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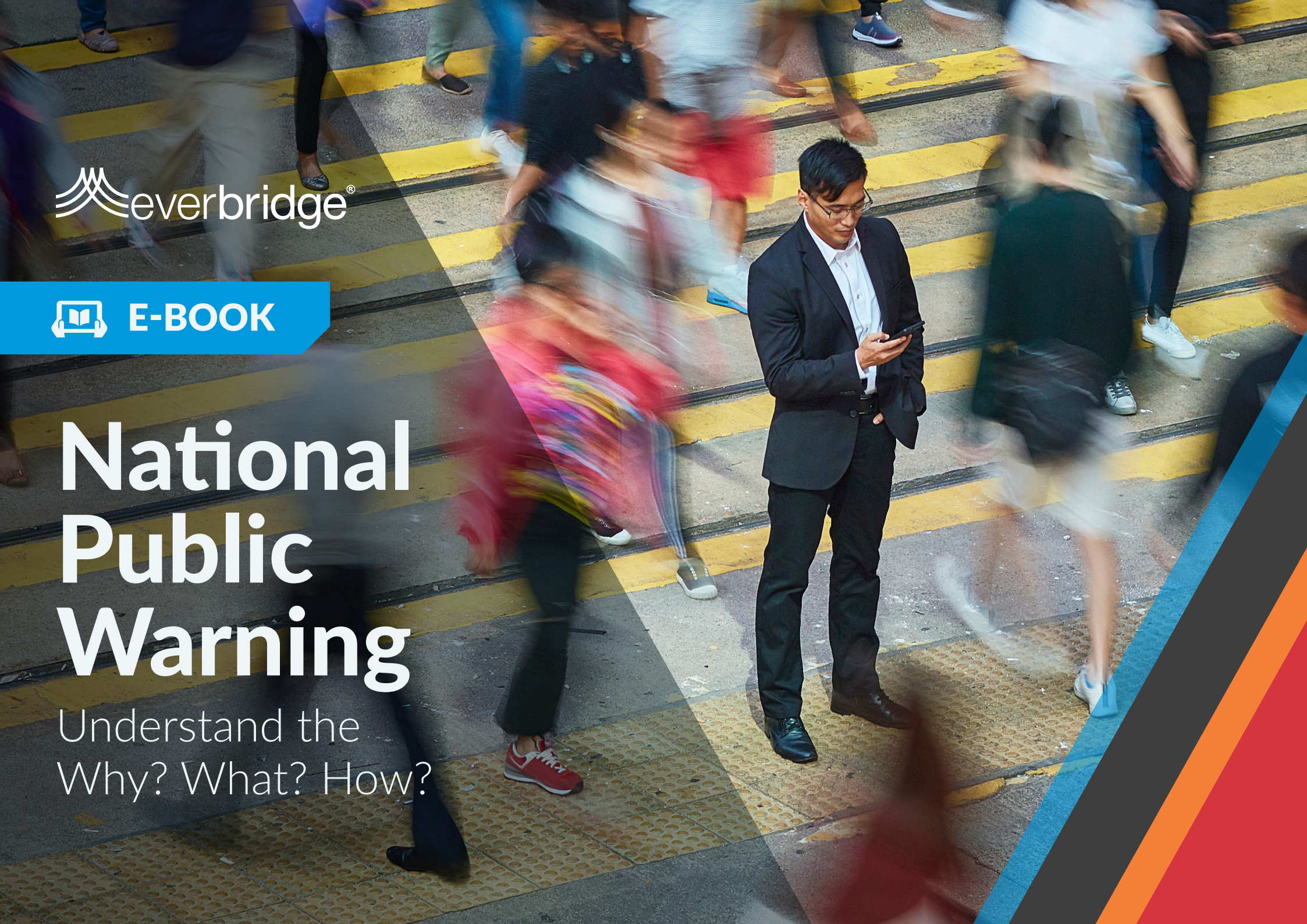
E-BOOK

National Public Warning

Understand the Why? What? How?



