
TEAMING UP FOR CIVIL PROTECTION "Team CP"

FINAL REPORT

April 2011

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Teaming Up For Civil Protection | www.teamcivilprotection.eu

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Teaming Up For Civil Protection
"TeamCP"
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Table of contents

| | | |
|-------------|---|-----------|
| I. | Executive summary | 4 |
| II. | Technical Report | 7 |
| 1. | General reminder of project objectives, partnership and expected deliverables | 7 |
| 2. | General summary of the project implementation process | 9 |
| 2.1. | Initial and actual time schedule | 10 |
| 2.2. | Planned and used resources | 12 |
| 2.3. | Expected and actual results | 13 |
| 3. | Evaluation of the project management and implementation process | 22 |
| 3.1. | Positive aspects | 22 |
| 3.2. | Internal difficulties | 23 |
| 3.3. | Cooperation with commission | 23 |
| 3.4. | European value added | 23 |
| 3.5. | Lessons learnt and possible improvements | 24 |
| 4. | Technical results and deliverables | 24 |
| 4.1. | Task A - Task management and reporting to EC | 24 |
| 4.2. | Task B - Collect and integrate information and expertise | 25 |
| 4.3. | Task C - Identification of training needs and expectations | 26 |
| 4.4. | Task D - design media campaign | 28 |
| 4.5. | Task E - Develop Curriculum with Prototype Training Tools | 31 |
| 4.6. | Task F - Test and evaluate database and online trainings | 38 |
| 4.7. | Task G - Dissemination | 39 |
| 5. | Findings of the project | 39 |
| 5.1. | Implementation of convergent volunteer initiatives | 39 |
| 5.2. | Campaigning | 40 |
| 5.3. | Influential factors for a convergent volunteer initiative to work | 40 |
| 5.4. | Management tool | 41 |
| 5.5. | Online training in disaster preparedness and self protection | 41 |
| 6. | Recommendations | 42 |
| 6.1. | Recommendations for forming a community | 42 |
| 6.2. | Recommendations on media partnership and campaigning | 43 |
| 6.3. | Legal aspects | 44 |
| 6.4. | Training | 44 |
| 6.5. | Web 2.0 | 45 |
| 7. | Follow Up | 45 |
| 8. | Literature | 48 |
| III. | Appendix | 53 |
| | Appendix 1: Task overview | 53 |
| | Appendix 2: Project management chart | 53 |
| | Appendix 3: Minutes of the meetings | 53 |
| | Appendix 4: Baseline report | 53 |
| | Appendix 5: Survey analysis report | 53 |
| | Appendix 6: Campaigning report | 53 |
| | Appendix 7: Web 2.0 concept | 53 |
| | Appendix 8: Prototype curriculum | 53 |
| | Appendix 9: Database usability report | 53 |
| | Appendix 10: Online training documentation | 53 |
| | Appendix 11: Online training evaluation report | 53 |
| | Appendix 12: Publicity documentation | 53 |
| | Appendix 13: Matrix of influential factors | 53 |

The final report, the appendices and the standalone version of the online training are found on the DVD attached.

I. Executive summary

“Teaming Up For Civil Protection – Team CP” was a project selected under the call for proposals of 2008 for cooperation projects on preparedness supported by the civil protection financial instrument of the European Commission (then: DG Environment, now: DG Echo). During the project span of 24 months starting February 2009 project Team CP implemented actions to raise the awareness on civil protection measures in Austria, Germany, UK and Poland by developing ready to use concepts and specific tools to involve the public in civil protection and enhance people’s preparedness and self help capacities.

Project duration: 24 months, 1st February 2009 – 31st January 2011

Total foreseen budget: € 482,620

Requested EC Contribution: € 361,965

Financing rate: 75%

Project partnership:

Coordinating beneficiary (CO): Austrian Red Cross

Associated beneficiaries (ABs): Hitradio Ö3, British Red Cross, German Red Cross, Polish Red Cross.

Austrian Red Cross, as coordinating beneficiary was leading project management activities and overseeing the exchange of knowledge and tools between all partners. Austrian Red Cross’ media partner Hitradio Ö3 acted as facilitator in finding media partnerships and advising the other partners in developing media campaigns for implementing convergent volunteer initiatives in their countries.

Project background

When a disaster strikes a community, specific emergency responders such as fire and ambulance services automatically respond according to a pre-established plan and specific procedures. It is not uncommon for a large number of individuals, mainly untrained volunteers, to converge on site in order to offer helping victims or other responders. This phenomenon poses a paradox as spontaneous unaffiliated volunteers and their willingness to help challenge the emergency services’ capacity to utilise them effectively.

To tackle this problem and subsequently take pressure off the emergency services, Austrian Red Cross as a major stake holder in Austria’s disaster management and Hitradio Ö3, Austria’s biggest radio station, market leader and part of the Austrian Broadcasting Corporation (ORF), joined forces and launched the campaign “Team Österreich” to establish a system to manage volunteers prior to a disaster and not after occurrence. This new approach which was launched in 2007 has been of great success - both in terms of outreach as well as interest of the population and has allured more than 25,000 Austrians to become part of a team. It served as role model for dissemination to project partners in Germany, Poland and the UK and starting point for further development and adaption to national realities.

Objectives and results

One of the main targets of the project was to set up all preconditions for launching initiatives in Germany, Poland and the UK that team up convergent volunteers to help in case of disaster. This aim was met by combining two approaches: Firstly, the Austrian experience suggested that to effectively set up an initiative, it was necessary to design a carefully planned campaign facilitated by a media consultant with good overview over the media-scene and who would help finding the right media

partner. The results of this action are three campaigning concepts ready to be used whenever the project partners decide to realise the developed campaigns or circumstances become more favourable. Secondly, there must be a tool or routine to coordinate this potentially large group of people willing to help, binding as little as possible financial and personnel resources. The Austrian convergent volunteer community "Team Österreich" served not only as role model but also provided the concrete technical basis for resource-effective registration and coordination of numerous potential volunteers: a tried and tested online database. This self-administered database was adapted to the needs of the project partners and is now ready to be used for online registration and management of convergent volunteers.

Thirdly, the project evaluated existing and developed new means to meet the expectations and needs of the convergent volunteers of existing "Team Österreich" community, so members are kept motivated and their disaster preparedness is enhanced. This target was achieved by following a web 2.0 strategy facilitated by a web developer: an online community accessible via www.teamoesterreich.at gives members the possibility of interaction and knowledge exchange. The integration and use of social networking possibilities into the platform enables members to share thoughts, mission experiences and constitutes an important multiplier for the project's targets by dissemination to family, friends and colleagues of the users.

Furthermore a training curriculum in disaster preparedness covering the scenarios "blackout" and "floods" was developed by civil protection experts and specially adapted for use in an e-learning application. The online training application follows a serious gaming approach, combining entertaining and challenging gaming experiences with casual and social learning processes, thus enhancing mental awareness and preparedness for self protection measures. So called "micro-learning" modules which are used in e-learning for knowledge transfer based on small coherent units of information, provide quality information on disaster preparedness. Collaborative learning is promoted by embedding the application into "Facebook", where users can compete and share their progress with friends, in this way capitalizing on the viral marketing effects of social networks and spreading awareness on civil protection issues onto a general public.

Recommendations for forming a community

- People are willing to help and the willingness to help increases with ...
 - The proximity to a disaster
 - The identification with the victims (similarities with own person)
 - The existing tradition to volunteer in a society
 - The feeling to be needed
 - The amount of public interest shown for a disaster
- The willingness to help can create a problem for authorities and organisations, if it results in an uncoordinated massive influx of potential helpers to the scene
- Creating feelings that are supportive for the willingness to help can be done with media partners prior to disasters
- Once having created a community of potential helpers organisations have control over:
 - The influx of helpers by selecting the relevant number of people to alert
 - The skill-mix of helpers by selecting the people with the skills needed
- It is not the task of authorities but of the voluntary sector to organise such communities. The task of authorities is to design and adapt the legal framework to facilitate ideas.
- Local initiatives are better than supranational volunteer initiatives, as they have more impact to local communities and are rooted in local structures

Deploying volunteers to support disaster relief actions:

Deployment of volunteers is successful when the factors that influence the willingness to help are considered properly:

- Deploying volunteers locally meets the factor of proximity
- Deploying volunteers locally meets the factor of identification with victims (similarity to own person due to "neighbourship")
- The more remote the mission is to the place of living of the volunteer, the more the feeling to be needed must be met – e.g. because the respective volunteer possesses special skills that are not available locally
- Deploying volunteers with no special skills internationally creates frustration

Recommendations on media partnership and campaigning

- Finding the right media partner for creating a community:
 - The defined target group for your community should be found in the core-target-group of the media's customers
 - The media partner should have a background of campaigning (ideally for public value issues)
 - If you do not have media experts in your organisation try to find a consultant with good overview over the media-scene and good contacts to relevant actors in the field
- The role of the media partner should be ...
 - Part of the team – not talking about a team
 - Being the sender of the message not only the transport medium for it
 - To use the community as content for their programme in terms of editorial content
 - Divided: content should be provided and reported by the editorial staff and campaign should be designed by the marketing staff
- Finding the right organisation for creating a community:
 - Organisation must provide service in the whole region of the community to be created
 - Organisation should be grass-rooted in the community
 - Organisation should be trusted by the target group
 - Organisation should be considered by the target group to play an important role in disaster relief
 - Organisation should have an extensive experience in working with volunteers
 - Organisation should be integrated in the (national or regional) CP-framework

Follow Up:

In order to guarantee the sustainability of the project's outcomes, several dissemination activities are planned after the end of the project:

- The final report will be spread to civil protection actors within the European Union, particularly those relevant to people with disabilities.
- The project website documenting the project will stay online and maintained by the Austrian Red Cross accessible directly under <http://www.rotekreuz.at/site/team-civil-protection/>
- In March 2011, two months after end of the project, the online training developed within this project was made accessible for viral dissemination as "Facebook" application <http://apps.facebook.com/worst-case-hero> and spread among the general public in Austria with help of a preparedness campaign run together with media partner Hitradio Ö3.
- Although not explicit target of this project the national project team in Mecklenburg Western Pomerania capitalised on the synergies generated by the knowledge transfer of this project not only successfully developing a ready-to-use concept campaign but also actually using this concept to launch their own initiative. The start of "Team MV" campaign in Mecklenburg Western-Pomerania is expected for May 2011.

II. Technical Report

1. General reminder of project objectives, partnership and expected deliverables

The project “Teaming Up For Civil Protection” is pursuing the following objectives:

- Raise the awareness on civil protection measures amongst the general public in Austria, Germany, UK and Poland by developing initiatives to involve the public in civil protection. The integrated Austrian approach of forming a convergent volunteer community and promoting it with the help of a media partner is used as a role model and starting point for British, German and Polish project partners.
- Develop ready-to-use concepts on how to team up a group of highly motivated citizens, who are willing to assist civil protection actors when additional help is needed - taking different structural frameworks and national realities into account.
- Ready-to use online coordination structures are provided for project partners.
- Meet the expectations of convergent volunteers to keep them motivated and provide them with training in various fields of self-protection. This will enhance people’s preparedness to cope with emergency situations, to protect themselves and others, especially highly vulnerable persons.
- Disseminate the know-how and lessons learnt of this project on developing and implementing such initiatives to civil protection authorities and actors within the European Union.

Austrian Red Cross, as coordinating beneficiary, is taking the necessary actions for fulfilling the stated objectives. Associated beneficiaries are the Red Cross sister societies in Germany, Poland and the UK, as well as Austrian Red Cross’ media partner Hitradio Ö3, who is facilitating and advising the other partners in developing media campaigns for implementing convergent volunteer initiatives in their countries.

