

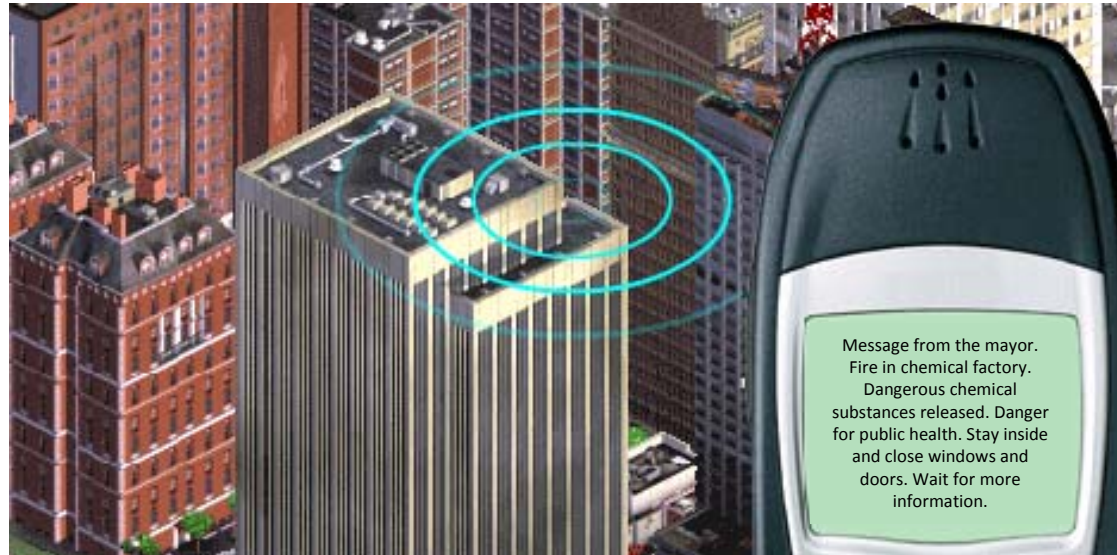


Swedish Civil
Contingencies
Agency

Cell Broadcast for Public Warning



Ministerie van Binnenlandse Zaken en
Koninkrijksrelaties



State of affairs of the project in the EU, Sweden and the Netherlands

EU Project

Exchange of information and knowledge

Standardization in the field of Cell Broadcast (e.g. handsets)

Position paper

Preparation of European wide tests

Grant accepted by EU (JLS)

Partnership countries: Germany, Hungary, Poland

Sweden and the United Kingdom

Participating countries: Austria, Finland, Norway, Estonia,

Spain, Denmark, France, Latvia, Belgium, Bulgaria

Issues concerning cell broadcast

- **Threshold for civilians using Cell Broadcast**
 - **All handsets should support Cell Broadcast**
 - **User interface on handsets should be standard**
 - **Keep citizens continuously informed**
- **Cell Broadcast support on upcoming technologies (UMTS, LTE, Wimax etc)**
- **Civil alert when crossing the border as tourists (channel allocations, national languages)**
- **Developing other products in safety and security domain (no commercial applications)**
- **Cell Broadcast successful with citizens acceptance of this new service for alerting, informing and instructing during crisis-situations**

Strong points of Cell Broadcast

- CB networks can deliver emergency-scale traffic loads
- targeting users in a specific location is possible
- message delivery order is always predictable
- OPT-OUT service (no subscription like SMS), 'privacy proof'
- no congestion on network

Issues which have to be decided/developed in the near future

- only received real time if mobile phone is activated
- message may get lost (storage problems)
- long messages not received completely
- 'spill over' effect if geographical area is too small



Applications in use:

- Amber alert
- Alarm tone radio
- Area mail (tsunami warning)

Future applications:

- Florida (hurricane warning)
- Bangladesh (flooding warning)



Professional applications (tested):

- Ambulance in tunnels
- Weather
- Traffic
- Public safety and security (football matches)

Professional applications (not tested):

- Petro chemical plants
- Holiday camps
- Public safety and security (metrostations)
- National parks
- Bill boards



