



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

Project No. 261699

Deliverable D9.5.

Conference

Contributing Partner(s):

Organization:

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

Presentations, demonstrations and posters:

Sine Institut gGmbH (SINE)

Göteborgs Universitet (UGOT)

E*Message Wireless Information Systems Deutschland GmbH (EMESS)

Regione Sicilia (SIC)

Conference “Public Alerting and Social Media during Crises and Disasters“

Organized in cooperation with “The International Emergency Management Society” (TIEMS)

Fraunhofer FOKUS, Berlin, October 30th – November 1st, 2013

The conference had the goal to bring together researchers and practitioners from all over the world to discuss the relevance and importance of alerting tools and strategies as well as the role of social media in the preparation for crises, the management of crises and the ex-post assessment of crises.

The conference attracted 74 participants from the following countries (in alphabetical order):

- Australia
- Austria
- Canada
- Finland
- Germany
- India
- Irak
- Iran
- Israel
- Italy
- Norway
- Singapore
- South Africa
- Sweden
- Switzerland
- The Netherlands
- The United Kingdom
- The United States of America

In total, 27 presentations were held, as well as 2 demonstrations and a panel discussion. From the Opti-Alert project, the following contributions were presented at the conference:

- Three presentations:
 - o Kerstin Dressel (SINE): “Public Alerting by Social Media and Beyond – Advantages and Challenges of Social Media Compared to more Traditional Alerting Tools”
 - o Marina Ghersetti (UGOT): “The Contribution of Social Media to Crisis Communication”

- Michael Klafft (FHSS): “Modeling Alert Message Dissemination via Multi-Channel Electronic Communication Systems”
- One demonstration:
 - Michael Klafft, Janine Hellriegel, Hans-Georg Ziegler (all FHSS) and Sören Hantke (EMESS): “Opti-Alert Demonstrator” (presented at a stand with additional information material on the project).
- One poster:
 - Concetta Marletta, Bruno Manfrè: “Alert Models”.

In addition to these presentations and contributions from the Opti-Alert project, the conference provided an opportunity for the discussion and exchange with other European research projects, such as:

- The “Alert4All” project, which participated with three presentations:
 - Javier Mureno Chaves: “A Complete Communications Framework for Public Alert: the Alert4All approach”
 - Wolf Engelbach: “Agent Based Simulation of Warning Channel Impacts”
 - Joel Brynielsson: “A Screening of New Media Tool for Crisis Management”
- The “COSMIC” project, which was represented with a poster:
 - Hayley Watson and Kush Wadhwa: “COSMIC – the Contribution of Social Media to Emergency Management – State of the Art in Media Communication”
- The iSAR+ project, which participated with one presentation:
 - Laura Hokkanen: “THEO – A Multi-dimensional Analytical Framework to Address the Use of New Communication / Social Media in Crisis Situations”

The following pages include the Conference Program with an overview on all presentations, posters and discussion sessions.



International Emergency Management Society – TIEMS

International Conference on

Public Alerting and Social Media during Crises and Disasters

Conference Program

Fraunhofer FOKUS | Berlin | Germany | October 30 - November 1, 2013

Dear Ladies and Gentlemen,

on behalf of TIEMS, Fraunhofer FOKUS, and the Sponsors, I would like to welcome you to the TIEMS Berlin Conference dedicated to “Public Alerting and Social Media during Crises and Disasters”.

In a time of increasing number and severity of disasters, global cooperation and coordination are more vital than ever before. By working together, sharing experiences, and exchanging views, we can learn from each other to develop better methods and systems and advocate for better policies in emergency and disaster management to be standardized and implemented all over the world. The purpose of the TIEMS Berlin Conference is to give the attending international experts in emergency and crisis management the opportunity to meet and exchange experiences and, hopefully, find better solutions that can improve the international preparedness for hazardous events.

The papers that will be presented in the conference proceedings should give you a broader international view of public alerting and use of social media during crises and disasters. With these proceedings, TIEMS would like to contribute to a continuously ongoing global dialogue on these issues, which is important for the improvement of preparedness.

TIEMS is an international, non political and not for profit NGO and has limited financial resources. The TIEMS Berlin Conference 2013 would not be possible without the support and co-organization of the event by Fraunhofer FOKUS as coordinator of the EU funded Opti-Alert project.

