





VOST Europe

Why Europe needs to strengthen SMEM and VOST efforts

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Agenda



- 1. Origin of VOST Europe
- 2. Existing teams, and teams under development
- 3. Activity of VOST Europe
- 4. Fight against hoaxes
- 5. Our strategy
- 6. Conclusions

Introduction



- Why VOST Europe?
 - Promoted by VOST Spain + VISOV (the French-speaking VOST), and member of the global VOST alliance (VOSG coalition <u>www.vosg.us</u>)
 - Umbrella organisation for European national VOSTs
 - Supports the creation of new national / regional VOSTs

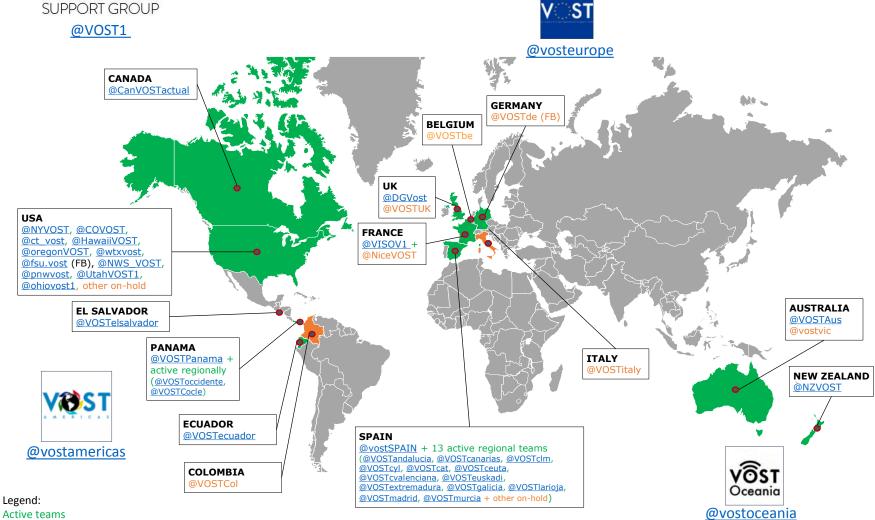




In development / on-hold

Existing VOST teams





Some teams under development



≻VOST Germany

- <u>http://vostde.de/</u>, supported by **DGSMTech e.V.**
- Volunteers from FRS, Red Cross, and others

>VOST UK:

- <u>@DGVost</u> Promoted by local Dumfries & Galloway Police (<u>https://dgvost.uk/</u>)
- Other VOSTies in Wales and England

≻VOST Belgique:

➤ Under development (<u>@VOSTbe</u>)

>VOST Italia:

<u>http://www.vostitalia.it/</u> is starting









Activity of VOST Europe

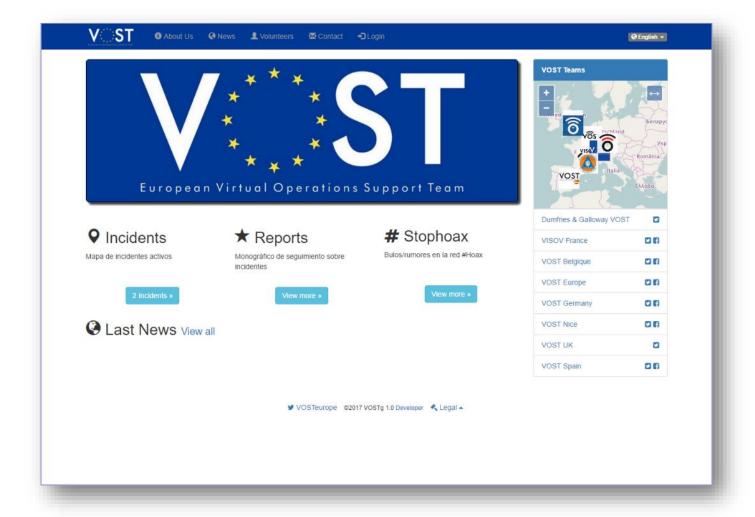


- Daily programmed posts (TW & FB):
 - MeteoAlarm (9AM)
 - EU ECHO Daily Flash (1PM)
- Amplify messages from national/local VOST teams
- Follow-up on relevant events:
 - Amplification
 - Monitoring (when possible)
 - Support from/to other regional VOSTs worldwide
- Translation of core messages to multiple languages
- ➤ Support #EuCivPro
- ➤ And #FF on Fridays





