



Ericsson Response

› ERICSSON RESPONSE

WHAT IS ERICSSON RESPONSE?

Support humanitarian aid agencies with telecommunication equipment & expertise in relief work

**Natural
Disasters**

**Complex
Emergencies**



ALWAYS ACT IN PARTNERSHIP

UN WFP

UN OCHA

UNICEF

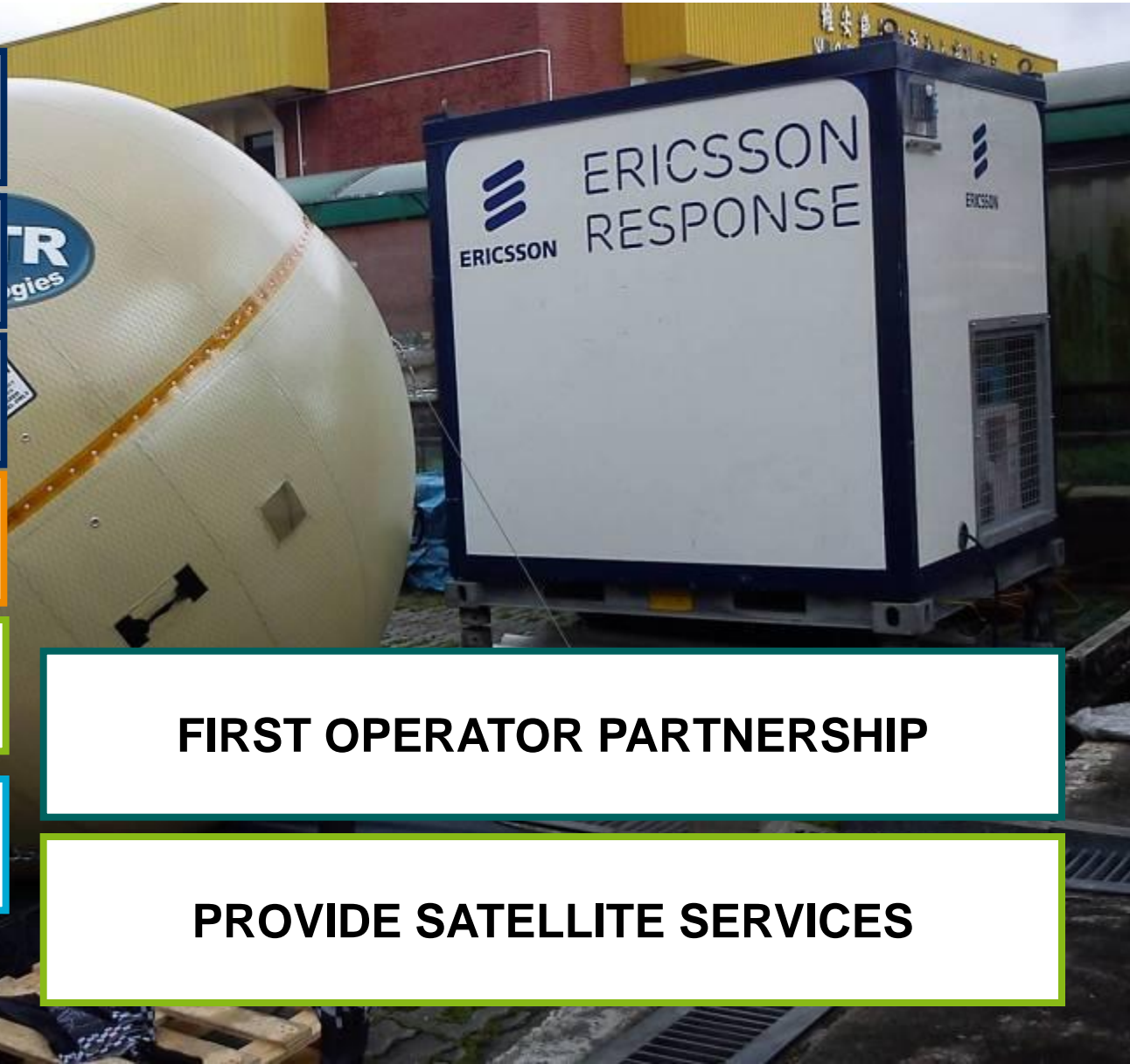
IFRC

**SAVE THE CHILDREN
SWEDEN**

SINGTEL

FIRST OPERATOR PARTNERSHIP

PROVIDE SATELLITE SERVICES



WHERE HAVE WE BEEN SUPPORTING





MY LIFE AS A VOLUNTEER

BY JAN HERREMO

MY MISSIONS

- › 2001 – Sierra Leone & Guinea (UNHCR)
- › 2001-2002 – Pakistan, 9/11 (IFRC)
- › 2003 – Algeria, Earthquake (SRSA/Ericsson)
- › 2003 – Liberia, (WFP)
- › 2004 – Sudan, Darfur (SRSA/OCHA)
- › 2004/2005 – Sri Lanka, Tsunami (Ericsson)