Expected results are:

- The development of 3 ready-to-use concepts for media campaigning in Germany, Poland and UK, seeking to raise the awareness of the population for civil protection by motivating people to help in a team in case of disaster. These 3 campaign concepts, together with the already implemented campaign in Austria, will constitute a recommendation for good campaigning in the European Civil Protection sector, which will be disseminated to Civil Protection actors within the European Union.
- Secondly, the existing Austrian “Team Österreich” convergent volunteer database will be adapted for the use of the project partners in Germany, Poland and UK, so they are given

the tried and tested technical means to coordinate a team in case of implementation of the campaign (implementation not target of this project).

- Thirdly, the project will develop and evaluate means to meet the expectations and needs of the convergent volunteer community, so members are kept motivated and their disaster preparedness is enhanced. With help of a web 2.0 platform, the members are given the possibility of interaction and knowledge exchange. The use and integration of social networking possibilities to this platform enable members to share thoughts, mission experiences, get to know other fellow members and constitutes an important multiplier for the project's targets by dissemination to family, friends and colleagues of the users.
- A training curriculum in self protection covering the disaster scenarios "blackout" and "floods", targeted at members of the convergent volunteer community as well as the general public, will be edited by the project team and then adapted for use in an online training application.
- This online training will be developed by a sub-contractor as an interactive online flash application with social networking functionalities. The online training application follows a serious gaming approach, bridging entertaining and challenging gaming experiences with casual and social learning processes, thus enhancing mental awareness and preparedness for self protection measures. So called "micro-learning" modules which are used in e-learning for knowledge transfer based on small coherent units of information, provide quality information on disaster preparedness. Collaborative learning is promoted by embedding the training applications into social networks ("Facebook") where users can compete and share their progress with friends, in this way capitalising on the viral marketing effects of social networks and spreading awareness on civil protection issues.

2. General summary of the project implementation process

The project started on 1st February 2009 with a run time of 24 months thus ending on 31 January 2011.

Methodology:

- **Project management and dissemination:** continuously throughout whole project span; tasks A1-A3, Tasks G1-G3
- **Research phase:** Tasks B1-B5, Tasks C1-C3
The first part of the project aimed at enlarging the knowledge about convergent volunteers (CVs): research on motivations for convergent volunteering, systems for its management as well as training needs and expectations of the volunteers by means of the following instruments:
 - Literature review
 - Case study
 - Experts workshop
 - Survey
- **Implementation phase:** Tasks D1-D4; E1-E5
Development of campaigning and web 2.0 concepts as well as concrete tools (partly grounded on results of the research phase):
 - 3 ready to use databases for management of convergent volunteers
 - an online training application in disaster preparedness covering two scenarios,
 - web 2.0 community
- **Evaluation of the developed instruments and trainings:** Tasks F1, F2
The two main instruments developed as part of the project (online training application and online database for coordination of CVs) were evaluated and recommendations were incorporated as far as possible.
- **Final report:** Task A4

2.1. Initial and actual time schedule¹

| Final Task Overview and Schedule | | | | | | |
|---|------------|------------|------------|------------|--------|--|
| Task | Proposed | | Actual | | Status | Comment |
| | Start | End | Start | End | | |
| A. Task Management and Reporting | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | | |
| A1. Project Organisation | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | completed |
| A2. Project Communication | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | completed |
| A3. Project Cooperation | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | completed |
| A4. Reporting and Documentation | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | completed, finish editing of final report by April 2011 |
| B. Collect and integrate information and expertise | 01.02.2009 | 30.09.2009 | 01.02.2009 | 30.09.2009 | | completed |
| B1. Literature Review | 01.02.2009 | 31.05.2009 | 01.02.2009 | 30.06.2009 | 100% | completed |
| B2. Case Study | 01.07.2009 | 30.06.2009 | 01.07.2009 | 31.08.2009 | 100% | completed |
| B3. Organise Experts Workshop | 01.02.2009 | 31.05.2009 | 01.02.2009 | 30.04.2009 | 100% | completed |
| B4. Experts Workshop | 01.05.2009 | 31.05.2009 | 04.05.2009 | 05.05.2009 | 100% | completed, experts workshop 4-5 May 2009 in Vienna |
| B5. Baseline Report | 01.07.2009 | 30.09.2009 | 31.08.2009 | 30.09.2009 | 100% | completed |
| C. Identification of Training Needs and Expectations | 01.07.2009 | 30.11.2009 | 01.05.2009 | 31.05.2010 | | |
| C1. Develop Survey | 01.07.2009 | 30.09.2009 | 01.05.2009 | 30.09.2009 | 100% | completed |
| C2. Carry Out Survey | 01.09.2009 | 31.10.2009 | 01.11.2009 | 28.02.2010 | 100% | completed, online survey of 1300 volunteers in AT and DE (Team Österreich and BI Hochwasser Cologne) |
| C3. Survey Analysis | 01.10.2009 | 30.11.2009 | 01.03.2010 | 31.10.2010 | 100% | completed |
| Deliverable: Survey Analysis Report | 30.11.2009 | | 31.05.2010 | 31.10.2010 | | completed |
| D. Design Media Campaign | 01.02.2009 | 30.09.2010 | 01.02.2009 | 31.12.2010 | | completed |
| D1. Tendering for Media Consultants | 01.03.2009 | 30.04.2009 | 01.02.2009 | 29.08.2009 | 100% | tendering not successful, direct award to: UK Nigel Kay LTD DE BCI PL Identity |

¹ Also see Appendix 1

| | | | | | | |
|--|-------------------|-------------------|-------------------|-------------------|------|--|
| D2. Media Partner | 01.05.2009 | 31.07.2009 | 01.10.2009 | 31.03.2010 | 100% | UK local approach - facilitating local initiatives DE NDR1-MV PL cross media approach |
| D3. Media Workshop | 01.08.2009 | 30.09.2009 | 01.03.2010 | 31.08.2010 | 100% | UK 02.06 PL 25.06 DE 15.07 |
| D4. Concept Campaign Development | 01.10.2009 | 30.09.2010 | 01.10.2009 | 30.12.2010 | 100% | UK final report delivered 30.9.2010 DE final report delivered 31.12.2010 delay due to actual implementation PL final report delivered July 2010 |
| Deliverable: 3 media concepts ready | 30.09.2010 | | 30.09.2010 | 31.12.2010 | 100% | |
| E. Develop Curriculum with Prototype Training Tools | 01.02.2009 | 31.01.2011 | 01.04.2009 | 31.12.2010 | | completed |
| E1. Tendering Web2.0 Consultant | 01.03.2009 | 30.04.2009 | 01.04.2009 | 30.05.2009 | 100% | completed (AT Illustree) |
| E2. Developing web2.0 Platform Concept for CVs | 01.06.2009 | 31.12.2009 | 01.06.2009 | 28.11.2009 | 100% | completed, concept presented 13.10.2009, implementation within granted costs, release candidate launched 10/2010 |
| E3. Development of Database | 01.02.2010 | 31.07.2010 | 01.02.2010 | 31.12.2010 | 100% | completed |
| Deliverable: Launch Databases DE,UK,PL | 31.07.2010 | | 31.07.2010 | | 100% | www.teamoesterreich.at/mvp www.teamoesterreich.at/cvpl www.teamoesterreich.at/cvgb |
| E4. Development of Prototype Training Curriculum | 01.12.2009 | 31.12.2010 | 01.10.2009 | 30.07.2010 | 100% | Completed; curriculum in self protection and disaster preparedness: 2 scenarios- blackout and flooding |
| E5. Adapting Curriculum for Online Learning | 01.03.2010 | 31.07.2010 | 01.10.2009 | 31.12.2010 | 100% | online training in disaster preparedness (serious gaming approach with scenarios blackout and flooding) |
| Deliverable: 1st Online Training Jun 2010 | 30.06.2010 | | 30.06.2010 | 31.12.2010 | 100% | online training blackout, release candidate launched 16.11.2010 online training of Team Österreich members |
| Deliverable: 2nd Online Training Nov 2010 | 30.11.2010 | | 30.11.2010 | 31.12.2010 | 100% | online training flooding, release candidate launched 16.11.2010 online training of Team Österreich members |
| F. Test and Evaluate Database and Online Trainings | 01.06.2010 | 31.12.2010 | 01.05.2010 | 31.01.2011 | | completed |
| F1. Testing and Evaluating Database | 01.08.2010 | 31.12.2010 | 01.08.2010 | 31.12.2010 | 100% | continuous testing, evaluation report 12/2010 |
| F2. Testing and Evaluating of Online Trainings | 01.05.2010 | 31.08.2010 | 01.05.2010 | 31.01.2011 | 100% | continuous testing after launch of release candidate, final beta test by several hundreds of members of Team Österreich |

| | | | | | | |
|--|-------------------|-------------------|-------------------|-------------------|------|--|
| Deliverable: Training Evaluation Report Sep 2010 | 30.09.2010 | | 31.12.2010 | 01.02.2011 | | completed, delay due to dependency of evaluation on the usability of the online applications |
| G. Dissemination | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | | completed |
| G1. Website | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | continuously updated, complete project documentation, on Red Cross server for sustainability |
| G2. Presentation of Project at Events | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | yes, see homepage |
| G3. Media Work to Promote Project | 01.02.2009 | 31.01.2011 | 01.02.2009 | 31.01.2011 | 100% | yes, see homepage |
| Legend | | | | | | |
| delayed | | | | | 100% | finished |
| ahead schedule | | | | | xx% | in process |
| on schedule | | | | | 0% | not started yet |
| | | | | | ! | critical |

2.2. Planned and used resources

- For project expenditure see financial statement
- Personnel resources:**

Planned

| Beneficiary | Category/Name | Type of contract | Function |
|-------------|-----------------------|------------------|----------------------|
| CO | N.N. | Temp. staff | Project coordinator |
| CO | Hedwig Milchram | Perm. staff | Project assistant |
| CO | Markus Hnatek | Perm. staff | IT-Developer |
| AB1 | Martin Radjaby-Rasset | Perm. staff | Media expert Austria |
| AB2 | N.N. | Temp. staff | CP-expert |
| AB3 | N.N. | Temp. staff | CP-expert |
| AB4 | N.N. | Temp. staff | CP-expert |

Actual²

| Beneficiary | Category/Name | Type of contract | Function |
|-------------|-------------------|------------------|---------------------|
| CO | Christian Kloyber | Temp. staff | Project coordinator |
| CO | Dana Schmidt | Temp. staff | Project coordinator |
| CO | Hedwig Milchram | Perm. staff | Project assistant |
| CO | Markus Hnatek | Perm. staff | IT-Developer |

² See Appendix 2 for project organisation chart

| | | | |
|-----|-----------------------|-------------|----------------------|
| AB1 | Martin Radjaby-Rasset | Perm. staff | Media expert Austria |
| AB2 | Torsten Mache | Perm. staff | CP-expert |
| AB3 | Moya Wood-Heath | Perm. staff | CP-expert |
| AB4 | Katarzyna Stepinska | Perm. staff | CP-expert |

