



**Demonstration/Seminar**  
**on**  
**Mass Crisis Communication with the Public**  
**(MASSCRISCOM)**

**a project within the framework of the**  
**European Commission – Directorate-General for Home Affairs,**  
**under the Specific Programme Prevention, Preparedness and Consequence**  
**Management of Terrorism and other Security-related Risks (CIPS)**

**Tuesday 12 – Wednesday 13 April 2011**

**hosted<sup>1</sup> by the**  
**Uppsala County Administrative Board**  
**in Uppsala, Sweden**

*MASSCRISCOM addressed the need for improved protection of the public and infrastructure and two way crisis communication between authorities and the public. The Project was focused on nuclear accidents and other very serious emergency situations or crises, which lead to mass crisis communication situations, i.e. situations:*

- when the public needs to be warned and receive far more information than in connection with everyday accidents or emergencies*
- when a great number of people may require immediate help at the same time and*
- when many people are seeking information from the emergency services about the event and what action to take as well as wish to provide information to the services.*

*Requirements were analysed and identified for ensuring efficient communications and, by implementing new media, for warning of people in defined affected geographical areas and providing information on adequate action to take. MASSCRISCOM developed a model for reliable risk communication and mass crisis communication in general, including a separate information service number(s) for lessening the burden on the 112 Emergency Call services in crises situations. This MASSCRISCOM Model was demonstrated or presented and discussed at this final Seminar of the Project.*

Seminar Moderators: Stig Ekberg and Ulf Bjurman.

A Seminar Participant List is found at **ANNEX I**

The Agenda is found at **ANNEX II**

Power Point Presentations are available at [www.masscriscom.eu](http://www.masscriscom.eu)

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<sup>1 1</sup> **Venue: Clarion Hotel Gillet, Dragarbrunnsgatan 23, SE 753 20 Uppsala**





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*12 April 2011 (arrivals in the morning)*

### **13.00 Opening Session**

Stig Ekberg, Project Coordinator and Manager, Civil Defence Director of the Uppsala County Administrative Board, welcomed the participants and presented Uppsala and the risks and crisis management in the County of Uppsala

Ulf Bjurman, Senior Advisor to the Project, presented the MASSCRISCOM Project

### **Crisis management and communication – opening speeches**

Opening speeches were made by

- Janek Laev, Director of the Estonian Emergency Response Centre
- Janne Koivukoski, Director of Rescue Services Division, Ministry of Interior, Finland
- Björn Andersson, Head of the Unit responsible for police and rescue services, General Administration of the Åland Government

### **Lead speeches**

Ann Enander, Associate Professor at the Department of Leadership at the Swedish National Defence College in Karlstad, made a speech on **Learning from previous disasters - “What are the main problems with communication between the general public and competent government authorities during crises and disasters?”**

Jonas Landgren, Research Manager, Department of Applied IT, University of Gothenburg (previously the Public Safety Group, Victoria Institute, Gothenburg) made a speech on **Using Social Media in Mass Crisis Communication and Ensuring Communication for People with Particular Needs**. In the course of the speech, Jonas Landgren expressed some general reflections including: a disaster is not a crisis, bad management causes crises; people are not struck by panic in the disaster; people will not visit government websites for information in the acute situation; and never switch off your mobile telephone, it is your lifeline to reality!

### **Demonstration and general presentation of the MASSCRISCOM Model - Part I – Problems and Requirements**

Ulf Bjurman made a brief introduction to the Background Document, which was provided to the participants.



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Mats Stewart Ardbreck, Senior Expert, MSB, introduced the demonstration, and a film was shown to illustrate the components of the MASSCRISCOM Model.

