



Smart Communications for Volunteer Engagement

PSCE conference
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Who we are ...

The Austrian Red Cross is Austria's national Red Cross society and was recognised in this capacity by the Austrian government and the International Committee of the Red Cross.

The Austrian Red Cross is embedded in the International Red Cross and Red Crescent Movement.

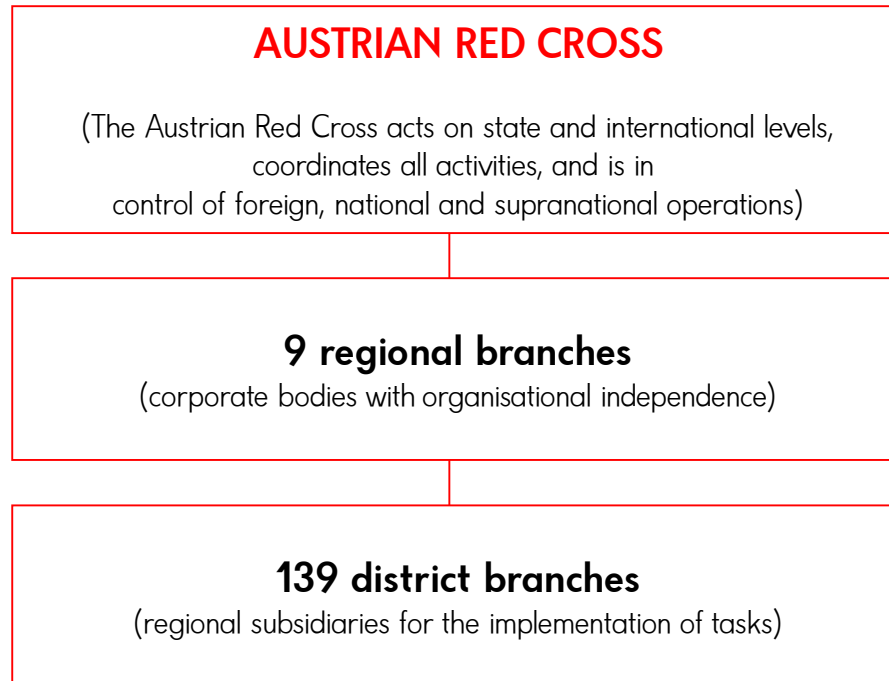
We help people in need, at home and abroad. Our services are provided 24 hours a day.

The role of the Austrian Red Cross



- Largest humanitarian aid organisation in Austria
- Largest provider of rescue, ambulance service and psychosocial support
- Main actor in Austria's Civil Society
- Competence:
 - Voluntary Management
 - Disaster Management
 - Strategies, Lobbying

Organisation chart



Facts and figures

The Austrian Red Cross relies on qualified :

- volunteers emergency medical services (42.000),
- volunteers health and community services (14.000)
- employed staff (8.400) and
- Other volunteers, rising the number up to 90.000 members

Additionally approx. 1.000.000 members financially supporting the Austrian Red Cross

