

Role of Information & Communication Technologies in Humanitarian Sector. Crisis Communication Strategies at Aalto University

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CS-E4002: Human-Centred Research and Design in Crisis
Aalto University



Finnish Red Cross – communications and digital transformation

Ilpo Kiiskinen, Communications Director, Finnish Red Cross







BUILDING TRUST

ENSURING TRUST AND ACCOUNTABILITY. Trust enables our access to communities and to partnerships...Our first accountability is to the communities we serve. In all our interactions with communities, we must demonstrate integrity, transparency, humility and honesty.

The paramount consideration is that the people who come into contact with our services and initiatives must at all times be safe and protected.

Donors and supporters also place their trust in us to use their resources to help drive a better life for affected people, and this trust is sustained by our obligations and commitment to use these efficiently and wisely.

(International Federation of Red Cross and Red Crescent Societies, Strategy 2030)

BUILDING TRUST: FIVE STRATEGIC APPROACHES



Advocacy

The Finnish Red Cross is an active social influencer and a powerful advocacy organization in its strategic priority areas (health, preparing for emergencies)

Campaigning

Campaigning is a common tool for the Finnish Red Cross to achieve results in fundraising, advocacy, or awareness raising.

Internal communications

Our organization communicates between internal target groups quickly and efficiently, considering that the Finnish Red Cross is a preparedness organization, preparing for emergencies, natural disasters and major accidents.

Communicating results

Citizens, authorities, partners and funders know the results and goals of our work.

Everyone communicates


Red Cross employees and volunteers communicate actively about the activities of the organization and represent the organization in accordance with the principles and values of the Red Cross and Red Crescent movement.

COMMUNICATION IN EMERGENCIES IN A NUTSHELL



1. What does the Red Cross do?
 2. How can you support the Red Cross?
 3. How do you help yourself?
 4. What can you do to help others?
- Using mainly existing comms channels and workflows
 - Doing same things but more and faster
 - Changes are based on existing (rehearsed) plans
 - Mainly existing roles, significantly more resources in internal/volunteer comms
 - Comms objectives and guidelines set by the Covid operation

Example: PSYCHOSOCIAL SUPPORT DURING COVID CRISIS



Haku

Koti

Nousussa

Tilaukset

Kirjasto

Historia

Omat videosi

Ostokset40

Katso myöhemmin

Tykätyt videot


ETUSIVU

VIDEOT


SOITTOLISTAT

YHTEISÖ


KANAVAT




Näin niistät oikein – lapset
462 katselukertaa •
2 kuukautta sitten




Näin yskit ja aivastat oikein – lapset
601 katselukertaa •
2 kuukautta sitten




Näin yskit oikein – aikuiset
355 katselukertaa •
2 kuukautta sitten



Coronavirus: Media coverage
131 katselukertaa •
2 kuukautta sitten




Coronavirus: How to prevent loneliness?
179 katselukertaa •
2 kuukautta sitten




Coronavirus: Worrying is normal, and help is available
52 katselukertaa •
2 kuukautta sitten

Example: COMMUNICATING WITH AFFECTED PEOPLE, EUROPE HEAT WAVE 2019





Heatwaves: useful tips


INTERNATIONAL

FEDERATION


100
1919-2019

If you feel unwell during a heatwave:

- 

Get help if you feel dizzy, weak, anxious or have intense thirst and headache
- 

Move to a cool place as soon as possible
- 

Drink some water to rehydrate
- 

Keep medicines below 25°C or in the refrigerator

Recommendations from @WHO

Leave no
one alone.



5 ways to help - Coronavirus

1) Take care of yourself and others

Contact your loved ones over the telephone or remote connection. By limiting physical social interaction, you are protecting others from the virus. [Click here for tips on how to ensure your loved ones cope if they are quarantined.](#)

2) Ask if there's anything you can do to help

If you are well yourself, and you do not suspect that you have been infected, neighbourly help is a good way to be of use. You may ask your neighbours or acquaintances if they need help with grocery shopping, for example.

3) Sign up and train online

The elderly and anyone belonging to a coronavirus risk group need someone to talk to. [Sign up for the online and telephone friend visitor course](#) (in Finnish).
You can also register in the Red Cross volunteer reserve by [creating a profile in the Oma Punainen Risti system](#) (in Finnish).
For questions about volunteering in your own area, [contact your Red Cross district office or branch.](#)

4) Donate blood

If you are feeling well and meet the prerequisites for donating blood, you are welcome to donate blood. More information on the Blood Service website: www.bloodservice.fi

5) Donate

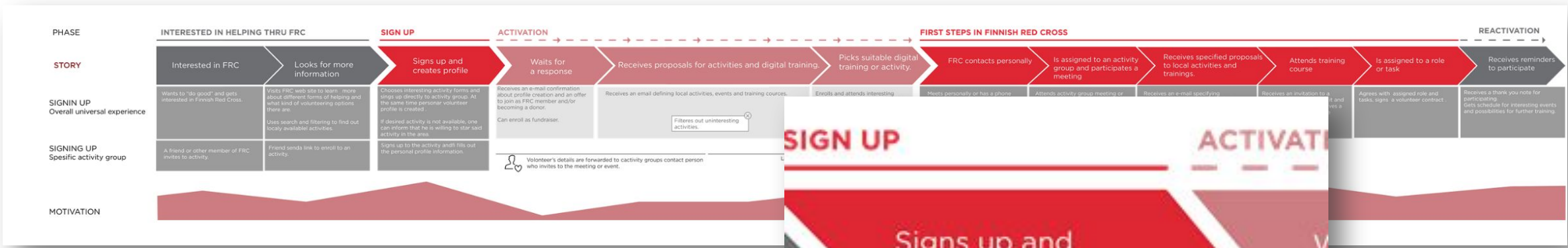
Example: COMMUNICATING WITH AFFECTED PEOPLE, COVID OPERATION



STEP 1: WAKE UP CALL IN 2015 – WE DON'T HAVE ANY DIGITAL SERVICES FOR VOLUNTEERS!