Yours sincerely,

Kåre Harald Drager
TIEMS President

Content

Words from the chair	Page 03	Posters	Page 12
Information for Participants	Page 05	Exhibitors	Page 13
Schedule of the 1st Conference Day	Page 06	Site plan	Page 14
Wednesday			
Schedule of the 2nd Conference Day	Page 08		
Thursday			
Schedule of the 3rd Conference Day	Page 10		
Friday			

Organizational Support and Advisors



Fraunhofer Institute for Open
Communication Systems FOKUS



International Risk Governance Council



Free and Hanseatic City of Hamburg,
Ministry of the Interior and Sports



Burgenland Government, Austria



EU project Opti-Alert

Information for Participants



Reception Desk

In case you need information or assistance, please contact the reception desk. Reception desk hours are:

Wednesday, October 30: 8:00 - 18:15
Thursday, October 31: 8:30 - 18:30
Friday, November 1: 8:00 - 16:00

If the reception desk is closed, you may contact us by phone at:

+49 170 452 7782

Venue

Fraunhofer Institute for Open
Communication Systems FOKUS
Kaiserin-Augusta-Allee 31
10589 Berlin
Germany



Internet Access for Guests

WLAN Internet access is provided in the auditorium and exhibition area:

Name: Optialert Conferenz
Login: optialer
Password: lcsap1i5



Twitter

#TIEMSBERLIN @TIEMS-ORG
@FRAUNHOFERFOKUS



Presentation Slides

Presentation slides can be downloaded after the event at:

<http://tiems.info/About-TIEMS/tiems-library.html>

All slides will be password protected.

Access information for tutorial slides will be distributed during the event.



Social Event

Wednesday, October 30, 19:00

Conference guests are invited to get to know each other at the event location Tangoloft:

Tangoloft
Gerichtstraße 23, Aufgang 2 (Entrance 2)
13347 Berlin
<http://www.tangoloft-berlin.de/>

The shuttle service to the event location departs at 18:15 from the Fraunhofer Institute.

Afterwards, the shuttle will depart from event location Tangoloft with stops at:

- Hauptbahnhof railway station
- Fraunhofer Institute for Open Communication Systems FOKUS

Day 1, Wednesday

October 30, 2013 – 8:00 till 12:30

08:00 – 10:00



Conference Registration and Coffee

10:00 – 10:30 Auditorium 1

OPENING AND WELCOME

Kåre Harald Drager, TIEMS President, Conference Chairman, Norway:

“Opening speech”

Michael Klafft, Fraunhofer FOKUS, Germany:

“Welcome speech”

10:30 – 11:30 Auditorium 1

SESSION 1: Alerting Methods and Techniques: Current State

Session Chair: Matthias Müllner, HÖRMANN GmbH, Germany

Matthias Müllner, HÖRMANN GmbH, Germany:

“Siren Warning Systems: Key Elements of Public Warning”

Javier Mulero Chaves, German Aerospace Center (DLR), Germany:

“A Complete Communication Framework for Public Alert: the Alert4All Approach”

11:30 – 12:30 Auditorium 1

SESSION 2: Multi-Channel Approach in Public Alerting

Session Chair: Michael Klafft, Fraunhofer FOKUS, Germany

Wolf Engelbach, Fraunhofer IAO, Germany:

“Agent Based Simulation of Warning Channel Impacts”

Michael Klafft, Fraunhofer FOKUS, Germany:

“Modeling Alert Message Dissemination via Multi-Channel Electronic Communication Systems”

Day 1, Wednesday

October 30, 2013 – 12:30 till 21:00

12:30 – 13:00 Auditorium 1 **DEMONSTRATION 1: Opti-Alert Project**
Presentation by Michael Klafft, Fraunhofer FOKUS, Germany

