Interreg
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E-CITIJENS

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→E-CITIJENS

EMERGENCY COMMUNICATION

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EDSS

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Italy - Croatia
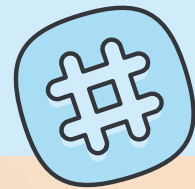E-CITIJENS

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Civil Protection Emergency
DSS based on CITIzen Journalism
to **ENhance Safety**
of Adriatic Basin

PROJECT DURATION
01/01/2019 - 30/06/2022

ERDF
2.419.185,00

TOTAL BUDGET
2.846.100,00

Deliverable "Publications and booklets", WP 2 Communication Activities, Activity 2.2 Media Relations, printed promotion documents and publications – Partner in charge of WP: Adriatic Ionian Euroregion (PP7). Partner in charge of publication: Veneto Region

https://www.italy-croatia.eu/web/e-citijens

SUMMARY

E-CITIJENS

The objective of the E-CITIJENS project is to increase the safety of the Croatian and Italian Adriatic basin natural and man-made disaster by improving emergency monitoring and management measures as well as by harnessing the potential of social media networks to significantly enhance Civil Protection's capacity at reducing disaster risk.

Specific Objectives:

- Equip the Civil Protection with an advanced and efficient Emergency Decision Support System (EDSS) for a more effective observation/prediction and management of emergencies. The system is based on a semantically enriched web platform, integrating information from institutional sources, sensors and real-time updates voluntarily provided by citizens via the social media (citizen journalism)

- Increase the level of involvement of the population by including citizens into a participatory process of data gathering, thus stimulating awareness of their role of "active sensors" of emergencies, while informing them about safe and resilient behaviour as well as about the responsible use of social media during emergencies

Project description
E-CITIJENS

- Harmonise the current Civil Protection Regulatory System and legislation in the cross-border area by comparing national systems so to identify similarities and differences, critical issues to be dealt with, and by developing common technology-based operational models

Main project output:

- A "social media based" Emergency Decision Support System (EDSS) platform, a Civil Protection Emergency System Model and a Cross-border Functional Centre, representing operational instruments to ameliorate the efficiency of emergency management measures and to strengthen both the EU Civil Protection Mechanism and national Civil Protection chains of command.

- A Citizens Participatory Awareness Raise Framework and a Cross-border Emergency Services Regulatory Framework, representing permanent guidelines for future actions and measures

E-CITIJENS key activities:

- A scientific analysis of current risk scenarios, Civil Protection emergency management legislation and social media and crowdsourcing network application, and related thematic reclassification and consistency analysis, aimed at modelling the "social media based" Civil Protection emergency management system in three target risk categories: floods, forest fire, earthquakes

- A Citizenship Awareness Raising Campaign targeting entailing 150.000 citizens (children, school-age youths and adults) through a sustained programme of events and pilot activities: 2 cross-border conferences, local events including 12 Info Days and 30 Work Cafes as well as 6 pilot deployments, simulations and exercises aimed at testing available methodologies, monitoring systems and technical knowledge across the cooperation area; participation in several international conferences in order to reach out to the international scientific and the widest civil protection community
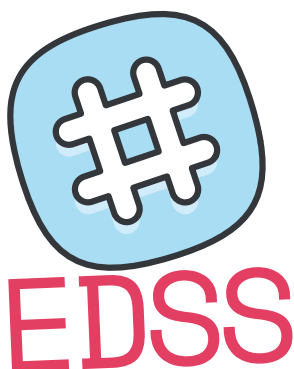
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- A set of activities aimed at developing, testing, assessing and releasing the "social media based" Emergency Decision Support System (EDSS) platform, including 6 capacity building workshops directly involving representatives of 10 local/regional elected members and public officials and 15 representatives of civil protection and other emergency structures in defining a regulatory framework final adoption of an Emergency Services Regulatory Framework

Main data of the project E-CITIJENS:

- Title of the project: Civil Protection Emergency DSS based on CITIzen Journalism to ENhance Safety of Adriatic Basin
- Acronym : E-CITIJENS
- Founding: CBC V-A Italia - Croazia 2014 - 2020
- Call: Call 2017 Standard
- Priority Axis : Security and Resilience
- Specific Objective: 2.2 Increase the safety of the Programme area from natural and man-made disaster
- Project ID: 10187823
- Durata: 01.01.2019 – 30.06.2022
- Total Budget : 2.846.100,00 €
- European Regional Development Fund (ERDF): 2.419.185,00€

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VENETO REGION
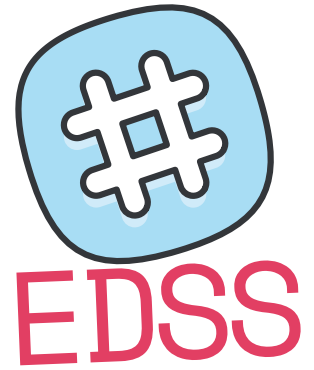*DEPARTMENT FOR CIVIL PROTECTION AND LOCAL POLICE*

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TIPS

TIPS FOR EMERGENCY COMMUNICATION TO BE SHARED ON SOCIAL NETWORKS

FROM PARTICIPATED INFORMATION TO CITIZEN AS ACTIVE SENSORS OF EMERGENCIES: HOW CAN WE CONTRIBUTE TO EMERGENCY INFORMATION?

Communication in emergencies is a "public thing" even when we are not directly involved, because when online that information will also reach us through some channel.

In January 2022 there are + 5.1 billion internet users who use the web to get information, to share, discuss and actively participate in public life.

"We communicate directly with the world and anyone can comment on us"

Communication is no longer mediated but managed directly by any user who has some information to share or a comment to make.

In some cases we speak of information, hyper-information, recently defined infodemics; in others, however, we speak of utility, of citizens journalism, of active participation in the sharing of facts in real time which, if managed correctly, offers an important support to the identification of the event and to its sharing in the most appropriate ways and "terms".
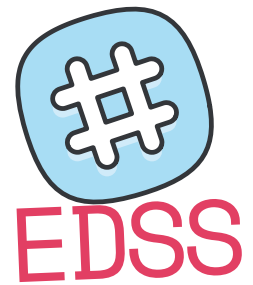
TIPS

FOR EMERGENCY COMMUNICATION TO BE SHARED ON SOCIAL NETWORKS

 # EDSS

We are directly responsible for what we share in a window overlooking the world. Everything is public and the internet does not forget.

"We citizens and future citizens can contribute every day"

All this includes emergency communication during ocurrences and the related sharing on social networks which, in addition to providing useful support, allows to generate collaborations and relationships for the benefit of the situation.

HOW? Thanks to the citizens who become sentinels on the territory, ready to promptly inform first of all those in charge of dealing with the emergency by immediately putting themselves in safety, secondly by communicating it through the use of their own social channels.

Is this a useful communication? Yes, because it inputs information on the web and allows to build an informative connection that can be enriched with to the details and updates provided by those who are experiencing the situation; and go outside by involving those who need to know the extent and gravity of the situation to better support, to tell, to know about the health of the people involved.

"With our message we generate added value"

In this type of communication we are able to be an added value: the platforms, constantly "listening" and active on keywords related to emergency situations, can collect all the information, images, videos and texts to identify the emergency in an even more precise way and in a short time. Thanks to these contents, those who are experiencing the situation in a protected place can have a broader vision than their point of observation. Those who are distant but have family, friends, or even the event is near their home, can update themselves immediately.

EMERGENCY COMMUNICATION

TIPS

FOR EMERGENCY COMMUNICATION TO BE SHARED ON SOCIAL NETWORKS
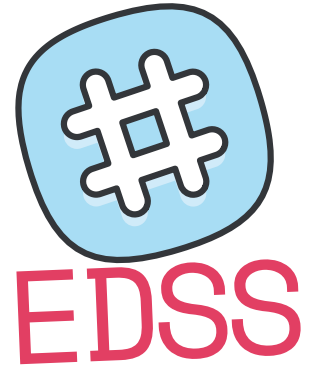
And last but not least, the journalists who have to report it and are not yet on the spot can count on a direct testimony.

That's why each of us should learn how to manage it and how to share useful information.