- More than 10 000 new volunteers registered in 2015
- ☐ First major crisis when almost all new volunteers registered online
- ☐ 48% were not contacted at all or it took more than 3 weeks
- ☐ 42% of those contacted were not offered volunteering or it didn't meet the expectations

STEP 2: VOLUNTEER JOURNEY MAP (2016)



DESIGN DRIVERS (2016-2019)

1. Individual centered approach

The services have been planned from volunteer's point of view. The digital services provide the right to dispose the digital environment, have responsibility for it and authorization to operate in it.

Each user has their own personal profile, which helps and motivates the user to operate.

The digital services support the diversified operation from an occasional contact to an active, responsible volunteer and to Finnish Red Cross workers.

3. Facilitates to help

The digital services enable new ways of participation. They enable the digital volunteering, the model of flexible volunteering and the kick-off packages enabling self-motivated action.

The digital services facilitate the organization of activities.

2. Open cooperation

The digital services must allow open and transparent operation by enabling cooperation over organizational boundaries.

The aim is to dissipate hierarchy and organization structure. Authorization and low threshold for publishing for various operators.

To enable users to find contacts easier and create contacts throughout the organization.

4. Data driven

The Finnish Red Cross has a fine tradition of creating statistics and documenting its activities.

The real-time reporting and analyzing of data enables the active preparation and supervision of activities.

Use of data facilitates the accurate automated statistics and reporting of operation. From individual level to stakeholders as for reporting to sponsors.

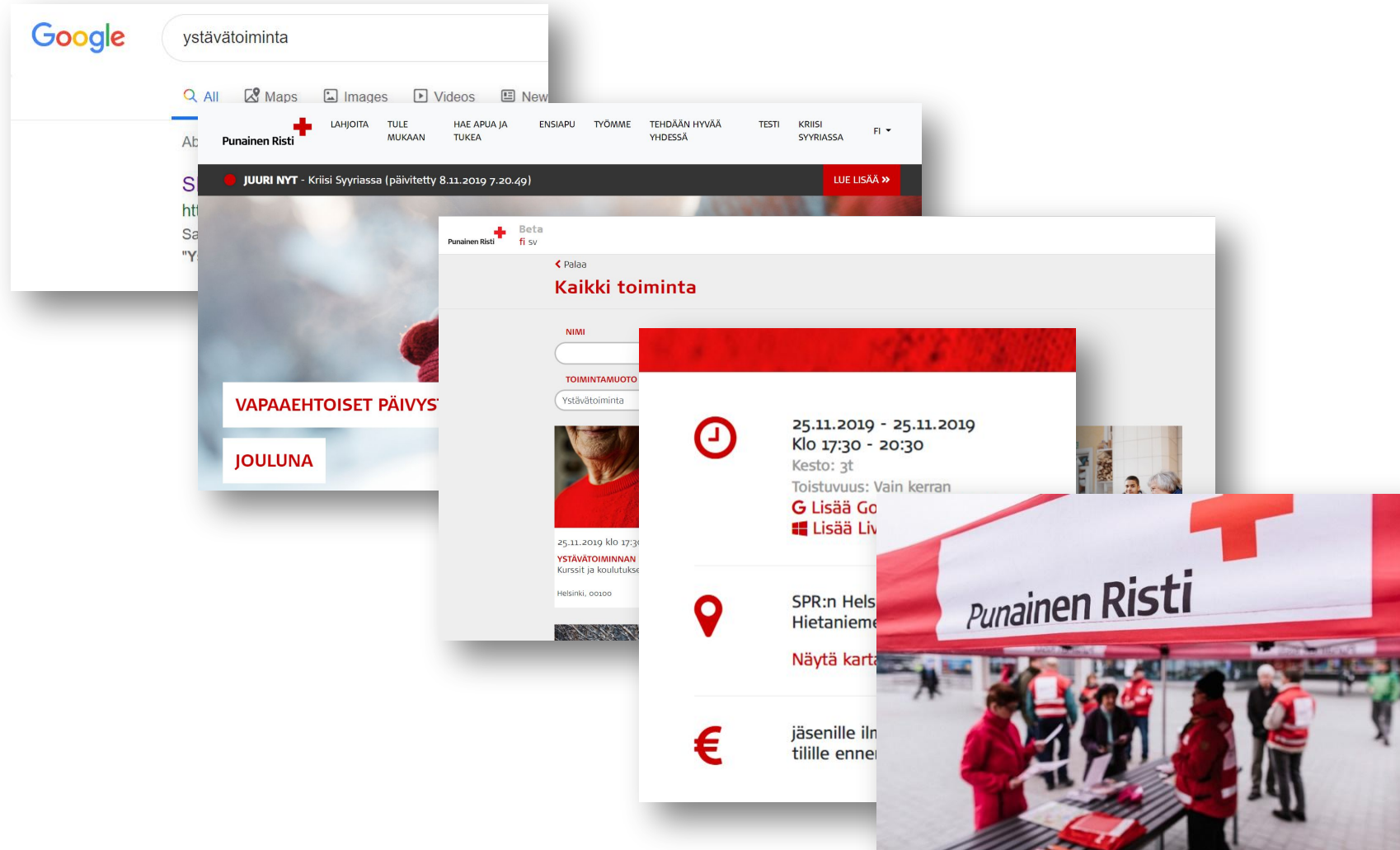
STEP 3: STRATEGIC GOALS FOR DIGITAL VOLUNTEER MANAGEMENT SYSTEM (2018)

- New volunteers find motivating and rewarding volunteering easily.
- Digital tools for local key volunteers changes the way local volunteer work is organized and supported.

