

Report on implementation and evaluation of pilot deployment

Final Version of 27/September/2022

Deliverable Number D.4.4.2.

Project Acronym	E-CITIJENS
Project ID Number	10044361
Project Title	Civil Protection Emergency DSS based on CITizen Journalism to ENhance Safety of Adriatic Basin
Priority Axis	2
Specific objective	2.2
Work Package Number	4
Work Package Title	Development, testing and release of “Social media based” Emergency Decision Support System platform
Activity Number	4.4
Activity Title	Assessment of Pilot Projects achievements
Partner in Charge	Veneto Region
Partners involved	LP, PP1, PP2, PP6, PP8, PP10
Status	Final
Distribution	Public

Summary

List of abbreviations and terms	3
Executive Summary.....	3
A General Socio Analysis of the outputs obtained	3
Technical issues.....	4
Pilot Deployment: Results achieved: PARTICIPANTS	6
Pilot Deployment: Results achieved: SOCIAL CHANNELS & #HASHTAG.....	7
How to optimize the platform effectiveness as an emergency decision support system: Conclusions	

List of abbreviations and terms

(if applicable)

LP – Lead Partner

PP – Project Partner

WP – Work Package

Executive Summary

(if applicable)

Report on the test performed on web enable platform during the pilot deployment; evaluation of the technical performances of EDSS Platform and its operational modes'impact on actual emergency management systems; report of malfunctions, achieved results and faced critical issues.

The aim of this project activity is to test the EDSS platform functions in order to:

- 1) verify the platform's ability to collect data from the users and visualize them on the operator's dashboard;
- 2) Improve the EDSS platform
- 3) Involve a great number of participants (young and adults)

The Pilot deployment phase started in December 2021 and ended in May 2022

A General Socio Analysis of the outputs obtained

After the analysis of the Pilot Deployment, the need to educate citizens and students in the conscious use of social media during emergencies is cleared.

The messages produced, in the test phase by citizens, are in most cases ineffective or even alarming. In general, there are very few effective messages.

Although there is an attempt to construct useful information, even with the inclusion of #hashtags, the key elements such as place and time are still missing.

And this underlines a further lack of awareness of the media reach of social networks. If on the one hand the participation in populating the platform makes us understand that there is the will, on the other hand it underlines this fundamental lack, which must be overcome. Surely the disclosure of the booklet - just realized by Veneto Region - with the best practices to be adopted will be a useful support for the citizens and the students, but we must not forget that education remains a priority.

In general, the analysis of the data confirms that the most used social network in general for Partners is Instagram. Partly linked to a younger age and partly, always linked to the scenario, because it is a constantly growing platform.

The second most used social network on the platform is Facebook. A figure that aligns perfectly with the scenario that sees it as the most used platform in the world.

Another reflection should be made on the use of #hashtags and on the awareness of how to insert them and for what purpose. What emerged from the analysis both for the Veneto and for the Partners is a lack of awareness in their use. That is, what is the precise role in the insertion for the sharing of the message and for the retrieval of information. Regarding the specific #EDSS hashtag, there was no significant use at the percentage level to identify the event. While it is certainly important to insert and use it to characterize the type of message. On the other hand, the presence of specific hashtags related to the type of event is good. Useful at least to identify the type of event.

There are no major distinctions in the construction of the message by adults.

On the contrary, but as we can expect, for the students, the construction of the message is more emphatic.

From all this, it follows that it is important to remember the importance of both digital and civic-minded education.

Technical issues

To verify the Platform functions we took a test drive at the end of May. This test drive has been very useful to understand the principle issues.

