



The Role of a Telecommunications Service Provider in Disaster Communications

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ITU/ESCAP Disaster Communications Workshop,
12-15 December 2006, Bangkok, Thailand



What is our Role?

Corporate Social Responsibility.....

.....We need to balance in a way that is good for our customers, shareholders, employees, the environment and the world in which we live.....

This is an edited extract from a podcast (www.bt.com/betterworld) interview between Ben Verwayan, Chief Executive of BT, and Jonathon Porritt

*Further information on BT's social and environment performance can be obtained from
http://www.btplc.com/Societyandenvironment/SocialandEnvironmentReport/pdf/2006/BT_CSR_Business_Overview.pdf*

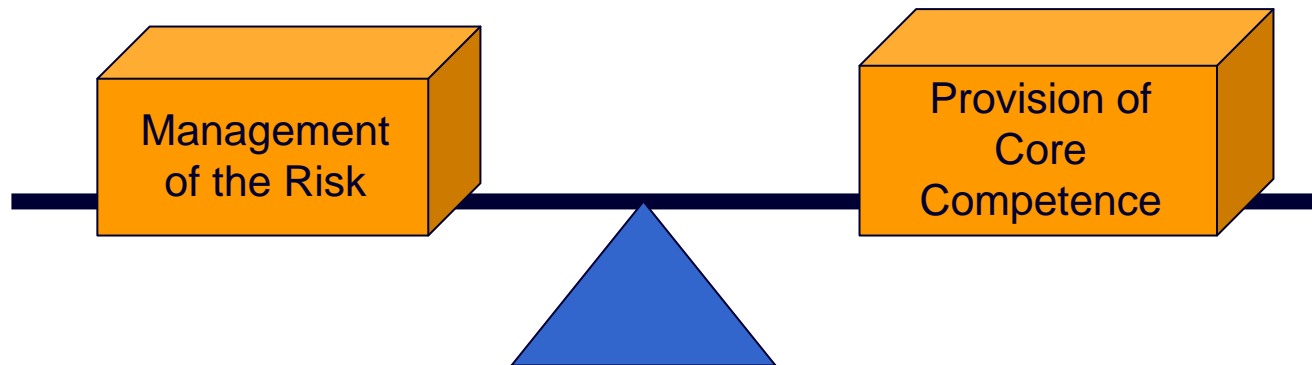


BT's Contribution to Disaster Relief



BT's Contribution to Disaster Relief

- Tsunami
- Kashmir
- London Bombings

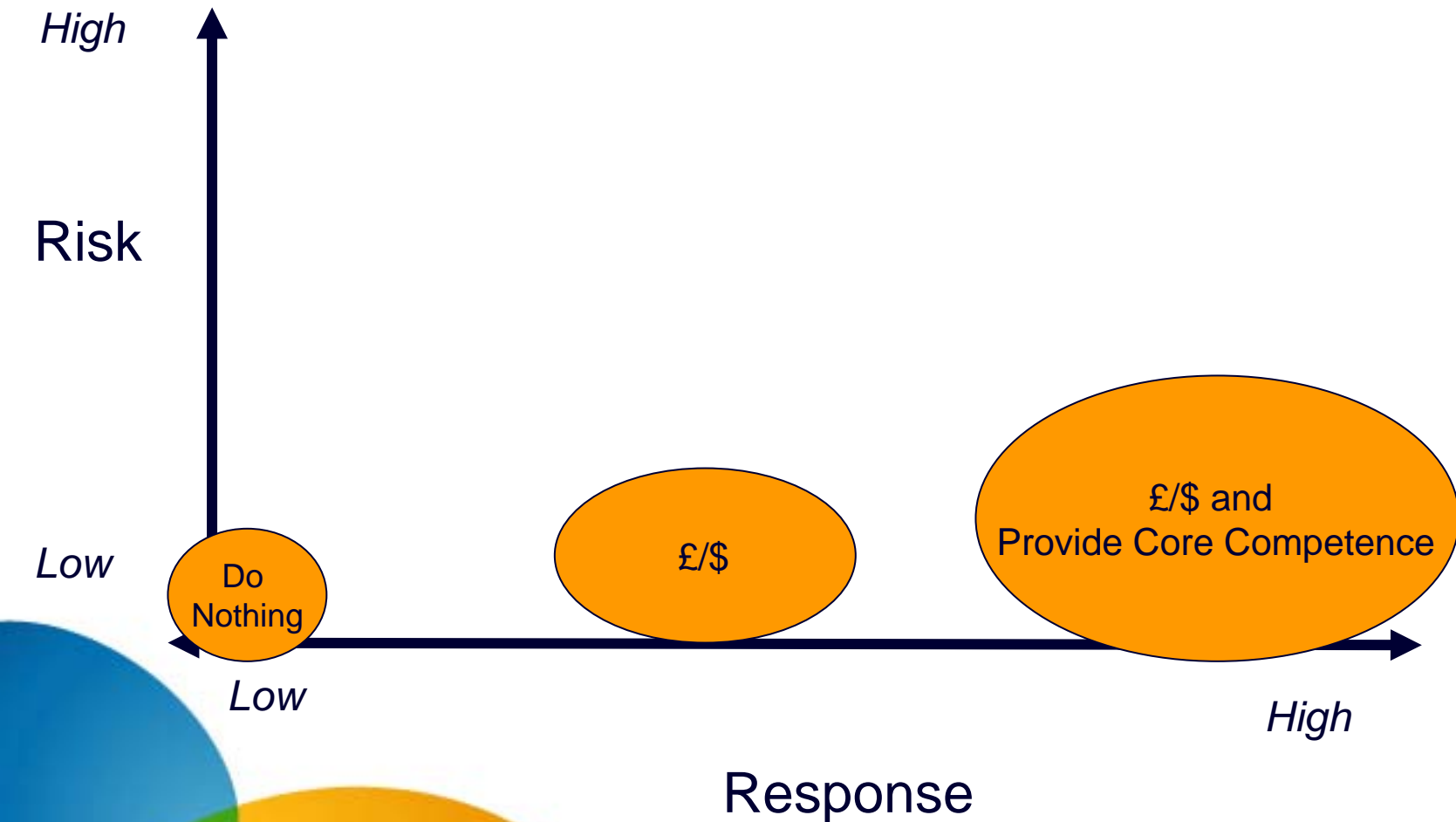


The Risk



Response

The Risk



The Risk

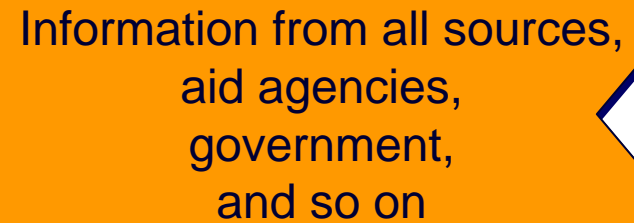


Risk Management – a systematic approach

