



Increasing societal resilience

How Everbridge solutions support the UN's
“Early Warning for All” initiative





The escalation of climate-related disasters and their impact is resulting in the loss of lives and significant economic damage worldwide. Because of this, the WMO has now released an executive action plan, “The UN Global Early Warning Initiative for the Implementation of Climate Adaptation”, which is broken down into four pillars. The plan outlines the timelines, actions, and costs of each pillar required to reach the UN’s goal of protecting all populations against the deleterious effects of climate change.

To achieve this ambitious goal, the WMO emphasizes the importance of multi-sector collaboration. Government authorities should look to private sector organizations for help, as they can provide the technology required to fulfill various components of the “Early Warning for All” (EW4All) executive action plan such as:

- Community engagement
- Communications and outreach
- Data and technical infrastructure

As a global leader in public safety solutions, Everbridge is well-equipped to support the EW4All initiative by providing a wide range of technologies and solutions, including population alerting and communication systems, incident management software, emergency response systems, situational awareness and data analysis tools. The goal is to improve emergency response, coordination, and overall public safety by providing the necessary tools and solutions to effectively prevent, respond to, recover and mitigate incidents and emergencies.



“In March 2022, United Nations Secretary-General, António Guterres, announced the United Nations would spearhead new action to ensure every person on Earth is protected by early warning systems within five years. He tasked the World Meteorological Organization [WMO] to lead this effort and present an action plan to achieve the goal at the UN Climate Change Conference in Sharm El-Sheikh, COP27. ([“Early Warnings For All Executive Action Plan” UN Report, 2022](#)).”

The four pillars of the “Early Warning for All” action plan

The EW4All action plan identifies four pillars that form the foundation for improving early warning efforts worldwide. It also provides a 5-year timeline (from 2023 to 2027) for the roll-out of tasks and investments related to each pillar.



“Early warning systems are a proven, effective, and feasible climate adaptation measure, that save lives, reduce poverty and economic losses, and are shown to provide near a tenfold return on investment.” [Early Warnings For All Executive Action Plan \(UN Report, 2022\)](#)

Pillar one

Disaster risk knowledge and management

Systematically collect data and undertake risk assessments:

- In support of comprehensive risk management
- In the context of a changing climate
- Connecting hazard recording with loss and damage accounting

Pillar two

Detection, observations, monitoring, analysis, and forecasting of hazards

Develop hazard monitoring and early warning services:

- With a full Earth system approach
- Leveraging global and regional resources to support national efforts
- Optimizing and sustaining international exchange of data and information

Pillar three

Warning dissemination and communication

Communicate risk information and early warnings:

- Registering and empowering national official alerting authorities
- Leveraging geolocated cell-broadcast among multiple channels
- Using inclusive and people focused approaches to reach all people at risk

Pillar four

Preparedness and response capabilities

Build national and community response capabilities:

- Building on enhanced national policies and legislation
- Strengthening preparedness capacities of local government and actors
- Leveraging existing partnerships at all level

All information in chart taken from [Early Warnings For All Executive Action Plan \(UN Report, 2022\)](#).

Everbridge Public Warning: Supporting pillar three with dissemination and communication of alerts with Public Warning

Everbridge is setting the standard for next-generation population alerting systems with the only all-channel, intelligent critical communication platform to help public authorities protect people when it matters most. Everbridge Public Warning can provide governments with the essential capabilities needed to fulfill tasks for pillar three of the UN “Early Warning for All” action plan.

Everbridge Public Warning

Everbridge Public Warning is a powerful and adaptable multi-channel population alerting platform that plays a crucial role in supporting effective communication for Pillar Three of the UN EW4All Initiative. It is developed to help public authorities reach residents, visitors, and first responders before, during, and after a critical event via all modalities including: fixed and mobile phones, cell broadcast, location-based SMS, mobile apps, email, SMS, voice calls, social media posts, sirens, radio, TV, social media, digital signage, and opt-in address based systems.

One of the main features of Everbridge Public Warning is the utilization of Cell Broadcast technology, which takes advantage of existing mobile network infrastructure deployed globally, including in developing countries and small island states. This technology allows for the widespread and targeted dissemination of alerts to populations at risk before, during, and after critical events. By utilizing radio dissemination and being free for receivers, it offers a powerful and affordable solution for most countries.

<p>Pillar three: Warning dissemination and communication*</p> <p>Communicate risk information and early warnings</p> <ul style="list-style-type: none">• Do warnings reach all of those at risk?• Are the risks and warnings understood?• Is the warning information clear and usable?	<p>EW4All requirements Everbridge addresses*</p> <ul style="list-style-type: none">• Warnings reach everyone at risk• Risks and warnings are understood• Warning information is clear and useable• All countries issue warnings in Common Alerting Protocol (CAP) format• Helping governments achieve Sendai Target G Indicator G-3: All people are covered by early warning information through local governments or through national dissemination mechanisms	<p>Everbridge Public Warning key capabilities</p> <ul style="list-style-type: none">• Maximum reach on mobile devices in one click, without opt-in.• Proven Cell Broadcast technology to reach millions of people in seconds• Multi-language support for clear and usable warnings• Geo-targeted alerting for targeted reach• CAP-enabled multi-channel communications for optimized reach
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Everbridge Public Warning in action

Everbridge has a proven history of helping governments across the globe successfully deploy and maintain early warning systems.