... and assignments

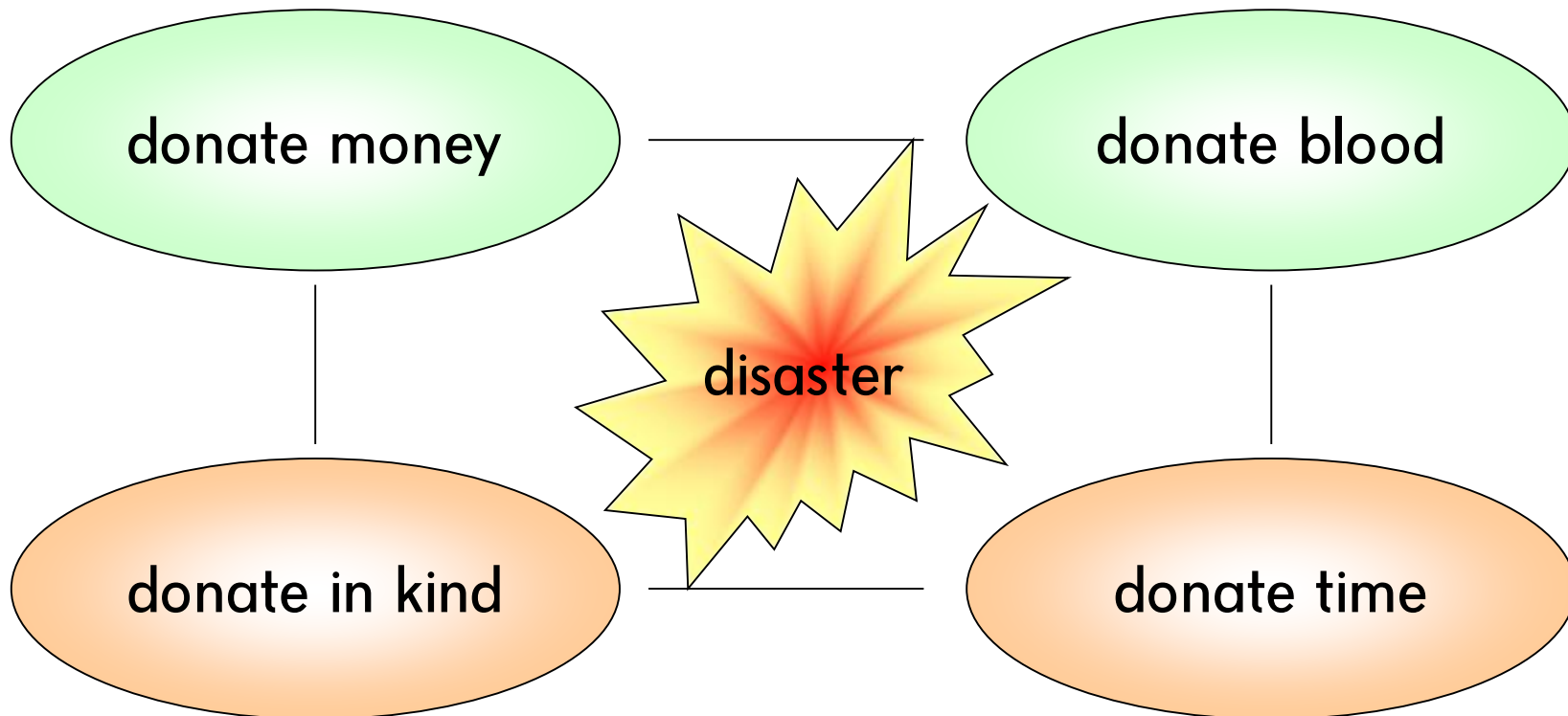
Together with the nine regional branches, the national society operates in more than 1.000 locations in the following fields:

- Emergency Medical and Ambulance Service
- Health and community service
- Blood programme
- Disaster relief service
- Aid programmes in developing countries
- Tracing service
- Basic instruction and further training of Red Cross staff
- Training of the public (FA)
- Psychosocial Support
- Dissemination of Humanitarian Law and the Geneva Conventions
- Youth Red Cross

In times of disasters ...



Situation in times of disaster ...



- The willingness to help personally is big and loud during big events and disasters in proximity amongst the non-affected population.
- Response organisations lack a sufficient structure to recruit, involve and organize spontaneous volunteers for the benefit of the affected.

Strategically speaking ...

- We are confronted with a society that is increasingly willing to help and volunteer but a **decreasing** level of loyalty to life-long-relationships and engagements (with organisations).
- There is a trend to project-orientated, short-term and with short-notice volunteering and other forms of engagement (micro-volunteering, online volunteering, ...)

We were looking for a strategic development to ...

- Recruit and mobilize people, who are willing to help before and during disasters
- Be able to register and get in touch with potential helpers
- Find instruments for spontaneous recruitment and involvement



“Team Österreich”

- Several extensive disasters and emergencies like flooding, storms, etc. have occurred in Austria
- Many people wanted to offer their human resource in assisting as volunteers
- But: in disaster situation it is difficult for the operating relief organisations to handle these helpers in addition to their “normal” relief actions