In practice:

- 1st touchpoint for new volunteers and leads
- Dashboard and toolkit for local key volunteers
- Dashboard for district offices and HQ

REQUIRES HARMONIZED METADATA STRUCTURE IN MULTIPLE PLATFORMS



STEP 4: PRINCIPLES OF DIGITALIZATION IN THE FINNISH RED CROSS (2020)

1. DIGITAL SERVICES ARE DESIGNED TOGETHER WITH USERS

- Through collaborative planning, we better understand what users need.

2. DIGITAL DEVELOPMENT DRIVES CHANGE

- Knowledge is an important management tool at all levels of the organization, used by both employees and volunteers.
- Good practices spread and develop more effectively.
- Technology provides a platform for volunteering and networks that are not tied to time and place.

3. IN THE DIGITALIZATION OF AN EMERGENCY ORGANIZATION, WE PREPARE FOR EXCEPTIONAL SITUATIONS.

- The systems also operate in exceptional conditions.
- Exceptional circumstances are anticipated and activities are practiced in advance.

4. THE RISKS OF DIGITALIZATION ARE COMPREHENSIVELY ASSESSED AND MANAGED.

- Digital development must support long-term strategic goals of the organization.
- However, the agility and experimentation must constantly accelerate development.

STEP 4: PRINCIPLES OF DIGITALIZATION IN THE FINNISH RED CROSS (2020)

5. UNDERSTANDING DIGITALIZATION IS CRUCIAL AT ALL LEVELS OF OUR ORGANIZATION

- Collection, processing and analysis of information is changing the roles of Red Cross staff and volunteers
- Managing information (knowledge) requires new skills and expertise

6. VOLUNTEERS ARE SUPPORTED IN THE USE OF NEW DIGITAL SERVICES

- Using digital services is key competence in future volunteer work.

7. WE DEVELOP SERVICES USING EXISTING SOLUTIONS AND THE LATEST TECHNOLOGIES.

- Digital development is based on tested existing systems and solutions.
- We follow latest trends outside NGO sector and as part of the international movement.
- A nationwide preparedness organization based on volunteering has specific requirements for digital systems.

8. RED CROSS DIGITAL SERVICES PROCESS DATA APPROPRIATELY AND FAIRLY.

- We only collect and store information that is necessary and useful for the operation of the Red Cross.

Example: USING ALGORITHMS TO FIND MOTIVATING VOLUNTEERING SOON AFTER SIGN-UP

Profiileja yhteensä

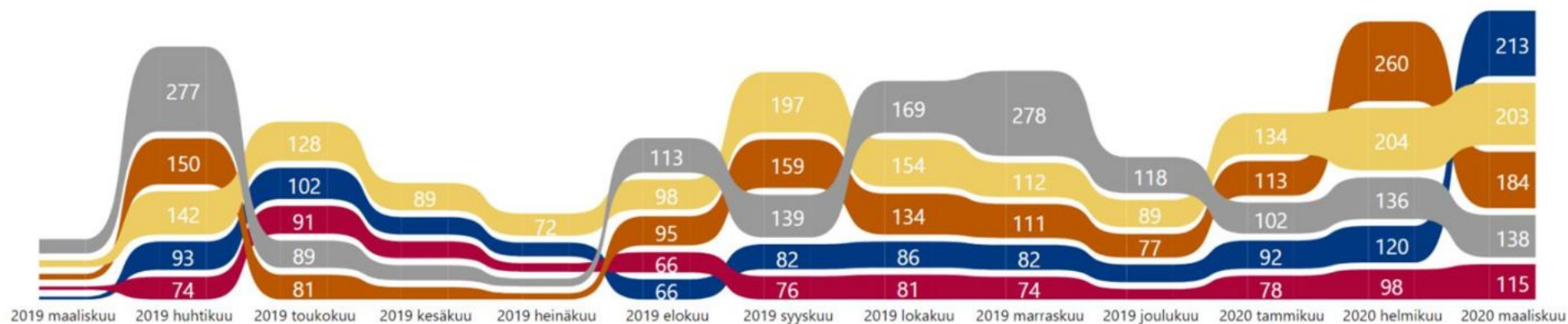
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Edellisen 12kk aikana
liittyneet

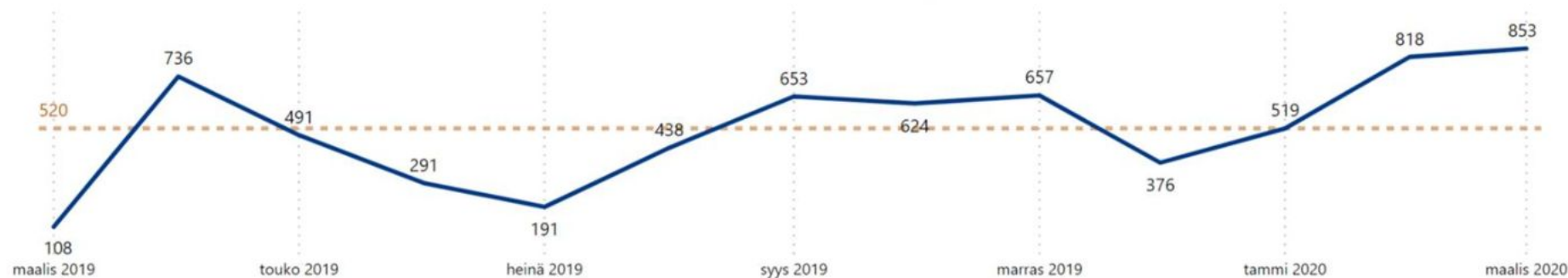
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Uusien profiilien määrä kuukausittain

