
**Draft Project plan for the CEN
Workshop on "Guidelines for
effective social media
messages in crisis and disaster
management"**

**Requests to participate in the Workshop
and/or comments on the project plan are
to be submitted by
2022-03-17 to fredrik.gothe@sis.se**

Recipients of this project plan are kindly requested to name all patent rights known to them to be relevant to the Workshop and to make available all supporting documents.

Stockholm, 2022-01-18 (Version 1.0)

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Summary

This standardization initiative aims to develop a document that will provide a set of recommendations for the content, design and formulation of social media early warnings in crisis and disaster management towards the public. To date there are no standards for designing and framing consistent and uniform warning messages through social media channels. There is a need to harmonise the way online warning messages are presented to the public because different online media can present warnings in different ways. That means that people could receive inconsistent presentations of warnings for the same event. The planned CEN Workshop Agreement (CWA) is intended to provide practical guidance on how to construct effective warning messages by considering the specific features of the social media channels and ICT interfaces and how to improve the public understanding of the warning messages. Moreover, this workshop aims to address new aspects related to the graphical presentation of the warning messages to complement the textual part and give guidance on how to ensure consistency when using a multi-channel approach. Developing common guidelines across the EU is thus essential for facilitating cross-border collaboration and ensuring an effective and consistent communication towards the public during an emergency.

1 Status of the project plan

Draft project plan for public commenting (Version 1.0)

This draft project plan is intended to inform the public of a new Workshop. Any interested party can take part in this Workshop and/or comment on this draft project plan. Please send any requests to participate or comments by e-mail to fredrik.gothe@sis.se or annika.almqvist@sis.se.

All those who have applied for participation or have commented on the project plan by the deadline will be invited to the kick-off meeting of the Workshop on **2022-03-21**.

Approved project plan for CWA development adopted at the kick-off meeting of the Workshop on **2022-03-21** (Version 1.0)

2 Workshop proposer and Workshop participants

2.1 Workshop proposer

Person or organisation	Short description and interest in the subject
<p>Alessia Golfetti Deep Blue s.r.l. Rome, Italy alessia.golfetti@dblue.it</p>	<p>Deep Blue (DBL) is a research and consultancy Italian SME, specialised in human factor, safety, security, validation and scientific dissemination. Its main goal is to optimise the relationship between people and their activities, considering human needs, abilities and limitations. The company operates in contexts with high safety, security and resilience requirements, such as Transport, Healthcare and Energy. DBL has a significant experience in participation to European collaborative projects under the FP7 and H2020, ERASMUS+, LIFE, SESAR programmes in different roles, including project coordination, and the coordination of validation and dissemination activities. Over the last ten years DBL has participated in several EU projects in the area of resilience, crisis management and public space protection. DBL supported the design and development of human centred mitigation measures (e.g., emergency communication guidelines, tools, templates, training materials) for improving the response of crisis and emergency response managers, public authorities and first responders during the different phases of an emergency.</p> <p>With the participation in this CWA, DBL wants to enlarge its expertise and know-how in the area of crisis communication towards the public, supporting the preparedness and response of first responders, public safety agencies and emergency teams during an emergency. The results will also feed into scientific publications.</p> <p>Alessia Golfetti is a senior Human Factors consultant at Deep Blue s.r.l., with a background in Communication and Marketing Psychology. She has been involved in a variety of projects in the area of Human Factors and Emergency Management, studying the integration of humans and technology in complex systems. These projects were funded by the EU commission under the framework programme Horizon 2020. Most of the projects were focused on: 1) training and education activities; 2) development of supporting tools for different types of professionals in safety critical domains (e.g., transportation, mass gatherings, transport hubs, etc.); 3) validation activities. Over the last five years she has analysed the role played by socio-cultural factors on crowd behaviours when managing safety and security issues related to emergencies in different safety critical contexts (e.g., public transport hubs, large events). Moreover, within the EU Let's Crowd project, she was responsible for the design and development of a set of communication guidelines for supporting law enforcement agencies and first responders in</p>

	communicating with multicultural crowds during mass gathering events.
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2.2 Other potential participants

This CWA will be developed in a Workshop (temporary body) that is open to any interested party. The participation of other experts would be helpful and is desired. It is recommended that:

- Research institutions in the area of disaster and emergency management
- End users (civil protection, fire fighters, law enforcement agencies, emergency teams) public authorities and crisis communication experts in charge of the communication with the public
- Social media experts
- Participants in related research projects related to crisis communication and disaster management

take part in the development of this CWA.