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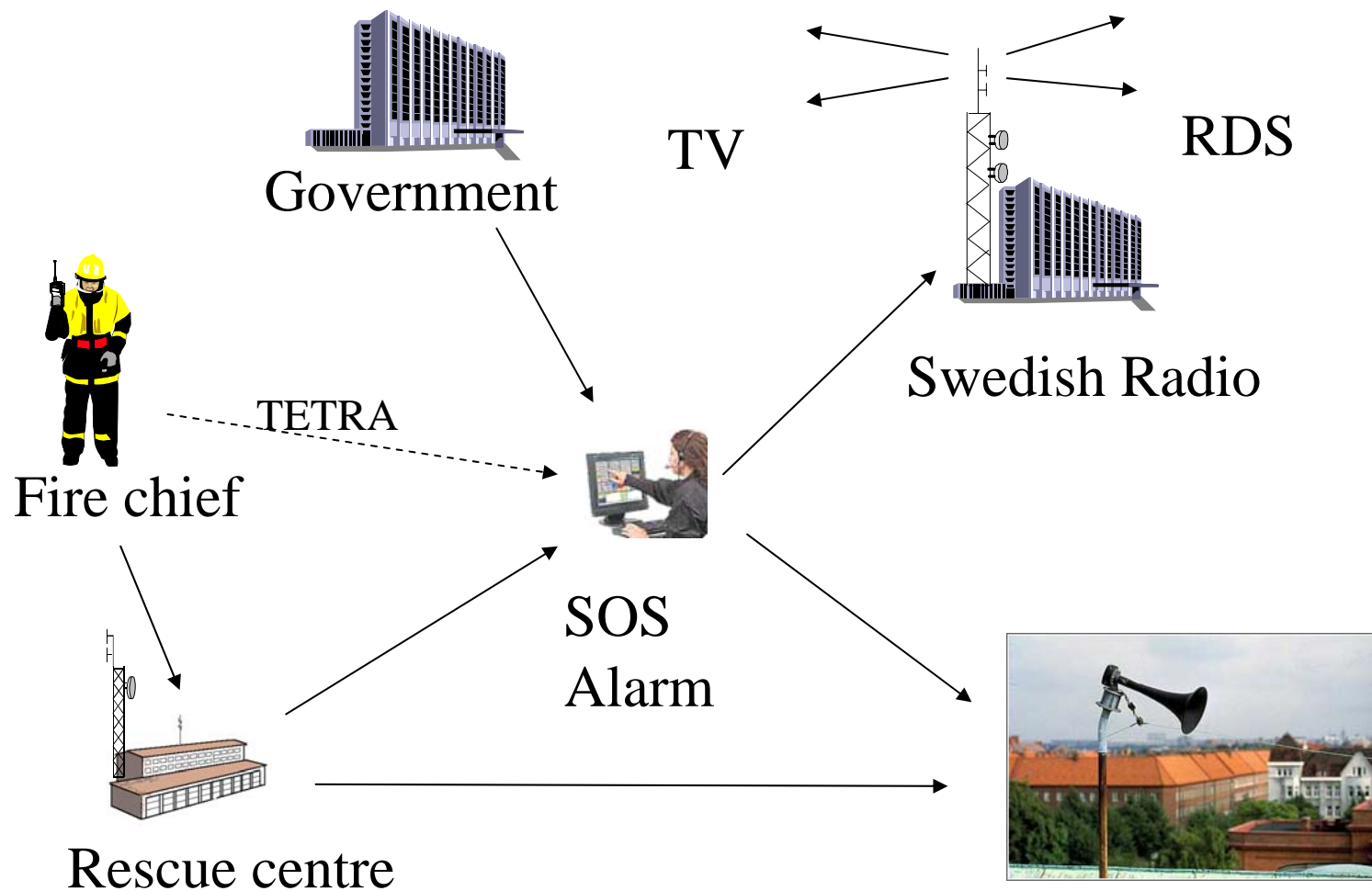
Sweden



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Public warning system



Alert through radio and television

- TV
 - Information in the all major TV- channels sending from Sweden
 - Text rolling in in the screen, and page-TV
- Radio
 - Information in both public and commercial radio channels
 - Can break private commercial sending via PTY 31 in the RDS system (special agreement)

- 4500 sirens total in Sweden
- New GIS-system for operating the system





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Indoor nuclear power plant warning system



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- RDS with special designed receivers
- 35 000 at 4 NPP (within 15 km from NNP)





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Internet information



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Startsida för Krisinformation.se - Krisinformation.se - Windows Internet Explorer

http://www.krisinformation.se/web/StartPage.aspx?id=10937

Krisinformation.se
Din ingång till myndigheternas krisinformation

Startsida | Influensa A(H1N1)

Samhällets information om risker och kriser
Information från myndigheter, länsstyrelser, kommuner och andra ansvariga

Krisberedskap

- Vad är en kris
- Vem har ansvar
- Så hanteras en kris
- Erfarenheter av tidigare händelser
- Ördlista

Risker och hot

- Extremt väder och naturolyckor
- Smittsamma sjukdomar
- Terrorism

Sök

- Sök
- Sökhjälp

NYHETER 2009-

2009-08-24 17:00
Järfälla kommun om olyckan i Aspenässkolan
En olycka inträffade under måndagsförmiddagen i Aspenässkolan i Jakobsberg nordväst om Stockholm. Tre låggradsbarn ramlade ut från ett fönster på andra våningen och fördes till sjukhus.