● Kati Ikihongatar ● Jarmo McGyver ● Anu Seniorihoitaja ● Essi Maailmanparantaja ● Passiivinen



Uusien profiilien määrä yhteensä ja keskimäärin



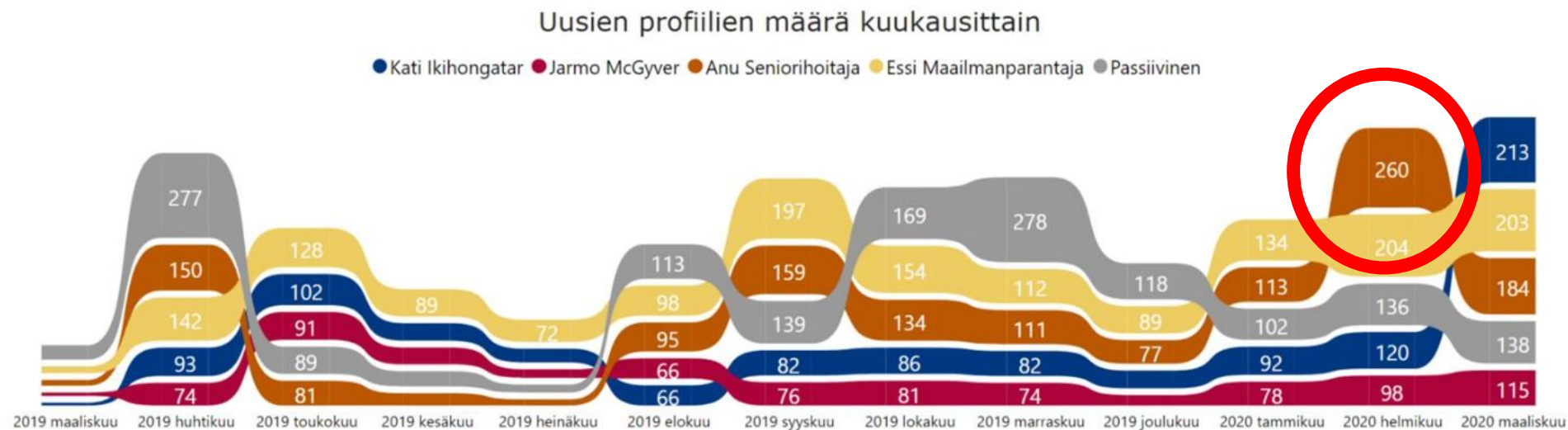
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Profiileja yhteensä

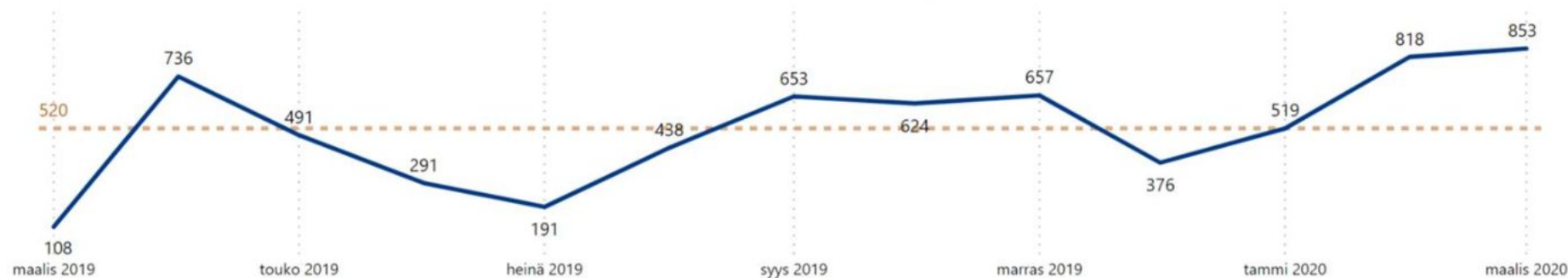
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Edellisen 12kk aikana
liittyneet

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Uusien profiilien määrä yhteensä ja keskimäärin



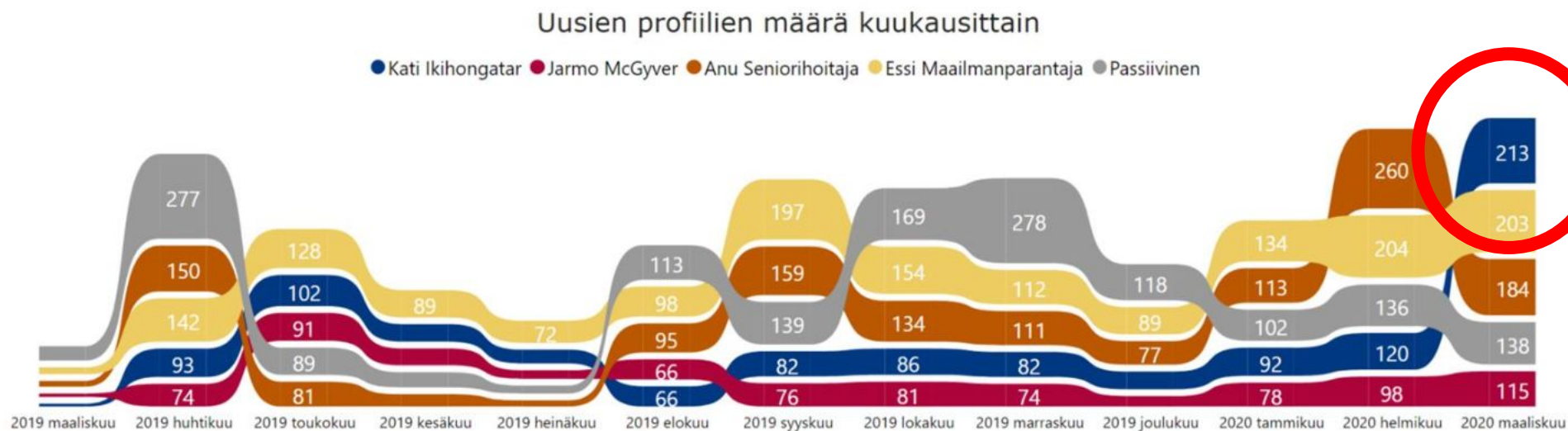
Example: USING ALGORITHMS TO FIND MOTIVATING VOLUNTEERING SOON AFTER SIGN-UP