13:00 – 14:00  **Lunch Break / Posters & Exhibitions**

14:00 – 16:00 Auditorium 1 **SESSION 3: Case Studies for Public Alerting**
Session Chair: Giuseppe Patti, Proxima, Italy
Giuseppe Patti, Proxima, Italy:
“Personalized Alarm Techniques in Monitoring Flash Flood in Sicily”
Martin Hammitzsch, German Research Centre for Geosciences, Germany:
“TRIDEC Tsunami Early Warning System in International Tsunami Warning and Communication Exercise”
Sonja Krawczyk, Mull und Partner Ingenieurgesellschaft mbH, Germany:
“Development of Local Level Threshold Terms for the Risk Analysis of *Region Hannover* (Germany)”
Carol Allers, Eskom, South Africa:
“Communication Preparedness for Planned / Emergency Load Shedding”

18:15  **Shuttle service from Fraunhofer FOKUS to Tangoloft Berlin**

19:00 – 21:00  **ICEBREAKER EVENT: Tangoloft Berlin**

Day 2, Thursday

October 31, 2013 – 8:30 till 13:00

08:30 – 09:30



Conference Registration and Coffee

09:30 – 10:30 Auditorium 1

SESSION 4:

Technology Trends Relevant to Crisis Communication & Management

Session Chair: Samantha Ridler-Ueno, University of Cambridge, TIEMS, UK

Samantha Ridler-Ueno, University of Cambridge, TIEMS, UK:

“An ‘App’ for Everything; But Can Apps for Disaster Save Lives?”

Joel Brynielsson, Swedish Defense Research Agency, Sweden:

“A Screening of New Media Tool for Crisis Management”

10:30 – 11:00



Tea & Coffee Break / Posters & Exhibitions

11:00 – 11:30 Auditorium 1

KEYNOTE SPEECH

Marie-Valentine Florin, International Risk Governance Council, Switzerland:

“Social Media for Crisis Communications: Opportunities and Challenges”

11:30 – 13:00 Auditorium 1

SESSION 5:

Between Risk and Opportunity - Social Media in Crisis Communication

Session Chair: Marie-Valentine Florin, IRGC, Switzerland

Gideon For-mukwai, XtraMile Solutions, Singapore – Keynote speech:

“Global Public Sphere 2.0: Lessons You Must Learn to Survive and Thrive”

Kyle Clayton, Center for Disaster Risk Policy, Florida State University, USA:




“Communication Transformed: Social Media and Disaster Communication in the Modern Age”

Florian Roth, Center for Security Studies, ETH Zürich, Switzerland:

“Opportunities and Risks of Social Media in Disaster Management - A Swiss Perspective”

Day 2, Thursday

October 31, 2013 – 13:00 till 21:30

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- 13:00 – 13:20 Showroom **DEMONSTRATION 2 – GROUP BLUE:** safety lab
Presentation by Ulrich Meissen, Fraunhofer FOKUS, Germany
- 13:00 – 14:00  Lunch Break / Posters & Exhibitions
- 14:00 – 14:30 Auditorium 1 **KEYNOTE SPEECH**
Marina Ghersetti, University of Gothenburg, Sweden:
“The Contribution of Social Media to Crisis Communication”
- 14:30 – 16:00 Auditorium 1 **SESSION 6:** Social Media Usage during Times of Crisis
Session Chair: Marina Ghersetti, University of Gothenburg, Sweden
Georg Neubauer, Austrian Institute of Technology, Austria:
“Social Media Information Analysis for Crisis and Disaster Management”
Jayesh Wadhvani, IntraPoint Inc., USA:
“Intelligent Alerting and Response using Social Media as a Software Sensor”
Tom Duffy, Center for Disaster Risk Policy, Florida State University, USA:
“SMACR: Social Media Aggregation for Crisis Response”
- 16:00 – 17:30 Auditorium 1 **PANEL DISCUSSION:**
An Industry Standard for Public Alerting and Social Media
Discussion Chair: Kåre Harald Drager, TIEMS President, Norway
- 17:30 – 18:30  Poster Presentations & Refreshments
- 19:30 – 21:30  **SOCIAL EVENT:** Visit to the German Bundestag
For pre-registered participants only

Day 3, Friday

November 1, 2013 – 8:00 till 12:00

08:00 – 09:00



Conference Registration and Coffee

09:00 – 09:30 Auditorium 1

KEYNOTE SPEECH

Kerstin Dressel, sine-Institut gGmbH, Germany:

“Public Alerting by Social Media and Beyond – Advantages and Challenges of Social Media Compared to More Traditional Alerting Tools”

