

| CRISIS PHASES | NAME OF BEST PRACTICE | LEVEL | TARGET | MEDIA | (SIDE) EFFECTS | PITFALLS | KEY ENABLERS |
|--------------------------------------|--|--------------------------------|---|--|--|---|---|
| Preparedness Response Recovery | FireReady app, Australia www.ready.gov | Federal, state and local level | Campaign for general public, businesses and children; the app provides warnings and readiness state of the user. | Website Facebook Twitter Blogs Youtube | Could not be determined. in terms of website visits or intentional or changed behaviour. | Promoted in large scale campaign, mostly worked out through the internet. What if internet fails? | National activity: National preparedness month. Balanced mix of traditional and social media |
| Preparation Response | Cold Weather Plan for England | National, regional and local | Protecting health and reducing harm from severe cold by raising both public and professional awareness of the effects of cold weather on health. Purpose of the plan is to enhance resilience in the event of severe cold weather. | Alerts or warnings through TV, radio and newspapers. Website (Local) plans Telephone Text phone Smarter Weather app for iPhone On-demand (video) weather forecasts. Social media: Twitter, Facebook, Flickr, YouTube, Google+ Visiting people. | Fewer people visit their doctor or hospital = reduced annual costs to health services. Also in UK there is a Flood warnings alert system and a Heat health care programme. More attention to health and well-being. | Evidence currently lacking on the direct health impact of cold weather on people with disabilities and on the health status of disabled people, so it is difficult to assess the impact cold weather has on this group. | Possibilities on every level; but the real results depend on local plans. |
| Preparedness Response | Flood warning system, Germany | National and Regional | Warning of rising water levels by classifying water levels and the risks for people and land surface. The water-level categories are low (yellow), medium (orange), high (red) and extra high (violet/purple). | Internet / website. E-mail messages. Apps for mobile phones. Social media: Twitter, Facebook, etc. | Helping the general public to take measures to save or protect goods and cattle. Private organizations are able to take measures. Also, people from other areas can decide to stay away from high water areas. | What if internet fails? | A simple way for professionals to complete the system. Timely. Easy to reach for everyone (including travellers). |

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| Preparedness Response Recovery | Community Resilience, UK http://www.communityresilience.cc/ | National and local level | Goal is to help people, communities, and government prepare for and recover from emergencies as quickly as possible. | Seminars, workshops, local events, awards for best practices | Could not be determined. | – | Strong appeal to 'togetherness': together we are stronger. Initiator is an independent non-profit organisation |
| Preparedness Response Recovery | Community Resilience System, USA http://www.resilientus.org/ | 7 community pilots with national relevance | The system helps a community assess its capacity to withstand major disturbances and help them design an approach to recovery. It will help people prepare for – and recover from – any challenge. | Website and many social media | The system brings together people, processes, and technology to improve community resilience. | Technology- driven application. | Authorities, scientists and civilians work together to prepare, act and recover |
| Response Recovery | Emergency Journalism, platform for journalists in emergency situations http://emergencyjournalism.net | International | Initiative of European Journalism Centre. Brings together news and resources for media professionals to support media coverage of emergencies such as natural disasters and political conflicts. | Website, including various digital tools, for e.g. content curation, and multi-layered live maps. Journalism community on Twitter: @journosonline Facebook: emergency journalism | Platform designed for journalists to find and spread specific information about emergency situations and (natural) disasters, incl. much background information | Designed for and used by specific group: professional journalists in emergency situations | Journalists and their news media |
| (Preparation) Response | Humanity Road www.humanityroad.org | International National Regional Local | Educate impacted public through Internet and mobile- based technologies. Humanity Road is often the first responder online – prior to crisis mapping and UN engagement. | Volunteers use Internet and mobile technology tools to communicate with the public in the initial hours and days of major humanitarian events. Work with other volunteer technology communities and organizations, using public information multi-media platforms. | Merely response driven, with a few preparedness activities (participation in exercises, emergency preparedness app for children with autism) | In addition to initiatives of others | Enthusiastic big volunteer initiative, using modern technologies |

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| Preparation | Firewise Communities, USA | National and local | To let homeowners utilize resources and action steps to reduce their community's risk of wildfire damage. | Cross media: <ul style="list-style-type: none"> • Facebook, blog, Twitter, chat, LinkedIn • print media • presentations • courses, training • RTV • DVD, CD-Rom • Downloads • Promotion materials • Exhibit Kit • Toolkit • Firewise Quiz. | <ul style="list-style-type: none"> • Interesting the public for behaviour in nature • Developing evacuation policies • Competition between communities • Reading success stories • International distributors to Europe, Canada, Asia-Pacific, etc. | (Risk) focus on commercial effects: <ul style="list-style-type: none"> • business • customer sales. | Easy to reach for everyone, including children A serious prevention toolkit Encouraging local solutions for wildfire safety and organising social groups. |
| Response | Emergency 2.0 Wiki, Australia http://emergency20wiki.org/wiki/index.php/Main_Page | General, national | To help people with disabilities use social media to prepare for, respond to and recover from disasters | Website, online toolkit providing tips, resources and smartphone apps, future scenarios, FAQs, disability symbols, real-time community maps | The toolkit also includes practice guidelines to assist the emergency sector, community, media and business to make social media messages more accessible. | – | Using the internet to share and advance knowledge on emergency communications |
| Preparedness Response Recovery | Transition Network http://www.transitionnetwork.org/ Local example: http://transitiontowns.nl | Worldwide and local level, mostly Europe/UK | Transition Network supports community-led responses to climate change and shrinking supplies of cheap energy, building resilience and happiness | Worldwide information and starting point on the web Meetings Books Local activities and training Facebook and other social media. | Almost 200 local initiatives in Europe (Dec. 2012), mostly in France and UK. Increasing needs due to climate change and shrinking natural supplies. | It has a 'soft' character and therefore attracts certain groups of people | It supports local initiatives and spreads out like an oil-spot. |
| Response Recovery | Ushahidi www.ushahidi.com | Local, national and international | Open source platform for everyone involved in crisis situations, emergency situations and threats | All on the internet, open source mapping platform, incl. all social media, see also Crowdfmap | The platform brings several different groups together by interaction in word, visuals and interactive mapping | – | Scientists, authorities, technicians and civilians work together to act in response and recovery phase. |