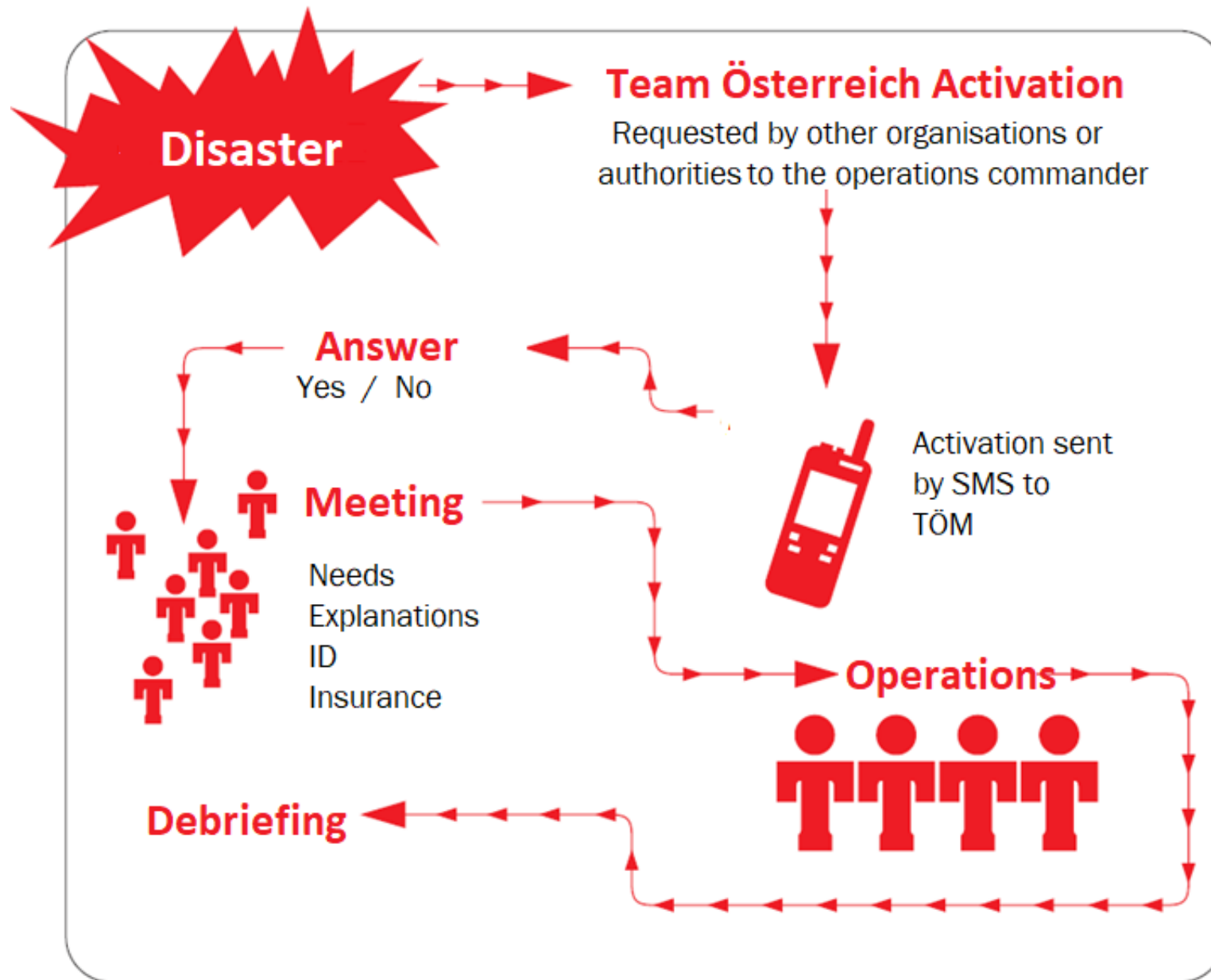
Team Österreich 1.0

- Austrian Red Cross in cooperation with Hitradio Ö3 (biggest Austrian radio station) launched a campaign during summer 2007 called “Team Österreich”
- The Austrian citizens were asked to register in a web based database about their qualification and how they will help.

Team Österreich 1.0

- All registered citizens have to take part in a short 3 hrs training course dealing with disaster management





