

Early Warnings for All pillar 3 Implementation – Warning dissemination and Communication

Introduction

In March 2022, the United Nations (UN) Secretary General (SG) launched the Early Warnings for All (EW4All) Initiative¹, which stipulates that by 2027, every person in the world should be protected by an early warning system. This initiative's [Action Plan](#) puts the International Telecommunication Union (ITU) in the leading role on Pillar 3 of the initiative, “Warning Dissemination and Communication” – a critical component of the early warning systems value chain that ensures alerts reach the people at risk in time to take action.

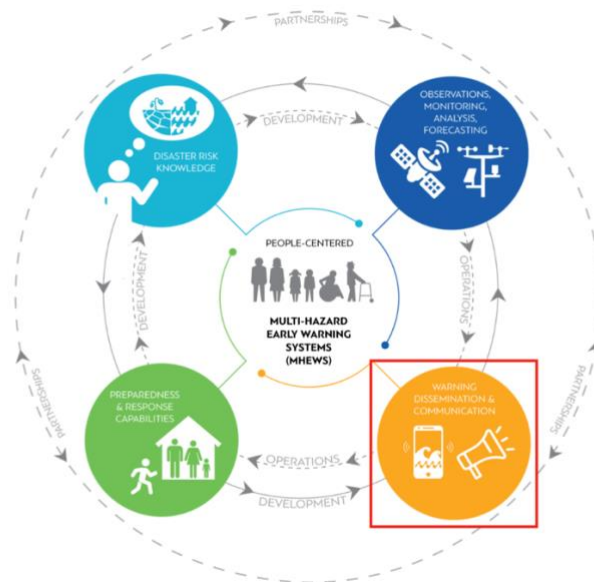


Figure 1: Four components of multi-hazard early warning system

Today, according to WMO, two thirds of all countries are not covered by early warning systems (EWS) and ITU research suggests that even those countries with EWS often have major gaps in terms of dissemination warning messages to populations at risk. Only a very limited number of countries (and hardly any developing countries) are taking advantage of the incredible growth of mobile networks and services and opportunities from mobile EWS.

By increasing awareness of new digital opportunities and bringing together key stakeholders from both the private and public sectors, including telecommunication regulatory authorities, Ministries of ICT, and mobile network operators, the gap can be addressed, and a multi-channel Early Warning System can be built to reach at-risk populations. The diversity of communities at risk necessitates the adoption of a multi-channel approach, with alerts being sent over different communication channels such as radio, television, social media, sirens, mobile networks, and

¹ Further information about the initiative is available at <https://www.un.org/en/climatechange/early-warnings-for-all>

satellite broadcast systems. An inclusive, people-centered approach is endorsed, utilizing existing community-based infrastructures and locally led feedback mechanisms to ensure that messages are understandable and actionable.

This document provides an overview of the background, objective, funding, and detailed activities related to the implementation of Pillar 3. The focus is on supporting countries in improving their last-mile warning dissemination and communication efforts to safeguard lives and bolster climate resilience.

Objectives

The pillar 3 implementation will help countries be better prepared for natural hazards, save lives and reduce the impact of natural hazards by strengthening the ‘Warning Dissemination and Communication’ part (Pillar 3) – a critical component of early warning systems that ensures alerts reach the people at risk in time to take action. The countries supported will be able to take advantage of established, as well as new and innovative communication channels.

Specifically, the implementation will support countries in building warning dissemination and communication systems and to strengthen countries’ ability to reach and warn people at risk ahead of disasters, to reduce their impact and save lives. It will be guided by the objectives identified in the EW4All Plan of Action that relate to Pillar 3 (Warning Dissemination and Communication):

- Warnings should reach every person at risk and all people should be covered by early warning information through local governments or national dissemination mechanisms.
- Risks should be understood, and messages should be clear and usable.
- Countries should have updated registries of alerting authorities.
- Warnings should be disseminated in the common alerting protocol (CAP) format.

Country Implementation Activities

Below is a comprehensive list of targeted activities to support countries in strengthening warning dissemination and communication. However, the specific activities conducted in each country will be determined by the gaps and priorities identified in respective country roadmaps and budgets.