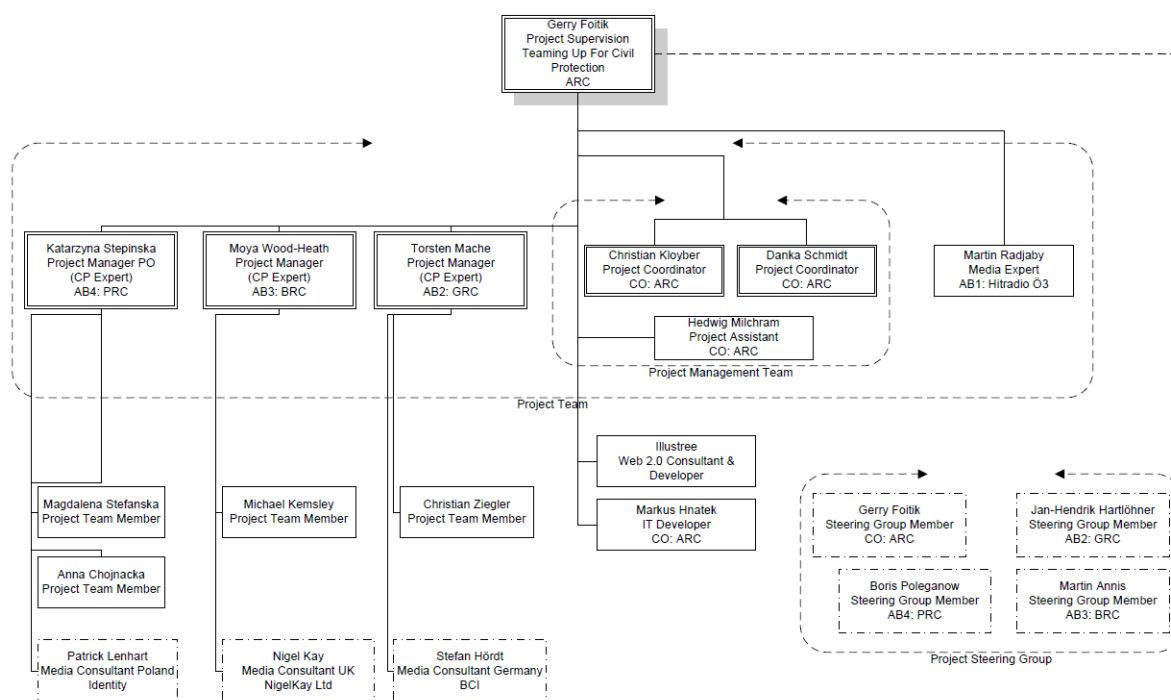


figure 1 – project organisation chart

2.3. Expected and actual results and activities per action

| Task A | Task management and reporting to EC |
|------------------|---|
| Expected results | A1: Project Organisation <ul style="list-style-type: none"> Permanent project management team Kick-off meeting in Brussels Project close down meeting in Brussels |
| | A2: Project Communication <ul style="list-style-type: none"> 1. Project team meeting (kick off) in Brussels 2. Project team meeting in Vienna 3. Project team meeting in Berlin 4. Project team meeting in Warsaw 5. Project team meeting in Vienna 6. Project team meeting Brussels Steering group telephone conferences |
| | A3: Project Cooperation <ul style="list-style-type: none"> Signed memorandum of understanding (MoU) defining roles and responsibilities of each partner in the project |

| | |
|----------------|---|
| | A4: Reporting and Documentation <ul style="list-style-type: none"> Minutes with plan of action of all meetings (Feb 2009 – Dec 2010) Final report including findings and recommendations |
| Actual results | A1: Project Organisation <ul style="list-style-type: none"> Permanent project management team Kick-off meeting in Vienna Project close down meeting in Vienna |
| | A2: Project Communication <ul style="list-style-type: none"> Kick-off event in Brussels (1 day, 08/12/03) 1. Project kick-off meeting in Vienna (9-10.2.2009) 2. Project team meeting in Berlin (22.09.2009) 3. Project team meeting in Warsaw (23-24.09.2009) 5. Project close-down in Vienna (01-02.12.2010) Steering group telephone conference (19/10/2009) Project update reports in Nov 2009, Jan 2010, and May 2010 sent to all partners. |
| | A3: Project Cooperation <ul style="list-style-type: none"> Signed partnership agreements |
| | A4: Reporting and Documentation <ul style="list-style-type: none"> Minutes with plan of action of all meetings³ Progress reports to EC in September 2009 and May 2010 Final report including findings and recommendations by end of April 2011 |
| | Comments on expected and actual results: Tasks A1 - A4 as planned. To improve legal certainty of project partnerships EC recently started to require written partnership agreements from all involved partners. The signing of partnership agreements replaced the planned action "memorandum of understanding". The project meeting planned for Spring 2010 in Vienna was postponed to December 2010 to round up the results of the 3 national media workshops which took place in summer of 2010 and condense them to recommendations for campaigning in the European Civil Protection context. After consultation with the responsible desk officer we accorded not to have the close down meeting as planned in Brussels but together with project meeting no.5 in Vienna. Results of the project will be presented at a later point in 2011 in Brussels (meeting of the Civil Protection Committee). |
| | Remarks on monitoring and evaluation A fixed project management team based in the Headquarters of the Austrian Red Cross working closely together and keeping stable throughout the project lifetime assured the seamless implementation of actions, especially project management. The senior project manager continuously supervised the efforts of the project management team. Also, close cooperation and regular exchange with project partners in Mecklenburg Western-Pomerania, Poland and UK ensured the effective realisation of the project. The steering group was regularly informed on project progress and established as monitoring instrument in case of major delays or difficulties. As this was not the case steering group didn't become manifest except |

³ See Appendix 3

| | |
|--|--|
| | one conference call in October of 2009 when tender for media consultancy was not successful and stakeholders needed to be informed on the measures taken to alleviate the delay. |
| | Dissemination Project kick-off coverage on television and radio (compiled on project homepage www.teamcivilprotection.eu or www.rotekreuz.at/site/team-civil-protection) |

| Task B | Collect and integrate information and expertise |
|------------------|---|
| Expected Results | B1: Literature review <ul style="list-style-type: none"> Comprehensive compilation of literature in the context of the project |
| | B2: Case study <ul style="list-style-type: none"> Case study of three similar or comparable systems of volunteers communities |
| | B3: design and organisation of workshop <ul style="list-style-type: none"> List of participants and their organisations at the WS Agenda Minutes and summaries from the workshop |
| | B4: carry out experts workshop <ul style="list-style-type: none"> One expert workshop, workshop documentation |
| | B5: Baseline report <ul style="list-style-type: none"> Baseline report containing the literature review, the case studies and the outcomes of the experts workshop |
| Actual results | B1: Literature review <ul style="list-style-type: none"> Comprehensive compilation of literature in the context of the project (delivered July 2009) |
| | B2: Case study <ul style="list-style-type: none"> Case study of three similar or comparable systems of volunteers communities (delivered August 2009) |
| | B3: design and organisation of workshop <ul style="list-style-type: none"> Preparation of workshop |
| | B4: carry out experts workshop <ul style="list-style-type: none"> expert workshop took place in Vienna (4-5 May 2009), workshop documentation (delivered June 2009) was made accessible on the project homepage www.teamcivilprotection.eu |
| | B5: Baseline report <ul style="list-style-type: none"> The "baseline report" containing the literature review, the case studies and the outcomes of the experts workshop was edited⁴ Research phase completed in (September 2009). |

⁴ See Appendix 4

| | |
|--|--|
| | <p>Comments on expected and actual results:</p> <p>The research phase was conducted exactly as planned. Valuable insights made during research phase led to minor adaptations in subsequent actions (e.g. the initially targeted community for survey turned out not to be suitable as target group and led to changes and some delay in action C).</p> |
| | <p>Remarks on monitoring and evaluation</p> <p>Research was conducted by project coordinators who also were responsible for editing the baseline report. Results were steadily discussed within the national working group, with civil protection experts within Austrian Red Cross and additionally addressed at the experts' workshop.</p> |

| Task C | Identification of training needs and expectations of volunteers |
|------------------|--|
| Expected Results | <p>C1: Development of a survey guideline and questionnaire</p> <ul style="list-style-type: none"> Guidelines for the survey and a ready questionnaire ready to translate and use. |
| | <p>C2: Carry out survey</p> <ul style="list-style-type: none"> 1000 volunteers surveyed in two or more EU countries |
| | <p>C3: compile and analyse answers to the questionnaire</p> <ul style="list-style-type: none"> Survey analysis report |
| Actual results | <p>C1: Development of a survey guideline and questionnaire</p> <ul style="list-style-type: none"> Guidelines for the survey and a questionnaire were developed. No translation was needed since the reviewed communities were located in Austria and Germany. An online survey to identify motivations, expectations and training needs of members of convergent volunteer organisations was developed. The online survey was pre-tested by a sample of 100 "Team Österreich" members. After evaluating the pre-test and making some minor changes the online survey was launched. |
| | <p>C2: Carry out survey</p> <ul style="list-style-type: none"> An online survey to identify motivations, expectations and training needs of members of convergent volunteer organisations was conducted. Over 1300 members of "Team Österreich" volunteer community and members of German "people's action group on flooding" of Cologne were surveyed. |
| | <p>C3: compile and analyse answers to the questionnaire</p> <ul style="list-style-type: none"> A survey analysis report was compiled based on the results of the two individual survey reports.⁵ |

⁵ See Appendix 5: survey analysis report

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| | <p>Comments on expected and actual results:</p> <ul style="list-style-type: none"> While C1 (development of survey guideline and online questionnaire) was ahead of schedule, the actual implementation process needed more care than originally expected. 25,000 members of "Team Österreich" were invited to participate in the survey, therefore a wider time frame – from 10/2009 to 01/2010 " was accorded. The analysis report of the "Team Österreich" online survey was presented 11/02/2010, while German analysis report was edited later. A major finding of Task B was that the community established in the project proposal - the "London Resilience Forum" - was not suitable as target group for action C. The Swedish convergent volunteering group, though bearing close resemblance to Austrian "Team Österreich", would have implicated the need of extensive translation work and couldn't be gained for cooperation. The search for alternatives led to German "people's action group flood". The representatives, which had already been invited to the experts workshop, were pleased to assist the CO. Previously stated factors and necessary adaptations led to the delay of Task C3. This delay in conducting and analysing a second volunteer organisation had no negative impact on the development of the online training curriculum, as the initial survey of "Team Österreich" generated enough data that supported the initial hypothesis. |
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| Task D | Design media campaigns |
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| Expected Results | <p>D1: Tendering for media consultants in UK, Poland and Germany</p> <ul style="list-style-type: none"> Sub-contract with media consultant (April 2009) |
| | <p>D2: Identification of relevant media partners in Germany, Poland and UK</p> <ul style="list-style-type: none"> One relevant media partner in each country has been identified Media partners for possible campaign: Media partners for possible campaign (July 2009) |
| | <p>D3: Media Workshops with civil protection and media experts in each partner country</p> <ul style="list-style-type: none"> Compiled information on the media landscape and outreach in the respective country, relevant target group in each country and media means to reach them properly |
| | <p>D4: Development of models for integrated media campaigns relevant for the European context</p> <ul style="list-style-type: none"> Three concepts for media campaign (one each in Germany, Poland and UK) and specific implementation plans |

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| Actual results | <p>D1: Tendering for media consultants in UK, Poland and Germany</p> <ul style="list-style-type: none"> Talks with partners about their needs and tender requirements Setting up tendering guidelines and requirements Invitation to tender was sent to 5 German, 5 Polish, 4 British and 2 European wide media agencies (tender period 22.7.09 – 31.8.09) Only two offers by European-wide media agencies for all markets were received which both exceeded the project budget and didn't meet the tender specifications. Direct award to three media consultants for media market analysis, concept campaign development and facilitating contacts to media partners in the target countries: <ul style="list-style-type: none"> Germany (02/11/2009) with BCI Consulting GmbH & Co. KG, Poland (03/02/2010) with Identity medienservice und produktion OG, UK (11/02/2010) with NigelKay LTD. |
| | <p>D2: Identification of relevant media partners in Germany, Poland and UK</p> <ul style="list-style-type: none"> relevant media partner in each country were identified <ul style="list-style-type: none"> Germany (Mecklenburg Western-Pomerania): NDR1 M-V, actual launch of "Team M-V" planned Poland: for nationwide roll-out - cross media campaign with one of the major networks (Axel Springer Polska, Agora Publishing house, Bauer Media) UK: local approach as facilitator for local media campaigning |
| | <p>D3: Media Workshops with civil protection and media experts in each partner country</p> <ul style="list-style-type: none"> 3 national media workshops: <ul style="list-style-type: none"> 2.6.2010 London, UK 25.6.2010 Warsaw, Poland 15.7.2010 Schwerin, Germany |
| | <p>D4: Development of models for integrated media campaigns relevant for the European context</p> <ul style="list-style-type: none"> Three concepts for media campaign (one each in Germany, Poland and UK) and specific implementation plans UK final report delivered 30.9.2010 DE final report delivered 31.12.2010 delay due to actual implementation PL final report delivered July 2010 |
| | <p>Comments on expected and actual results:</p> <ul style="list-style-type: none"> The tender to 5 Polish, 5 German, 4 British and 2 European-wide media agencies was not successful. The only 2 offers were by European-wide media agencies for all markets and exceeded the project budget or didn't meet the tender specifications. Failed tender and individual search for media consultants resulted in a significant delay of D2 and D3. Direct award to 3 media consultants for concept campaign development and facilitating the finding of the right media partners in the target countries. |