2.3 Participants at the kick-off meeting

The following persons or organisations already signed up to the kick-off meeting prior to the publication of the draft project plan.

Person	Organisation
Workshop proposer: Alessia Golfetti	Deep Blue, Italy (Research and consultancy company, SME)
Andrea Capaccioli	Deep Blue, Italy (Research and consultancy company, SME)
Sascha Düerkop	Fraunhofer INT, Germany (Research institution)
Janny Nijsingh	Safety Region Ijsselland – Veiligheidsregio Ijsselland, Netherlands (End user)
Coen Vaarkamp	Safety Region Ijsselland – Veiligheidsregio Ijsselland, Netherlands (End user)
Marcello Marzoli	Ministry of Interior, Italy (Public authority, end user)
Gianni Fresu	Ministry of Interior, Italy (Public authority, end user)
Natascia Erriu	Ministry of Interior, Italy (Public authority, end user)
Luís Miguel Carvalho	UMLDBQ/CINAMI, Portugal (Public authority, end user)
Wilson Antunes	UMLDBQ/CINAMIL, Portugal (Public authority, end user)
Júlio Gouveia-Carvalho	UMLDBQ/CINAMIL, Portugal (Public authority, end user)

Workshop secretariat: Fredrik Göthe and Annika Almqvist	Workshop secretariat: Swedish Institute for Standards
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2.4 Registered Workshop participants

The following persons or organisations have registered as Workshop participants at the kick-off meeting and will actively participate in the development of the CWA.

Person	Organisation
Workshop Chair	Workshop Chair
Workshop Vice-Chair	Workshop Vice-Chair
Workshop secretariat	Workshop secretariat

3 Workshop objectives and scope

3.1 Background

Each EU country has unique processes and procedures for crisis management and disaster response. In the case of cross-border crises, these different approaches may cause confusion or conflict among first responders and civil protection bodies. Developing a common language and standardising procedures and interfaces across the EU is thus essential for facilitating cross-border collaboration, thereby helping to protect assets and save lives.

The EU-funded research project STRATEGY (<https://strategy-project.eu/>) has systematically identified and prioritised gaps in European standardisation in crisis and disaster management and has compared them to the needs of end users and to available opportunities across a broad spectrum of disaster management activities.

The proposed workshop has resulted from the STRATEGY project and will address different aspects related to the content and design of warning messages by using social-media channels and ICT interfaces (e.g., webpages) to convey consistent and coherent information to the public.

With a growing number of the public using social media, there has been increasing interest in their use during crisis and disasters. Therefore, emergency services within the EU and beyond have started incorporating social media in their communication plans to actively disseminate alerts and warnings not only via ICT interfaces, but also via social networking platform (e.g., Twitter and Facebook). During an emergency people have the tendency to consult others and seek confirmation that emergencies are real. This is in line with the natural predisposition of people to believe a situation is normal for as long as possible, and so behave as usual for as long as possible. Thus, to increase the responsiveness and to motivate appropriate and timely public protective actions the alert messages should be issued in a clear, uniform, and consistent way. To avoid confusion, all delivery channels should disseminate the same information and be consistent in terms of design, were possible, so that users do not become more confused as they see different messages or information presented in different ways.

