



**Enhancing the efficiency of alerting systems through personalized,
culturally sensitive multi-channel communication**

Project No. 261699

Deliverable D9.4.

“Round Table”

Contributing Partner(s):

Instituut Fysieke Veiligheid (NIFV)

Fraunhofer Gesellschaft zur Förderung der angewandten Forschung e.V. (FHSS)

Overview

The Opti-Alert Project organized the following round tables:

TIEMS conference

The first round table was held as part of the TIEMS conference. Discussion item was the “Standardization of Alerting”. The round table was moderated by TIEMS president, K.H. Drager. From the Opti-Alert project, Michael Klafft as representative of the coordinator took part in the round table. Additional participants were Mrs. Carol Allers, representative of South African Utility Company ESKOM, Mr. Gideon for-Mukwai, xtraMile Solutions, Singapore, and Kyle Clayton, Center for Disaster and Risk Policies, USA. The round table also received and adopted input from other conference participants. Finally, the following declaration was adopted:

Declaration

On Crisis communication in 21st century

Recommendations:

Panelists and Conference Participants agreed upon the following:

1. Social media should be used as part of a multichannel approach, social media alerting alone is not enough, traditional medium like radio, TV also have an important role.
2. A White paper, precursor to a standard is needed which covers social media crisis communication as at present there are none.
3. TIEMS should consider working group to develop this white paper.
4. The white paper should consider either using the EU CEN approach to standard development which is open to input from Non-EU members
<http://www.cen.eu/cen/Sectors/TechnicalCommitteesWorkshops/Workshops/Pages/default.aspx> or seek to use it to develop existing standards (NFP1600, BCI GPG, DRII standards, ISO 23001)
5. The standard should to cover the most basic systems of public alerting as well as have an adaptable foundation, ready to include new technology development.
6. There is a need for more evidence, rather than case based approach to validate the use of Social Media for public monitoring and alerting. TIEMS recommends more quantitative research in this area
7. Research into closed social networks, such as Red Cross might be a starting point for gathers data.

8. Good preparedness programs both for business and public organisations are not just technological; they need proper psychological input from experts.

9. CAP needs adaption to work with Social media

10. Awareness is needed of Social media tools that they can impact personal security and those who develop or endorse new tools need to make them resilient against mal-use.

11. More debate on the Ethics of social media usage in Disaster is needed.

IFV roundtable

The second roundtable was held at IFV. Participants were mainly emergency managers and firefighters working for or associated with IFV. They conducted a review on the project and came to the following conclusions:

1. The project confirmed results from previous studies on different alerting channels.
2. The Netherlands already have a strong knowledge on alert design and alerting technologies. Therefore, the project did not create any direct “action item” for Dutch disaster management, existing alerting strategies already fulfil the end-users’ needs identified in the project.

The stimulus used for the discussion is attached in the following (in Dutch).