Profiileja yhteensä

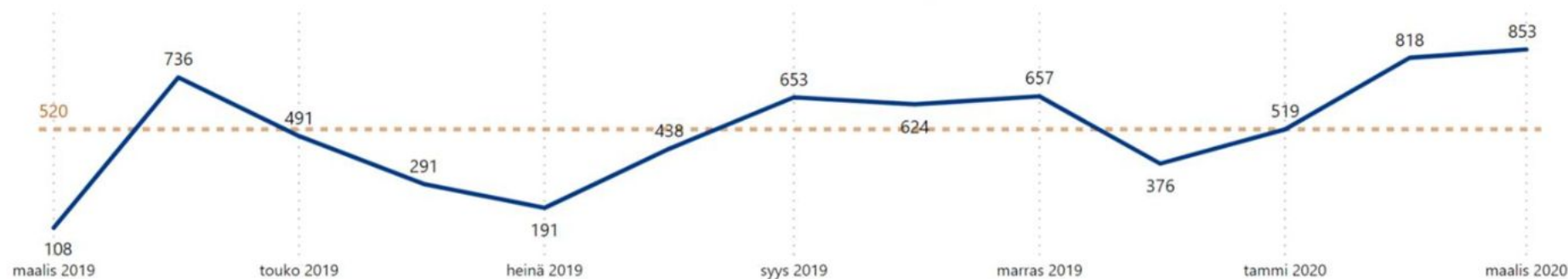
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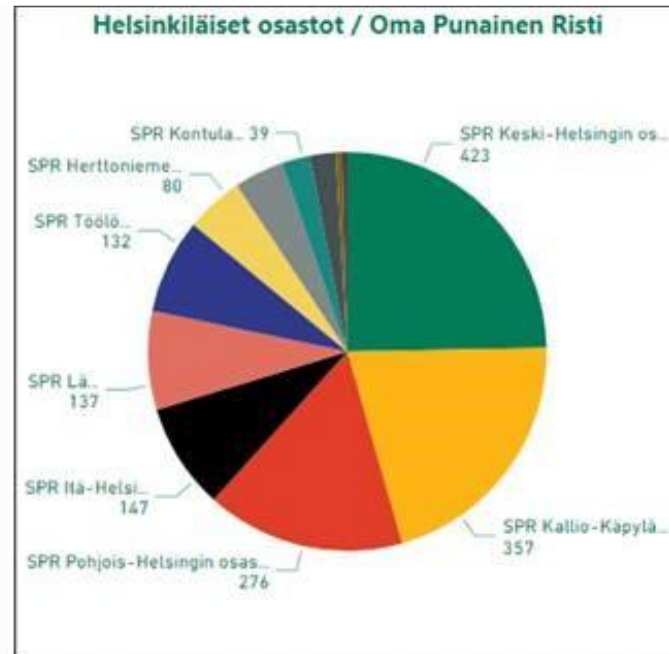


Uusien profiilien määrä yhteensä ja keskimäärin

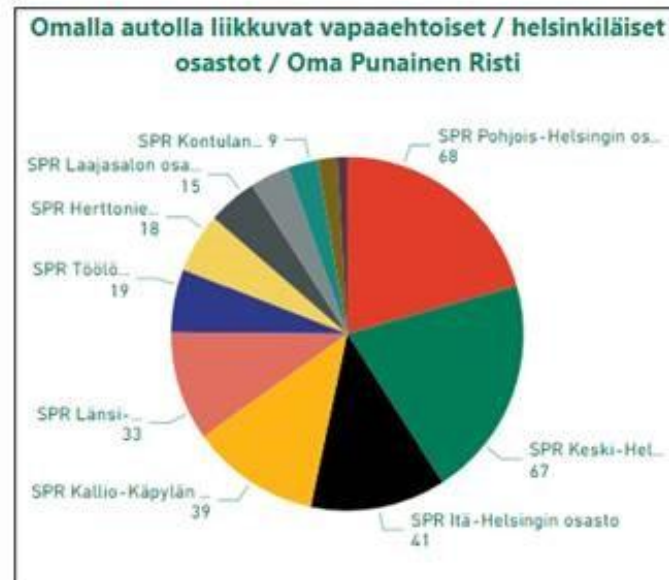


Example: VOLUNTEER RESOURCES DURING COVID OPERATION

Helsinki läiset osastot	
Osasto	Vapaaehtoisprofiileja
SPR Keski-Helsingin osasto	423
SPR Kallio-Käpylä n osasto	357
SPR Pohjois-Helsingin osasto	276
SPR Itä-Helsingin osasto	147
SPR Länsi-Helsingin osasto	137
SPR Töölön osasto	132
SPR Herttoniemen osasto	80
FRK Helsingfors svenska avdelning	69
SPR Kontulan osasto	39
SPR Laajasalon osasto	36
SPR Pukinmäen osasto	9
SPR Suomenlinnan osasto	7
Yhteensä	1712