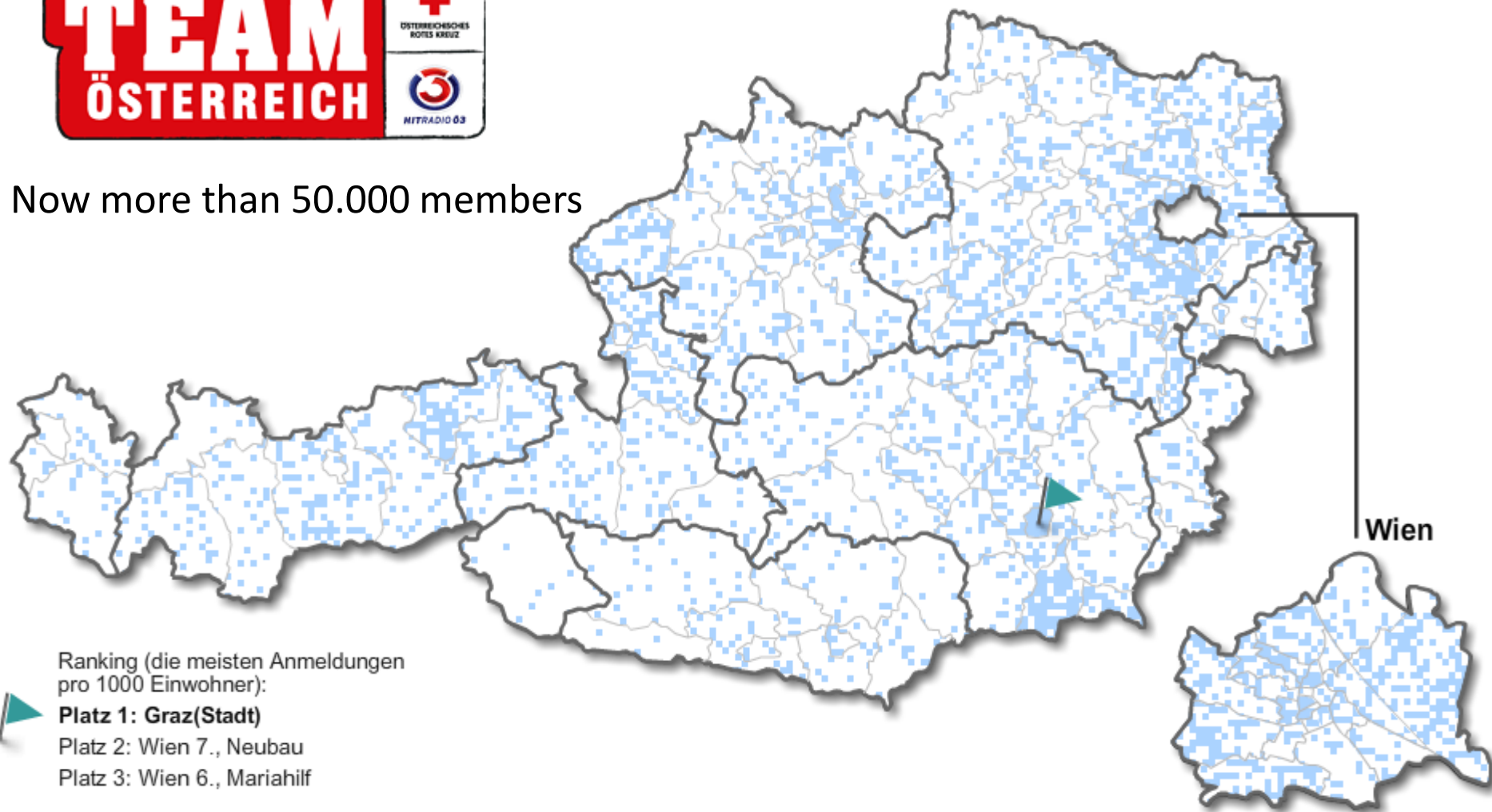
What's new about it?

- Convergent volunteers become Red-Cross-members:
 - Obligatory insurance-cover
 - Logistic inclusion into an organized system
- Preoperational management of human resources
 - Get into contact
 - Scalable manpower
 - Precise deployment of voluntary workforce through good knowledge of qualifications



CREATED BY ILLUSTRÉE

Now more than 50.000 members



Facts

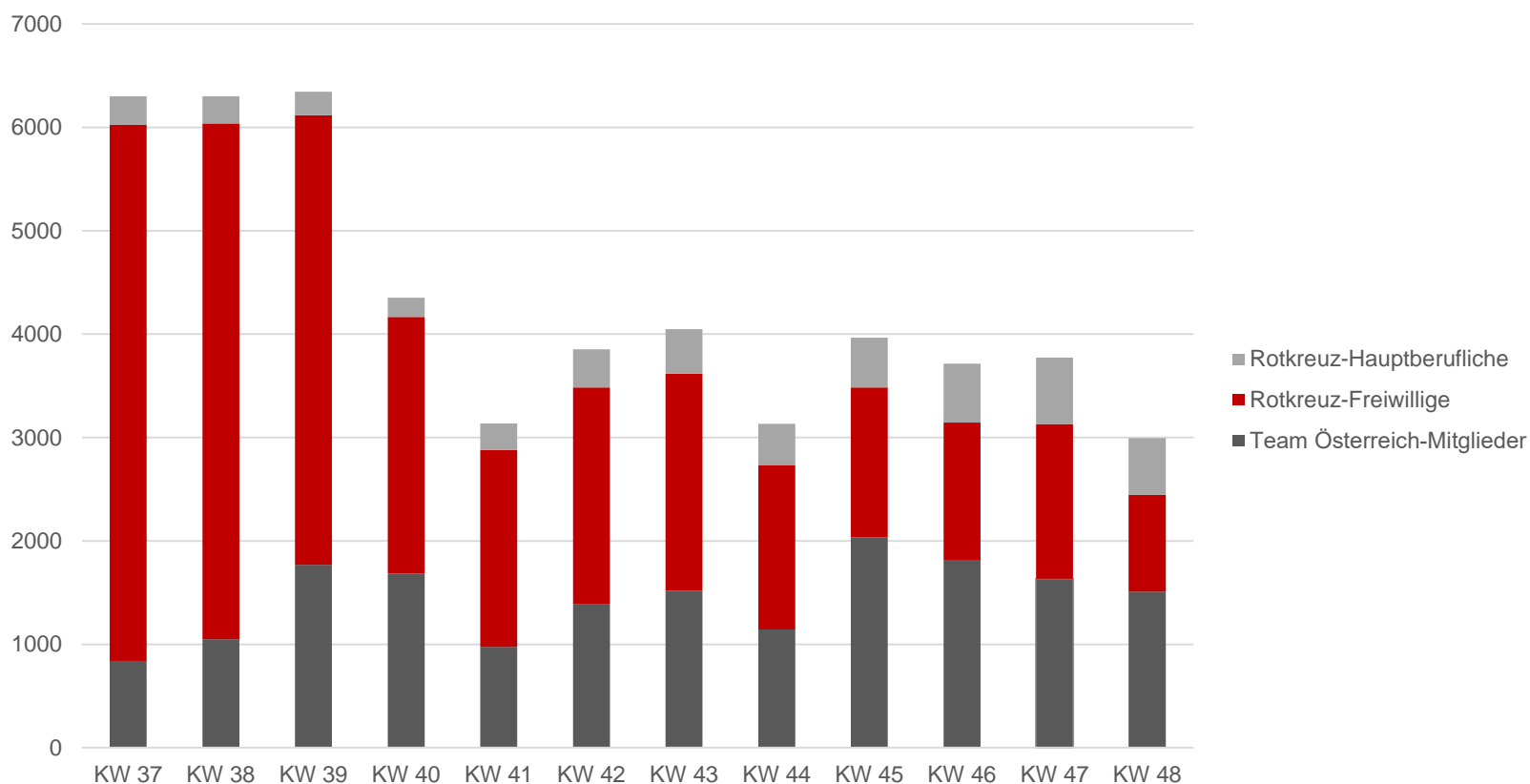
- 50.000 members
- > 90% willing to do manual work
- 52% female members
- Urban areas stronger than rural areas
- Alert response rate: 30 – 70 %
- Team Österreich is a matter of fact in the Austrian disaster response