09:30 – 11:30 Auditorium 1

SESSION 7: Special Cases for Social Media Use in Crisis Communication

Session Chair: Alex Fullick, Stone Road Inc., Canada

Eli Rohn, Ben-Gurion University, Israel:

“Social Media Usage in Man-Made Crisis: Offensive Information Warfare Revisited”

Alex Fullick, Stone Road Inc., Canada:

“TELL ME NOW!! How Organizations Can Leverage Social Media for Disasters and Disaster Programs”

Frank Hoen, AMBER Alert Europe, Netherlands:

“Child Alerts; Mobilizing the Masses with Zero Marketing Budget”

Colum Donnelly, Aviation & Consulting, Italy:

“Social Media & Human Factor in Time of Crisis: Making the Difference?”

11:30 – 11:50 Showroom

DEMONSTRATION 2 – GROUP YELLOW: safety lab

Presentation by Ulrich Meissen, Fraunhofer FOKUS, Germany


11:30 – 12:00



Tea & Coffee Break / Posters & Exhibitions

Day 3, Friday

November 1, 2013 – 12:00 till 15:30

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- 12:00 – 13:30 Auditorium 1 **SESSION 8: Integration of Public Alerting and Social Media**
Session Chair: Kerstin Dressel, sine-Institut gGmbH, Germany
Richard Stronkman, Twitcident, Netherlands – Keynote speech:
“Twitcident: Social Media Monitoring for Crowd Management, Social Weather, and Emergencies”
Morten Gustavsen, Unified Messaging Systems AS, Norway:
“How Can Social Media Be a Reliable Added Value Together with Other Warning Channels”
Laura Hokkanen, Emergency Services College, Finland:
“THEO – A Multi-dimensional Analytical Framework to Address the Use of New Communication / Social Media in Crisis Situations”
- 13:30 – 13:50 Showroom **DEMONSTRATION 2 – GROUP WHITE: safety lab**
Presentation by Ulrich Meissen, Fraunhofer FOKUS, Germany
- 13:30 – 14:30  **Lunch Break / Posters & Exhibitions**
- 14:30 – 15:30 Auditorium 1 **DISCUSSION AND CLOSING:**
Discussion on the Future of Social Media in Crisis Communication and Closing
Discussion Chair: Michael Klafft, Fraunhofer FOKUS, Germany
Kåre Harald Drager, TIEMS President, Norway:
“Closing speech”

Posters

Hayley Watson and Kush Wadhwa, Trilateral

Research & Consulting, UK:

“COSMIC: The Contribution of Social Media to
Emergency Management - State of the Art in Media
Communication”

Martin Hammitzsch, German Research Centre

for Geosciences, Germany:

“Notification and Reporting of Natural Hazards with
Mobile Apps and Crowd-sourcing”

Seyed Abolfazl Mohammadi,

University of Tehran, Iran:

“Studying of Information Technology & Media in Crises
Management”

Seyed Abolfazl Mohammadi,

University of Tehran, Iran:

“The Role of Social Media in Various Stages of Crises and
Disasters Management”

Concetta Marletta and Bruno Manfré, Dipartimento

Regionale della Protezione Civile Regione Sicilia,

Servizio di Messina, Italy:

“Alert Models”

Behrouz Bavandpourigilan, University of Tehran,

Iran:

“Analysis of Safety Parameters in the Selection of Optimal
Routes of Relief and Rescue (Case Study: 13 Aban
Neighborhood of Tehran)”

HÖRMANN GmbH

Siren Warning Systems - Made in Germany
<http://hoermann-gmbh.de>

Effective emergency management begins with carefully planned early warning and notification systems.

HÖRMANN GmbH, located in Kirchseeon near Munich, has over 50 years of experience in the design and development, manufacturing and supply, installation, operation and maintenance of sophisticated siren warning systems.

Throughout history human safety has been threatened by natural disasters such as floods and earthquakes, man-made disasters such as technological and industrial accidents, and social or political disasters such as terrorist attacks and wars. In such cases, effective early warning systems help to protect lives and minimize the risks of damage to property, equipment, intangible assets, infrastructure, and the economy.

Since the foundation of our company in 1955, we have installed and maintained about 60,000 sirens across Germany in addition to a considerable number of projects around the world.

