations, this report is a compass. The hype might be AI, blockchain, or the metaverse. The reality is data, dashboards, and human-centered execution. Tech that improves **communication, transparency, and accountability** will continue to lead.

The humanitarian sector doesn't need the *shiniest* tools. It needs the *smartest* ones.

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Would love to hear your thoughts. Is this the reality you're seeing too?