



LINKS

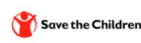
Strengthening links between technologies and society
for European disaster resilience

INTEGRATING SOCIAL MEDIA AND CROWDSOURCING IN DISASTER RISK MANAGEMENT

Nathan Clark – Vrije University Amsterdam
13 October, 2023



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 883490



LINKS OVERVIEW

Facts and Figures

- Start on 1 June 2020
- Duration of 42 months
- 15 Partners from 6 European countries
- 2 Associated Partners (Japan)
- 10 WPs
- 59 Deliverables
- Maximum grant amount of 5 151 777.50 €



Find out more: links-project.eu



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Social Media and Crowdsourcing: A Bridging Mechanism for Local Resilience



LINKS

Find out more: links-project.eu



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The overall objective of LINKS is to strengthen links between technologies and society for improved European disaster resilience, by producing sustainable advanced learning on the use of social media and crowdsourcing (SMCS) in disasters. This is done across three complementary knowledge domains:

- 1) Social: Disaster Risk Perception and Vulnerability
- 2) Institutional: Disaster Management Processes
- 3) Technical: Disaster Community Technologies

LINKS CASES



LINKS

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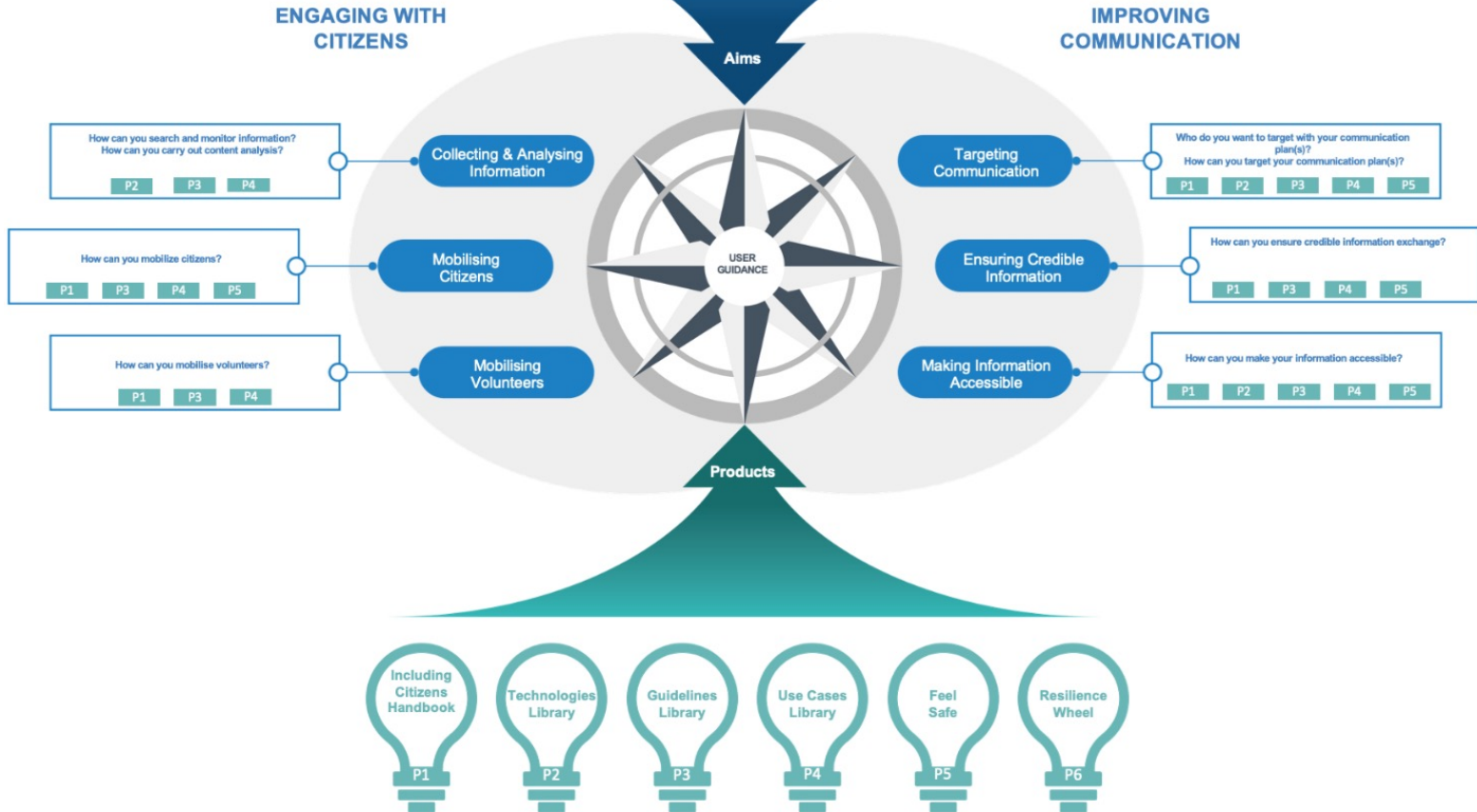


