



Mobile Applications for
Emergency Response and
Support

MAPPERS



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Interview report – 15.4.2014

This report is only meant for internal use. The data collected are to be solely used for the purpose of research and for the definition of future project actions in the area of intervention of HCRD.

Interviewer: *Chiara Bianchizza, ISIG*

Interviewee: *Ville Estlander, HCRD*

Aim of the interview: definition of pilot groups, identification of outreach capacity, identification of relevant incentives for the context of piloting

1) Pilot area: what risks for Helsinki? What is the sector for which the proposed application could be of relevance?

Floods are not very common in Helsinki – sea level rise only posed threats to underground facilities once or twice. Also for what concerns urban flooding the impacts are very localized and easily manageable.

The relevant sector for piloting of the app could be the period following heavy storms (beginning of spring and early fall). Last year heavy storm emergencies have been quite frequent and caused interruption of power distribution to households, flooding, etc.

The phone centre of HCRD was busy receiving calls of citizens in the days after the storms – citizens were notifying effects of storms (e.g. a tree had been heavily struck by lightning and was about to fall, there were still flooded zones on roads, etc.). The app could be a tool used for citizens to notify effects of heavy storms that might become sources of future risk (the falling tree, for instance).

The pilot area could cover the whole area of action of HCRD.

2) Pilot groups: what is your outreach capacity both in terms of volunteers and citizens?

Volunteer fire brigades are well spread around Helsinki. There are *15 stations* spread in the whole city. *2 volunteers per station* could be easily involved for a group of *30 people*. Otherwise, 4 or 5 among the most active stations could be selected and volunteers be picked from those. In any case *30 volunteers* are easily involved in the piloting. For what concerns volunteers, the driving

force of their involvement is their already existing commitment. Being part of something important and participating to the testing of a tool that could make their work easier guarantees their involvement and commitment.

*(note of the interviewer: important nevertheless to draft an agreement between lead partner and HCRD, in which HCRD takes responsibility for the misuse of the phone and/or of the app that might be done by volunteers. Alternatively, if HCRD does not agree, individual agreements have to be signed between lead partner and each volunteer participating in the pilot).

For what concerns citizens, there is a possibility to involve university students (Geography department). Their incentive could be the possibility to be involved in the research and maybe use it as a case study for their research/thesis, or to have this activity recognized by their department as a “credit” for their course.

3) University students only is a very selected and not representative sample of the population. It could be good to have 5-10 students maybe, but also to expand the sample by involving other target groups (families, retired people, schools, etc.). How could we best reach these groups in Helsinki?

Families can be reached easily by asking neighbours, friends etc. (starting the snowball from the HCRD personnel). Also other people could be reached by HCRD when participating to fairs in the city of Helsinki. Besides presenting their regular activities HCRD could also present MAppERS and gather the contact of people potentially interested in training and testing of the app. Also the possibility to participate to pilot could be advertised on the website of the City of Helsinki.

4) What incentives do you deem relevant for this context? How do you think citizens of Helsinki could be encouraged to participate and also to commit for the whole time of the piloting?

People should have the possibility to use the smartphone for themselves (with their own SIM) for the period of testing.

*(note of the interviewer: important to draft individual agreements that have to be signed between lead partner and each person participating in the pilot. This agreement should include responsibility clauses and conditions for use. E.g.: the tester can use the phone if : 1. It participates to preliminary training on the use of app; 2. Sends at least (n) information every (n) days; 3. Agrees to participate to a focus group or to fill in an evaluation questionnaire or to respond to an interview to give feedback to the lead partner ... etc.)