Q: Why do governments implement national Public Alerting and Public Warning Systems?

To be able to **communicate** with the public before, during and after disasters or critical events, that put public safety at risk and cause potential chaos.

Q: When are Public Warning Systems used?

Visitor and tourist communication

End-to-end critical event communication management

Pandemic management
(lockdown, curfews, re-opening, follow-up, All clear)

Public health official communications

Missing persons, abducted child alerts

Industrial accidents, bio-hazards, chemical plant explosions

Leave no one behind
(after evacuation assessment, follow-up)

Specific targeted emergency communication
(people with special needs communication, first responders)

Presidential alerts

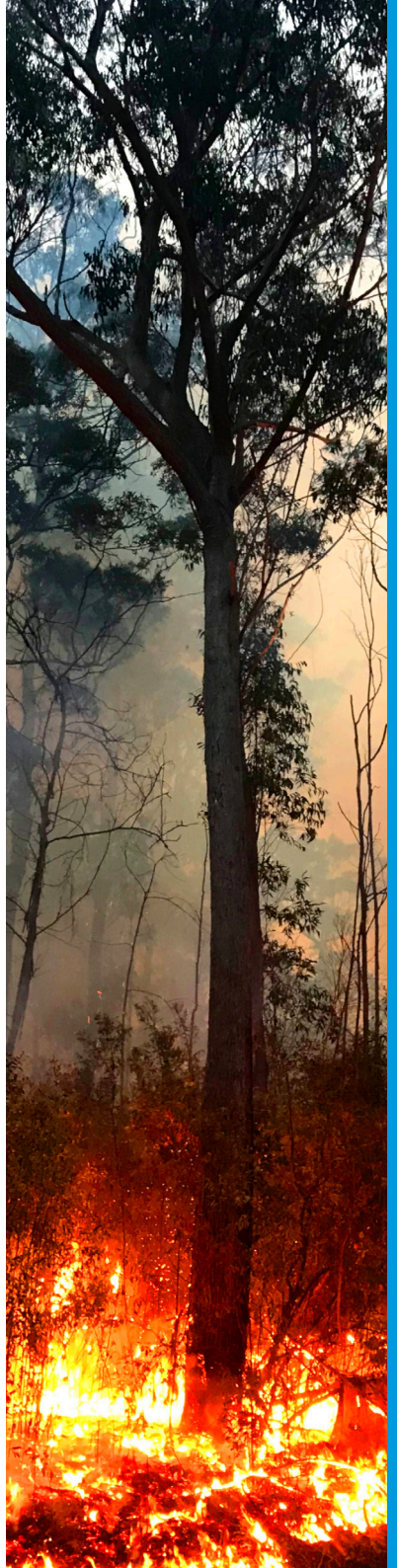
Witness reach
(missing person, abducted child, active shooting)

International alerting
(disease outbreak, natural disasters in foreign countries, regime overturn, civil war)

Civil unrest, protests and crowd density management

Natural disasters
(hydramet, severe flooding, tornado warnings, mud flows, wildfires, tsunamis, earthquakes, hurricanes, cyclones, typhoons, volcanoes)

Active shooting, terrorist attacks



Q: What is the Goal of Population Alerting?

+ Central and local government
+ Public Health Authorities
+ Ministry of Interior
+ National Agencies
+ Region, City, Municipalities

Protect the public when it matters most by quickly informing, alerting, and communicating with everyone, everywhere, at anytime:

+ Citizens & residents
+ First responders
+ Visitors & tourists

Q: What are the most common population alerting channels?

MODERN ALERTING

CELL BROADCAST

LOCATION BASED SMS

CLASSIC ALERTING

Mobile apps, email, SMS, voice calls, social media, sirens, radio, TV, social media, digital signage, and opt-in address based systems.

Q: Are there any laws or regulations in place?

By **June 2022**, every EU member state is required to implement a **Modern Public Warning** system to help **Keep People Safe** during critical events.