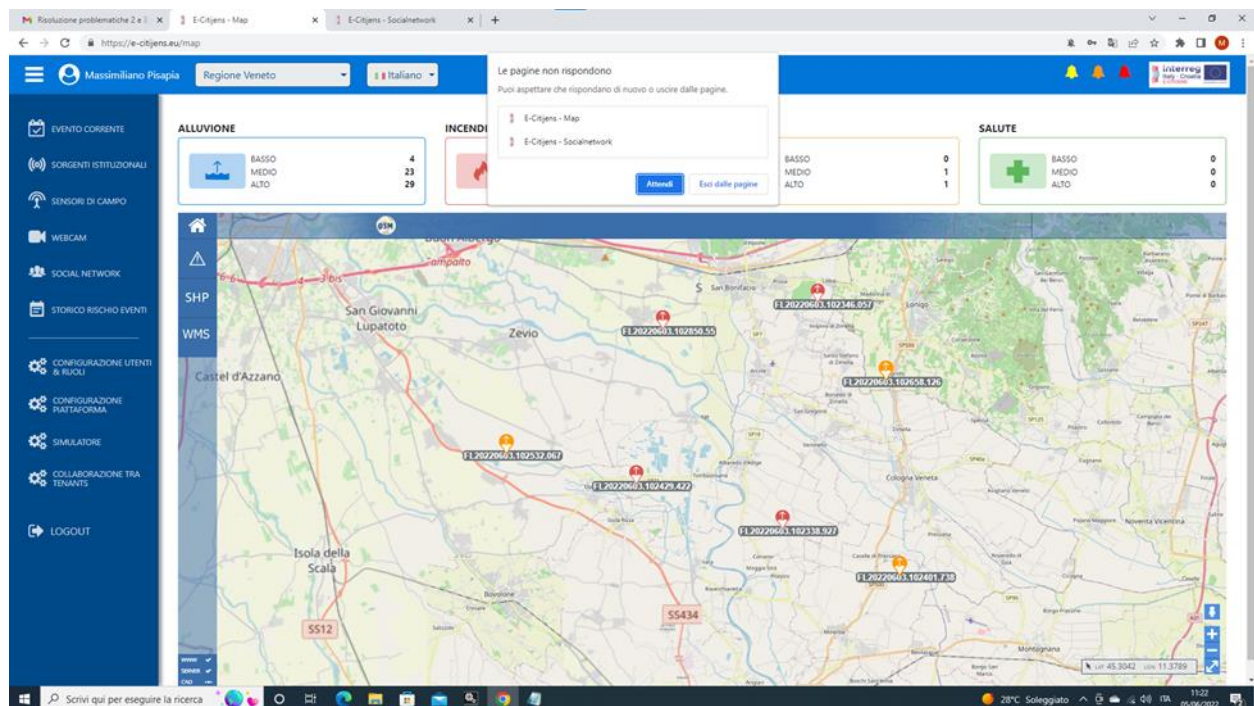
All Pps involved sent the data collected with the Pilot Test to the EDSS Platform.

