

# COLLABORATION THROUGH SOCIAL MEDIA



## ESSEN PACKT AN! ESSEN, GERMANY



### SOCIAL MEDIA COORDINATED VOLUNTEERS

When storm Ela hit the area, many people in Essen volunteered to help eliminate the chaos. Most initiatives were uncoordinated actions by individuals. The facebook group „Essen packt an“ (EPA) was set up with the aim of **communicating local needs** to the volunteers and coordinating their mutual help.



### COMMUNITY AND COMMUNICATION

EPA's approach has led people from all different ages and backgrounds to join forces to help others. Over time and through this **common engagement, friendships developed**. They learned that, although every disaster situation is different, the key is communication between all stakeholders.



### LOW-BARRIER ENGAGEMENT

EPA has developed into an organisation active in disaster response, neighbourhood help, homeless assistance and other fields. It serves as a low-barrier point of contact and platform allowing everyone to help—spontaneously or regularly—and **contribute according to their means and abilities**.



**E** Joint local engagement for the common good