This workshop aims to further specify some clauses of the ISO 22329 Security and resilience – Emergency management – Guidelines for the use of social media in emergencies (e.g., clauses 4.2.4 and 6.3) by providing practical guidance on how to construct effective warning messages by considering the specific features of the social media channels and ICT interfaces, how to improve the public understanding of the warning messages and address the socio-cultural aspects (e.g., language barriers). The workshop wants to improve the effectiveness of the style of the social media warnings messages without addressing the content that should be delivered (what), because this is already mentioned in ISO 22322, but it will provide guidelines on “how” to craft clear, consistent,

and specific alerting and notification warning messages using social media platforms. Moreover, this workshop aims to address new aspects related to the graphical presentation of the warning messages to complement the textual part and give guidance on how to ensure consistency when using a multi-channel approach. Currently no market solutions are addressing the proposed topic for this workshop.

3.2 Scope

The scope of the proposed CWA is to provide recommendations for the content, design and formulation of social media early warnings in crisis and disaster management towards the public. It provides guidelines for the adaption of early warnings to social media platforms and ICT tools, ensuring that the content and design of messages while using a multi-channels approach remains consistent within the same event and from event to event in order to improve people's understanding and response to warning messages during an emergency.

This document is applicable to all actors in crisis and disaster management that seek to disseminate warnings, call-to-actions or information to the general public by the use of social media. The planned Workshop does not apply to the communication and exchange of information between organisations involved in the emergency management (e.g., first responders, public authorities, municipalities, etc.) and it does not pre-define early warning messages or provide a readily done design for such messages.

3.3 Related activities

The subject of the planned CWA is not at present the subject of a standard. However, there are committees, standards and/or other technical specifications that deal with related subjects and thus need to be taken into account - and involved, where necessary - during this Workshop:

Relevant standards and CWAs:

- ISO 22329 - Security and resilience — Emergency management — Guidelines for the use of social media in emergencies
- ISO 22322 Societal Security – Emergency Management – Guidelines for Public Warning
- ISO 22324:2015 SOCIETAL SECURITY — EMERGENCY MANAGEMENT — GUIDELINES FOR COLOUR-CODED ALERTS
- ISO 3864-1:2011 GRAPHICAL SYMBOLS
- ISO 3864-2:2016 GRAPHICAL SYMBOLS
- CWA 15931-1, Disaster and emergency management - Shared situation awareness - Part 1: Message structure

Related technical committees:

- CEN/TC 391 Societal and citizen security
- CEN/CENELEC Sector forum on security

4 Workshop programme

4.1 General

The kick-off meeting is planned to take place on 2022.03.21 virtually via web conference. Due to the travel restrictions related to Covid-19, all meetings are intended to be made online. If a physical meeting will be set up, the possibility of online participation will be granted.

A draft for public commenting will be published for 30 days.

A total of 8 Workshops meetings (1 Kick off meeting and 7 regular workshop meetings) via web conference will be held, during which the content of the CWA will be presented, discussed and approved.

The CWA will be drawn up in **English** (language of meetings, minutes, etc.). The CWA will be written in **English**.

The estimated duration of this workshop is 15 months (after the kick-off meeting).

4.2 Workshop schedule

The following project schedule is for orientation only and is to be modified as the Workshop progresses.

Table 1: Workshop schedule (preliminary)

CEN/CENELEC Workshop	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10	M11	
Calendar month	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	September 2022	
Initiation												
1. Proposal form submission and TC												
2. Project plan development												
3. Open commenting period on draft project plan (mandatory)												
Operation												
4. Kick-off meeting												
5. CWA(s) development												
6. Open commenting period on CWA												
7. CWA(s) finalised and approved by												
Publication												
8. CWA(s) publication												
Dissemination (see 7)												
Milestones					K		V	T T X		V		

CEN/CENELEC Workshop	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23
Calendar month	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023
Operation											
5. CWA(s) development											
6. Open commenting period on CWA											
7. CWA(s) finalised and approved by											
Publication											
8. CWA(s) publication											
Dissemination (see 7)											
Milestones		V		V		V		FSX	V		