Omalla autolla liikkuvat / helsinki läiset osastot	
Osasto	Vapaaehtoisprofiileja
SPR Pohjois-Helsingin osasto	68
SPR Keski-Helsingin osasto	67
SPR Itä-Helsingin osasto	41
SPR Kallio-Käpylä n osasto	39
SPR Länsi-Helsingin osasto	33
SPR Töölön osasto	19
SPR Herttoniemen osasto	18
SPR Laajasalon osasto	15
FRK Helsingfors svenska avdelning	12
SPR Kontulan osasto	9
SPR Pukinmäen osasto	6
Yhteensä	330



Tässä esitetään ensin helsinkiläisten osastojen alle 70-vuotiaiden vapaaehtoisten määrät ja sitten määrät näiden osastojen samoista vapaaehtoisista, jotka ovat ilmoittaneet voivansa liikkua omalla autolla.

Lisätietoja TT.

That's it! Thank you!

Crisis communications at Aalto University

Case Covid-19

Crisis management at Aalto

Types of “crisis”

- ❑ Incidents on campus
- ❑ Reputation issues
- ❑ Broader and long-lasting societal crisis impacting Aalto

Crisis Management Team

- ❑ President
- ❑ Head of Security
- ❑ Communications Director

Latest information on the coronavirus



Services

Emergency procedures

Emergency and crisis procedures. Below you will find instructions for situations such as fire, robbery and theft, as well as instructions on how to protect yourself inside or outside.

Read through these instructions so you know what to do and how to help in the event of an emergency or hazardous situation. It is always better to call the emergency number (112) if you suspect a hazard or emergency is at hand. Safety is everyone's business!

When you notice an emergency situation, you should always first call 112, the phone number of the emergency response centre.

Emergency call

CALL 112

Crisis Communications

□ Guidelines

- General instructions, check lists, social media, press release frameworks etc.

□ Team

- Comms director
 - Head of University Communications – operational lead
 - 3-4 colleagues from University Communications team
 - Aalto School communicators
 - Translators

□ Cooperation within Aalto and with stakeholders

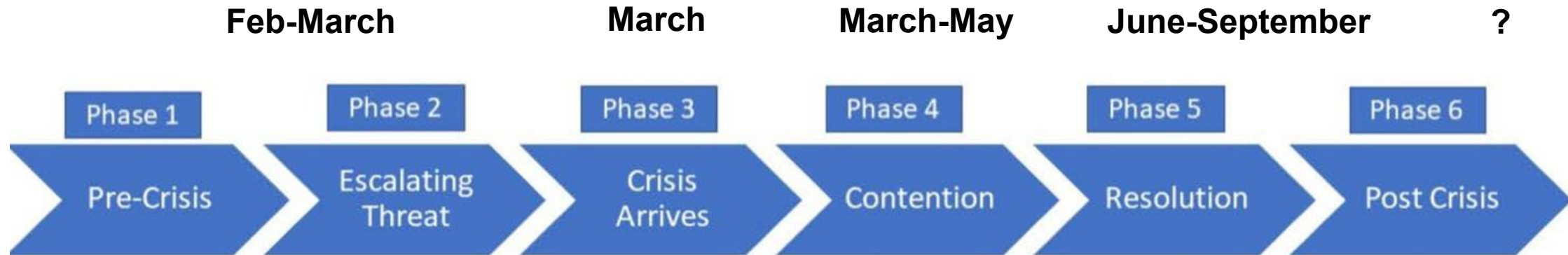
□ Not just crisis – broader community perspective

Crisis communications principles

- Clear and consistent
- Timely and frequent
- Open and accessible
- Contextual
- Focus on community: encouragement, empowerment, lead with gratitude
- Accept uncertainty, listen to concerns, act on questions

Case Corona

Communications through the phases



- Crisis Management team activated
 - convened more regularly end of February
- Crisis communications team activated
 - Comms with specific target groups (e.g. students in exchange in China/Italy)
- Messaging to whole community
 - Formulating guidelines
 - A website for Corona-related topics
- New ways of (remote work and study)
 - Community engagement through Aalto Helps, Social media etc.
- Moving towards a different normal

Email, SMS, Social Media

Päivitettyä koronavirukseen liittyvää tietoa 31.3. - Updated information on coronavirus 31 March

Aalto University
To: Aalto Staff; Aalto Students; Aalto External Users

Updated information – remote teaching and working to continue until 13 May

Dear Aalto community member,

According to guidelines by the Finnish Government, remote teaching at Aalto University will continue until 13 May 2020. In addition, we will continue to work remotely in 2020. With this decision, we want to do our best to ensure the health and safety of the Aalto community and to slow down the spread of the coronavirus.

