



Euro-Atlantic Disaster Response Coordination Centre (EADRCC) Enhancing Practical Cooperation and Support for National Authorities in Civil Emergencies

Partner Name:

NATO/EADRCC

Location:

Brussels, Belgium

Partner Since:

2008

Industry:

Disaster Relief

Aidmatrix Applications:

- SCM: Transportation
Donations Management
Plus+ Module

Critical Humanitarian Challenge

The need for targeted aid and maximum efficiency is critical in emergencies. The EADRCC is charged with orchestrating assistance in disasters within the Euro-Atlantic area. Acting as liaison and facilitator the EADRCC makes contributions from smaller countries possible in instances in which these governments could not offer assistance on their own. In addition, the EADRCC provides resources for sharing information on disaster relief best practices. The Centre organizes seminars and trainings as well as full-scale demo scenarios for disaster preparedness in order to facilitate effective interaction amongst partners. The Centre itself does not direct relief aid, but rather publishes information about the needs of the stricken countries, so that alliance members and partners can decide if and what kind of assistance they might choose to provide based on the information EADRCC supplies. This information must be dynamic so that donor governments can take appropriate action.

Program Benefits

- Enhanced visibility for donor governments
- Far-reaching display opportunities for stricken countries to post their needs on-line directly
- Easy involvement for all member and partner governments to contribute as donors
- Reduced time to process donations
- Virtual elimination of unnecessary donations and duplication
- Transparent, efficient reporting during and post-disaster
- Detailed donation information with added file attachments and product descriptions
- Increased communication with online chat feature for use between donors and recipients on specific needs or products

Business Case

The business of the EADRCC is to provide information, communication, expert advice and, most importantly, coordination of disaster response in crises. Prior to partnering with Aidmatrix the Brussels team managed these tasks mainly via telephone, fax, and email, using whiteboards as their database. They kept track of needs, donations, requests and calculations manually.

Most of the disasters which the Centre handles are seasonal flooding. Items to assist stricken areas offered over the system are sandbags, canned food, evacuation transportation, for example, trucks and helicopters, water pumps, tents, bedding, medicines, and rescue teams as well as financial donations.

“As our partners start to fully utilize the Aidmatrix Network™ in real emergencies it greatly improves our ability to coordinate aid and services more efficiently and enhances cooperation amongst nations during disasters.”

Guenter Bretschneider, Head of EADRCC.

Implementation Process

Phase One

From inception, the EADRCC entered all needs for disaster areas themselves and sent emails and responses to donor governments. After agreeing to the partnership with Aidmatrix in the Fall of 2008, EADRCC adopted the Aidmatrix In-Kind Donations Management Module. They received both a sandbox for practicing with the system and a production environment for the live data.

The Brussels team participated in two-desktop sessions, thereby eliminating the need for travel and attendant costs, and were live with the new software for the first disaster, flooding in Kyrgyzstan, two weeks later. In 2009, four countries requested emergency assistance. Sixty-three countries are now registered users on the system.



NATO/EADRCC Partner Success Story — Continued

“The Aidmatrix Network™ is positioning EADRCC to meet the challenges of NATO's growing humanitarian role in disaster preparedness, response, and relief.”

-Guenter Bretschneider,
Head of EADRCC

Phase Two

In 2010, there were eleven requests for disaster aid and EADRCC deployed the Aidmatrix Network™ to handle eight of them. The outstanding three, Pakistan, Haiti and Israel, were subsequently added to the system at the request of the Centre and are now able to post needs and receive aid.

In addition to training the staff at EADRCC in Brussels, the Aidmatrix team helped them to tailor training materials for their individual alliance members. Aidmatrix software is used as part of the disaster simulation trainings which the Centre regularly conducts.

EADRCC upgraded to Aidmatrix In-Kind Donations Management Plus + Module in March, 2011. The new module enables them to customize data fields, adding or deleting fields to fit their specifications. This should eliminate confusion and improve usability. Additionally, many products need detailed instructions. One enhanced feature of the module enables donors to attach manuals and technical documents that outline specifications for complex machinery such as power generators. Countries can also review pictures of the items being offered and ask specific questions about, for example, packaging.

Phase Three

In April 2011, NATO/EADRCC implemented the Aidmatrix Transportation Donations Management Plus+ module. This solution will enable the Centre to work with multiple transportation companies from a single tool and enable countries to contract discounted or donated transportation in real time. The tool shows tonnage, destinations, and time-windows.

Global Impact

The challenge for EADRCC is to encourage all participating nations to use the Aidmatrix Network™ themselves during disasters. In June 2010, EADRCC conducted an on-line “Sandbox” Aidmatrix exercise in which Austria, Azerbaijan, Bosnia and Herzegovina, Finland, Georgia, Lithuania, Poland, Turkey, Ukraine and the United Kingdom participated.

“One purpose of the “sandbox” exercise was to get user feedback and potentially enhance the solution. We found out that countries want to see the donation’s that other nations post; attach files in the system, and have the possibility to chat to online users for clarification. Aidmatrix was able to refine the solution to include all these enhancements which should make a significant and positive difference in user experience.” Guenter Bretschneider

About NATO/EADRCC

The Euro-Atlantic Disaster Response Coordination Centre (EADRCC) coordinates NATO's regional relief efforts amongst the members and partner countries in the event of natural or technological disasters. All activities of the EADRCC are in close cooperation with the United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA).

Founded in 1998 to “enhance practical cooperation in the field of international disaster relief” the Centre has guided consequence management efforts in more than fifty emergencies. NATO EADRCC is located in Brussels, Belgium.

If you are interested in how your organization can partner with Aidmatrix for humanitarian relief, please contact us at info@aidmatrix.org

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