B CEN/CENELEC BT meeting deciding on establishment of a CEN/CENELEC Workshop

K Kick-off

V Virtual Workshop meeting

TTX Table-Top Exercises

FSX Full Scale Exercise

5 Resource planning

The Secretariate of the CEN Workshop is financed by the European research project STRATEGY (Facilitating EU pre-Standardisation process Through streamlining and vAlidating inTeroperability in systems and procEdures involved in the crisis management cYcle). This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 883520. All costs related to the participation of interested parties in the Workshop's activities have to be borne by themselves. The copyright of the final CEN Workshop Agreement will be at CEN. The final document will include the following paragraph: "Results incorporated in this CEN Workshop Agreement received funding from the European Union's HORIZON 2020 research and innovation programme under grant agreement number 883520 (STRATEGY)"

6 Workshop structure and rules of cooperation

6.1 Participation in the Workshop

The Workshop will be constituted during the course of the kick-off meeting. By approving this project plan, the interested parties declare their willingness to participate in the Workshop and will be formally named as Workshop participants, with the associated rights and duties. Participants at the kick-off meeting who do not approve the project plan are not given the status of a Workshop participant and are thus excluded from further decisions made during the kick-off meeting and from any other decisions regarding the Workshop.

As a rule, the request to participate in the Workshop is closed once it is constituted. The current Workshop participants shall decide whether any additional members will be accepted or not.

Any new participant in the Workshop at a later date is decided on by the participants making up the Workshop at that time. It is particularly important to consider these aspects:

- a. expansion would be conducive to shortening the duration of the Workshop or to avoiding or averting an impending delay in the planned duration of the Workshop;
- b. the expansion would not result in the Workshop taking longer to complete;
- c. the new Workshop participant would not address any new or complementary issues beyond the scope defined and approved in the project plan;
- d. the new Workshop participant would bring complementary expertise into the Workshop in order to incorporate the latest scientific findings and state-of-the-art knowledge;
- e. the new Workshop participant would actively participate in the drafting of the manuscript by submitting concrete, not abstract, proposals and contributions;
- f. the new Workshop participant would ensure wider application of the CWA.

All Workshop participants who voted for the publication of the CWA or its draft will be named as authors in the European Foreword, including the organisations which they represent. All Workshop participants who voted against the publication of the CWA, or who have abstained, will not be named in the European Foreword.

6.2 Workshop responsibilities

The Workshop Chair is responsible for content management and any decision-making and voting procedures. The Workshop Chair is supported by the Workshop Vice-Chair and the responsible Workshop secretariat, whereby the Workshop secretariat will always remain neutral regarding the content of the CWA(s). Furthermore, the Workshop secretariat shall ensure that CEN-CENELEC's rules of procedure, rules of presentation, and the principles governing the publication of CWA(s) have been observed. Should a Workshop Chair no longer be able to carry out her/his duties, the Workshop secretariat shall initiate the election of a new Workshop Chair. The list below covers the main tasks of the Workshop Chair. It is not intended to be exhaustive.

- Content related contact point for the Workshop
- Presides at Workshop meetings
- Ensures that the development of the CWA respects the principles and content of the adopted project plan
- Manages the consensus building process, decides when the Workshop participants have reached agreement on the final CWA, on the basis of the comments received
- Ensures due information exchange with the Workshop secretariat
- Represents the Workshop and its results to exterior

The Workshop secretariat, provided by a CEN/CENELEC national member, is responsible for organising and leading the kick-off meeting, in consultation with the Workshop proposer. Further Workshop meetings and/or web

conferences shall be organised by the Workshop secretariat in consultation with the Workshop Chair. The list below covers the main tasks of the Workshop secretariat. It is not intended to be exhaustive.

