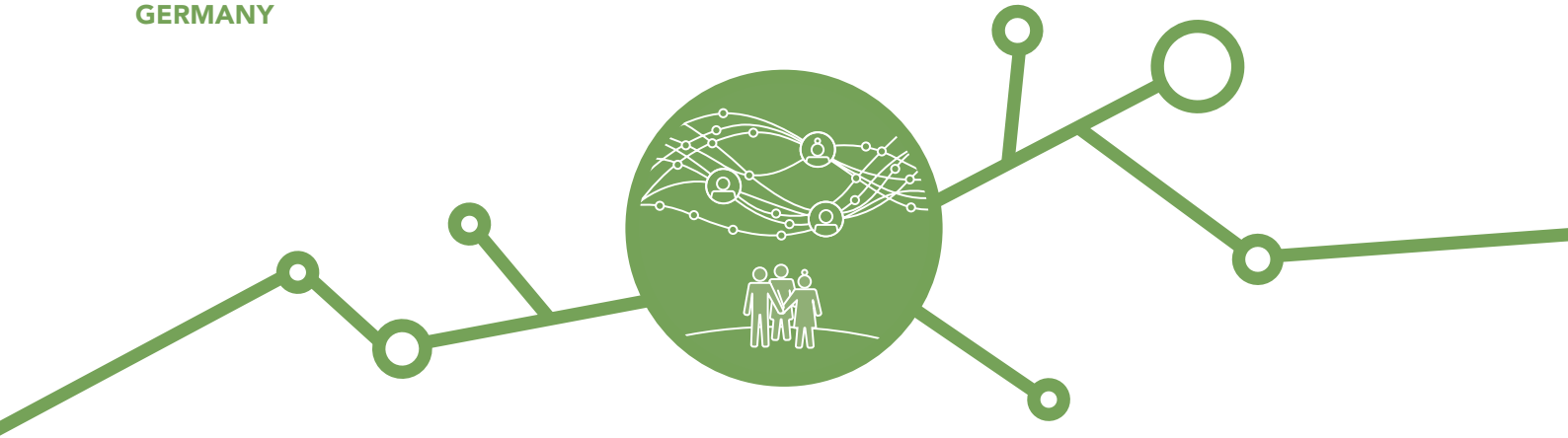


COLLABORATION THROUGH SOCIAL MEDIA

ESSEN PACKT AN!
GERMANY



CATEGORIES

E Joint local engagement for the common good

PRESENTER

Markus Pajonk, Coordinator

DESCRIPTION

Civil protection and disaster control through and with the help of social media. The project started when Essen citizens wanted to help each other after a severe storm in 2014. But „Essen packt an!“ became more than just spontaneous volunteers and helpers: friendships developed. Today „Essen packt an!“ has become a firmly established organisation, an NGO, and an example of how the country can organise efficiently in the age of social media. „Essen packt an!“ aims to always serve as a point of support for all citizens and the organisation sees its support as helping people to help themselves. It further encourages everyone to see their own abilities as useful and potentially beneficial for the citizens of Essen.

MOTIVATION

Many people in our city volunteered to join the clean-up efforts after Storm ELA in 2014 but most of the efforts were uncoordinated actions of individuals. Tobias Becker founded the Facebook page „Essen packt an“ (EPA) with the aim of connecting the people in the city and structuring the volunteer efforts.

OUTCOMES

„Essen packt an!“ rapidly became a non-governmental organization in the eyes of many citizens and public authorities nationwide. It received numerous awards and a lot of public praise. In addition, the organisation is continuously growing with changing personnel. All those involved work on a voluntary basis.

LESSONS LEARNED

You have to be able to adapt to exceptional circumstances. Communication between all groups is key.

LINK

www.essenpacktan.ruhr