2009-08-24 14:00 Sve
om bränderna i Grekland

2009-08-21 16:30 WH
behandling med antivir

2009-08-21 13:00 Sve
kommuner och landst
rekommenderar grabb

2009-08-20 16:30 SM
smittspridningen av d
influenza

2009-08-19 11:30
Informationsmaterial i
Socialstyrelsens om de

2009-08-17 12:30 Liv
om ökad kontroll av v

• Läs hela nyheten

• Till tidigare nyhet

MYNDIGHETSINFORMATION

2009-08-25 13:30
Regeringen ger extra pengar till landstingen för att klara pandemin
Regeringen ger 1 miljard kronor extra till landstingen för kostnader för pandemin. Spridningen av den nya influensan A (H1N1) utgör en extraordinär situation, sa Sveriges äldre- och folkhälsominister Maria Larsson på torsdagen.

2009-08-20 16:30 SM
smittspridningen av d
influenza

2009-08-19 11:30
Informationsmaterial i
Socialstyrelsens om de

2009-08-17 12:30 Liv
om ökad kontroll av v

• Till tidigare inform

SVERIGES ORDFÖRANDESKAP I EU

Under andra halvåret 2009 är Sverige ordförandeland i Europeiska hitar du information från myndigheterna.

http://www.krisinformation.se/web/default.aspx

Krisinformation.se (krisinformation) on Twitter - Windows Internet Explorer

http://twitter.com/krisinformation

Twitter

Hey there! krisinformation is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving krisinformation's tweets.

Join today!

Already using Twitter from your phone? Click here.

krisinformation

#myndighetsinfo Regeringen ger extra pengar till landstingen för att klara pandemin : Regeringen .. <http://bit.ly/b1YA>
about 18 hours ago from twitterfeed

#nyheter Järfälla Kommun om olyckan i Aspenässkolan : En olycka inträffade under måndagsförmiddagen i A. <http://bit.ly/0BTj>
8:28 AM Aug 24th from twitterfeed

#nyheter Sveriges ambassad om bränderna i Grekland: Under helgen utbröt skogsbränder norr om Athen. <http://bit.ly/3x5c3B>
5:53 AM Aug 24th from twitterfeed

#nyheter WHO om behandling med antiviraler: Behandling med antiviraler ska sättas in så snart som möjligt. <http://bit.ly/Nuky>
7:54 AM Aug 21st from twitterfeed

Name Krisinformation.se
Location Sverige
Web <http://www.krisinfo...>
Dio Följ oss för att få bekräftad krisinformation från myndigheter. Kom med synpunkter och dialog till http://twitter.com/red_irisinfo

5 following 1,680 followers

Tweets 129

Following

RSS feed of krisinformation's tweets

- Investigating warning and information messages using telephones:
 - fixed lines
 - cellular phones (SMS & CB)
- Investigating warning and information messages using Internet:
 - RSS-feeds
 - Blogs/Twitter



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The Netherlands



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Background & developments Cell broadcast the Netherlands

- **2004: Assignment for national government:**
 - Find new possibilities to alarm, alert and inform the public in risk and crisis situations, including deaf people and hard of hearing
- **2006: Ministries (MoI and MEA) did research about the possibilities of the technique Cell broadcast**
 - Conclusion: cell broadcast is most suitable as communication mean from government to public in civil alert situations
- **2005-2007: MoI, did research about cell broadcast as citizen alert system together with the Technical University of Delft**

Results of trials in the Netherlands

- **Technology**
 - Infrastructure can be managed using network management and alignment between government and technology providers
 - Setting up the cell broadcast channel can provide problems on mobile handsets
- **Communication**
 - **REACH (how many will be reached)**
 - 86%-94%
 - **ACCEPTANCE (of the use as a citizen alert)**
 - Acceptance amongst citizens is high
 - **CONTENT (effect of the information)**
 - Risk, action and information as message content
 - Telegram style
 - Sender, date and time indication
 - Notification should be recognizable: alarm tone
- **Advice and decision MoI**
 - Cell Broadcast is suitable OPT-OUT service for Public Warning
 - Start with the procurement phase of project