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| | <p>Remarks on monitoring and evaluation</p> <ul style="list-style-type: none"> ▪ In spite of the initial delay, the timely delivery of concept campaigns was ensured. Polish concept was delivered in July 2010, two month ahead, British concept on time. Only German concept development took longer, as it was steadily developed once German project team and media partner NDR decided to launch their initiative. ▪ Simultaneous work of national working groups on needs, legal requirements and target groups largely alleviated negative effects of the delay. ▪ Different structural points of departure (organisational, judicial and cultural differences of partners and member states) required a more customised approach, thus elevating the importance of joint work of the national working groups with their media consultants to design appropriate strategies for involving citizens in initiatives. ▪ The development of media concepts on the other side advanced much faster than scheduled, once the consultant was selected. This proved our pre-project assertion that project partners would profit from the support of outcome- oriented consultants which are used to draft tangible campaigns. |
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| Task E | Development of instruments |
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| Expected Results | <p>E1: Tendering for web 2.0 consultant</p> <ul style="list-style-type: none"> ▪ Contract with consultant with expertise in field of development of online instruments |
| | <p>E2: developing a web 2.0 platform concept for convergent volunteers</p> <ul style="list-style-type: none"> ▪ Ready to launch concept for the creation of a web 2.0 platform for convergent volunteers in Austria, as a good practise example for other Members States and a virtual classroom for civil protection – lessons |
| | <p>E3: Development of database</p> <ul style="list-style-type: none"> ▪ 3 ready to launch online databases where convergent volunteers in Germany, Poland and the UK can register themselves and which give civil protection-organisations the possibility to recruit, train and deploy volunteers. |
| | <p>E4: Development of prototype training curriculum</p> <ul style="list-style-type: none"> ▪ A prototype training curriculum in civil protection for convergent volunteers is developed |
| | <p>E5: Adapting parts of the training curriculum for online training</p> <ul style="list-style-type: none"> ▪ Based on parts of the training curriculum an online training in CP (two topics) is created ▪ At least 1000 CVs take part at this training |

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| Actual results | E1: Tendering for web 2.0 consultant <ul style="list-style-type: none"> tender was conducted in April 2009 4 web 2.0 companies were invited to give an offer 2 companies made an offer: Mindtake and Illustree The bidder offering the lower price was taken. The contract was awarded to Illustree Neue Medien GmbH |
| | E2: developing a web 2.0 platform concept for convergent volunteers <ul style="list-style-type: none"> Concept for a web 2.0 platform and online training delivered 14/10/2009. Design approval of a web 2.0 platform 22/04/2010. Implementation of the concept within granted financial frame – web 2.0 community accessible under www.teamoesterreich.at The web 2.0 platform serves as home for the online training application “Worst Case Hero” enabling social learning (invite, compete and compare with friends) without being exclusively bound to commercial social networks such as Facebook. |
| | E3: Development of database <ul style="list-style-type: none"> Existing Team Österreich database was adapted to the use of project partners in Germany, Poland and the UK (multi-language support, changes in the systematic) Databases are ready to use whenever partners wish to implement their initiatives <ul style="list-style-type: none"> Germany (Mecklenburg Western-Pomerania): www.teamoesterreich.at/mvp Poland: www.teamoesterreich.at/cvpl UK: www.teamoesterreich.at/cvgb |
| | E4: Development of prototype training curriculum <ul style="list-style-type: none"> Curriculum for online training in self protection and disaster preparedness based on 2 scenarios (blackout and flood) was edited⁶ |
| | E5: Adapting parts of the training curriculum for online training <ul style="list-style-type: none"> Based on parts of the training curriculum an online training in disaster preparedness following a serious gaming approach and integrating social gaming and networking functionalities was developed and made accessible on the web 2.0 platform for convergent volunteers of Team Österreich www.teamoesterreich.at , on Facebook: http://apps.facebook.com/worst-case-hero and as standalone version⁷ The online training with the name “Worst case hero” comprises two different scenarios (blackout and floods) and contains micro-learning modules compiled by civil protection experts on preparedness in case of blackout and floods. More than 1000 CVs took part at the beta-test of the release version of the training |

⁶ See Appendix 8

⁷ To be found on enclosed DVD

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| | <p>Comments on expected and actual results: After evaluation of survey results and Web 2.0 concept paper action E2 also included the implementation of the Web 2.0 platform, while nonetheless staying within the granted financial frame. Other actions were delivered as planned.</p> |
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| Task F | Test and evaluate database and trainings |
|------------------|---|
| Expected Results | <p>F1: database test, operation and adaption</p> <ul style="list-style-type: none"> A test report and conclusions to further improve the database and remove bugs <p>F2: Evaluation of trainings with convergent volunteers</p> <ul style="list-style-type: none"> Feedback of trained persons, collected and clustered (training evaluation report) |
| Actual results | <p>F1: database test, operation and adaption</p> <ul style="list-style-type: none"> Database usability report⁸ <p>F2: Carry out survey</p> <ul style="list-style-type: none"> An online survey was developed and the link was sent to approx. 3000 convergent volunteers of Team Österreich. More than 1000 convergent volunteers played the game About 10% filled in the online survey Training evaluation report was compiled⁹ |
| | <p>Comments on expected and actual results:</p> <ul style="list-style-type: none"> The task was completed as planned |
| | <p>Remarks on monitoring and evaluation The incorporation of the online training into the social network "Facebook" made it difficult to measure the exact number of participants/users. Also some users had difficulties in understanding the instructions of the training. Both downsides were identified during evaluation process. User-statistics as well as clearer instructions were implemented by the web 2.0 developer.</p> |

| Task G | Task dissemination |
|------------------|--|
| Expected Results | <p>G1: project website</p> <ul style="list-style-type: none"> www.teamcivilprotection.eu website <p>G2: presentation of project at events</p> |

⁸ See Appendix 9: „database usability report“

⁹ See Appendix 11: „online training evaluation report“

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| | <ul style="list-style-type: none"> Presentations of the project collected and added to final report |
| | G3: Media work to promote the project <ul style="list-style-type: none"> Articles in different media |
| Actual results | G1: project website <ul style="list-style-type: none"> The project website www.teamcivilprotection.eu was launched and regularly updated by project coordinator. It contains the documentation of the project. For sustainability reasons it is located on the typo3-server of the Austrian Red Cross where the results of the project can be accessed directly for at least five years: www.rotekreuz.at/site/team-civil-protection |
| | G2: presentation of project at events <ul style="list-style-type: none"> Presentations of the project collected and added to final report¹⁰ |
| | G3: Media work to promote the project <ul style="list-style-type: none"> Coverage of the project in TV, radio and online media |
| | Comments on expected and actual results: <ul style="list-style-type: none"> Activities as planned |

3. Evaluation of the project management and implementation process

3.1. Positive aspects

Joint efforts guided by an experienced project supervisor guaranteed the seamless set up of the project management structures of the coordinating beneficiary. Also, smooth communication and cooperation within the project management team, project coordinators and partners was established and carefully maintained throughout the entire project span. The project was characterised by settled and sound project partnership and effective and constructive communication with European Commission. Special emphasis was put on the work of the four national project teams, which were doing good progress and were supported by coordinators and media consultants as facilitators for the development of feasible initiatives. Regular reporting by CO to ABs and conversely guaranteed the continuous exchange of knowledge and helped keeping track of the project's progress. CO took part at the national media workshops and was steadily informed by the consultants' progress, assuring the implementation of activities, according to the plan. The final project meeting held in Vienna played a central role in condensing the insights and outcomes of the four working groups and laying down recommendations for good campaigning in the European context. The established ties are being maintained beyond project lifetime. First fruit of this continuing cooperation between Austrian Red Cross and German colleagues are joint efforts in order to successfully launch "Team M-V" in Mecklenburg Western-Pomerania in spring of 2011.

¹⁰ see Appendix 12 – „publicity documentation“

3.2. Internal difficulties

Due to initial unclear responsibility issues as a result of personnel changes in the project teams of our associated beneficiaries, there was a minor setback in the implementation of Tasks D1 and D2 (developing a media campaign). These issues were timely identified and action was taken by the coordinating beneficiary to alleviate the situation. Experienced media consultants were selected and a joint approach, maximising cooperation and synergies between all partners ensured the correct implementation of activities. This proved right the pre-project assertion that project partners would profit from the support of outcome- oriented consultants which were used to draft tangible campaigns.

3.3. Cooperation with commission

We experienced smooth and effective cooperation with European commission particularly with our assigned desk officer. It was a pleasure working with him especially as we received immediate and qualified responses. Also finance officers were very helpful evaluating provisional budget and cost categories and advising us on the possible need for an amendment to the grant agreement. In general the assigned officers of the civil protection unit offered a qualified and efficient support. We were very pleased about the very short response times, as answers were provided mostly the same or next day. Unfortunately our desk officer was not able to follow out invitation to the final workshop due to the lack of travel funds. The results of the project will be presented at the meeting of the Civil Protection Committee later in 2011.

3.4. European value added

- Great parts of the project dealt with transferability of ideas and tools within the European civil protection field and the measures needed to adapt them to the different national realities.
- The results of Tasks D - concept campaign development are three approaches which are in a certain way prototypical for different countries and their preconditions across Europe.
- Also, the tools developed in action E were specially designed or adapted to work in a multi-language environment (databases, web 2.0 community and online training). Special emphasis was put to using open framework solutions and open source software when possible, so it can be further used or developed when needed.
- The know-how and lessons learnt of this project on developing and implementing convergent volunteer initiatives will be disseminated to civil protection authorities and actors within the European Union.
- Cross border activities were intensified in the course of the project. Not only Austria and Germany are working closely together but there were also new networking activities

between the border regions of Western Pomerania in Poland and Mecklenburg Western-Pomerania in Germany which have similar interests in the area of volunteers.

3.5. Lessons learnt and possible improvements

- An idea which is innovative when drafting a proposal may be mainstream or even outdated after end of the project. Web 2.0 applications for example, which are developed over a project span of several years may not be flexible enough to adapt to changed requirements of technology or the social media landscape, once they are finally launched. When working with web 2.0 instruments smaller work packages that are being developed and ready to use in less time may be preferable and would increase the flexibility to changed environments and the impact of the ideas.
- The initial issue of unclear responsibility in the national working groups - a result of personnel changes in the project teams of ABs is a common problem in project management – but will be considered when drafting future proposals. It could be alleviated by a clearer pre-established division of tasks between coordinating and associated beneficiaries.

