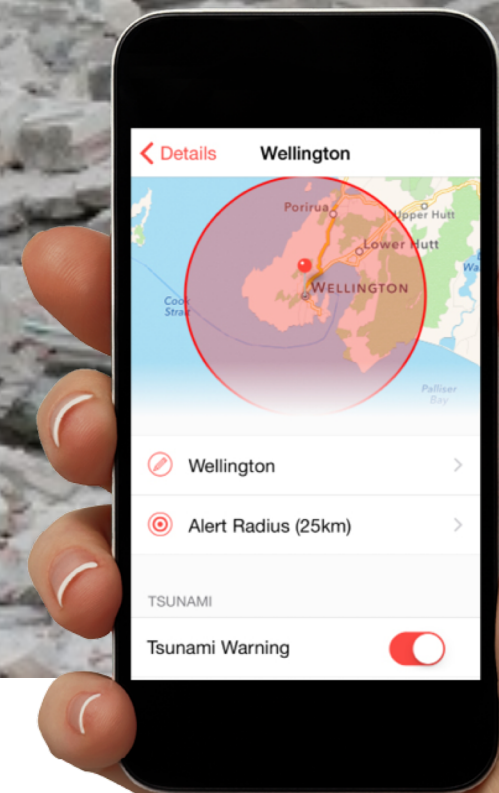


INTRODUCING: HAZARD APP

BY NEW ZEALAND RED CROSS



Identify hazards, reduce risk and stay informed when you need it most



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Why the Red Cross Hazard App?

- Means to provide alerts to the public
- Cost effective - **NO COST TO THE PUBLIC**
- Self managed
- International reputation for reliability
- Working to comply with international standards for Alerting



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The Problem

Taking information held by authorities, package up it and deliver it into the hands of the public in time

The problem

- The information was held by multiple agencies
- Each organisation had its own delivery mechanism
- Often the messages are compiled from multiple sources in an ever-evolving situation
- Use of alerting was inconsistent between regions



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Key steps

Stakeholder mapping

- Identify internal and external stakeholders
- Stakeholder assessment

Value proposition

- Understand the stakeholders objectives
- Identify the product value for each stakeholder