- › 2005/2006 – Pakistan, Earthquake, (SRSA/OCHA)
- › 2008 – Southern Sudan, (SC Sweden, Uk)
- › 2011 – Japan, Tsunami (Ericsson)

SRSA -> MSB Myndigheten för samhällsskydd och beredskap, Swedish Civil Contingencies Agency



FINDINGS FROM MISSIONS

- › Communication is probably the most important factor for efficient relief work



FINDINGS FROM MISSIONS

The telecom infrastructure can be designed for robustness



FINDINGS FROM MISSIONS

Time is not only money

– it can also reduce human suffering

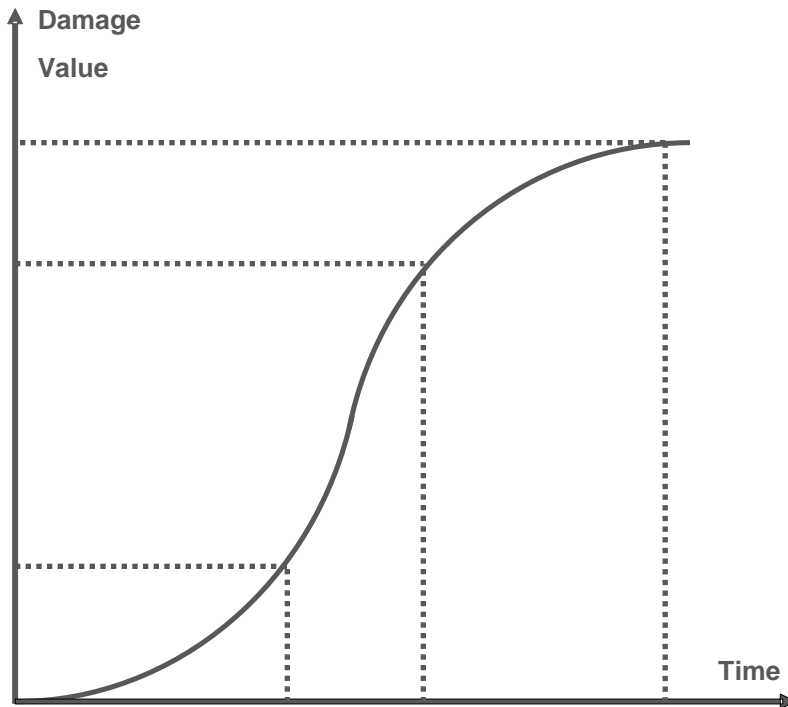


Example:

One saved minute is worth 1,300 €

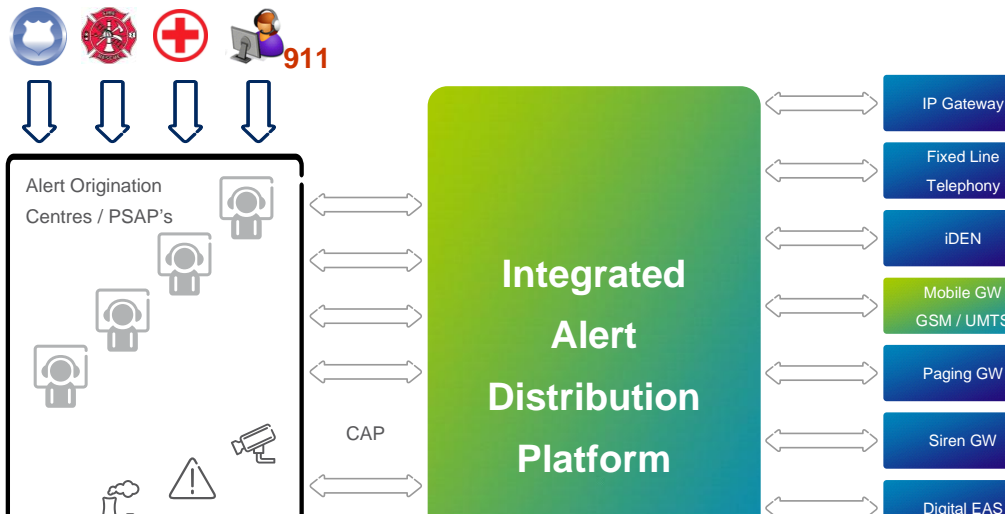
For one million inhabitants, one year,
one minute quicker in all rescues:

**7,000,000 €
saved**



ONGOING PROJECTS

- Ericsson was in July 2010 awarded the contract as the Prime Contractor for the National Cellular Public Warning solution, the “Personal Message program” in Israel.
- Ericsson is currently supporting Swedish Civil Contingencies Agency in the evaluation of cell broadcast as a complement to the existing Important Public Announcement system. System is planned to be compatible with Commercial Mobile Alert System (CMAS) in USA and EU-ALERT in European Union.



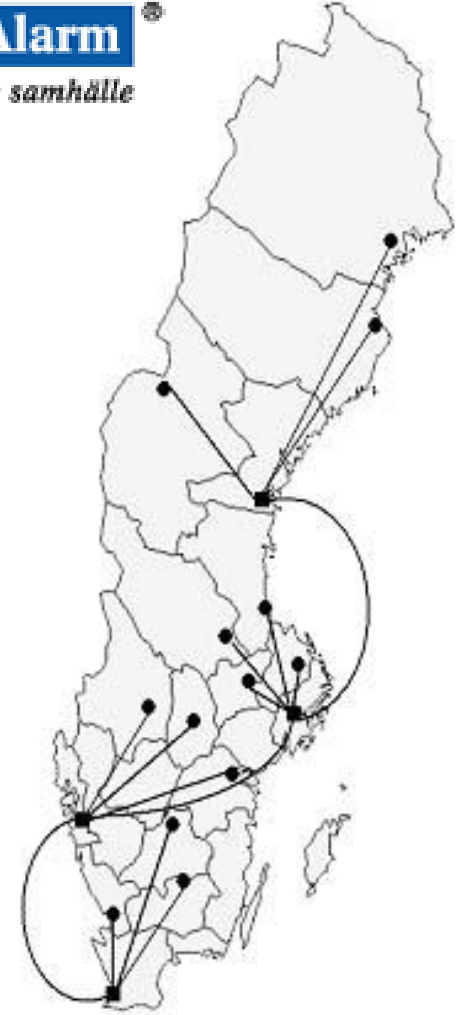
ONGOING PROJECTS

SOS Alarm, Sweden

One Nationwide system for
emergency response service



- › 18 interconnected emergency response centers
- › 20 million calls and 3.6 million emergency cases a year
- › All calls answered within 8 seconds
- › Ambulance dispatch within 45 seconds
- › Load balancing between centers
- › Technical solution provided by Ericsson



EMERGENCY MEDICAL SERVICES IN THAILAND

- ✓ Thai Emergency Medical Services (EMS) have taken significant steps forward since the 2004 tsunami disaster including enactment of the Emergency Medical System Act 2008 and establishment of the Emergency Medical Institute of Thailand (EMIT)
- ✓ Many improvements have been realized including co-ordination of nationwide EMS activities as well as a larger public awareness of the 1669 EMS number
- ✓ Still, more work remains in terms of process unification, timeliness and quality of emergency actions taken as well as gradual unification of other emergency response services such as police and fire brigade



JOINT THAI-SWEDISH STUDY WITH KARLSTAD UNIVERSITY

- ✓ Thai Swedish EMS collaboration has continued with a Study for Monetary Value of Time Factor in EMS Responses in Thailand as a joint project between EMIT and Karlstad University
- ✓ The study report is currently being prepared with planned completion during Q1, 2012
- ✓ Study Results indicate over 1.7 Billion Thai Baht in value to Thai Society per Annum if average response times can be reduced with 1 Minute
- ✓ EMIT with support from Karlstad University will arrange a seminar to share the study results with interested parties in Thailand