- EU Directive EECC Article 110

Q: What are the most common challenges?

Evacuate, stay indoors, or hide in place

Communicate with both residents and visitors

Automatic notifications to all visitors and tourists entering a specific area/region/country

Update people on new pandemic restriction measures (quarantine, curfews, lockdowns...)

Communicate while protecting people's privacy

Communicate with foreigners in their own language

Share regular official public health information

Situational awareness (crowd density and crowd movements)

Reach out to people who left the area (follow-up communications, all clear message)

Q: What are the technology options for mobile phone alerting?

There are **2 technologies** available for anonymous, fast alerting to all cell phones in a specific area, without requiring residents and visitors to opt-in or download an app.

CELL BROADCAST (CB)

is a method of sending messages to millions of mobile telephone users in seconds.

LOCATION-BASED SMS (LB-SMS)

uses the Telecom Operators' Infrastructure to send SMS directly to all connected devices.

Q: How does Public Warning via Mobile Networks work?

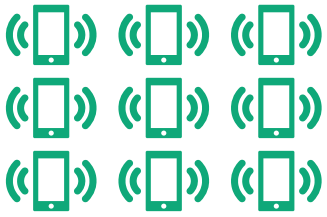
FROM
Government and Public Autorities

+ **Alerting Front-end, Gateway, and APIs**
+ Intuitive Graphical Interface
+ Situational Awareness, Correlation Engine
+ Multi Channel: CB, LB-SMS, Sirens, CAP, etc.
+ Two-way Engagement
+ On-prem, Hosted, or SaaS

VIA
Telecom Operators

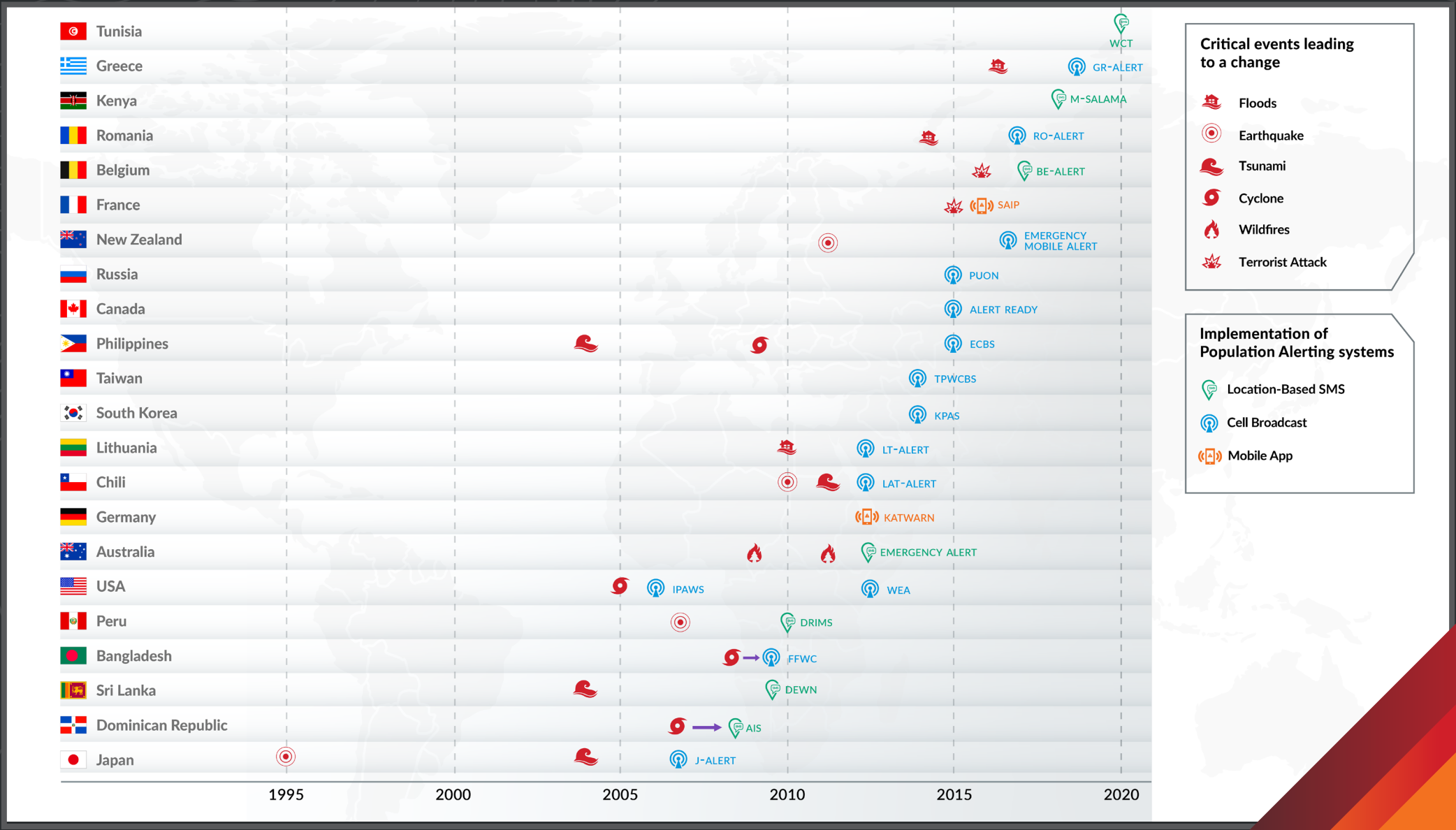
+ **Cell Broadcast Alerting system** and/or
+ **LB-SMS Alerting system**