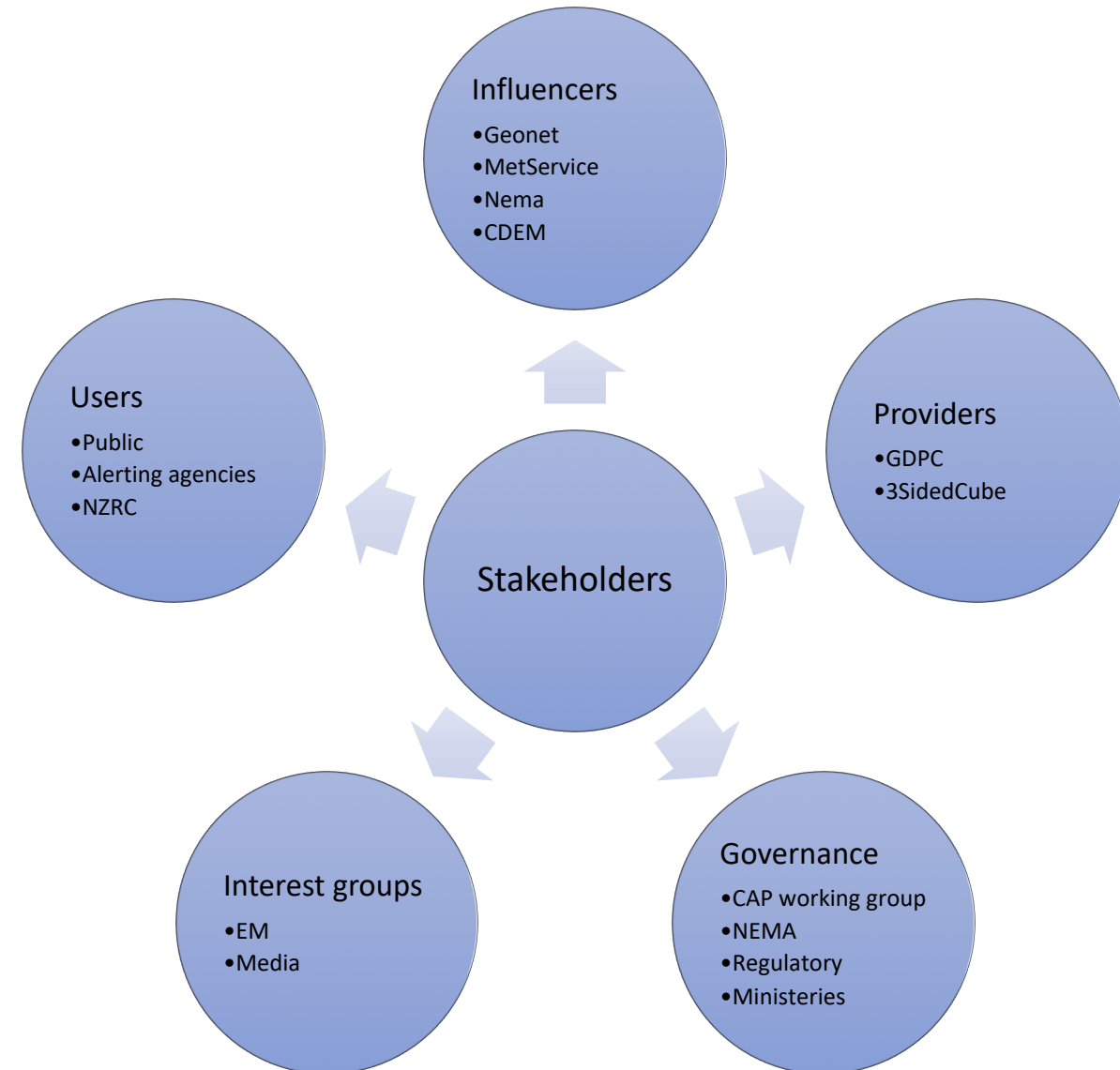
Engagement strategy

- Participation
- Governance
- Endorsement
- Promotion

Stakeholder mapping

Who are our stakeholders?

- What are their objectives?
- How we engage them?
- How can we benefit from their engagement?



Stakeholder	Contribution	Legitimacy	Willingness	Influence	Necessity of Involvement
GeoNet	High Knowledge is of high value to the project.	High One of the key providers of live data feeds and content. Alerting agency as well.	High Proactive group that is already engaging with app.	High Key player with strong influence. Will be involved with CAP steering group.	High GeoNet should be one of the principal parties involved in the stakeholder meetings. Will be an outspoken stakeholder.
Ministry of Primary Industries	High Knowledge is of high value to the project.	High Owner of content and alerting agency.	Medium Engaged with app but may not be proactive.	High Key player with strong influence. Will be involved with CAP steering group.	Medium Stakeholder will be kept informed and invited to all working groups though they may feel participation will not always be vital.
Ministry of Health	High Knowledge is of high value to the project.	High Owner of content and alerting agency.	Medium Owner of content and alerting agency. Engaged with app but may not be proactive.	High Key player with strong influence. Will be involved with CAP steering group.	Medium Stakeholder will be kept informed and invited to all working groups though they may feel participation will not always be vital.
MetService	High Knowledge is of high value to the project.	High One of the key providers of live data feeds and content. Alerting agency as well.	Medium Proactive group that is already engaging with app.	High Key player with strong influence. Will be involved with CAP steering group.	High Stakeholder has been asked to lead the CAP steering group.
MCDEM	High Knowledge is of high value to the project.	High Government body – although not directly involved with the content, is the feeder to CDEM.	High Although not directly involved with app currently, opportunities to engage have been positive.	High Key player with strong influence. Will be involved with CAP steering group.	High MCDEM should be one of the principal parties involved in the stakeholder meetings.
CDEM	High Knowledge is of high value to the project.	High One of the key providers of live data feeds and content.	High Proactive group that is already engaging with app.	High Key player with strong influence. Will be involved with CAP steering group.	High CDEM should be one of the principal parties involved in the stakeholder meetings.