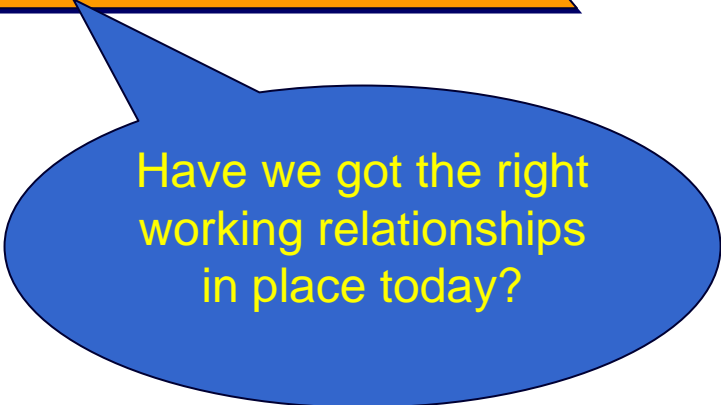
- Initial Response Phase
- Establishing Control Phase
- Recovery Phase
- Return to Normal phase

1. Initial Response Phase –

- Establish a senior level team..... BT's Gold level Incident Management team.
 - What has happened?
 - What support can we offer?
 - What are the risks to our people?
 - And so on...



Information from all sources,
aid agencies,
government,
and so on



Have we got the right
working relationships
in place today?

2.Establishing Control Phase -

- Establishing the command, control, and communications structure.
 - GoldStrategic Command, London
 - Silver Tactical Command – Medan, North Sumatra
 - Bronze..... The site of the incident – Aceh Region
- Who should be in the Teams?
 - Skills (technical, logistics, security and so on)

Have we got the right working relationships in place today?

3. Recovery Phase –

- “Doing the Job” phase..... not just technical

Communications

First Aid kit

Maps

Team selection

GPS

Safety Kit

Jabs

Have we got the right
working relationships
in place today?