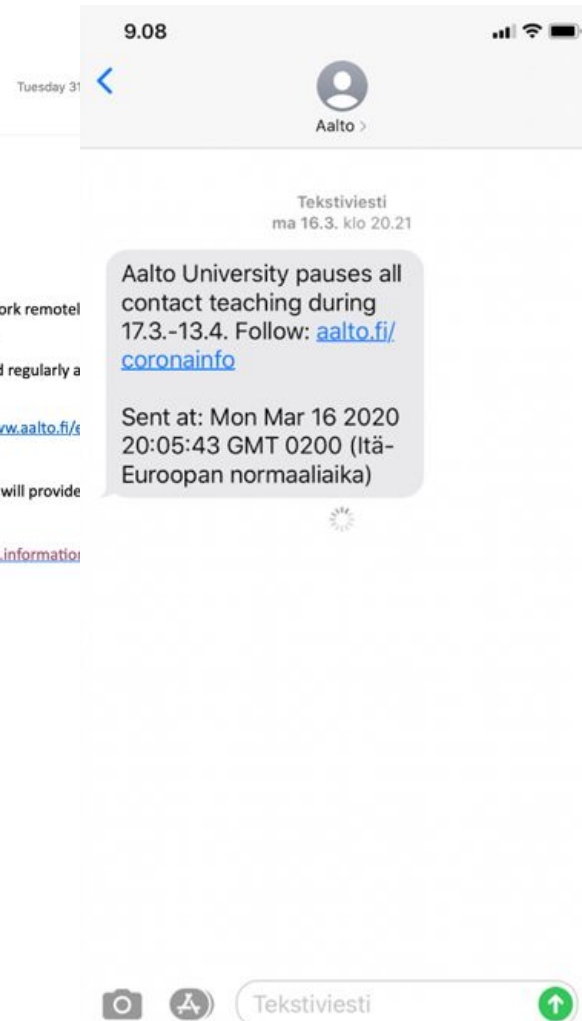
The university aims to organise the spring term exams remotely, when possible, through e.g. MyCourses. Information regarding arranging exams is updated regularly at <https://into.aalto.fi/pages/viewpage.action?pageId=28417155>

Recently, Aalto University employees have received numerous scam messages and calls. Please be careful. More information and instructions at <https://www.aalto.fi/en/phishing-and-phone-call-scam-campaigns-ongoing-at-aalto-university> (if the link doesn't work, you can copy the URL and paste it into your web browser).

All instructions, as well as the link to frequently asked questions, are available at <https://www.aalto.fi/en/aalto-university/information-on-coronavirus>. We will provide whenever needed. The page includes links to pages by the relevant Finnish authorities.

We will also publish coronavirus news on our webpages. If you do not find answers to your questions in our published material, you can email us at corona.information@aalto.fi

Aalto University Crisis Management Team (CMT)



Info, instructions and news

A?

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Latest information on the coronavirus

[Aalto University](#)

Information on coronavirus

Information on the effects of coronavirus on activities at Aalto University.

26 May 2020:
Avoid visiting the campus during the entrance examinations

Entrance examinations for this spring will be held on campus on

- 1-5 June,
- 12 June, and
- 16 June

On these dates, campus will be reserved for entrance examinations, and only activities agreed upon in advance (including groups engaged in critical research) may take place on university premises. Please schedule all other visits on days other than those set aside for entrance exams.

Effects of the coronavirus on studies: questions and answers

[Suomeksi](#) | [På svenska](#)

Page updated 8.6.2020

This page provides questions and answers on the effects of the coronavirus, especially regarding studies.

- [Teaching and examinations](#)
- [Health and well-being](#)
- [Delays in studies](#)
- [University spaces and services](#)
- [Library services](#)
- [Exchange studies](#)
- [Tuition fees](#)
- [Student admissions](#)
- [IT services, software and remote use](#)

Teaching and examinations

What type of flexible arrangements are made under these special circumstances (e.g. if I have small children at home and can't study at a certain time)?

- We understand that studying remotely can be challenging and we aim to allow some flexibility in studies. The university recommends that teachers record their lectures so that they can be available for viewing afterwards. You can ask your teacher whether this is a possibility in your course. When possible, there is flexibility in deadlines, too.

Useful instructions



Information regarding support for online teaching at [opit.aalto.fi](#)

Information regarding support for online teaching at [opit.aalto.fi](#)



Coronavirus - Information for students

Coronavirus - Information for students

9.08

[www.aalto.fi/en/listing/291191](#)

A?

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News related to coronavirus on aalto.fi

41 results for **News, coronavirus**

Academy of Finland corona-related funding to Assistant Professor Ewald Kibler's research group



The group will study the effects of the COVID-19 crisis on entrepreneurs who are over 50 years old and for whom the crisis thus poses several risks.

Research & Art
Published: 4.6.2020 8:58

Seventh report of the Helsinki GSE situation room: Largest drop in salary amount in April in Kouvola, Vaasa and Helsinki



The report is presented at an open access webinar in Zoom on Thursday, 4 June at 8 am.