Output	Activities	Lead organization
Output 1	Current status of warning dissemination and communication systems is reviewed and documented, including gaps, priorities, needs and existing institutional arrangements	
1.1	Complete national checklists, conduct country-level assessments, and develop national roadmaps (RMs)	ITU
1.1.1	Conduct country level assessment to identify gaps and priorities with a focus on - the most relevant and trusted sources and channels of information among communities (communication landscape analysis) - the availability, resilience, and coverage of mobile networks (including using Disaster Connectivity Maps, DCM) - the access/ownership of mobile devices, and other existing dissemination mechanisms - the preferred feedback mechanisms - The country level assessments should include consultations with civil society, media and community level partners.	ITU & IFRC
1.1.2	Conduct assessment of current legislation and SOPs , if appropriate and necessary, propose modifications to the regulatory framework to implement an EWS based on CB and/or other means of alert diffusion.	ITU/IFRC
1.1.3	Raising awareness for countries to update their WMO registry of alerting authority	WMO/ITU
1.2	Support countries in developing National Emergency Telecommunication Plan (NETP) to enhance the country capacity in disaster risk management and coordination.	ITU

1.3	Organize national workshops on pillar 3 and gather information and bring together stakeholders	ITU/IFRC
1.4	Coordinate between experts and stakeholders at the national level , as well as supporting the coordination between pillars	
1.5	Understand community perspectives and social-behavioral dimensions of Early Warning Dissemination and Communication	IFRC
1.5.1	Roll out research to identify locally relevant early information and actions within exposed and vulnerable populations, including behavioral determinants which influence information uptake and the decisions to take actions.	IFRC
1.5.2	Deploy Community Trust Index for Early Warning to measure levels of community trust in early warning information/stakeholders, and early action measures	IFRC
1.5.3	Develop and roll-out a locally relevant measurement framework to monitor and measure the impact of risk communication and community engagement approaches	IFRC
Output 2	Early warnings are issued in Common Alerting Protocol (CAP) format	
2.1	Organize workshop on Common Alerting Protocol (CAP) to ensure consistency between alerting messaging.	ITU/IFRC/WMO
2.3	Technical assistance for a CAP enabled systems at national level	ITU/IFRC/WMO
Output 3	Capacity building and awareness raising for the coordination and implementation of road map actions for warning dissemination and communication	
3.1	Develop an alert dissemination plan/strategy on where and how to implement and/or include (in addition to the CB system) other means of alert diffusion such as radio and television broadcasting, sirens, etc.	ITU and IFRC
3.1.1	Development of alert dissemination and communication strategy	ITU and IFRC
3.1.2	Implementation of strategy, including awareness raising campaign for alert dissemination and communication	ITU and IFRC

3.1.3	Set up of feedback mechanism at national, sub-national and local levels to track fears, misinformation, rumors and feedback related to early warning aligned with dissemination (Adaptation of existing IFRC feedback tools)	IFRC
3.2	Capacity building including providing trainings and organize drills with relevant government staff, media, communities, etc, on warning dissemination and communication. Special focus will be given to working with media outlets, broadcasters, and other actors/channels for the dissemination of warnings.	ITU/IFRC
Output 4	Support the implementation of mobile early warning systems	
4.1	Technical assistance for countries to set up cell broadcast	ITU
4.1.1	Preliminary technical assessment for countries for mobile EWS	ITU
4.1.2	Support with the development of the bidding/tender document, which will include technical assessment, and an economic scope/financial assessment of the cost of this implementation.	ITU
4.1.2.1	Coordination and meetings with stakeholders including regulator and mobile providers	ITU
4.1.2.2	Advice on the CB solution to be implemented	
4.1.2.3	Request of information to mobile providers	
4.1.2.4	Draft bidding documents for market analysis	
4.1.2.5	Review market analysis	
4.1.2.6	Final bidding documents	
4.2	Purchasing and setting up the mobile early warning system solution and management platforms	ITU
4.3	Purchasing and setting up other means of alert diffusions including the community-based solutions	ITU could (or not) be involved
Output 5	Community-level engagement, trust building alert communication and uptake	

5.1	Organize co-design workshops together with government, academia, civil society organizations and community members to develop/harmonize and contextualize actionable messages for inclusion in official hazard alerts.	IFRC
5.2	Support the design and rolling out of behaviorally informed, inclusive, community driven Early Warning Systems action plans, including risk communication strategies based on context analysis, trust research and community insights (from output 1)	
5.3.1	Implementation of national level Community Early Warning System Training of Trainers	IFRC
5.3.2	Community-level workshops for the implementation of community level Community Early Warning System Workshop	IFRC
5.3.3	Implementation of Community Early Warning Systems (may include local risk monitoring equipment and/or training to access national and subnational risk information)	IFRC
Output 6	Knowledge sharing and awareness raising.	
6.1	Knowledge sharing and awareness raising highlighting successful examples of EWS in particular warning dissemination and communication.	ITU/IFRC
Output 7	AI for EW4All	
7.1	Assess and address warning dissemination gap using artificial intelligence.	UNDRR/WMO/ITU/IFRC
Output 8	Resource mobilized to support pillar 3	
8.1	Mobilizing funds and resources to support countries in enhancing warning dissemination and communication	ITU
Output 9	Monitoring and Evaluation	
9.1	Monitor and evaluate the project progress, ensure regular reporting	ITU
Output 10	Project coordination	

10.1	Overall coordination on EW4All at national level, liaise with government agencies, regional, and headquarters across pillars.	UNDRR/WMO/ITU/IFRC
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