Floods 2013

- 3.250 Team Österreich members deployed
 - Cleanup efforts
 - In kind donation equivalent > € 3 Mio.
 - Very positive feedback



Team Österreich during population movement 2015/2016





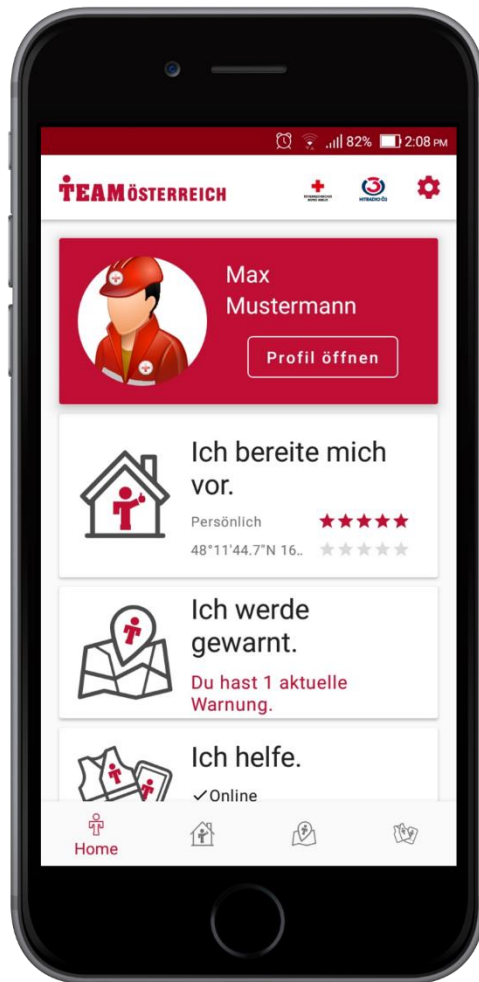


Team Österreich

- Team Österreich now on Smartphones
 - Always available
 - Location based alerts
 - More flexibility
- New topics can be covered
 - Online- and Micro-Volunteering (Crowd Tasking)
 - Warning and alerts
 - Be prepared (Self assessment)