Around the world, 25 countries trust Everbridge Public Warning to alert their populations successfully and reliably during a critical event. Non-specific to one region, Everbridge helps countries across the Americas, Asia, Europe, and Middle East.

For example, Greece selected Everbridge to implement a complete end-to-end public warning system the country could rapidly deploy and rely on. Operated by the General Secretariat for Civil Protection within the Ministry of Interior, the Everbridge Public Warning solution provides:

- The portal to operate a multi-channel alerting platform
- The one2many Cell Broadcast which is the primary alerting channel
- Secondary alerts that can be sent via SMS/email, reverse 112, social media, and common alerting protocol

George Ntalas (Cosmote), Technical Project Manager for one the Mobile Network Operators working on the project, commented, “Whenever we needed Everbridge one2many, they were there. It was reassuring to have a partner that demonstrated such commitment.”

Everbridge Continual Preparedness Solution (CPS): Fulfilling pillar four with effective disaster preparedness and response

The Everbridge Continual Preparedness Solution (CPS) is a proactive incident planning and response management platform that provides crucial software and consulting services for public authorities to overcome challenges in emergency management, such as:

- Operationalizing disaster response plans and planning
- Enabling dynamic incident response
- Tracking recovery progress
- Managing supply and resource inventory
- Facilitating reimbursement management

These capabilities allow for effective management of the entire incident lifecycle within a single ecosystem: facilitating dynamic planning, coordination with multiple jurisdictions and agencies, and efficient resource dispatch during critical times.

Pillar four: Preparedness and response capabilities*

Build national and community response capabilities

- Are response plans up to date and tested?
- Are local capacities and knowledge made use of?
- Are people prepared and ready to react to warnings?

EW4All requirements that Everbridge addresses*

- All people are prepared and ready to react to warnings
- All people are covered by forecasts and warnings for a given hazard
- All people who are living in areas covered by forecasts and warnings have access to communications
- Helping governments to comply with the Sendai Framework for Disaster Risk Reduction

Everbridge CPS

- Define, create, and maintain dynamic disaster management plans to ensure fast response
- Rapid activation of disaster management plans (EOPs, SOPs)
- Collaboration capabilities across multiple agencies and all level of jurisdictions to reach all affected individuals
- One common operating picture to assess disaster and mobilize response

*Information taken from [Early Warnings For All Executive Action Plan \(UN Report, 2022\)](#).

Everbridge Continual Preparedness Solution in action

The Everbridge Continual Preparedness Solution enabled the Disaster Management Department of West Bengal to realize their vision of creating a comprehensive incident management platform that puts their plans into action, tracks activities, and brings multiple agencies together using one collaborative platform. This in turn has yielded positive results in terms of effective disaster management and higher safety for the millions of people living in this region. Additionally, the Everbridge CPS is the only solution to meet the requirements of the National Disaster Management Authority of India.

The West Bengal State Disaster Management Department used Everbridge CPS to:

- Move to a digital disaster management from time-consuming, paper-based plans strengthening preparedness and resilience
- Enhance geolocation and contact details enabled faster response
- Transition from working in separate silos to working collaboratively and cohesively

The Joint Secretary of the Department of Disaster Management stated,

“The Everbridge Continual Preparedness Solution helped us collect important incident, event, and damage assessment data during a time of heavy rainfall and subsequent flooding in West Bengal. These data points are invaluable for preparing West Bengal for future incidents. We appreciate our relationship with the Everbridge team and the solution for helping us become more resilient against disasters.”



The imperative of protecting lives and livelihoods

As we look to the future, delivering on the goals set forth in the “UN Global Early Warning Initiative” is imperative to the longevity and success of governments and their populations. It’s estimated that, “3.3 to 3.6 billion people live in contexts that are highly vulnerable to climate change, and global temperatures are continuing to rise” (Early Warnings For All Executive Action Plan (UN Report, 2022)). Without intervention, climate-related disasters will not only cost countless lives but threaten the ways in which those people impact our global economy at large.

With the help of Everbridge public safety solutions, public authorities can begin strengthening their societal resilience against climate change and fulfill the goal of protecting every person around the world with the help of early warning systems. Together, let’s confidently protect our populations and their vitally important contributions to our cities, nations, and world.



“Today, one third of the world’s people, mainly in least developed countries and small island developing states, are still not covered by early warning systems... This is unacceptable, particularly with climate impacts sure to get even worse. Early warnings and action save lives.”

UN Secretary-General António Guterres on World
Meteorological Day
23 March 2022



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

For more information, visit [Everbridge.com](https://everbridge.com), read the company [blog](#), and follow us on [LinkedIn](#) and [Twitter](#).

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