4. Technical results and deliverables

The technical report gives insight on the project management, implementation of the projects' actions and summarises the findings, conclusions and recommendations. The following section contains a comprehensive overview of deliverables each action:

4.1. Task A - Task management and reporting to EC

Description:

The objective of this task was the management of the project and the reporting to the EC. This contained actions related to building up a project management team with adequate tools, to provide all partners with relevant information, monitoring and evaluation of the project progress and its outcomes and to assure the quality of project outcomes. A project steering group was established to monitor the progress and intervene in case of critical delays or other situations endangering the successful implementation.

This task was the main responsibility of the Austrian Red Cross, who as coordinating beneficiary was single point of contact for EC and project partners.

Deliverables

- Minutes with plan of action of all meetings (Feb 2009 – Dec 2010)

- Sign Partnership Agreements (28 Feb 2009)
- Final Report (April 2011)

Evaluation of the deliverables

Deliverables were completed as planned. A fixed project management team based in the Headquarters of the Austrian Red Cross working closely together and keeping stable throughout the project lifetime assured the seamless implementation. Steering group was regularly informed on project progress and established as monitoring instrument in case of major delays or difficulties.

Value-added- in particular European value added and transferability

Experiences made within this project are disseminated to relevant stakeholders and relevant organisations.

Dissemination

Minutes of the meetings published on project homepage www.teamcivilprotection.eu or www.rotekreuz.at/site/team-civil-protection

Project kick-off coverage on television and radio (compiled on project homepage www.teamcivilprotection.eu or www.rotekreuz.at/site/team-civil-protection)

4.2. Task B - Collect and integrate information and expertise

Sub-actions

- B1. Literature Review
- B2. Case Study
- B3. Organise Experts Workshop
- B4. Experts Workshop
- B5. Baseline Report

Description

- A literature review of pre-existing knowledge on convergent volunteering, approaches to its management, motivations for self protection and involving the public in civil protection was conducted.
- Following the literature review report a case study to explore existing good practice examples for managing volunteer communities was undertaken.
- An experts' workshop was organised and took place 04 – 05 May 2009 in Vienna. The two-day experts-workshop gathered 30 experts from response organisations, government agencies and scholars who discussed issues like motivations for self-protection and best practice examples for involving the public in civil protection as well as systems to coordinate convergent volunteers.
- Research phase was finished with the compilation of the findings in the baseline report (see Annex 4)

| Deliverables |
|--|
| <ul style="list-style-type: none"> Literature review summary Case study report Workshop documentation Baseline report¹¹ |
| Evaluation of the deliverable |
| The research phase was conducted exactly as planned. Valuable insights made during research phase led to minor adaptations in subsequent actions. |
| Value-added- in particular European value added and transferability |
| Relevant findings on spontaneous volunteering, psychological foundations and existing tools |
| Dissemination |
| Baseline report is made available on the project homepage and distributed to stakeholders. |

4.3. Task C - Identification of training needs and expectations

| Sub-actions |
|---|
| C1. Develop survey – developing and pre-testing an online accessible questionnaire with quantitative character |
| C2. Carry out survey – more than 1000 volunteers were surveyed in two European countries. |
| C3. Survey analysis – the analysis focused on improvements and training expectations of members of volunteer organisations. |

Description:

Aim of task C was to assess the expectations of members of the volunteering communities (which were identified in task B.) towards the structures and offers of their hosting organisations as well as evaluating their training needs in self protection and disaster preparedness. The findings were employed for appraisal of the organisations' internal coherence and secondly and more central for this project, for helping to develop a training curriculum for specific use in an e-learning application for disaster preparedness.

Means of reaching the target of Task C was to develop and apply an online accessible quantitative survey to address the members of the volunteering communities. Members were asked about their attitudes towards volunteering, on how to improve their communities, their training needs and they were given the opportunity to give feedback to the representatives of their communities.

The addressed communities "Team Österreich" and the "citizen's action group on flooding Cologne-Rodenkirchen" were identified and selected after conducting the desk review which was part of action B. The British volunteer community which was going to be surveyed according to the provisional project plan, turned out not to meet the standards required for the survey. One of the very few gradually similar convergent volunteering communities - the

¹¹ The baseline report

Swedish "Civil Defence League" - could not be gained as a partner. This led to the need of searching for alternatives and some delay in task C. Representatives of the "citizen's action group on flooding Cologne-Rodenkirchen" were invited to participate at the expert's workshop which took place beginning of May 2009 in Vienna. The executive board of the action group agreed to assist in conducting the survey and helped adapting the questionnaire to German needs. Although their community is relatively small to conduct an online survey (400 registered members, average age over 40), the aim stated in the Grant Agreement (1000 surveyed volunteers in 2 European countries) was met.

Actions

- An online survey to identify motivations, expectations and training needs of members of convergent volunteer organisations was conducted. Over 1300 members of "Team Österreich" volunteer community and members of German "people's action group" of Cologne were surveyed.
- The development of the questionnaire started in June 2009. Close cooperation of project partners and project coordinator ensured the comparability of the questionnaire. First pre-tests in September showed the need of further adaptations for online use.
- The online survey was pre-tested by a sample of 100 "Team Österreich" members.
- In November 2009 the link to the online questionnaire was sent together with an online newsletter to more than 25.000 "Team Österreich" members. The online survey remained open until February of 2010.
- Delays in finding an alternative volunteer organisation willing to assist with the survey led to the decision to conduct the second survey subsequently to the "Team Österreich" online survey. The sample of more than 1000 volunteers that took part at the first survey was good enough to start the planning of the training curriculum, which was important for a timely implementation of the consecutive tasks. This delay also gave the citizen's action group enough time for adaption of the questionnaire- The significantly different target group with lack of access to the internet made the additional production of hard copy versions necessary.
- The questionnaire was adapted by the chair members together with project coordinator and made available to the 400 members of the action group between May and July 2010.
- This delay in conducting and analysing a second volunteer organisation had no negative impact on the development of the online training curriculum, as the initial survey of "Team Österreich" generated enough data that supported the initial hypothesis. Also, the members of the action group, mostly middle-aged or pensioned were not the main target group for using the online training in preparedness and self protection. Although they might not be the main target group, helping older persons as well as persons with special needs is an important issue which is addressed in the prototype curriculum.
- Austrian analysis report was presented on 11/2/2010.

Conclusions of the survey

- Convergent volunteering is an additional possibility to volunteer for those people who can't volunteer regularly – especially for a younger target group.

- Members acknowledge the new possibility of donate time and skills, depending on the case, without the requirement of a long time bond to the hosting organisation.
- Team Österreich members want more interaction
- A multidimensional approach for further development of Team Österreich initiative id advisable: additional collaboration possibilities such as social actions on local level (distribution of food), an online community for facilitating group and individual interaction and an online game relying on a casual and social gaming approach.
- An online training needs to be easy as a game and incorporating social functionalities and social networks
- It mirrors this casual character of spontaneous volunteering - As "Team Österreich" has a young working target group with limited time resources there is a necessity to create an online training in disaster preparedness which is not bound to a fixed scheduled and builds upon the diverse knowledge and skills across the target group.
- The diversity of the target group concerning the different knowledge distribution is similar to the general population – the online training also fits a general audience

| Deliverables |
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| <ul style="list-style-type: none"> ▪ Guidelines and questionnaire for survey ▪ Survey analysis report |
| Evaluation of the deliverable |
| Delays in finding an alternative volunteer organisation willing to assist with the survey led to the decision to conduct the second survey subsequently to the "Team Österreich" online survey. The delay in conducting and analysing a second volunteer organisation had no negative impact on the development of the online training curriculum, as the initial survey of "Team Österreich" generated enough data that supported the initial hypothesis. |
| Value-added- in particular European value added and transferability |
| The developed online survey was designed for "Lime Survey" – an open source online survey software which can be easily adapted to the needs of different hosting organisations across Europe. |
| Dissemination |
| Results of the anonymous survey were condensed into reports. Relevant parts were used for dissemination within European CP actors. |

4.4. Task D - design media campaign

| Sub-actions |
|--|
| D1. Tendering for Media Consultants D2. Media Partner D3. Media Workshop D4. Concept Campaign Development |

Description:



One of the main targets of the project was to set up all preconditions for launching initiatives in Germany, Poland and the UK that team up convergent volunteers to help in a team in case of disaster. This aim was met by combining two approaches. Firstly the Austrian experience suggested, that to successfully set up an initiative a carefully planned campaign and the right media partner are necessary (followed in action D.).

Secondly, there must be a tool to coordinate this potentially large group of people willing to help, binding as little as possible financial and personnel resources. For this purpose the tried and tested Austrian "Team Österreich" database was adapted to the needs of the three project partners, providing partners with a ready-to-use tool and capitalising on the synergies. This self-administered database¹² is ready to be used for online self registration and management of convergent volunteers whenever the project partners decide to realise the developed campaigns.

During the project phase we learned, that the combined approach (campaign and online coordination tool) is to a high extent dependent on the national context it is being adapted to. In the German pilot region of Mecklenburg-Western Pomerania (although having a rather different social structure than Austria) there is a great resemblance in the form of the involved institutions. The Red Cross is well established, there is a strong federal broadcaster (NDR) willing to implement the Team and also structural framework (laws, population's willingness to volunteer) is similar to Austria. This in addition to the language facilitated the transfer of idea and technical means of the Austrian model without the need of extensive adaption. The federal structure of media in Germany would make a countrywide implementation more difficult and further adaption was needed.

In the other two states, Poland and the UK we have several different parameters than in Austria and Mecklenburg Western-Pomerania leading to a higher degree of adaption and abstraction to the prototype approach. Media landscape is more fragmented and influenced by large media networks. The media consultant suggested combining different media (online, radio, press) of one media network. The more striking differences are the structure of disaster management and the less central role of Polish Red Cross and volunteering within disaster relief. The outcome of the project was a ready-to-use campaign and database for interested regional branches. In the UK there is political support for resilience initiatives focusing on individual responsibility and also a strong national broadcaster with regional dependencies with interest in the project. But involved institutions, legal framework and cultural context differs significantly from the Austrian situation. Several factors made it necessary to leave the path and follow a different, more regional approach, with less centralisation in coordination structures. In the developed concept British Red Cross would act as a 'resilient collaborator' stimulating engagement in community resilience, offering guidance and sharing good practice by implementing a local media campaign, a media tool kit, an online resources site and capitalising on social networks.

Team Österreich – the "pilot case":

When disaster strikes a community, specific emergency responders such as fire and ambulance service automatically respond according to a pre-established plan and specific procedures.

¹² For information on the mode of operation of the database see case study pp.9-10

According to Barsky et al. (2007) it is not uncommon for a large number of individuals, mainly untrained volunteers, to converge on site of a disaster in order to offer to help victims or other responders. This poses a paradox, because spontaneous, unaffiliated volunteers and their willingness to help are challenging the emergency services capacity to utilize them effectively. To tackle this problem, in 2007 the Austrian Red Cross as a major stake holder in Austria's disaster management and "Hitradio Ö3", Austria's most known radio station, joined forces and launched the campaign "Team Österreich" to establish a system to manage volunteers prior to a disaster and not after occurrence.

The main goal of "Team Österreich" is to approach people via various means of media to register themselves in a web based database, to give them specific training and to engage them skill-based to carry out important tasks in case of emergency. These tasks include activities such as filling sand bags or distributing relief goods and subsequently take pressure off the emergency services. Since the start of the campaign members of "Team Österreich" took part in missions such as cleaning pasture from debris after a severe storm hit parts of Austria in 2008 or in major disaster exercises by performing as victims. Fortunately the campaign became a full success and up to now more than 25.000 people are registered "Team Österreich" members and ready to help.

From an organisation's point of view "Team Österreich" is a community of people ready to help in case of disaster as well as in other situations where numerous or specialised assistance is needed in addition to professional responders or in those cases where no one would help at all. Members are not specially trained like volunteers of response organisations (first and second tier) but bring in their pre-existing individual qualifications and skills (though they have to attend an introductory course to be deployed). They have to enter their personal data as well as their skills, qualifications and the contributions they wish to make into a self-administered online database.