Main functions



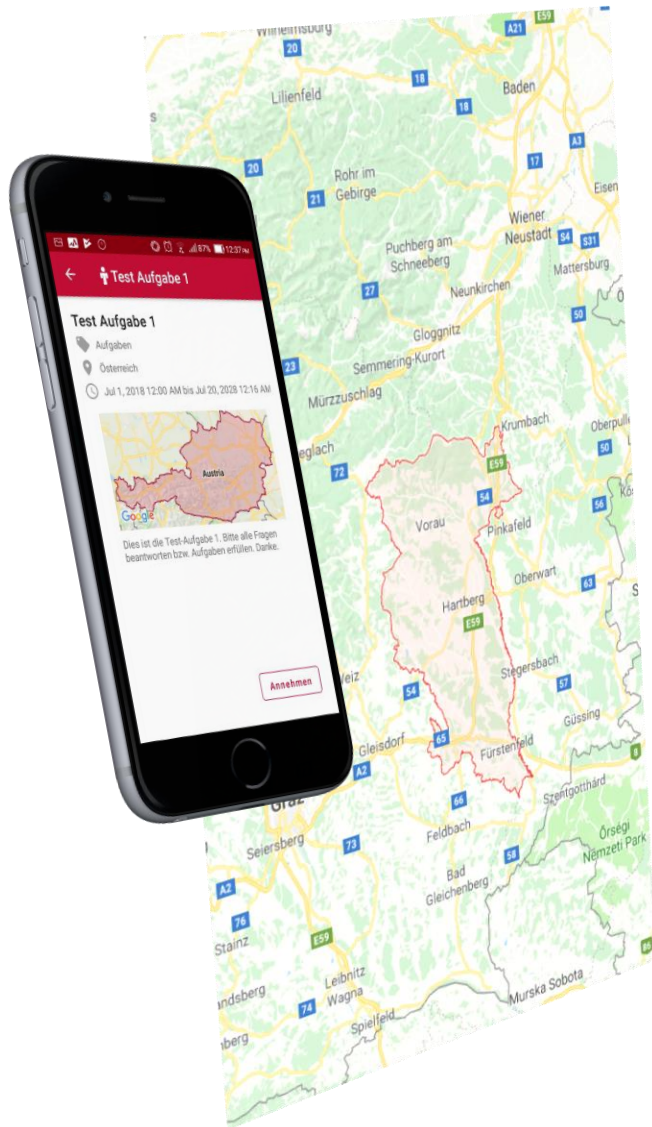
- Register – Login – Profile
- Digital missions with your Smartphone
- Personal preparation for crisis and disasters
- Warnings and alerts

Register and profile



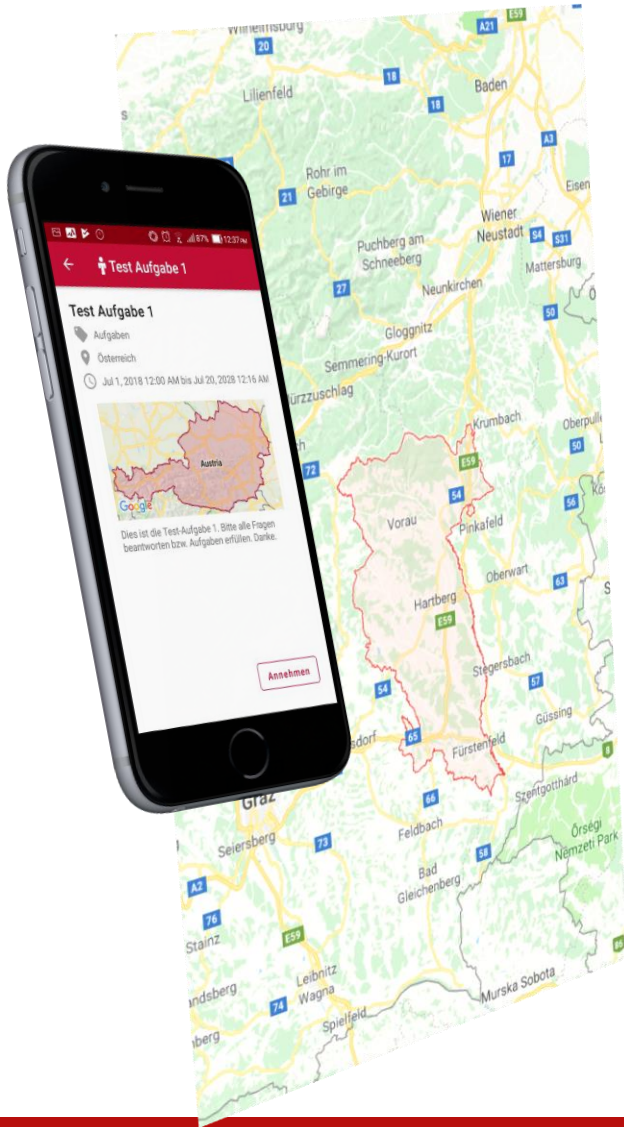
- Up-to-date technology
- Updates for data easy
 - „Do you speak Spanish?“
- Reaction to alerts more flexible („yes/no“ > shiftplans)
- Many devices usable

Team Österreich digital missions



- Missions to be fulfilled on the spot in a short time
- Skill-based recruiting of TÖM
- Location-based recruiting of TÖM
 - Areas are free to configure
- Swift reply and feedback