The Project Working Group, consisting of Inger Frenzel, MSB, Håkan Marcusson, MSB, Mats Ardbreck, MSB, Kristian Palm, MSB, Fredrik Linde, Swedish Meteorological and Hydrological Institute (SMHI), Gunnar Bergström, SOS Alarm and Björn Skoglund, SOS Alarm, made a presentation addressing:

- Warning of and information to the public
- Krisinformation.se – the Swedish national website

## Round Table Discussion

A Panel consisting of Anneli Bergholm Söder, Head of Department, MSB, Johan Hedensjö, CEO SOS Alarm, Peter Lindbäck, Governor Åland, and Janek Laev, Director of the Estonian Emergency Response Centre discussed the following questions:

- What can be the everyday practical use made of the Crisis Communication Centre (CCC) competence, thereby also maintaining its capability and preparedness for prompt and efficient use immediate operation use when a crisis happens?
- How should the needs for two-way communication with the public be met and addressed by the competent authorities and which are the trends in this respect as a consequence of the quickly changing communication behaviour of the public?
- Which communication channels, for instance SMS, mobile telephony, e-mail, Websites, other Web-based Social Media, etc., can and should be used for early warning and providing emergency information from the competent authorities to the public and which new channels can be expected to be introduced in the future?
- What improvements can be made and achieved to ensure a much quicker dissemination and still maintain the requirement that the information from the authorities is correct and verified in order to avoid loss of credibility and avoid criticism for not informing appropriately?
- How will it be possible to improve the capability of the authorities for compiling valuable information received through the crisis communication with the public and after an analysis to make use of the the information for monitoring the situation and in their decision making?
- In what ways and areas can an improved and enhanced collaboration culture between competent authorities and organisations with active roles and responsibilities in the crisis management be achieved as this can be seen as a fundamental condition for successful crisis communication with the public and dissemination of information?



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The participants took a Cultural Heritage Walk to the Uppsala Castle, passing historical buildings in Uppsala

### **Dinner at Uppsala Castle hosted by Governor Peter Egardt**

*13 April 2011*

### **Demonstration and presentation of the MASSCRISCOM Model - Part II – Structures, Communication Channels and Components and Procedures**

Mats Stewart Ardbreck introduced Part II of the demonstration and presentation of the MASSCRISCOM Model.

The Project Working Group made the presentation and addressed the following items:

- Overall flow chart of the MASSCRISCOM Model
- Communication Channels
- Use of social media in a crisis
- CCC Elements incl. structure, functionalities and methodology
- Addressing groups with particular needs
- CCC procedures and a national information number
- Management of the database for the CCC
- Detection of anomalies, observing divergence from normal data
- Collaboration between competent authorities in crisis
- Joint situation awareness (collaboration Web)
- Feed-backs of information to the CCC
- Individual weather forecasting

### **Round table discussion**

A Panel consisting of Jonas Muñoz Sylvest, Danish Emergency Management Agency (DEMA), Kristin Thordardottir, Deputy District Police Commissioner, Hvolsvöllur district, Iceland, Geir Mjöen, Directorate for Civil Protection and Emergency Planning (DSB), Norway, and Anna Nyman, Head of Unit, MSB, discussed the Model or solutions on the basis of the following questions:

- How well does the MASSCRISCOM Model serve the addressed needs?
- What is implemented already in practise in the participating countries?
- Which are the most important challenges for future crisis communication?
- How should needs for cross border collaboration be handled and improved?
- To what extent should the use of an information number be standardised?



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### **Concluding session**

Adrian Bucalowski from the Head Quarters of the State Fire Service of Poland made a presentation and thereby concluding the Demonstration/Seminar on **“How to increase the efficiency of crisis communication – the plans of the up-coming Polish Presidency of EU”**.

### **Closure of the Demonstration/Seminar**

Gratitude was expressed to all participants for excellent presentations and very active participation in the discussions which will be of significant importance in the remaining work on reporting the results and proposals of the MASSCRISCOM Project. The Demonstration/Seminar was closed.

### **Steering Group Meeting**

The Steering Group held a Meeting and dealt with the following issues:

- a follow up and evaluation of the Demonstration/Seminar
- the remaining work within MASSCRISCOM
- remaining administrative and economical matters
- preparations for the final Steering Group Meeting on 3 may 2011.