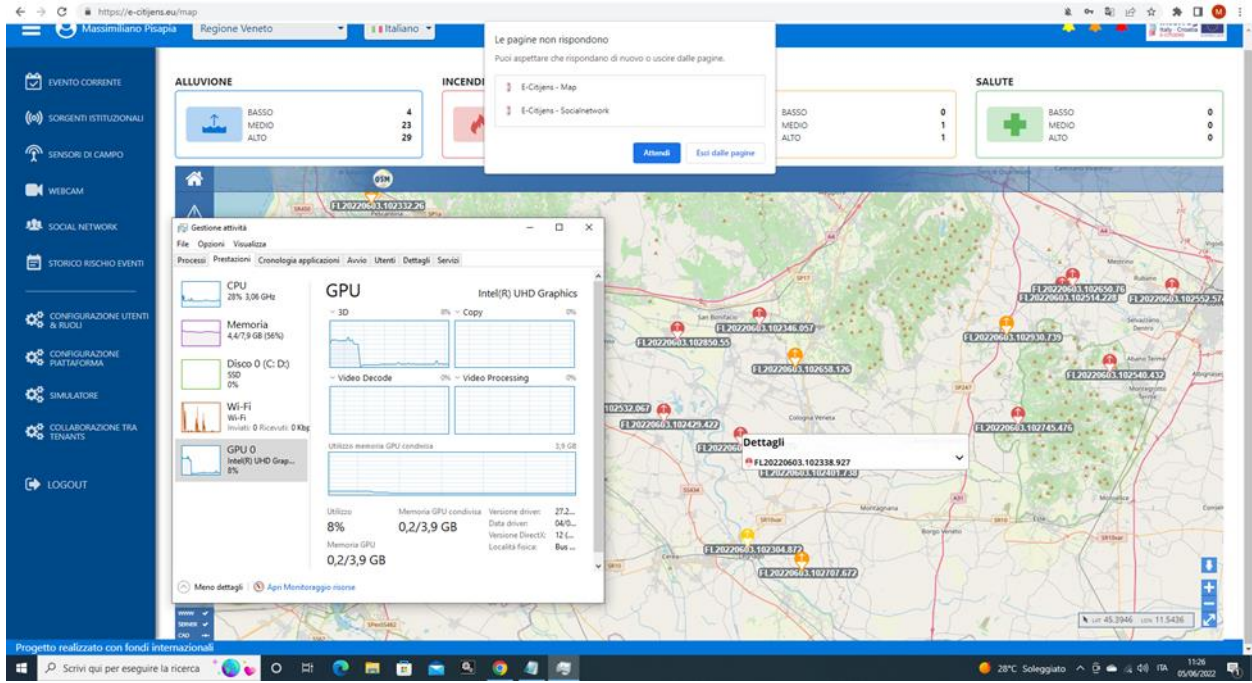
At the beginning the main issues were the ones written below:

- 1) data were received in the Social Network's section but they were not geolocated in the map;
- 2) Some Data in the Social Network's section were not visualized in detailed.
- 3) The geolocation button was not active;

- 4) By pressing the “current event” menu the answer was “current event not found”;
- 5) Counters above (flood, fire, earthquake...) were updated later then the points highlighted on the map: in the early stages there were points on the map but the counters were not functioning;
- 6) The alerts within the main map did not appear to update automatically, but it was necessary a manual update;
- 7) After a few minutes of consultation of the reports within the main map, there were some crashes with this process: 1) functioning, 2) freezing, 3) consulting, 4) repeated crashes;
- 8) until you enter the Social Network menu and start searching you do not automatically see the alerts on the map.

These problems have been solved thanks to a strict collaboration between all the Partners involved.





Pilot Deployment: Results achieved: PARTICIPANTS

Target for each PP: 1200 adults + 400 students: total 1600 participants

Partner	Adults	Students	Total
LP Molise Region	517	1122	1639
PP1 SDC – <i>still on going</i>	412	411	823

PP2 Veneto Region	1251	308	1559
PP6 Municipality of Pescara	68	40	108
PP8 Aggra	1414	544	1958
PP10 City of Dubrovnik	269	240	509

Pilot Deployment: Results achieved: SOCIAL CHANNELS & #HASHTAG

Partner	Facebook	Twitter	Instagram	Other	#Hashtag
LP Molise Region	350	385	899	1	301
PP1 SDC	222	132	408	38	230
PP2 Veneto Region	826	116	483	156	745

PP6 Municipality of Pescara	26	13	68	1	79
PP8 Aggra	736	179	1308		1818
PP10 City of Dubrovnik	205	24	215	65	273

How to optimize the platform effectiveness as an emergency decision support system: Conclusions

There are many ways to introduce the EDSS Platform in our emergency system. First of all Project Partners have to spread project's outputs to Politicians and Stakeholders to indicate the EDSS Platform as an additional operational resource during emergency events.

Then it would be important to update the operating procedures of the Operations Room with the inclusion of the EDSS Platform.

Finally it would be useful to include in the civil protection education programs some information about the EDSS Platform in a way that people understand the importance of their active role during an emergency. If people are educated on how to write effective posts on their Social Network's profile they can help a lot our Community during an emergency event.