Action Plan
Resilient Cities, Rostock, September 2025

A new era of communication.
In our modern times, information is becoming increasingly fast-moving and reaches a large target group in a very short time via digital channels. Public authorities and, in particular, emergency response agencies as providers of sometimes vital information must therefore face up to the new challenges and use digitalization for their tasks.

Warning is more than a post.
The mass of information we receive makes it difficult to filter out the really important ones. In dangerous situations and warnings, however, this is sometimes essential for survival. It is therefore essential to adapt the warning process to today's circumstances. This includes, among other things, designing the warning and information into a complete process. Warnings and information are played out on various media, feedback from the population is evaluated and warnings and information are continuously updated on the basis of new information and feedback from the population.

Crisis communication begins even before the crisis.
Disseminating information is easier than ever for everyone these days. Individuals gain access to a large group of people via social media. As a result, it is all the more important to invest in building trust in your authority and its channels before the crisis. The more intuitive and experienced the population is in dealing with official channels, the more effective the warning will be.

Warning is not a one-way street.
It is important to constantly improve. However, it is crucial to receive feedback on whether the measure has had the desired effect and where there is potential for improvement. As a result, the classic warning - the one-way street of information policy - must be developed into a cycle with feedback instruments. The authorities must provide channels and opportunities for feedback. This increases acceptance among the population as well as their own development potential. Surveys before the start of a crisis are even more effective and enable the right "warning mix" to be designed for the local population.

Knowing your population.
People go through different phases when processing a warning. It is important to know these phases and to support the recipients in processing the information. This includes in particular the provision of consistent information on various media channels, building trust and transparency. Among other things, prepared checklists help to check whether the warning message sufficiently covers the needs of the recipients.

Using digital opportunities. Simplify processes.
Digitalization not only brings new challenges, but also opportunities. Digital tools or aids can largely automate or at least support the warning process. In particular, the dissemination of information to various warning channels (radio stations, websites, social media channels) is possible with just a few clicks. Above all, this contributes to the goal of broad warning and authenticity. It is also easy to obtain feedback using digital tools such as websites or survey platforms.

Digital information acquisition.
Digitalization not only helps us to disseminate information quickly to a broad mass of people. There is also a huge amount of information available to help the various tasks of emergency response authorities. The processing of data and appealing visualization can quickly provide a comprehensive picture of the situation and support task management. In addition to information, digitization today also offers the use of artificial intelligence to overcome language barriers or support decision-making processes based on data.