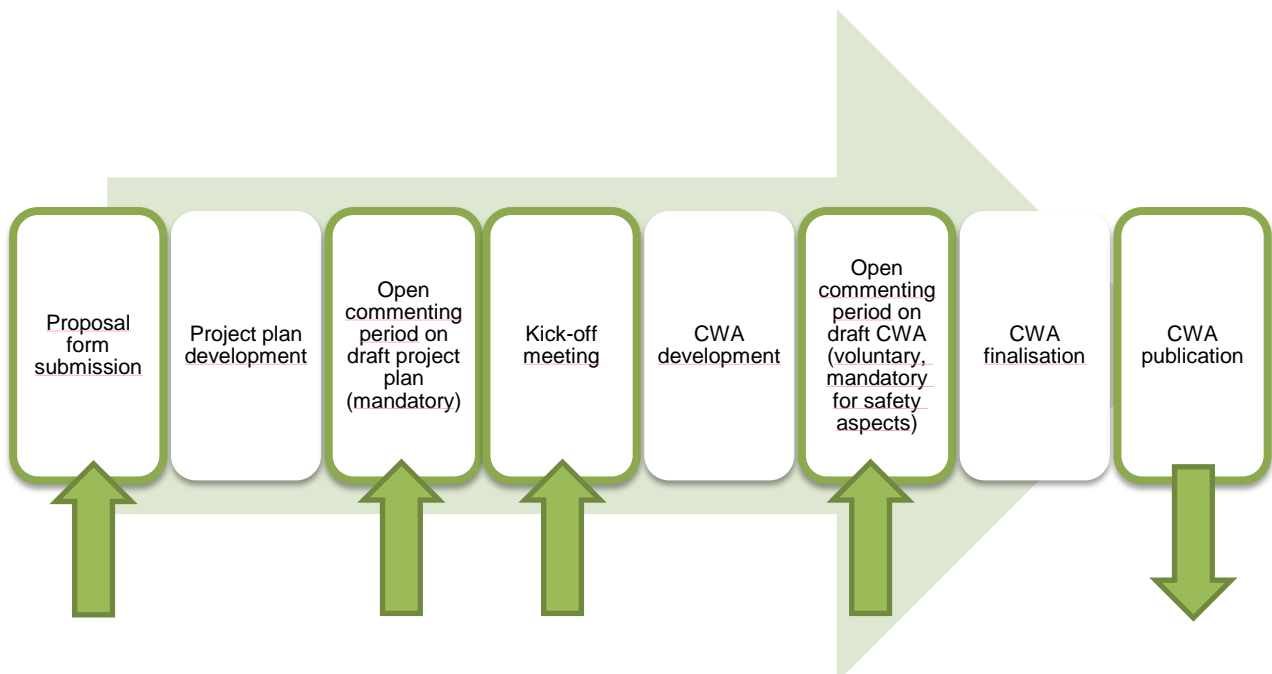
- Administrative and organisational contact point for the Workshop
- Ensures that the development of the CWA respects the principles and content of the adopted project plan and of the requirements of the CEN-CENELEC Guide 29
- Formally registers Workshop participants and maintains record of participating organisations and individuals
- Offers infrastructure and manage documents and their distribution through an electronic platform
- Prepares agenda and distribute information on meetings and meeting minutes as well as follow-up actions of the Workshop
- Initiates and manage CWA approval process upon decision by the Workshop Chair
- Interface with CEN-CENELEC Management Centre (CCMC) and Workshop Chair regarding strategic directions, problems arising, and external relationships
- Advises on CEN-CENELEC rules and bring any major problems encountered (if any) in the development of the CWA to the attention of CEN-CENELEC Management Centre (CCMC)
- Administrates the connection with relevant CEN or CENELEC/TCs