There is a strong interest by disaster management organizations for engaging with SMCS in disaster management, but a general lack of:

- Good/best practices and procedures among institutions in Europe, on how to use SMCS in efficient ways.
- Relevant and easy-to-use guidelines on implementing SMCS in disaster management processes.
- Understanding of the potentials, and guidance on how to include citizens in disaster management processes.
- A comprehensive and understandable overview of existing solutions/technologies.



LINKS FRAMEWORK



LINKS Community Center

Strengthening links between technology and society for European disaster resilience



Compass

Navigate through the LINKS Community Center!









LINKS



Find out more: links-project.eu

Search the entire LCC

Social Media and Crowdsourcing Libraries

-  **Technologies**
Software for interaction with, within or among communities in case of a disaster and for analysis of these interactions. →
-  **Guidelines**
Expert guidelines for usage of social media and crowdsourcing in disasters. →
-  **Use Cases**
Practical use cases for social media and crowdsourcing in disasters. →

-  **Feel Safe**
-  **Including Citizens Handbook**
-  **Resilience Wheel**

-  **Collection of Helpful Resources**
Browse some interesting or relevant websites and apps.
-  **Collection of Networks**
Communities and interest groups relevant for the context of social media in disaster management.



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LINKS FRAMEWORK – LIBRARY MODEL



INCLUDING CITIZENS HANDBOOK

LINKS

Accessibility

START COURSE

FEEL SAFE FEEL READY FEEL SAFE

DESTINATION 1: Reducing vulnerability
PARTICIPATION IS A TOOL TO REDUCE VULNERABILITY
Helps the Bear to feel stronger. The tools you have at your disposal are knowledge and awareness: these are the keys to reduce vulnerability.
[Start now](#)

DESTINATION 2: Be prepared
Follow the Bear to discover the correct instruments to feel safe. Let the Bear guide you to discover the best ways to be prepared in case of an emergency.
[Start now](#)

DESTINATION 3: Communicating during emergencies
All the resources in this section are aimed at the disaster communication and it is always ready to make help to find the Bear's suit, and by the way, the world of the disaster communication is full of interesting information about the importance of proper communication!
[Start now](#)

DESTINATION 4: Increasing awareness
George the giraffe loves to observe the world with his big alert eyes and that's why she is never surprised. Awareness and knowledge make us ready and prepared. Follow George to see the first question because like her!
[Start now](#)

DESTINATION 5: Mission earthquake
A second event will leave you this destination. Stop for a moment and imagine your knowledge and awareness about the natural event.
[Start now](#)

- How to ensure accessible information in case of disaster?
- Material accessibility



Find out more: links-project.eu

FINAL REFLECTIONS

Innovation towards resilience is not just the technical - the technical needs the social!

- ✓ The success of digital communication and reciprocity via, for example via social media, depends on the quality of offline contact
- ✓ It requires building trust, ensuring the credibility of information, and integrating targeted and two-way communication
- ✓ It requires tapping into local diversity and social movements
- ✓ Co-designing with citizens, intermediate actors, city managers
- ✓ It also requires adaptive approaches and an investment in learning by organizations
- ✓ It takes time!!



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