HÖRMANN GmbH provides leading-edge, single-source turnkey solutions to our customers – from single or small-scale siren systems for communities and industrial facilities all the way to large-scale nationwide warning systems.

Opti-Alert Project

Developing a Culturally Sensitive Multi-Channel Alerting System
<http://www.opti-alert.eu>

The Opti-Alert project is funded under the EU 7th Framework program with the aim of enhancing the efficiency of alerting systems through personalized, culturally sensitive multi-channel communication.

Opti-Alert involves research institutes, universities, enterprises, and end-users from six European countries: Austria, France, Germany, Italy, the Netherlands, and Sweden. The interdisciplinary project draws on the expertise of sociologists, media researchers, IT professionals, meteorologists and disaster management experts. The goal of the project is to create an adaptive alerting system that allows intuitive, ad-hoc adaptation of alerting strategies to specific alerting contexts. Opti-Alert will also facilitate improved regionalization and personalization of warning messages, as well as a closer cooperation and integration of industry-funded alerting systems with state-funded alerting tools.

Consortium leader is the Fraunhofer Institute for Open Communication Systems FOKUS, Berlin, Germany.



Site plan

14

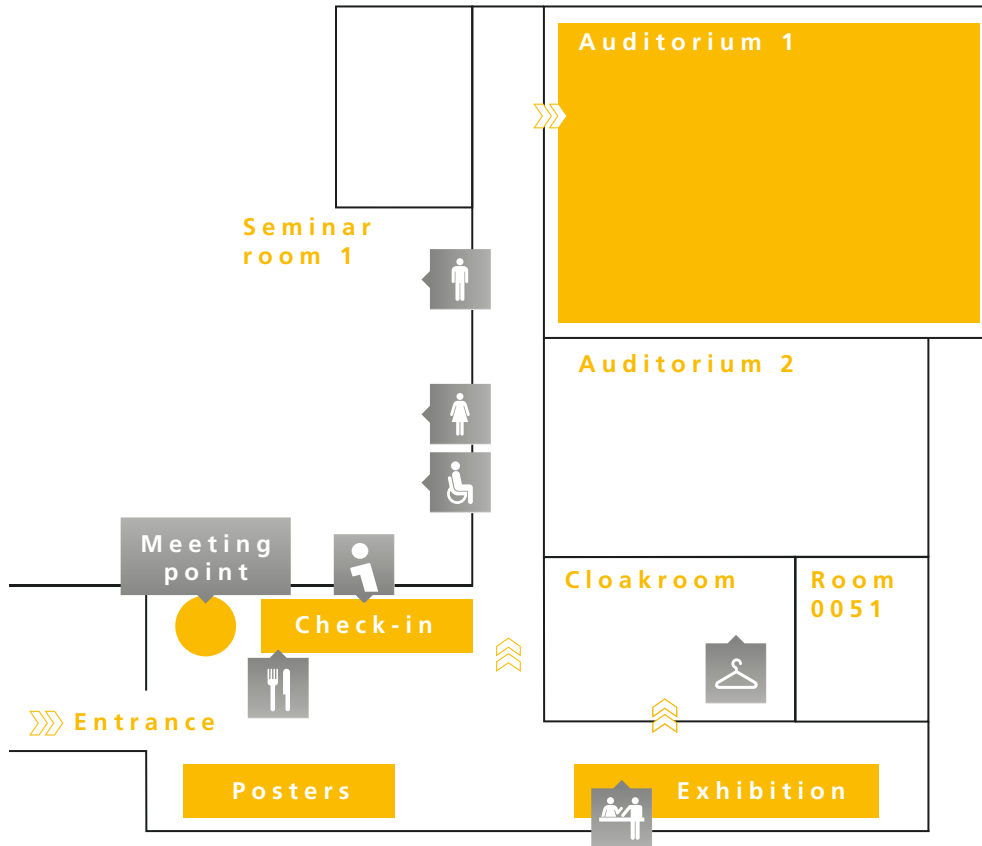


Photo acknowledgments

Matthias Heyde / Fraunhofer FOKUS (Cover)

Venue at:

Fraunhofer Institute for Open Communication Systems FOKUS
Kaiserin-Augusta-Allee 31, 10589 Berlin, Germany

www.fokus.fraunhofer.de