Especially for the two described situations - assistance 1) by numerous people and/or 2) by people with special skills, the online database is an advantageous and cost-effective means for searching for sufficient or adequate members, to coordinate and alert them. At the same time the needed financial and personal resources are kept low. Emergency managers benefit from the possibility of making deployments scalable and finding enough and/or specifically trained people.

The requirements for enrolling are quite high: every interested citizen must register by him/herself, have an own e-mail address, a mobile phone to get the alert text messages, a lot of questions concerning personal data such as abilities, contributions they wish to make and special needs are posed. Aim is not to have as many members as possible but as many deployable members wishing to help as possible.

- "Team Österreich" is primarily a virtual (online) community of people sharing the same aim (for individual reasons). It becomes manifest whenever additional or special assistance is needed by response organisations or authorities. It relies on existing Red Cross structures, needs only little administrative staff, and enables the quick alert (text message alert) and mobilization of numerous people in or near the affected areas who generally have a good local knowledge.
- Though members share the feeling towards helping others, motivation is an important issue – for ensuring the efficiency and sustainability of the community.

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|---|
| Deliverables |
| <ul style="list-style-type: none"> ▪ Sub-contract with media consultant ▪ Media partner for possible campaign ▪ Approved media campaign concepts in UK, Poland and Germany |
| Evaluation of the deliverable |
| <ul style="list-style-type: none"> ▪ In spite of the initial delay, the timely delivery of concept campaigns was ensured. Simultaneous work of national working groups alleviated negative effects of the delay. ▪ Different structural points of departure required a more customised approach, thus elevating the importance of joint work of the national working groups with their media consultants to design appropriate strategies for involving citizens in initiatives. ▪ The development of media concepts on the other side advanced much faster than scheduled, once the consultant was selected. This proved right our pre-project assertion that project partners would profit from the support of outcome- oriented consultants which are used to draft tangible campaigns. |
| Value-added- in particular European value added and transferability |
| <p>The ready-to-use concepts and the recommendations for establishing convergent volunteer initiatives in different national, institutional and cultural environments serve as tool kits for organisations and emergency planners willing to implement similar ideas and give guidance on the concrete steps needed.</p> |
| Dissemination |
| <p>The concepts for establishing convergent volunteer activities together with the recommendations for finding a media partner will disseminated to civil protection organisations and relevant actors across Europe.</p> <p>Polish concept campaign will be disseminated to regional branches as feasible approach for future challenges (e.g. Euro 2012)</p> |

4.5. Task E - Develop Curriculum with Prototype Training Tools

| |
|---|
| Sub-actions |
| <p>E1. tendering for web 2.0 consultant</p> <p>E2. Developing web2.0 Platform Concept for CVs</p> <p>E3. Adapting the Database</p> <p>E4. Development of Prototype Training Curriculum</p> <p>E5. Adapting Curriculum for Online Learning</p> |

Description:

Task E had 2 main aims:

- a) Developing tools and new offers for the existing Team Österreich community, to keep them motivated and provide them with a training in disaster preparedness and self help. (actions E1, E2, E4, E5)
- b) Adapting existing Austrian "Team Österreich" database for registration, coordination and alerting of convergent volunteers to necessities in Mecklenburg-Western Pomerania, Poland and the UK. The project partners were given a tried and tested tool to manage volunteers for the time when they decide to launch their initiatives (not target of this project though actually start of "Team MV" in Mecklenburg Western-Pomerania expected for May 2011) (action E3)

Implemented activities:

Preparation

- Drafting tendering guidelines
- Tendering for web 2.0 consultant (tender period 06.04.09 – 30.04.09)
- Award of contract to web 2.0 company (Illustree Digitale Kommunikation GmbH)
- Kick-off meeting with web 2.0 consultants for developing a concept of a web 2.0 platform for communication, coordination and training of convergent volunteers.
- Concept for a web 2.0 platform and online training delivered 14/10/2009.
- Design approval of a web 2.0 platform 22/04/2010.
- Curriculum for online training in self protection and disaster preparedness based on two scenarios (blackout and flood) was edited (see Appendix 8)

Adapting online database for partners

Technology transfer as part of the knowledge transfer activities:

- Current database maintained and developed further by employee of the Austria Red Cross - IT department.
- Registration process of ready-to-use coordination tool was adapted to the needs of the project partners. A translation table, containing all variables and values for German, Polish and English databases was created.
- Additional adaptations were implemented in order to make the database ready for supporting different languages and character sets.
- The ready-to-use databases are accessible under:
 - Germany (Mecklenburg Western-Pomerania): www.teamoesterreich.at/mvp
 - Poland: www.teamoesterreich.at/cvpl
 - UK: www.teamoesterreich.at/cvgb

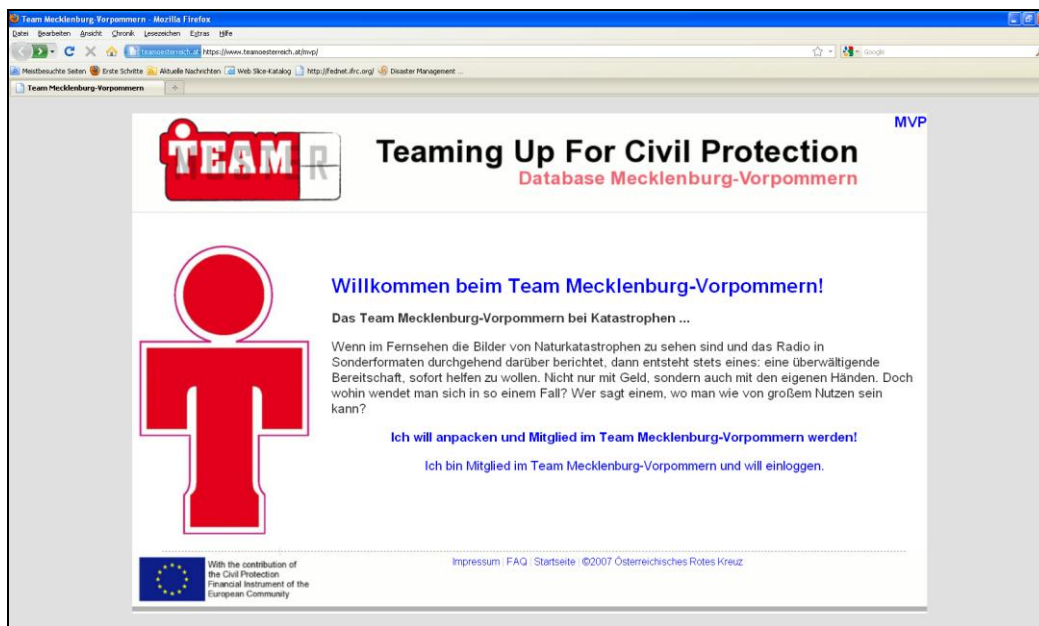


Figure 2: Database for Mecklenburg Western-Pomerania <http://www.teamoesterreich.at/mvp>



Figure 3: Ready-to-use database for the UK – <http://www.teamoesterreich.at/cvgb>



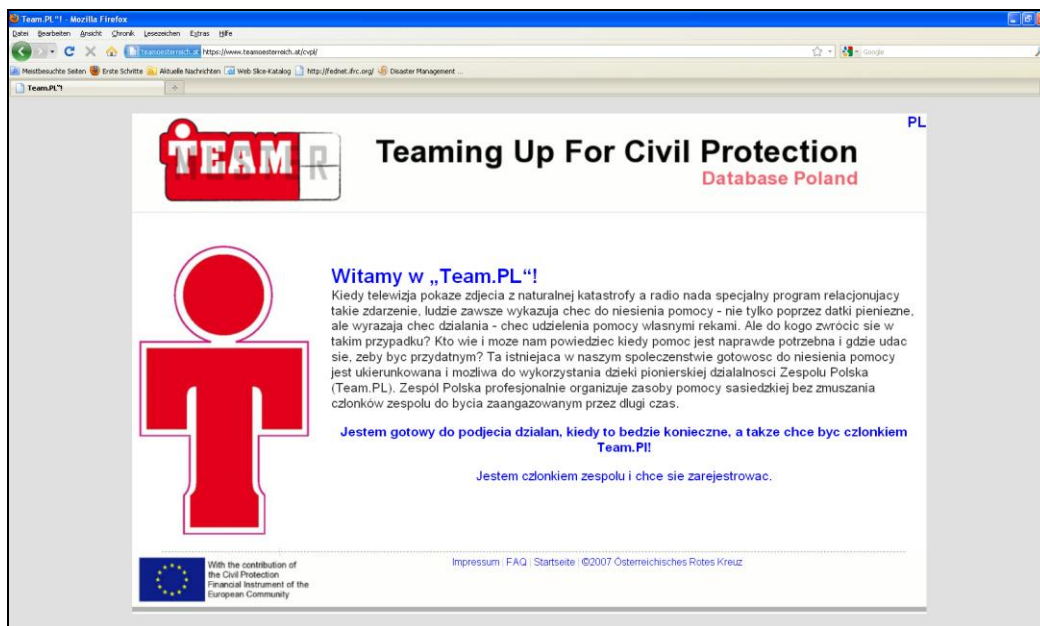


Figure 4: Ready-to-use database for Poland – <http://www.teamoesterreich.at/cvpl>



Figure 5: registration form in English

Web 2.0 community

- For Team Österreich's younger target group of convergent volunteers which are used to *Information and communications technology* (ICT) a dual strategy is needed:
 - Integration of existing social networks (such as Facebook) to facilitate communication between Team Österreich and users, between users themselves,

and also about the initiative. Members can give feedback which should be regularly screened and answered by a coordinator of the initiative.

- Additionally an independent means enabling the three forms of communication mentioned above was created: a web 2.0 community with social networking functionalities which ensure the autonomy of commercial social networks and thus guarantee a better sustainability. (accessible under www.teamoesterreich.at)

New possibilities of communication:

Pre-project:

- On Hitradio Ö3 - about Team Österreich (freedom of reporting)
 - With "Team Österreich" members directly (e-mail, text alert, single members by phone)
- + New thank to this project:
- Team Österreich community enables members to get in contact with each other.
 - Providing information on Team Österreich and on disaster preparedness and self protection to interested members and members of society.

