

CITIZEN'S RESILIENCE AND PUBLIC WARNING SYSTEMS

Amelie Grangeat, Alessandro Lazari

F24 Group¹

Amelie.grangeat@f24.com, alessandro.lazari@f24.com

Abstract

Crisis are becoming increasingly endemic in the lifecycle of modern society. On the same time, citizens are more and more connected to the numerical world. They are used to be notified about everything instantly... sadly not always alerted about crisis that could endanger them, their relatives and their regions. Currently available digital possibilities can be transformed into a huge opportunity to increase the resilience of citizens: Public Warning Systems can exploit all the available channels of communication for being sure to reach everyone, everywhere, in every condition. Past crises have shown how effective a Public Warning System is for saving lives and helping citizens to adopt the best behaviour towards safety and protection, when difficult times arise. Every time this happens, citizens become actors of their own safety. But misleading alerts could be worse than anything. To make sure that citizens clearly understand the message, this talk proposes to discuss a structure of the content of the alert, for avoiding the risk of misinterpretations. Multi-channel broadcasting is also a key factor of the alert's efficiency. This talk introduces and compares the key alerting channels, including the Cell-Broadcast, Location-based SMS, the sirens and social media. It will discuss the interest of combining these channels in function of the crisis scenario to cope with. Finally, the talk will also provide some insights on upcoming trends and technologies for public alerting.

Keywords: citizens, resilience, crisis, public warning, alert, safety

¹ F24 AG, Ridlerstrasse 57, 80339 Munich, Germany; www.f24.com