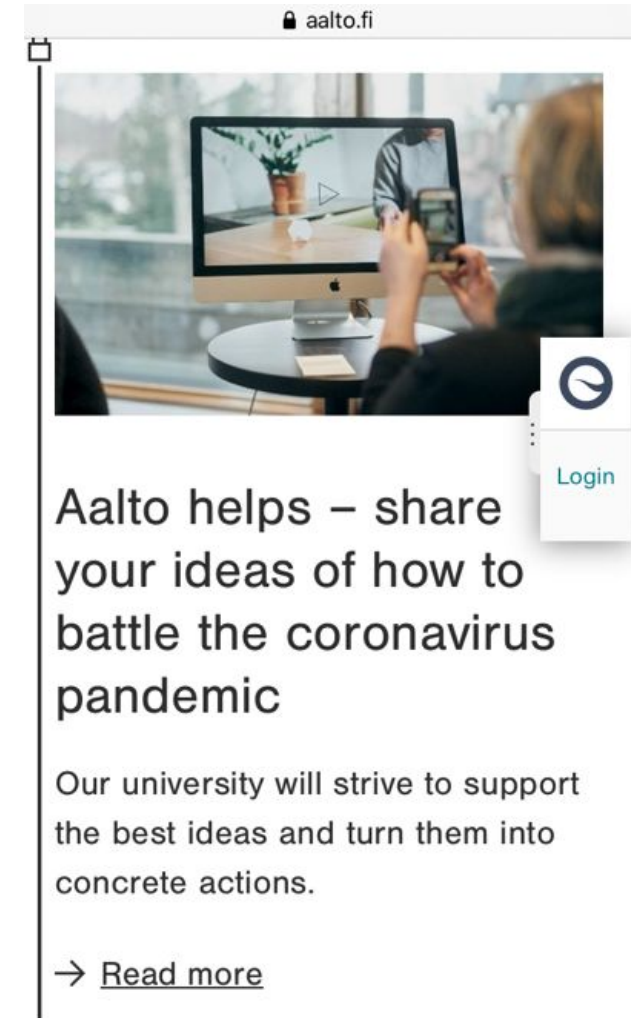
Cooperation, Research & Art
Published: 3.6.2020 14:15

Four corona-related projects received



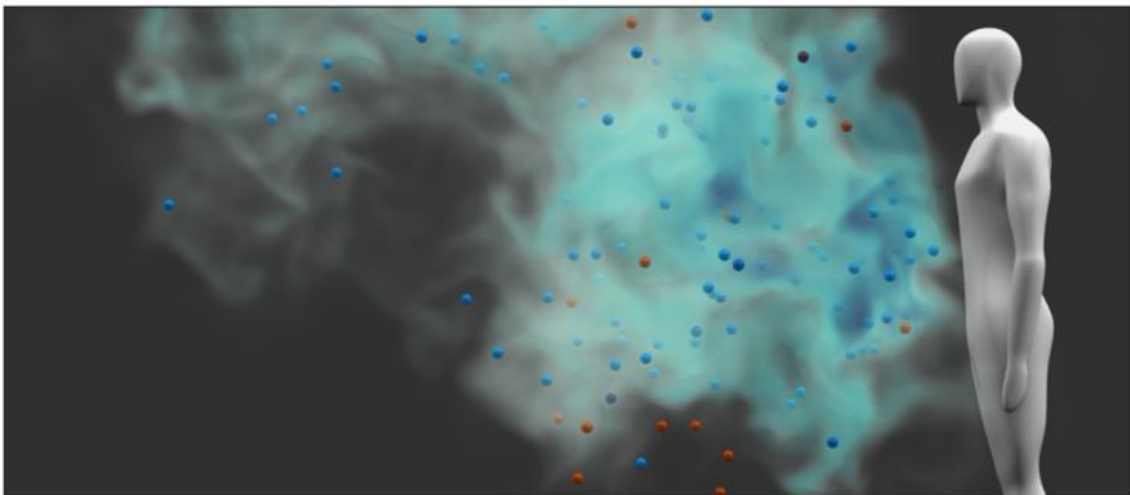
Empowerment

- In March an *Aalto Helps* website was launched for the Aalto community to submit their ideas on how to help with the corona crisis
- Over 60 ideas have been submitted
- **Three major approaches:**
 - Modelling the pandemic & spread of the virus
 - Developing quick solutions for corona-related problems
 - Support to economic policy-making



Aalto Helps

Our ongoing corona-related research projects



Modelling confirms: Isolating the ill and prioritising remote work are key strategies in combating the coronavirus

Researchers emphasise that longer indoor exposure times and closer proximity to others bring greater risk of infection. Avoiding overlapping shifts and a good

27.5.2020 | News



Helsinki GSE's Situation Room starts publishing a weekly report on the effects of coronavirus

Reports are presented each week at an open access webinar in Zoom.

14.4.2020 | News



Help battle the coronavirus

Give your support to research related to the coronavirus pandemic. Donate now.

30 €

60 €

240 €

1000 €

Other amount

Engagement – social media



meapousar • Seuraa
Lauttasaari, Onnellisten saari



tatten, sasuoskari ja 336 muuta tykkäävät
meapousar (etä)wapputerkkuja kaikille meiltä! ❤️
#athenehommat #ayyetäwappu #aaltoathome

Näytä kaikki 3 kommenttia

mariannamalkamaki Näytättekin ihanan
onnellisilta paikan kuvauksen mukaan, hyvää



Challenges, learnings, opportunities

Challenges



Flow of information and sense of urgency.

Commenting rounds and language versions.



A broad spectrum of expectations within the community.

What if the virus hits the campus?



Multiple channels and stakeholders.

Fatigue.



Other work.

Other life.



Learnings and opportunities



Real life is the best practice.
This is hard to simulate.



Ensure availability,
assign clear responsibilities.



In crisis, hierarchies are different.



Keep Communications close
to decision making.



Keep a log.



Work on the little things in the comms process.



Stick to facts, don't forget emotions.



Ensure that non-communicators communicate too.



Humour helps.



The community wants to help. Enable it.

Thank you!



aalto.fi



Aalto-yliopisto
Aalto-universitetet
Aalto University

This Thursday:

Designing the Ketju Contact Tracing App: Interaction Design, Technology and Privacy Implications

Karri-Pekka Laakso

*Lead Designer (Interaction),
Reaktor*



Aalto University
School of Science

Privacy-Preserving Contact Statistics Collection using COVID-19 Contact Tracing Apps

Prof Antti Honkela

Associate Professor at the Department of Computer Science, University of Helsinki and Coordinator of Research Programme in Privacy-preserving and Secure AI, Finnish Center for Artificial Intelligence (FCAI)