www.vosteurope.eu

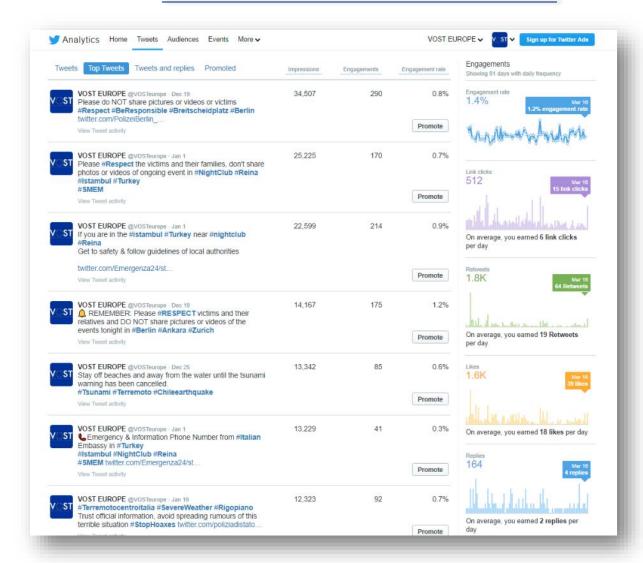




Activity



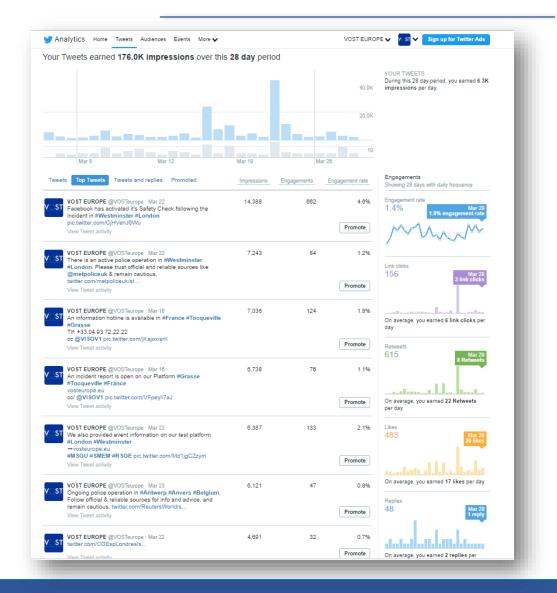
Dec'16 – Mar'17: Averaging 6,7K impressions per day