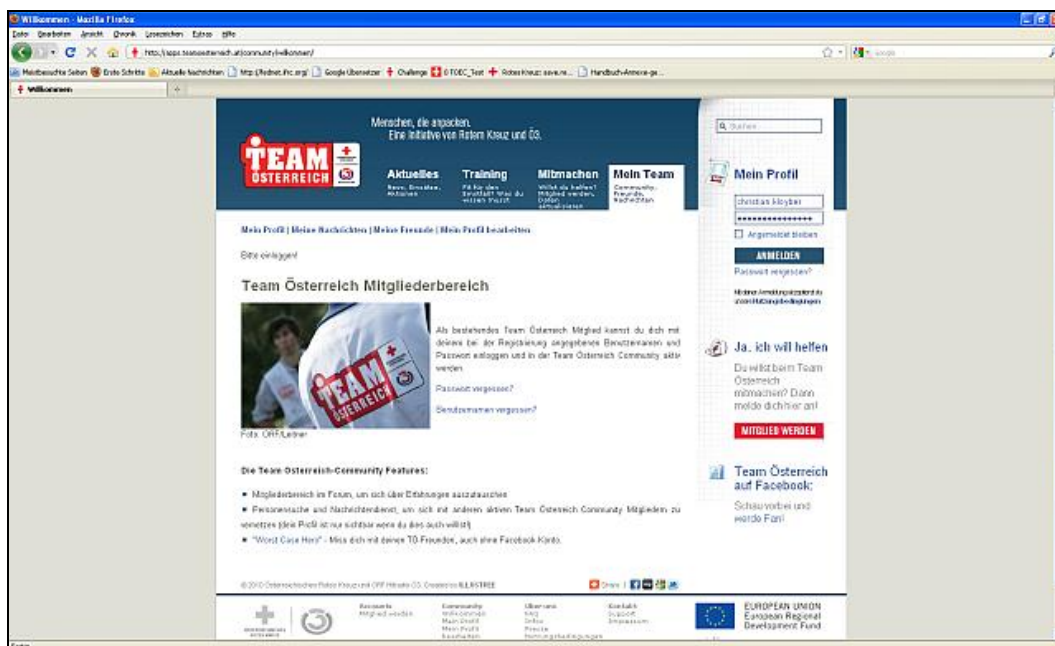


Figure 6: web 2.0 community www.teamoesterreich.at

Online Training

- A flash based serious-gaming application was developed.
- Findings of research phase suggested that an online training needed to be easy as a game and incorporating social functionalities and social networks for a young target group.
- It mirrors the casual character of spontaneous volunteering: as "Team Österreich" has a young working target group with limited time resources there was a necessity to create an

- online training in disaster preparedness which was not bound to a fix schedule and builds upon the diverse knowledge and skills across the target group.
- During project span social networks, especially Facebook become massively popular. The serious game was adapted as online application with social gaming functionalities for social networking site "Facebook" and can be played under <http://apps.facebook.com/worst-case-hero> (for registered Facebook-users)
- For Team Österreich members and a general audience not wanting multi-player features it is accessible on the website of the web 2.0 community developed within this project: www.teamoesterreich.at
- The training is also available as standalone version (attached DVD)

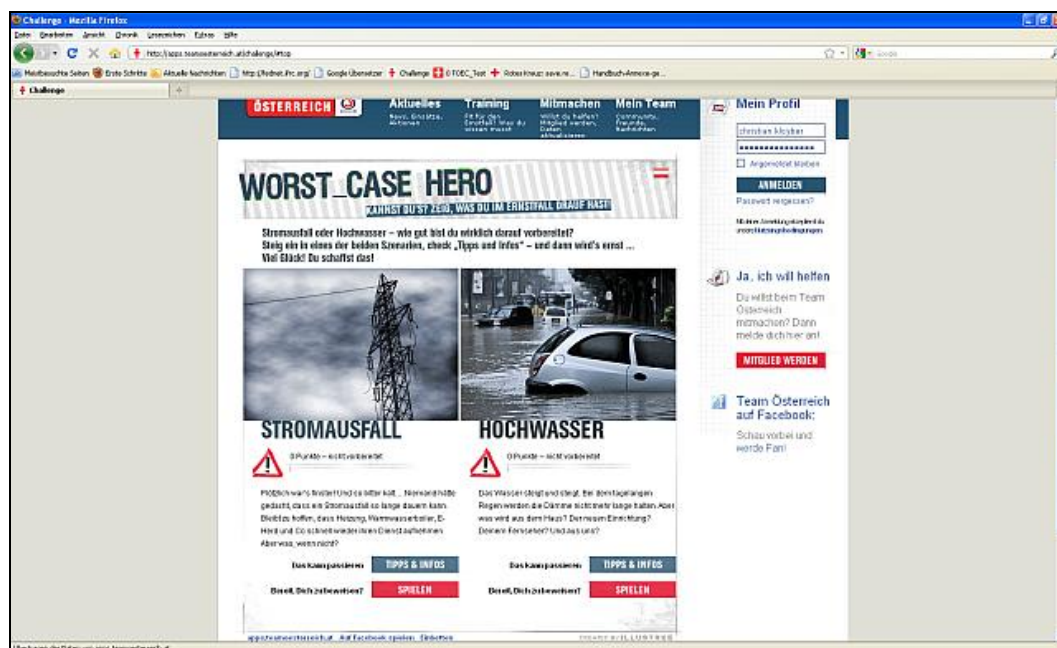


Figure 7: scenario selection screen of „Worst Case Hero“ the online training in disaster preparedness

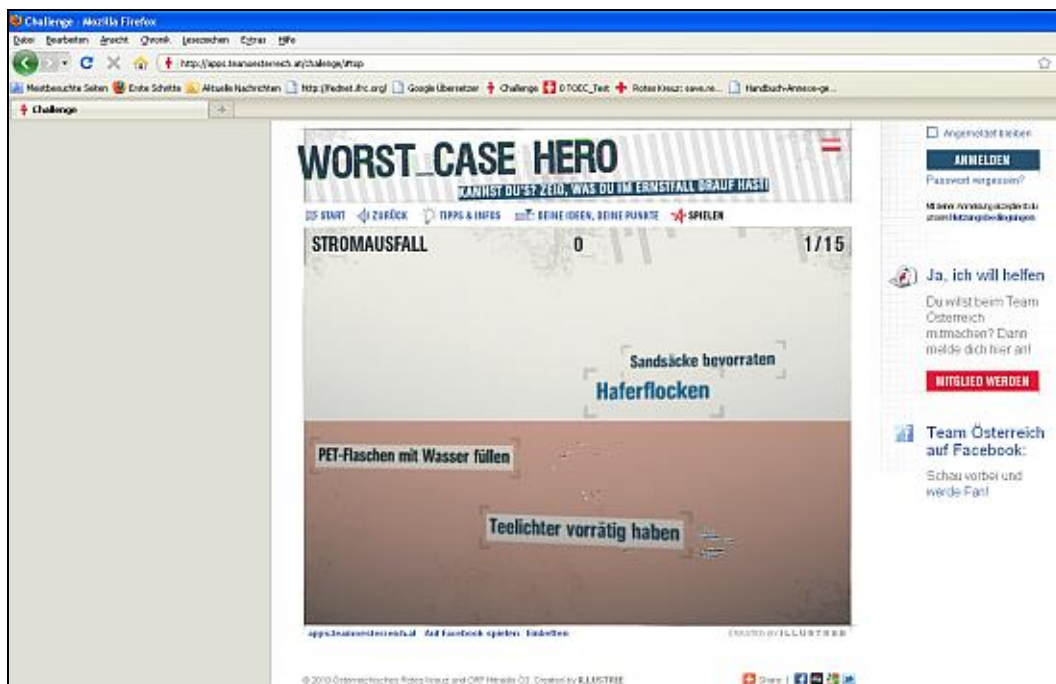


Figure 8: "Worst Case Hero" – <http://apps.teamoesterreich.at/challenge>

Deliverables

- Concept for web 2.0 platform
- Database ready to launch
- Prototype training curriculum
- Two online trainings

Evaluation of the deliverable

Concept for web 2.0 platform:

- Implementation of the concept within granted financial frame – web 2.0 community accessible under www.teamoesterreich.at
- The web 2.0 platform serves as home for the online training application "Worst Case Hero" enabling social learning (invite, compete and compare with friends) without being exclusively bound to commercial social networks such as Facebook.

Value-added- in particular European value added and transferability

Database for convergent volunteers:

- Adapting an online database for registration and management of convergent volunteers. It is ready to be used in three languages, supports various languages and character sets and can be easily be edited by staff of CO.
- The database can be adapted to the needs of a variety of hosting organisations.

Prototype training curriculum:

- The training curriculum emphasises on changing the way of sending the messages in order to successfully address a younger target group and may animate organisations within the field of civil protection to change the form of communication.

Online trainings:

- The target group of this online training are convergent volunteers of Team Österreich and more general, interested citizens. They will be provided with necessary, adequate and correct knowledge in various areas and topics of self protection and disaster preparedness, such as floods or blackouts.
- The way of communicating this knowledge differs from traditional approaches (e.g. brochures, lectures, etc.) by using the possibilities provided by web2.0 and social networks and incorporating a learning approach based upon casual and social learning processes.
- It is designed as open framework so that it can be adapted to other languages and new contingency scenarios in the future.
- Technical platform is Adobe Flash, common for web2.0 applications. Trainings are also available as stand-alone versions that can be played without having an internet connection.
- The diversity of the target group concerning the different knowledge distribution is similar to the general population – the online training is also suitable for a general audience.
- "Embed-code" for easy integration in any website
- "Share and tell-friend"- features for integration with current web 2.0 platforms and services

Dissemination

- Web 2.0 concept is annexed to this final report
- The serious game developed by this project was spread among the 25,000 members of "Team Österreich" and additionally made accessible for viral spread as Facebook-app <http://apps.facebook.com/worst-case-hero>

4.6. Task F - Test and evaluate database and online trainings

Description:

Deliverables

- Database usability test
- Evaluation of trainings

Evaluation of the deliverable

User friendliness and user experience are getting more and more important. Not only a good idea is needed, but a carefully drafted and sufficiently tested tool - especially in the field of web 2.0 and when addressing younger target groups ("digital natives") as done in action E5. This was successfully achieved in action F and the detailed results can be found in the appendix.

Value-added- in particular European value added and transferability

Carefully tested ready to use tools specially crafted to work in a multi-language environment are of great value since they can be easily adapted to the needs of different CP organisations in whole Europe.

Dissemination

The results of the evaluation process can be found in the appendices 9 and 11 of this final report and thus made available to the public.

4.7. Task G - Dissemination¹³

Description:

- The project website www.teamcivilprotection.eu was launched and contains up-to date information on the project.
- media coverage in Austrian radio and TV station of project and kick-off meeting in Vienna (compiled on project website)
- Dissemination of project at workshops and conferences.

| Deliverables |
|--|
| <ul style="list-style-type: none"> ▪ Articles in different media ▪ Presentations of the project |
| Evaluation of the deliverable |
| Dissemination activities were coordinated by Austrian Red Cross and supported by media partner and facilitator Hitradio Ö3 and completed as initially planned. |
| Value-added- in particular European value added and transferability |
| <p>For sustainability reasons the project homepage is located on the server of the Austrian Red Cross where the results of the project can be accessed directly for at least five years: www.rotekreuz.at/site/team-civil-protection</p> <p>A carefully selected comprehensive list of links to other relevant websites was compiled and made accessible on the project homepage.</p> |
| Dissemination |
| Project kick-off coverage on television and radio (compiled on project homepage www.teamcivilprotection.eu or www.rotekreuz.at/site/team-civil-protection) |

5. Findings of the project

5.1. Implementation of convergent volunteer initiatives

- The four partner countries exemplarily stand for Europe's diverse structure (organisational systems, media landscape, juridical framework, traditions and cultural peculiarities)

¹³ See Appendix 12 – „publicity documentation“

- “Team Österreich” – is a pilot case for pre disaster convergent volunteer management working very well in Austria
- The project showed that this idea can be applied targeting the same needs but must be adapted to the different realities across Europe
- Within these different realities there are some factors more decisive than others (see decisive factors)
- Convergent volunteer communities such as “Team Österreich” should always be embedded on a local level – thus having more impact to communities

5.2. Campaigning

- Media as a partner is not only about transporting messages, but also about creating communities and involvement.
- With media being involved in creating and caring for a community there is a win-win situation:
 - CP actors profit from the dissemination of the messages and information
 - Media have content to use – and they can send from 1st person “We” instead of 3rd person “they”
- Local initiatives (higher level campaigning and coordination, regionally embedded) are better than supranational volunteer initiatives, as they have more impact to local communities and are rooted in local structures

5.3. Influential factors for a convergent volunteer initiative to work¹⁴

- **Topicality:** Topical news such as ongoing disasters or public discussions act as catalyser
- **Media:** Media plays a central role in the coverage of disasters.
 - Media landscape – concentration of media
 - Media structure – whether there are nationwide or regional programmes and newspapers. This influences the media strategy (single media or cross-media strategy) and the scale of the initiative (if promoted on nationwide media, offer must be made available everywhere.)
- **Culture:** statistically relevant population wide behaviour patterns, commonly named as national traditions such as reliance on the state or volunteering tradition.
- **Organisational principle:** One factor is the organisational principle between federalist and more centralist states which has impact on various realms influential for this project –like media landscape, the system of disaster management, and this tradition is even mirrored in the structure of the Red Cross and degree of autonomy of regional entities. Federalism can make nationwide implementation more difficult.