"What is happening right now? What am I seeing? How can I contribute? "

This is the first question we must ask ourselves in an emergency situation.

IMMEDIATELY

- **call the persons in charge of the emergency**
- **find a safe place** and check that there are no other people in danger and subsequently,

FOLLOWING

- **use social networks to share information.**

Create brief information identifying a precise place and precise time of the event (better if we can geolocate ourselves) with a keyword that identifies the emergency (e.g. earthquake, fire, flood, etc.).

FOR EXAMPLE

An example of a TWITTER message could be the following:
#Mestre at 17:15 strong #earthquake shock felt in the area of Via Palazzo #earthquakemestre.

From this message **I CAN FOLLOW THE CONVERSATION THROUGH THE #HASHTAG** (that word preceded by the # symbol) which relates all the words connoted in this way.
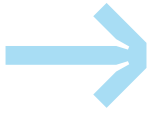
I update myself on the situation that I am also experiencing.

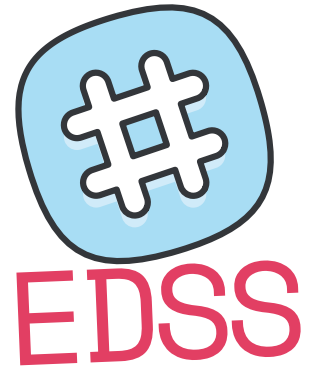**PLATFORMS** dealing with emergency information retrieve them through emergency keywords.

Therefore, WE CAN CONTRIBUTE TO GIVING INFORMATION, TO ENRICH INFORMATION WITH DETAILS, THROUGH IMAGES AND VIDEOS.

TIPS
FOR EMERGENCY COMMUNICATION TO BE SHARED ON SOCIAL NETWORKS

EDSS

"We always use previse, simple and few words"

Be careful and recall that social networks (Facebook, Twitter, Instagram, YouTube) are excellent allies. But we must be precise with the words, with the places and with the time

The risk is that of generating fear, or even triggering panic and sharing information that if not well documented with precise place and time (they must always be present and therefore it is better to copy and paste and update the time), can become misleading or, even worse, worrying.

KEYWORD, PLACE AND TIME ALSO WHEN SHARING

Can we be useful? Yes, at any age and with what we know how to do: if we are very young and we feel in difficulty, we send the information to an adult. We are citizens, we are useful, we can participate with awareness and responsibility. Because social networks should not be seen only as a place to gossip, business, chat, they can be environments through which to help.

Let us remember that it is useful both to produce information and to share it.

The more visibility we give to an information, the more it will be able to reach people and therefore to generate additional details, to make the emergency known.

REMEMBER YOU CAN:

**CREATE INFORMATION
SHARE INFORMATION
ENRICH INFORMATION WITH RELEVANT DETAILS
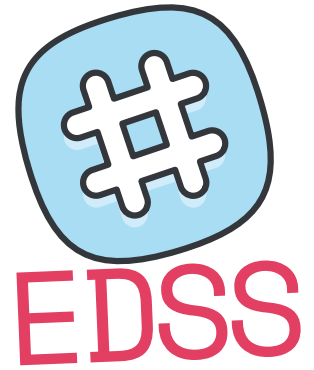ADD IMAGES
ADD VIDEO**

BUT ABOVE ALL, BEFORE SHARING

MAKE SURE IT IS RELIABLE. DO FACT-CHECKING
That is, always check and try to evaluate the validity of the information before sharing.

Today you have very useful tools that show if the image already existed, if it really belongs to that place and if it is recent.

PARTNER

Molise Region
Campobasso - ITA
http://www.regione.molise.it

Civil Protection Molise
Pescara - ITA
http://www.protezionecivile.molise.it

Split-Dalmatia County
Slpit - HR
http://www.dalmacija.hr

Civil Protection and Local Police Department of Veneto Region
Venezia - ITA
http://www.regione.veneto.it/web/protezione-civile

University of Split - Faculty of Civil Engineering, Architecture and Geodes
Split - HR
http://gradst.unist.hr

EURelations European Economic Interest Grouping
Campobasso - ITA
https://eurelations.eu

University of Bologna
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Municipality of Pescara
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