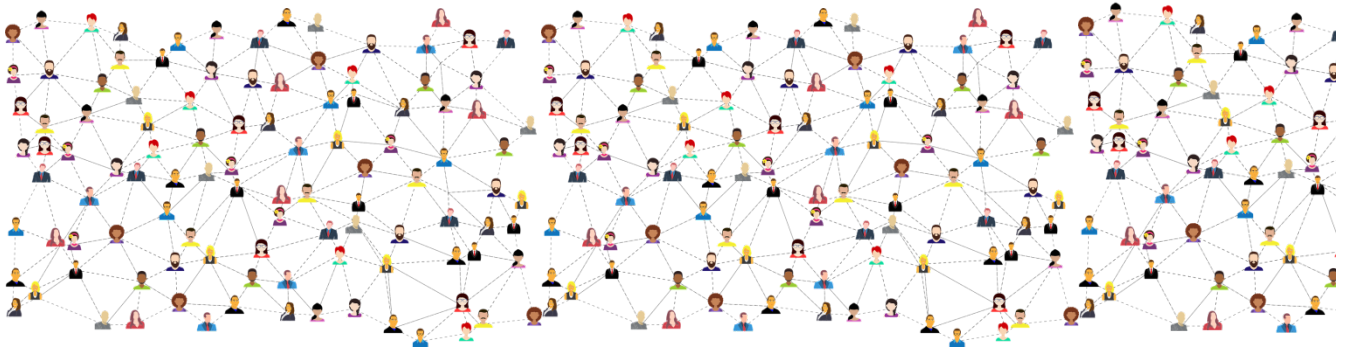
6.3 Decision making process

Each Workshop participant is entitled to vote and has one vote. If an organisation sends several experts to the Workshop, that organisation has only one vote, regardless of how many Workshop participants it sends. Transferring voting rights to other Workshop participants is not permitted. During voting procedures, decisions are passed by simple majority; abstentions do not count.

If Workshop participants cannot be present in the meetings when the CWA or its draft is adopted, an alternative means of including them in the voting procedure shall be used.

7 Dissemination and participation strategy





Proposal form submission

The Workshop proposal will be disseminated to the following relevant stakeholders and bodies for consultation:

- CEN CENELEC Management Centre (CCMC)
- CEN/TC 391 Societal and citizen security
- CEN/CENELEC Sector forum on security

Open commenting period on draft project plan

The project plan will be disseminated to the following relevant stakeholders and bodies for commenting:

- CEN CENELEC Management Centre (CCMC)
- CEN/TC 391 Societal and citizen security
- CEN/CENELEC Sector forum on security

In addition to the CCMC website, the project plan and the date of the kick-off meeting will be advertised on the STRATEGY project [website](#) to raise awareness. Interested parties are requested to contribute either through commenting of the project plan (short term) or through Workshop participation (long term).

Open commenting period on draft CWA

The draft CWA will be disseminated to the following relevant stakeholders and bodies for commenting:

- CEN CENELEC Management Centre (CCMC)
- CEN/TC 391 Societal and citizen security
- CEN/CENELEC Sector forum on security

In addition to the CCMC website, the draft CWA will be advertised on the STRATEGY project website to raise awareness. Interested parties are requested to contribute through commenting of the draft CWA (short term).

CWA publication

The CEN/CENELEC national members notify CCMC on whether and how they will make the CWA available in their country.

The final CWA will be disseminated to the following relevant stakeholders and bodies:

- CEN CENELEC Management Centre (CCMC)
- CEN/TC 391 Societal and citizen security
- Sector forum on security

In addition to the CCMC website, the final CWA will be advertised on Strategy website and social media.

8 Contacts

- Workshop proposer

Name: Alessia Golfetti
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Phone: +39 3200467605

Webpage: <https://dblue.it/>

– Workshop Secretariat:

Name: Fredrik Göthe and Annika Almqvist
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– CEN-CENELEC Management Centre

Name: Christina Thorngreen
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Phone: Tel: +32 2 550 09 10
Webpage: <https://www.cencenelec.eu/about-cen/>

Annex A- Registered Workshop participants¹

The following persons or organisations have registered as Workshop participants at the kick-off meeting and will actively participate in the development of the CWA.

<u>Person</u>	<u>Organisation</u>
<u>Workshop Chair</u>	<u>Workshop Chair</u>
<u>Workshop Vice-Chair</u>	<u>Workshop Vice-Chair</u>
<u>Workshop secretariat</u>	<u>Workshop secretariat</u>

¹ 2 To be added after Kick-Off Meeting.