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## ANNEX I

### Demonstration/Seminar Participant List

#### Åland

Peter Lindbäck, Governor, Åland State Provincial Office  
Rainer Åkerblom, Åland State Provincial Office  
Björn Andersson, Government of Åland

#### Denmark

Jonas Muñoz Sylvest, Danish Emergency Management Agency (DEMA)

#### Estonia

Janek Laev, Estonian Emergency Response Centre  
Eva Rinne, Estonian Emergency Response Centre  
Herve Merivald, Estonian Emergency Response Centre

#### Finland

Janne Koivukoski, Department of Rescue Services, Ministry of Interior

#### Iceland

Kristin Thordardottir, Deputy District Police Commissioner, Hvalsövellur district

#### Latvia

Viktorija Sembele, State Fire and Rescue  
Gunta Skreble, Ministry of Interior

#### Norway

Geir Mjøen, Directorate for Civil Protection and Emergency Planning (DSB)

#### Poland

Adrian Bucalowski, Head Quarters of the Poland State Fire Service

#### Sweden



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Peter Egardt, Governor, Uppsala County Administrative Board  
Stig Ekberg, Uppsala County Administrative Board  
Arne Åhman, Uppsala County Administrative Board  
Ulf Bjurman, Senior Advisor, Uppsala County Administrative Board  
Marie Fornaeus Johnson Marie, Uppsala County Administrative Board  
Pia Persson, Uppsala County Administrative Board

Hans Spets, Stockholm County Administrative Board

Anneli Bergholm Söder, Head of Department, MSB  
Anna Nyman, Head of Unit, MSB  
Inger Frenzel, MSB  
Håkan Marcusson, MSB  
Mats Ardbreck, MSB  
Kristian Palm, MSB  
Anna Teljfors, MSB  
Mette Holmberg, MSB

Fredrik Linde, Swedish Meteorological and Hydrological Institute (SMHI)

Johan Hedensiö, CEO, SOS Alarm  
Gunnar Bergström, SOS Alarm  
Björn Skoglund, SOS Alarm  
Bertil Albertson, SOS Alarm

Ann Enander, Associate Professor, Swedish National Defence College  
Jonas Landgren, Department of Applied IT, University of Gothenburg, previously belonging to the Public Safety Group, Viktoria Institute, Gothenburg

Marie Tollefsen, Uppsala County Council  
Stefan Lindh, Uppsala County Council  
Benny Bengtsson, Uppsala Police District  
Stig Larsson, Uppsala Police District  
Anders Ahlström, Uppsala Fire and Rescue Service

Lars-Erik Blom, Ericsson AB  
Thomas Hägg, Forsmark Nuclear Power Plant  
Anne Fridlund, Forsmark Nuclear Power Plant



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## ANNEX II

### **Demonstration/Seminar Agenda**

*12 April 2011 (arrivals in the morning)*

12.00 Lunch

#### **13.00 Opening Session**

Welcome address and presentation of risks and crisis management in the County of Uppsala by Stig Ekberg, Project Coordinator and Manager, Civil Defence Director of the Uppsala County Administrative Board

Presentation of the MASSCRISCOM Project by Ulf Bjurman, Senior Advisor

#### **Crisis management and communication – opening speeches**

- Janek Laev, Director of the Estonian Emergency Response Centre
- Janne Koivukoski, Director of Rescue Services Division, Ministry of Interior, Finland
- Björn Andersson, Head of the Unit responsible for police and rescue services, General Administration of the Åland Government

#### **14.00 Learning from previous disasters - "What are the main problems with communication between the general public and competent government authorities during crises and disasters?"**

Lead Speaker: Ann Enander, Associate Professor at the Department of Leadership at the Swedish National Defence College in Karlstad