TO
Populations



+ Residents, Visitors, Inbound Roamers, Citizens Abroad
+ All Mobile Phones in Specific Area
+ No Opt-in, No App Download Required

Q: Which countries have adopted Public Warning?



Source: 2020 - University Avignon report on population alerting systems and adoption

Key Takeaways

6 Key Takeaways For Success

LEARN MORE

1. Learn from other countries who already have an effective Public Warning System in place
2. Engage all user authorities in the design and creation of an all-hazards, all-agencies capability
3. Design the right national Public Warning System based on the unique characteristics and needs of your country
4. Partner with a lead supplier with a proven out-of-the-box solution in a minimum 5-year contract as an ongoing managed service
5. Communicate to and educate the population and visitors so they are prepared and will trust the system
6. Start the process today – the road to recovery from COVID-19 requires countries to have an effective Public Warning System

Let's Chat

Do you have questions?
Visit www.everbridge.com/products/public-warning/ or
Email us at publicwarning@everbridge.com

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Everbridge, Inc. (NASDAQ: EVBG) is a global provider of public warning solutions that helps governments and public authorities to keep their populations safe when it matters most, at anytime, anywhere. During public safety threats such as severe weather (hurricanes, flooding, mud flow, etc..), pandemics, disease outbreaks, industrial accidents, missing persons, abducted child, civil unrest, protest, active shooter situations, terrorist attacks over 5,300 global clients, countries, states or organizations rely on the company's Critical Event Management solutions.

The Everbridge platform is used to send alerts and messages quickly and reliably to people at risk and responders able to assist, via the secure delivery to over 100 different communication modalities, and track progress on executing response plans. The company's platform sent over 3.5 billion messages in 2019 and offers the ability to reach over 550 million people around the world, including the entire mobile populations on a countrywide scale in Australia, Greece, Iceland, the Netherlands, New Zealand, Peru, Singapore, Sweden, and several of the largest states in India. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Public Warning, One2many, Crisis Management, Community Engagement™ and Secure Collaboration. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Abu Dhabi, Beijing, Bangalore, Kolkata, London, Munich, New York, Oslo, Singapore, Stockholm and Tilburg.

For more information, visit **https://www.everbridge.com/products/public-warning**
or contact us at **PublicWarning@everbridge.com**