Value proposition

What did our partners need

- An information hub
- A standard
- Geo-targeting
- Prepared messaging
- National consistency
- It needed to be fast and easy



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Engagement strategy

- Invited primary stakeholders to form the Hazard App Working Group
- Offered access to our platform to generate alerts
- Group made all decisions collectively relating to the use and future enhancements of the app



**Hazard App
Working Group**



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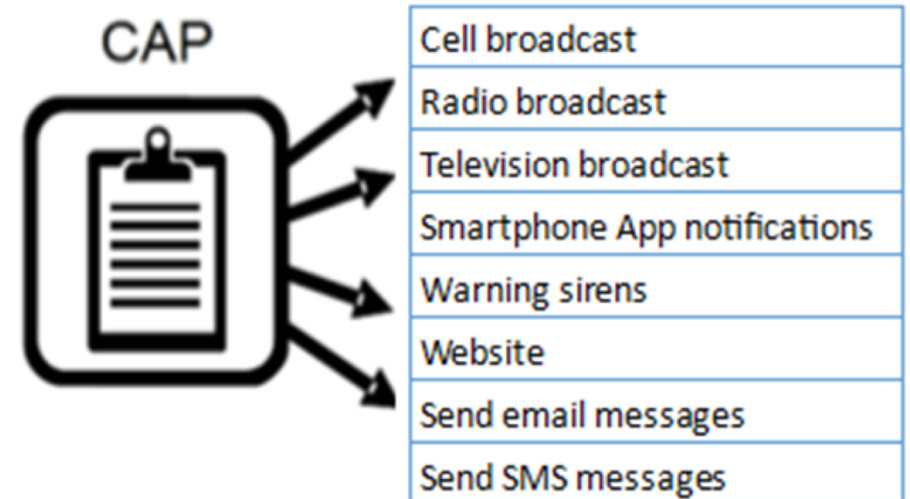


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CAP became essential to our success

- NZ CAP standard
- CAP alerting platform template
- API hub

The Red Cross focus was on last mile delivery to every part of our community.