And so on a

Teams get ready to move to Indonesia

3. Recovery Phase –

- Site visit to Simeulue by a small recce team



Situation on the

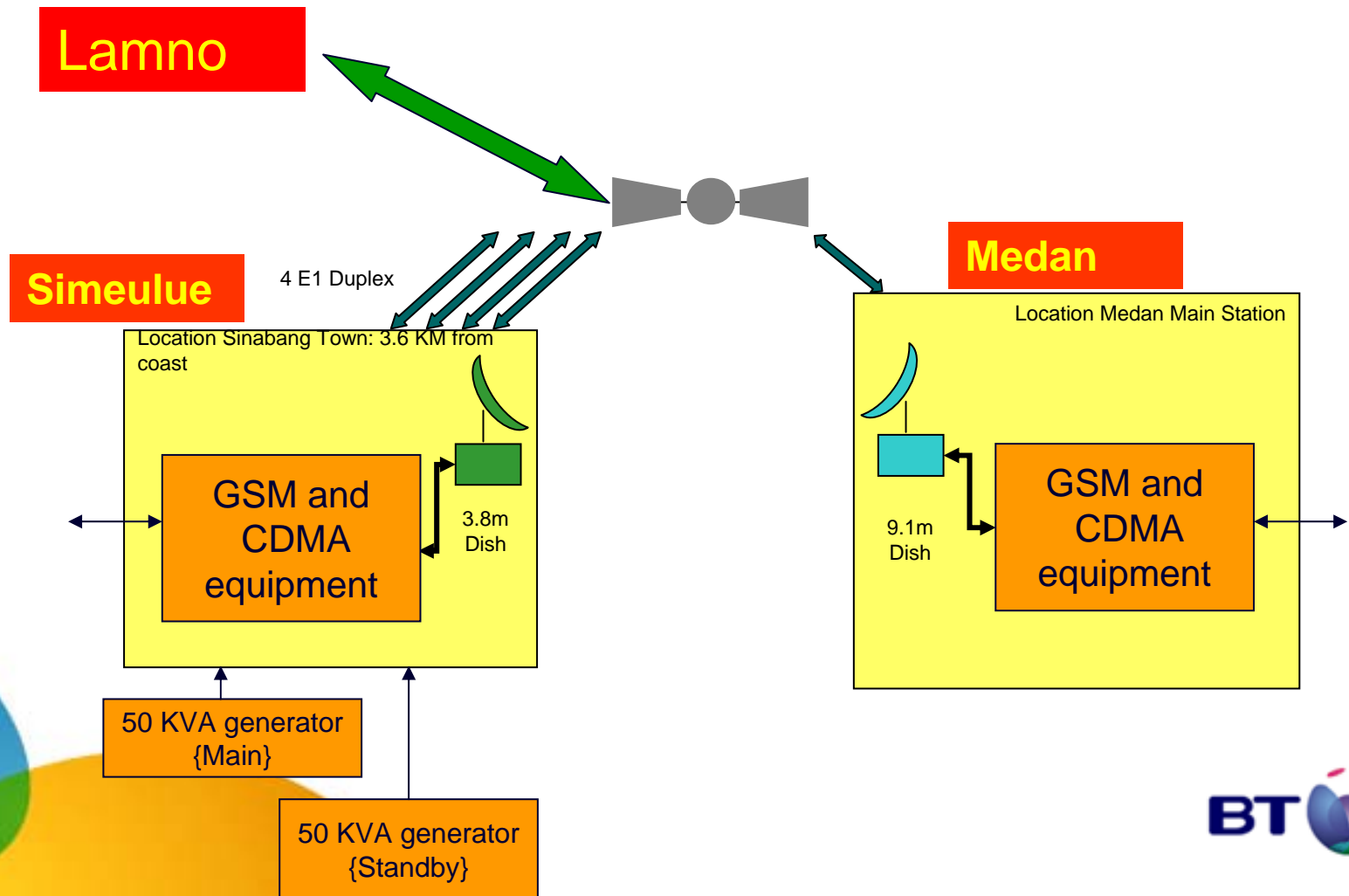


Security



Safety on site

3. Recovery Phase



3. Recovery Phase – (11-13 January 2005)

Logistics of getting the equipment to Simeulue from the UK



Have we got the right working relationships in place today?



3. Recovery Phase – (28 January 2005)



Yes we did have the
right working
relationships in place.

Installation complete

4. Return to Normal Phase

When do you pull the team out?



28 January 2005



.... One Month Later!

Kashmir

Four sites, 20 days, and ¼ of the cost to BT!



In Conclusion

There is a role for Telecommunications service providers in disaster relief, but the risk has to be managed in a systematic way. Part of which will involve working with and relying on third parties such as aid agencies who may not be part of the normal day to day contacts of the provider.

I believe that the risk can be minimised by establishing these special working relationships today.



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