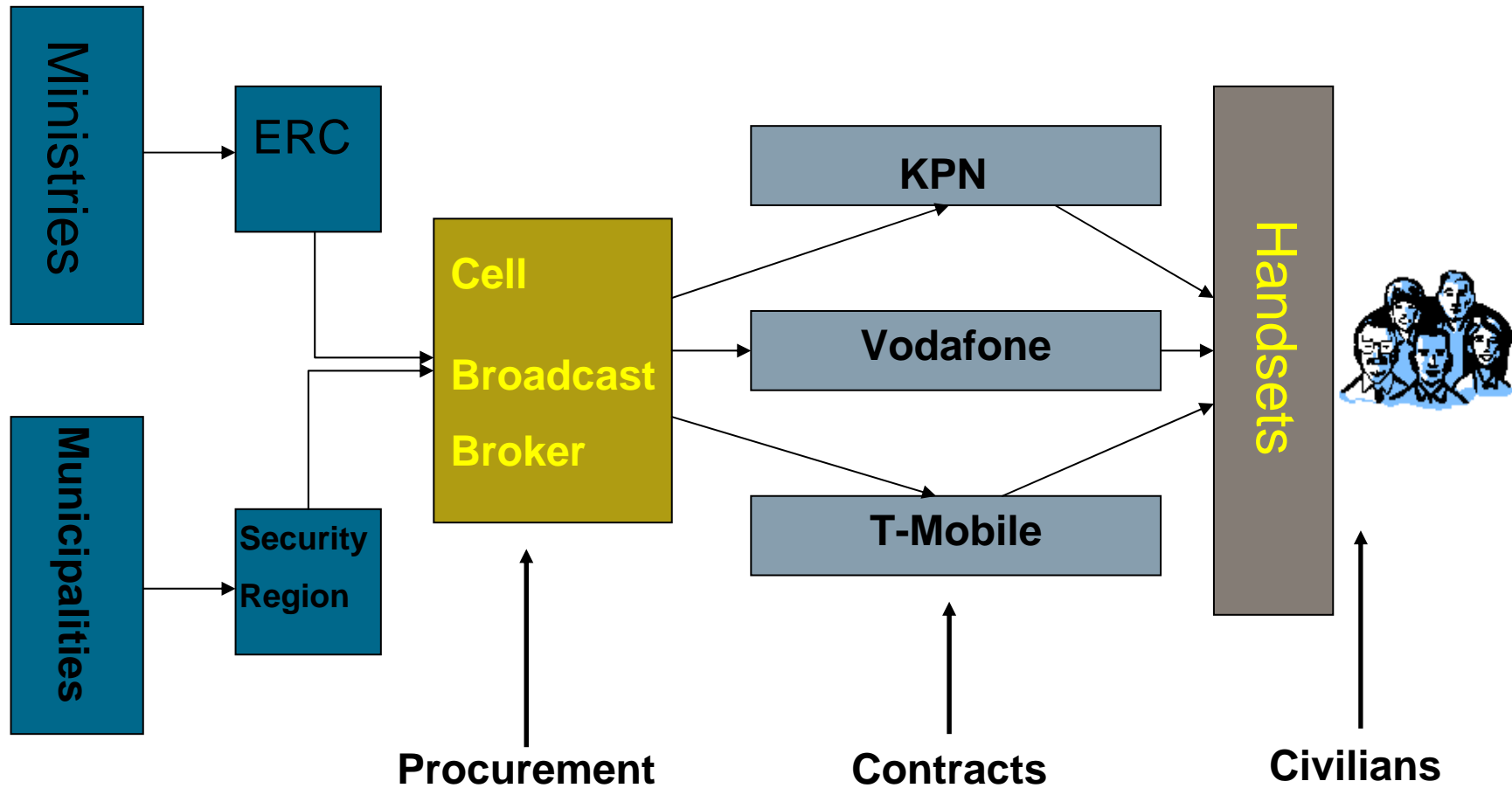


Operational model Netherlands



Government domain

Operator/Commercial domain



Winner of the open procurement: Centric

- Start building system (Q3 2009)
- System live in the Netherlands (Q2 2010)
- Final Go/No Go decision (Q1 2013)
- After Go decision then contract for 12 years

- 3 contracts with: Vodafone, T-Mobile, KPN
- 1 steering group: MoI, TM, VF, KPN
- 3 working groups: technical, commercial and contractual

- Start Detailed Design phase (July 2009)
- Go/NoGo decision in October based on:
 - Functional requirements version 2.0
 - Contract and SLA
 - Price
- Finalize contract with operator (October 2009)
- System live in the Netherlands (Q2 2010)
- Final Go/No Go decision (Q1 2013)
- After Go decision then contract for 12 years

- Communication campaign citizens: Q2 2010
- Implementation of system in control room: Q3/Q4 2009
- Training communication/control room staff: Q1/Q2 2010
- Adjustment of procedures/protocols: Q4 2009
- Possibly some pre live trials: Q4 2009/Q1 2010
- Installation of usergroups: Q3 2009

More information?

- E-mail
- cellbroadcast@minbzk.nl
- Project website about EU-cooperation on cell broadcast
<https://projectplace.com/pub/english.cgi/0/283748154>
You can also find the lessons from a two-year study in the Netherlands (*Report on the use of cell broadcast as a citizen alert system*)



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Thanks for your attention
Arigato gozaimasu

- **Question ?**
 - 問い？

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