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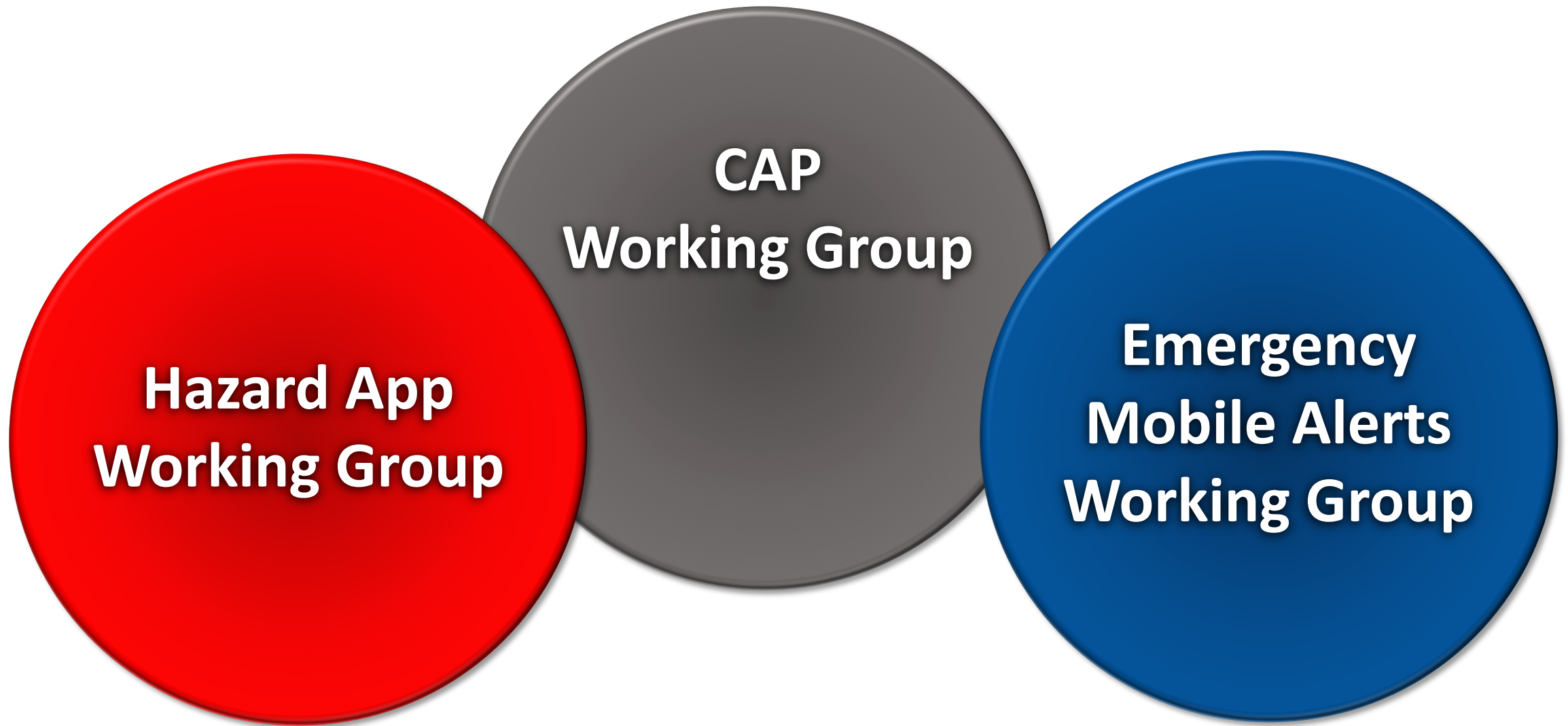
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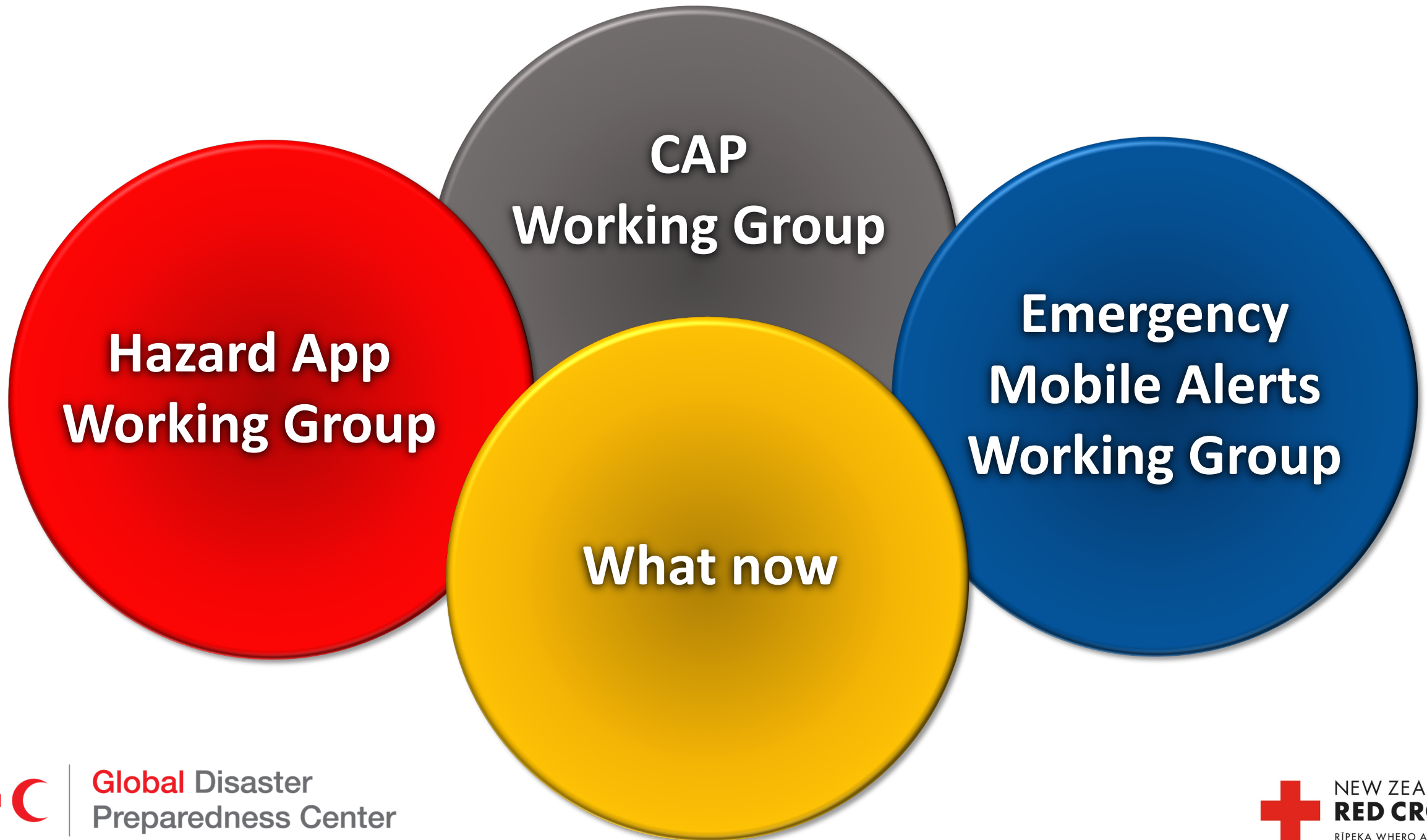
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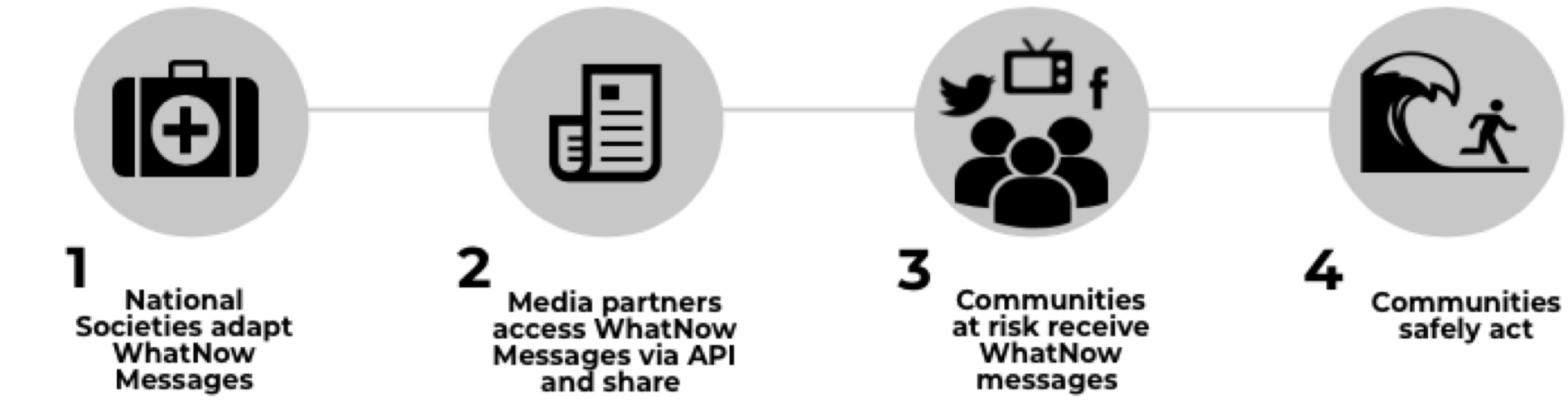


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Continued improvements

Hazard App evolution 3

- What now additional content
- New CAP feeds - EMA to beyond cellular
- Multiple languages



What makes it work?

- Establishment of Working Groups
- Regular meetings – getting together in the same place
- Teleconference and videoconference
- Collaborative tools – shared media and resources
- Common purpose



Enabling Action



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Thank you



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