#### **14.45 Using Social Media in Mass Crisis Communication and Ensuring Communication for People with Particular Needs**

Lead Speaker: Jonas Landgren, Research Manager, Department of Applied IT, University of Gothenburg

15.30 Coffee break

#### **15.00 Demonstration and general presentation of the MASSCRISCOM Model - Part I – Problems and Requirements**



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Brief introduction of the Background Document by Ulf Bjurman

Demonstration Work Package Leader: Mats Stewart Ardbreck - Senior Expert, MSB

A film will be shown to demonstrate the components of the Model

Oral presentation by the Project Working Group:

- Warning of and information to the public
- Krisinformation.se – the Swedish national website

### **17.00 Round Table Discussion**

Panel: Anneli Bergholm Söder, Head of Department, MSB, Johan Hedensiö, CEO SOS Alarm, Peter Lindbäck, Governor Åland, and Janek Laev, Director of the Estonian Emergency Response Centre

Suggested questions for discussion:

- What can be the everyday practical use made of the Crisis Communication Centre (CCC) competence, thereby also maintaining its capability and preparedness for prompt and efficient use immediate operation use when a crisis happens?
- How should the needs for two-way communication with the public be met and addressed by the competent authorities and which are the trends in this respect as a consequence of the quickly changing communication behaviour of the public?
- Which communication channels, for instance SMS, mobile telephony, e-mail, Websites, other Web-based Social Media, etc., can and should be used for early warning and providing emergency information from the competent authorities to the public and which new channels can be expected to be introduced in the future?
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- How will it be possible to improve the capability of the authorities for compiling valuable information received through the crisis communication with the public and after an analysis to make use of the the information for monitoring the situation and in their decision making?
- In what ways and areas can an improved and enhanced collaboration culture between competent authorities and organisations with active roles and responsibilities in the crisis management be achieved as this can be seen as a



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fundamental condition for successful crisis communication with the public and dissemination of information.

18.00 Break

18.30 Cultural Heritage Walk to the Castle, passing historical buildings in Uppsala

**19.30 Dinner at Uppsala Castle hosted by Governor Peter Egardt**

*13 April 2011*

**08.30 Demonstration and presentation of the MASSCRISCOM Model - Part II – Structures, Communication Channels and Components and Procedures**

Demonstration Work Package Leader: Mats Stewart Ardbreck - Senior Expert, MSB

Items to be addressed by the Project Working Group:

- Overall flow chart of the MASSCRISCOM Model
- Communication Channels
- Use of social media in a crisis
- CCC Elements incl. structure, functionalities, methodology
- Addressing groups with particular needs
- CCC procedures and a national information number
- Management of the database for the CCC
- Detection of anomalies, observing divergence from normal data
- Collaboration between competent authorities in crisis
- Joint situation awareness (collaboration Web)
- Feed-backs of information to the CCC
- Individual weather forecasting

10.00 Coffee break

**10.30 Round table discussion of the Model or solutions with selected participants in the panel (selected during the Demonstration/Seminar)**

Panel: Jonas Muñoz Sylvest, Danish Emergency Management Agency (DEMA), Kristin Thordardottir, Deputy District Police Commissioner, Hvolsvöllur district, Iceland, Geir Mjøen, Directorate for Civil Protection and Emergency Planning (DSB), Norway, and Anna Nyman, Head of Unit, MSB

Suggested questions for discussion:



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- How well does the MASSCRISCOM Model serve the addressed needs
- What is implemented already in practice in the participating countries
- Which are the most important challenges for future crisis communication
- How should needs for cross border collaboration be handled and improved
- To what extent should the use of an information number be standardised

**12.00 Concluding session**

**“How to increase the efficiency of crisis communication – the plans of the upcoming Polish Presidency of EU”**

Speaker: Adrian Bucalowski, the Head Quarters of the State Fire Service, Poland

**Closure of the Demonstration/Seminar**

12.30 Lunch (*departures after lunch*)



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