¹⁴ For a comparative see matrix in annex

- **Demography:** influence on target group, not on possibility of implementation
- **Red Cross – structure:** well established organisation, regional structure, known by people, makes it a good host organisation, every entity must provide hosting. More pre coordination work between branches needed in when there is a strong federalist tradition.
- **Red Cross - role in disaster response:** Decisive whether the RC is included in governmental disaster response plans. Perception of the people is second influential factor

5.4. Management tool

- Team Österreich – the pilot case is a virtual community that is coordinated by means of an online database and becomes locally manifest in case of need (disaster, social action, training, other events)
- “Bring your own skills”- principle – members bring in their individual skills and knowledge and get a basic training on alarming procedure and deployment.
- The online database allows searching for special skills or large numbers of persons and alarming them when needed.
- The instrument of online and self-administrated database is – due to its flexibility – adaptable both for centralistic and federalist structures
- A self administered database needs relatively little personnel resources and is an effective tool for pre-disaster coordination, moreover the target group is used to these instruments and remain the owners of their data
- Such a database also facilitates the search for special skills (e.g. crane operator) and makes deployments more scalable.
- The use of an online database for managing convergent volunteers is not always straightforward as experiences in Britain showed. The restrictive data protection legislation, especially the mandatory requirement of (expensive) criminal records screening of responders (including volunteers) required a different methodology than applied in the other partner countries. It also means that at least at medium term, the use of a database for registration and management of convergent volunteers is limited in the UK.

5.5. Web 2.0 strategy and online training in disaster preparedness

- Civil protection actors need to provide basic, reliable and authentic content
- The way of communicating this knowledge effectively, especially for younger target groups must differ from traditional approaches (e.g. brochures, lectures, etc.). One option pursuit was using the possibilities provided by web 2.0 and social networks and incorporating a learning approach based upon casual and social learning processes.
- The diversity of the target group (not specially trained convergent volunteers) especially their different knowledge distribution is similar to that of the general population – so the online training is also apt for a general audience

- Changes in a protocol performed by Facebook proofed the advantage of a redundancy: a platform hosting the online training application which is completely autonomous from commercial social networking sites and is run by Austrian Red Cross. On one occasion while the Facebook version was not accessible for more than a week, the alternative version didn't suffer from technical problems.
- Social networks might be of great use in viral spread but also pose limitations and must be critically regarded.

Web 2.0 strategies for online learning:

- **Motivation:**
Capitalise on extrinsic and intrinsic motivations: Users are invited (online and on-air-measures by media partner Ö3) to take the online training and play the „Challenge“.
- **Structure:** content is put into context of scenarios not as isolated facts. Every measure has a specific profit.
- **Activate:** Especially with help of its challenging, collaborative and game-like approach, the online training will motivate users to take the initiative and play to be better prepared.
- **Fit:** Content must not be too easy or too difficult in order to reach the desired results.

6. Recommendations

The following recommendations summarise the results of final meeting and overall recommendations as project results.

6.1. Recommendations for forming a community

- People are willing to help and the willingness to help increases with ...
 - The proximity to a disaster
 - The identification with the victims (similarities with own person)
 - The existing tradition to volunteer in a society
 - The feeling to be needed
 - The amount of public interest shown for a disaster
- The willingness to help can create a problem for authorities and organisations, if it results in an uncoordinated massive influx of potential helpers to the scene
- Creating feelings that are supportive for the willingness to help can be done with media partners prior to disasters
- Once having created a community of potential helpers organisations have control over:
 - The influx of helpers by selecting the relevant number of people to alert
 - The skill-mix of helpers by selecting the people with the skills needed
- Deploying volunteers to support disaster relief actions

- Deployment of volunteers is successful when the factors that influence the willingness to help are considered properly:
 - Deploying volunteers locally meets the factor of proximity
 - Deploying volunteers locally meets the factor of identification with victims (similarity to own person due "neighbourship")
 - The more remote the mission is to the place of living of the volunteer, the more the feeling to be needed must be met – e.g. because you need special skills of the respective volunteer that are not available locally
 - Deploying volunteers with no special skills internationally creates frustration
- It is not the task of authorities but of voluntary sector to organise such communities. Task of authorities is to design and adapt the legal framework to facilitate ideas.
- Volunteers resource management: done by volunteering experts – better cost/effort relation

6.2. Recommendations on media partnership and campaigning

- Finding the right media partner for creating a community
 - The defined target group for your community should be found in the core-target-group of the media's customers
 - The media partner should have a background of campaigning (ideally for public value issues)
 - If you do not have media experts in your organisation try to find a consultant with good overview over the media-scene and good contacts to relevant actors in the field
 - The defined target group for your community should be found in the core-target-group of the media's customers
 - The media partner should have a background of campaigning (ideally for public value issues)
 - Media should value community as content and not advertising
 - If you do not have media experts in your organisation try to find a consultant with good overview over the media-scene and good contacts to relevant actors in the field
 - Sign a cooperation contract regulating rights, duties and roles of the partners
 - Both partners shall be equal, but specialists in their own domains – principle of non interference
 - 1 project manager on each side recommended
 - Have brand and a logo registered as a trademark – 50/50 ownership
 - Make a provision in case one partner drops out
 - Costs: operational (database, uniforms, trainings) by CP partner; media partner responsible for media work – distribution to be laid down in partnership agreement

- The role of the media partner should be ...
 - Part of the team – not talking about a team
 - Being the sender of the message not only the transport medium for it
 - To use the community as content for their programme in terms of editorial content
 - Divided: content should be provided and reported by the editorial staff and campaign should be designed by the marketing staff
- Finding the right organisation for creating a community
 - Organisation must provide service in the whole region of the community to be created
 - Organisation should be grass-rooted in the community
 - Organisation should be trusted by the target group
 - Organisation should be considered by the target group to play an important role in disaster relief
 - Organisation should have an extensive experience in working with volunteers
 - Organisation should be integrated in the (national or regional) CP-framework

6.3. Legal aspects

- Legal aspects of creating communities of convergent volunteers must be considered prior to the definition of target groups and the design of the campaign
 - Data protection rules have a massive impact on the design of the database
 - Legal requirements for selecting volunteers (e.g. mandatory provision of criminal records) have a strong impact on operations procedures (the more administrative steps you have to follow prior to deploying volunteers the less flexible you are in your response)
 - Insurance issues (e.g. the existence of public insurance policies for helpers) have an impact on operational procedures and key messages of the campaign

6.4. Training

- Online training needs to meet the needs and requirements of the target groups
- Online training based on serious gaming meets the expectations of young target groups and working target groups with limited time resources
- For a young target group an online training in disaster preparedness should not be bound to a fixed time schedule and should build upon the diverse knowledge and skills across the target group.
- It should be easy as a game and incorporating social functionalities and social networks for viral spread
- Casual games also mirror the casual character of spontaneous volunteering

- Limited time can be used as an influential factor just as in real disaster scenarios
- Micro-learning modules are used in e-learning for knowledge transfer based on small coherent units of information and provide quality information on disaster preparedness.
- Skills based learning accesses existing skills to process and address knowledge making it easier to remember.

Benefits from micro learning and skill based learning:

- It is an efficient method for use in web 2.0 e-learning applications and younger (14-50) target groups.
- Users prefer casual games as they are not willing to spend large amounts of time in front of the computer.
- The learning units are short, reduced and stripped off into small units of information and core messages like tips to different topics.
- No lengthy textual like manuals or guidebooks
- Micro learning modules can be reused and repeated for better memorability in different contexts like “stock of water” important for blackout as well as CBRN and other disaster scenarios.

6.5. Web 2.0

- The use of Web 2.0 tools must be according to the target group
- Members of convergent volunteers like “Team Österreich” want more possibilities of participation and interaction
- Besides “offline” integrative measures it is advisable to offer cost-effective tools to facilitate communication and networking between members
- It is advisable to use existing social platforms (e.g. Facebook) to create and facilitate web 2.0 communities
- There is only little chance to build up a stand-alone-platform although certain independency from commercial platforms may turn out to be important especially for sustainability reasons.

7. Follow Up

In order to guarantee the sustainability of the project’s outcomes, several dissemination activities are planned after end of the project.

Implementation of campaigns

- The outcome of the project was a ready-to-use concept on how to mobilise and raise the awareness of the population in a new way. However, when the project ends, these concepts have to be implemented in the partners' countries. It will be the responsibility of the partners to advocate for and to ensure funding for the implementation of this concept in their respective country.
- Once the media is in favour of a project, it will be easier to raise funds for media-campaigns. Maybe this will happen during the time of the project (funded outside the project), but it is more likely that this will happen after the end of the project.
- + Although not explicit target of this project the national project team in Mecklenburg Western Pomerania capitalised on the synergies generated by the knowledge transfer of this project not only successfully developing a ready-to-use concept campaign but also actually using this concept to launch their own initiative. The start of "Team MV" campaign in Mecklenburg Western-Pomerania is expected for May 2011.

Further cooperation

- In terms of resources, all project partners need to continue cooperation to maintain the database-housing and the platforms for online-trainings.
- The 3 ready to use databases are housed on an Austrian Red Cross server and will stay available beyond the end of the project.
- + Since there will be an actual implementation of a convergent volunteer community in the German Federal State of Mecklenburg Western-Pomerania there will be increased cooperation between both partners. To better divide the joint housing costs a cost plan was set developed.

Dissemination

- The outcomes and concepts attached to this project will be disseminated to civil protection partners in further EU countries. The concept can be used as basis for developing similar systems throughout the EU. In fact, civil protection organisations in other Member States than those represented in the project have shown interest to implement results of this project in the future.
- The dissemination of the project and the outcomes will continue once the project has ended. This will be done through the project partners, the Red Cross Network and by using other civil protection networks.
- The project partners, the members of the steering group, the work group members and the European Red Cross National Societies will be multipliers for the project outcome. They will act both as implementers of the outcome, as well as advocates for the guidance and the importance of the topic.
- The final report will be spread to civil protection actors within the European Union, particularly those relevant to people with disabilities.
- The project website documenting the project will stay online beyond the project period and maintained by the Austrian Red Cross accessible directly under <http://www.rotekreuz.at/site/team-civil-protection/>

Additional follow-up measures



- + All developed tools (web 2.0 community, online database for coordination of CVs and online training) are designed for or have been adapted to a multi-language environment. Therefore they can be adapted to other languages and character sets with only little effort. The online training - although being a specially crafted application- can also be adapted to support other languages and new contingency scenarios in the future which is of important European value added and maximises the sustainability of the implemented measures.
- + In March 2011, two months after end of the project, the online training developed within this project was made accessible for viral dissemination as "Facebook" application <http://apps.facebook.com/worst-case-hero> and spread among the general public in Austria with help of a preparedness campaign run together with media partner Hitradio Ö3.

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III. Appendix

Appendix 1: Task overview
Appendix 2: Project management chart
Appendix 3: Minutes of the meetings
Appendix 4: Baseline report
Appendix 5: Survey analysis report
Appendix 6: Campaigning report
Appendix 7: Web 2.0 concept
Appendix 8: Prototype curriculum
Appendix 9: Database usability report
Appendix 10: Online training documentation
Appendix 11: Online training evaluation report
Appendix 12: Publicity documentation
Appendix 13: Matrix of influential factors