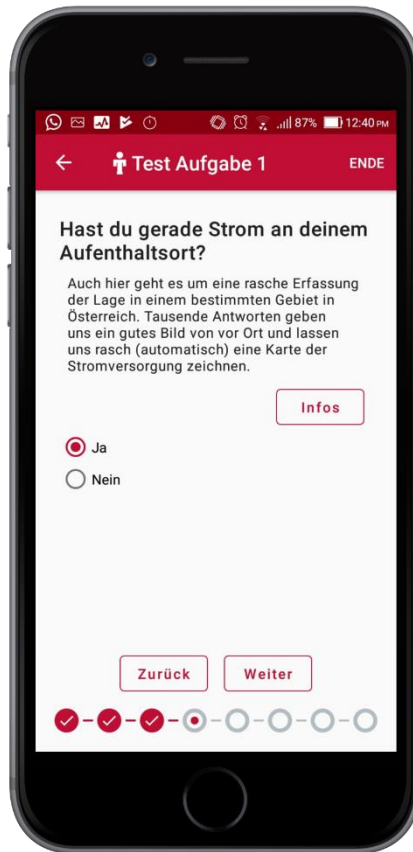
Team Österreich digital missions



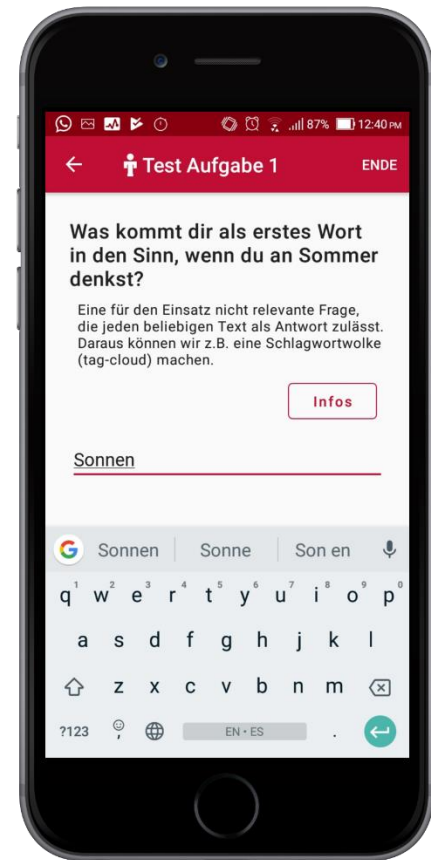
- No permanent tracking of users
- Types of missions:
 - Early situational awareness and sitreps
 - Dissemination of information, neighbourly aid, securing sites
 - Identifying beneficiaries in real time



Numerical values



Single/Multiple selection



Descriptive inputs



Test Aufgabe 1 ENDE

Mach bitte ein Foto und lade es hier hoch.

Oft sagen Bilder mehr als tausend Worte. Um eine Situation vor Ort zu erfassen, helfen uns Fotos sehr.

Infos

Entfernen

Ändern

Zurück

Fertig



Management-Tool



- Digitale missions – digital command
- Web-tool to aggregate feedback and sitreps
- Cockpit with spreadsheets, graphs and charts
- Raw data may be exported
- Photos stored in the cloud, including meta-data (location)

Be prepared for crisis

- Prepare your own family / household
 - Based on your actual situation
- Real life adapted
 - Many functions support users
- Without accusatory finger
 - Many tips and advices



Be prepared for crisis

Shopping list:

- First aid kits
- Batteries
- ...

Checklist:

- StockPiling
- First aid
- Family plan

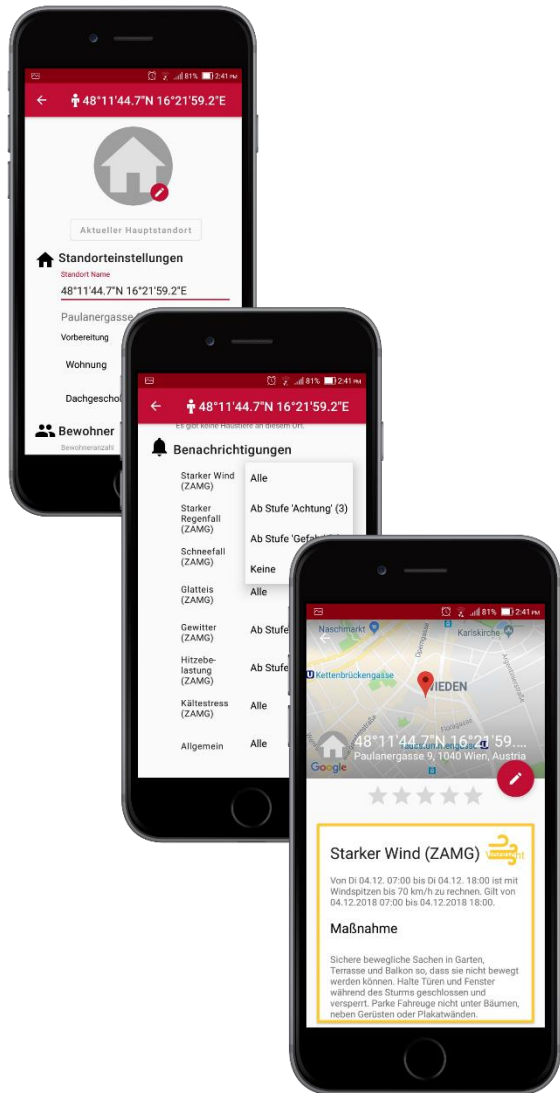


To Do-List:

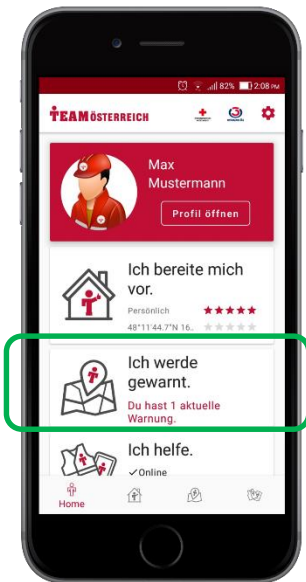
- Contact with neighbours
- Evacuation plan
- ...

Based on
specific
locations

Warnings and alerts



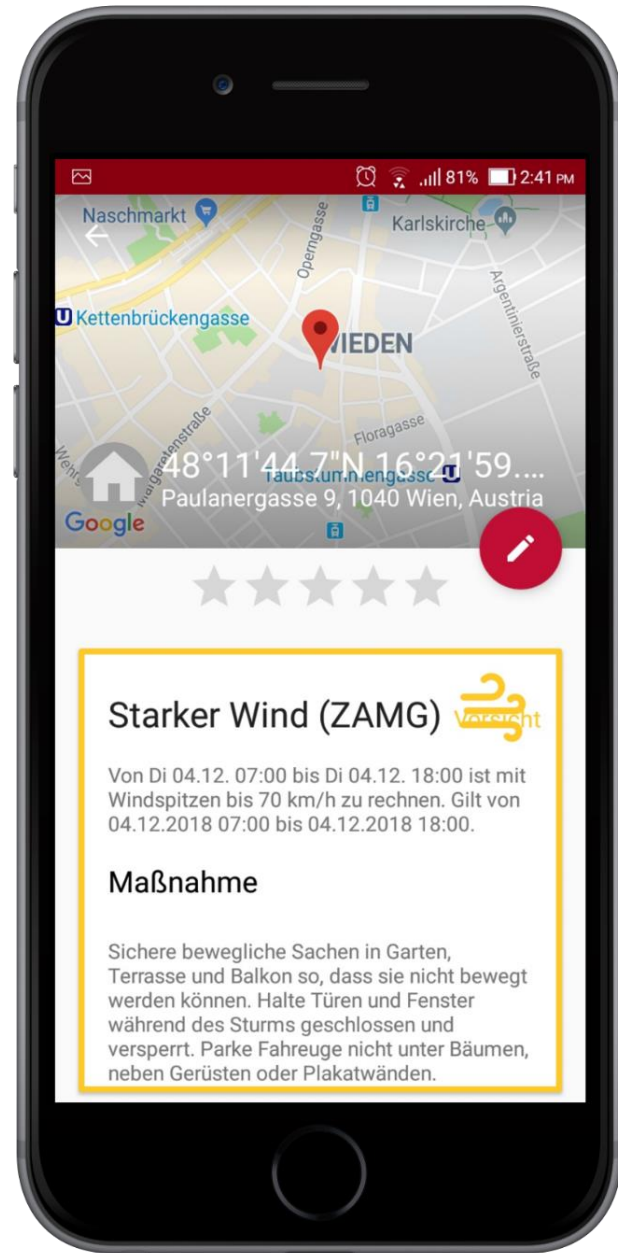
- Important added value for TÖM
- App stays updated
- Severe weather warnings
 - Flood-warnings and flow-peaks
- Civil protection warnings by federal and regional EMA



Location

Event (hazard)

Recommendations



Take away messages.....

- ✓ Spontaneous volunteers are a powerful source while well managed.
- ✓ Team Österreich has proven to be a good practice which has been recognised as such by the EU.
- ✓ The use of smartphone apps helps Emergency response organisations to communicate better with the population.
- ✓ New communication technologies allows more options for voluntarism like digital/online voluntarism.

Thank you for your attention



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