



**MAPPERS**



European  
Commission



## SOCIETAL IMPACTS OF MAPPERS PROJECT – END USER VIEWPOINTS

TIMO HELLENBERG, HELLENBERG INTERNATIONAL OY

MAppERS Final Meeting  
26-27 November 2015  
PADOVA (Italy)

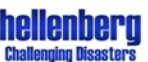
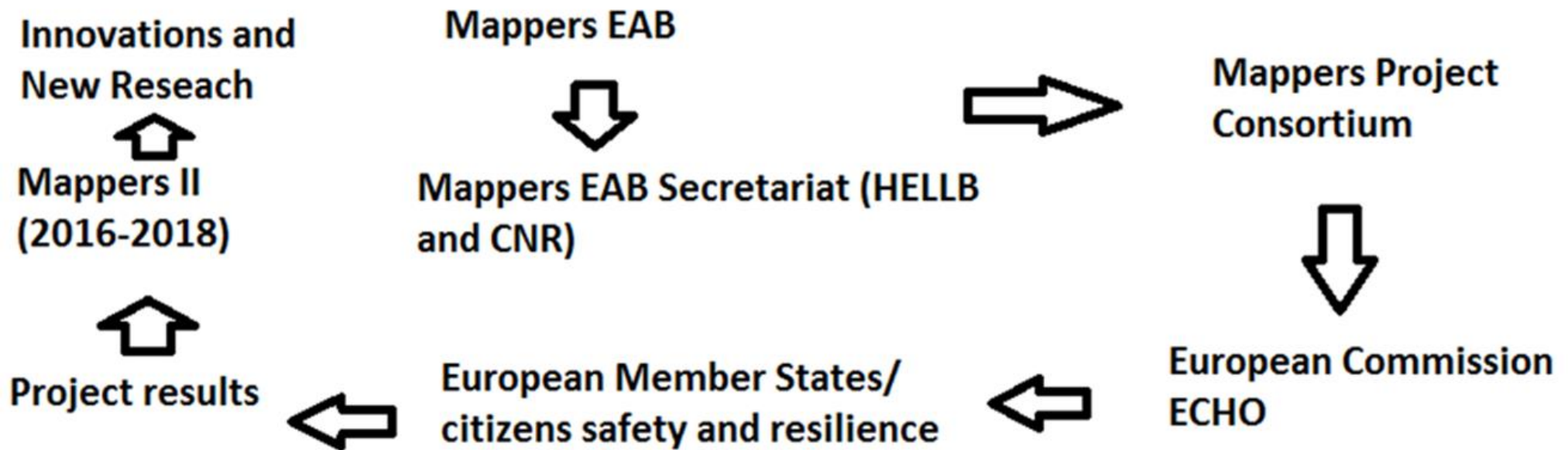
*The End-user Advisory Board (EAB) is the primary instrument for ensuring that project's deliverables are high-quality and relevant for the end-users.*

*The EAB is formed by stakeholders (e.g. civil protection practitioners) as well as experts that can influence the formation of civil security policy today and in the future.*

*EAB members will be invited to project meetings as appropriate, to provide both inputs and feedback about progress of work. EAB members also participate to project activities.*



# CYCLE OF ENGAGEMENT OF EAB'S



# Technical advisory team

- Ole Arrhenius (Airbus Defence and Space),
- Lennart Liljeroth (Greater Gothenburg Fire and Rescue Services)
- Risto Ojanperä (Elisa corporation).



**MOBILE APPLICATIONS**  
FOR **EMERGENCY RESPONSE**  
AND **SUPPORT**

# Policy Advisory Team

- Aapo Cederberg (Geneva Centre for Security Policy)
- Davide Poletto (UNESCO Venice office)
- Olavi Elo (UNAIDS).



**MAPPERS**

**MOBILE APPLICATIONS  
FOR EMERGENCY RESPONSE  
AND SUPPORT**



# Methodology advisory team

- Claudio Garlatti (Civil Protection, Regione Autonoma Friuli Venezia Giulia)
- Hilppa Gregow (Finnish Meteorological Institute, Climate Service Centre)
- Pieter Groenemeijer (European Severe Storms Laboratory)



**MOBILE APPLICATIONS  
FOR EMERGENCY RESPONSE  
AND SUPPORT**  
**MAPPERS**

## Ole Arrhenius - Airbus

“Public Safety Broadband Evolution and Hybrid Networks”  
by highlighting the role of mission-critical voice services.

New appliances are needed rapidly and demands from  
public sector emergency operators are getting higher.

How to integrate Mappers to the TETRA and Tetrapol  
networks in Europe and how to assure its credibility,  
interoperability and easy usability?



## Aapo Cederberg - GCSP

“Mappers II could be focusing on serving the Emergency Response Centres in reaching citizens and vice versa.”

Cederberg pointed out that “112” is the solely operator in Finland which would logically be the server of this kind of application to citizens and collect their feedbacks accordingly.





## Hilppa Gregow – Finnish Meteorological Institute

“The application has developed to the right direction and it could make sense to take into account the different user groups, e.g., role of children, teenagers and young adults who are the key users of mobile apps.

This would be beneficial when considering the easy usability and interface of the final application. “

She also pointed out that feeding the information should be made easier and more user friendly enabling faster response and information exchange.



## Risto Ojanperä – Elisa Corporation

“How to integrate and benefit from social media in producing situational awareness (such as free applications like Whatsupp and Sportstracker)?”

He also adviced the project consortium to make necessary actions to secure good follow up of the project.



## Pieter Groenemeijer – European Severe Storms Laboratory

“Mappers application has a nice potential to serve the users. There is possibility further professional development:

- A more self-explanatory interface that guides (either volunteer or citizen) users through the questions.
- Less requests of filling of data. There are now too many questions and it makes this application too complicated for a user, particularly during the crisis situation.



# CONCLUSIONS

- There were some suggestions to further develop the user-friendly interface
- Mappers II was suggested as next step and suggestions made for that by the EAB
- Project has been dynamic, compact from the the end user perspective
- Societal impacts were estimated to be positive and long term value concrete
- Consortium had strong geographical and sectoral balace in terms of end users
- Citizens and volunteers are everything and need to be taken into account in the II phase of the project – if possible
- Thanks were given to the Coordinator for developing strong societal substance within application and active engagement to overcome the challenging tasks given by the European Commission