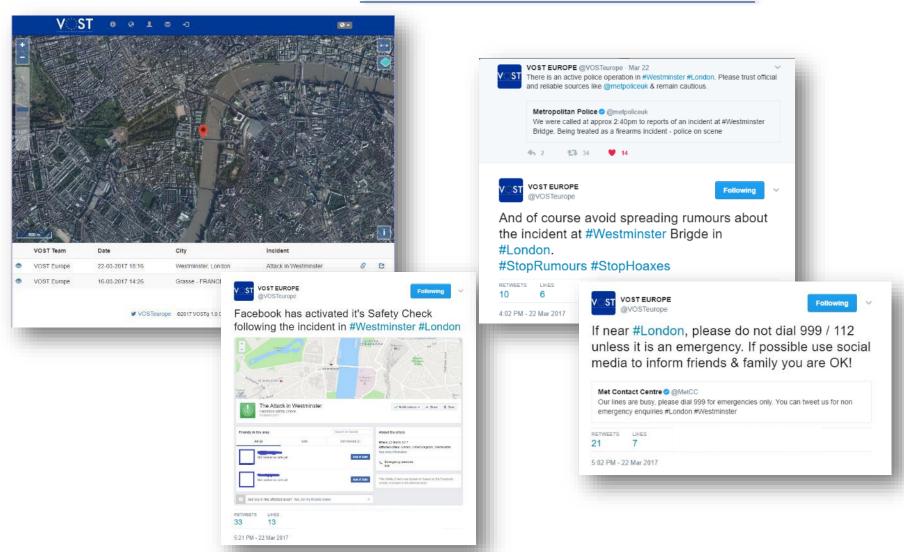






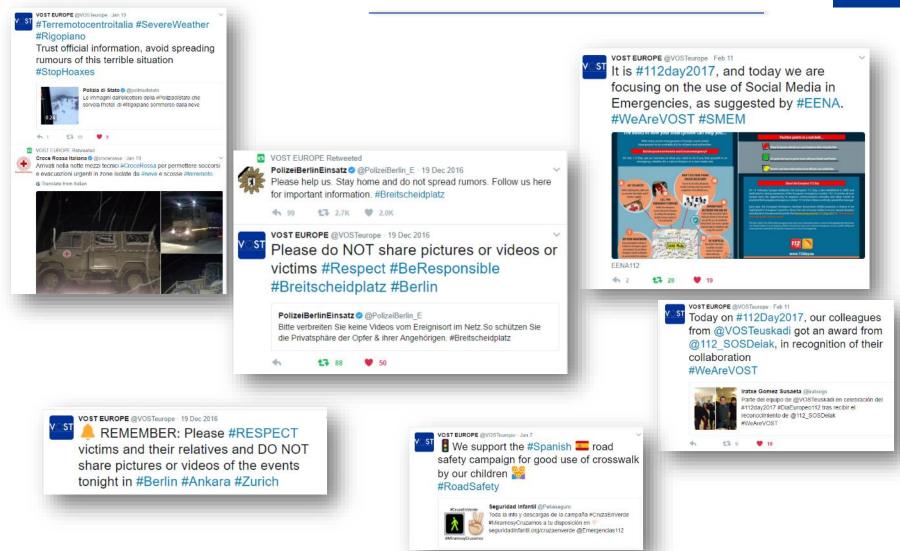


#Westminster



Other





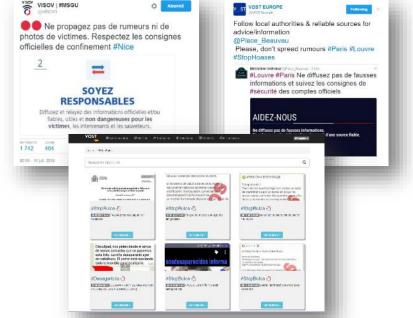


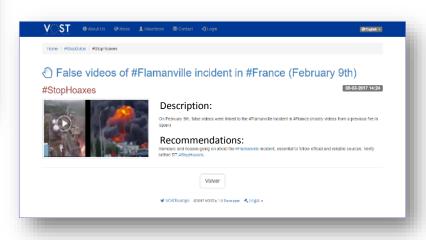




- >Time consuming for Emergency services.
- ▶ Digital Volunteers are helping detect and fight false rumours, in support of authorities (i.e. VOST Spain <u>museum of</u> <u>hoaxes</u>)

#StopBulos #StopHoaxes #falschmeldung #StopRumeurs





Strategy



Organisations, Public Administration, Emergency Services, private companies,...

External Comms:

- PR
- Website / Blog
- SM (FB, TW,...) -> CM

Internal Comms:

- Whatsapp & Telegram
- Slack
- Vosteurope.eu





Committee

Crisis Management

Training:

- Volunteers
- Organisations





- Collaboration
- Development
- Promotion
- Etc.













Strategy (cont.)



- Umbrella organisation for national VOSTs;
- Help create new teams, support in pan-European activities;
- Be a reference for SMEM and online Civil Protection.
 - Fighting hoaxes
 - Amplifying official messages: education, safety advice, information, etc.
 - Supporting and relaying information from reliable and official sources
- ➤ Be sustainable, multi-national, multi-language
- Agreements with public administration, activation in crisis situations
- ➤ Participate in projects / initiatives of relevance

➤ Models:

- 1. Business as usual
- 2. Activation in crisis situations only (self-activation or prompted by ES)
- 3. Mix of both

Conclusions



- Emergency services can team up with existing VOST teams and also support the creation of new teams.
- Establish agreements with clear requirements. Activity can be based in different models:
 - 1. Business as usual
 - 2. Activation in crisis situations only (self-activation or prompted by ES)
 - 3. Mix of both
- A good reputation is everything
- And do not feed trolls!





Thank you!

Questions?

Contact information

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