

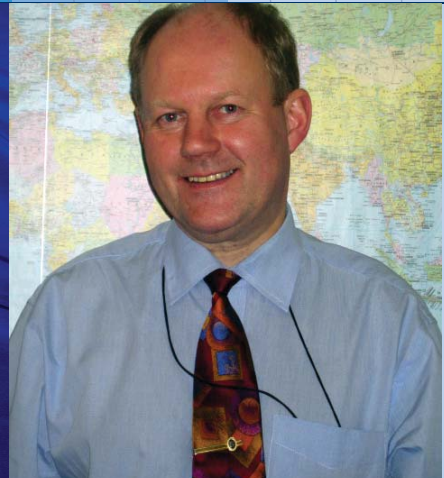
WorldReach Software Newsletter

CONSULARIS

Consularis is derived from the Latin word, Consul. It referred to the Roman governors of provinces as far back as 400 A.D.

2007

APRIL



SPOTLIGHT SERIES:

Pekka Hyvönen, Director of Consular Services, Finland

INSIDE CONSULARIS

Spotlight Series
Pekka Hyvönen

The Butterfly Effect
The Impact of Usability

Utilizing Lessons Learned
Crises 1.2



EU Facts & Figures

27 EU member states
493 million citizens
Bulgaria and Romania
latest members to join
the EU in 2007

EU Motto

In varietate concordia
[Latin for united in diversity]



COORDINATING CONSULAR RESPONSE ON BEHALF OF THE COUNCIL OF THE EUROPEAN UNION

In 2006 there were a total of 86 consular crises that involved some degree of EU consular crisis response. While the number of consular crises may not be increasing per se, one thing can be said for certain – the profile of consular crises is on the rise. Incidents such as the Asian Tsunami dominate public consciousness and raise the profile of consular affairs internationally.

It is within this setting Pekka Hyvönen began his term as Chair of the EU Consular Working Group (COCON) when Finland assumed its Presidency of the Council of the European Union in July of 2006. The Director of Consular Services for the Finnish Ministry of Foreign Affairs was kept busy during his six-month tenure. Under Hyvönen's watch, the EU responded to such crises as the Lebanon evacuations (July and August); Turkey bombings (August); a military coup in Thailand (September); and an earthquake measuring 8.1 on the Richter scale in Japan (November). In December, Hyvönen and his team were facing a potential evacuation in Somalia that would have involved 2,000 EU citizens. However, the return of commercial flights to the area enabling

people to leave voluntarily prevented the need for evacuations on behalf of the EU.

While no stranger to managing consular crises on behalf of his own government, coordinating response for the whole of the EU is quite obviously a different playing field. Hyvönen explains "The presidency is expected to coordinate consular response on behalf of all EU members. So while some countries may have the luxury of having a mission in the troubled region, the EU consular group would facilitate and coordinate responses across all member states."

The hard work actually starts well in advance as the incoming and current presidencies work together. In his case, Hyvönen and his presidency team worked side-by-side with Austria during the first half of 2006 to ensure both consistency and advancement of consular priorities over the course of the two terms. "As a result of working directly with Austria, prior to assuming the presidency we had a well-defined set of priorities that we wanted to take forward. Finland's well defined priorities included: developing EU consular cooperation inside of

COORDINATING CONSULAR RESPONSE ON BEHALF OF THE COUNCIL OF THE EUROPEAN UNION [CONTINUED]

the EU; improving consular cooperation with third party countries; and improving consular crisis management.”

However, part of being an effective consular leader is recognizing when actions or events alter priorities. Hyvönen explains “The crisis in Lebanon quickly changed our focus in terms of elevating the priority of consular crisis management.” Large scale crises involving many countries demonstrate the importance of moving forward the initiative of having strong coordinated consular crisis response efforts at the EU level.

While Hyvönen agrees that six months is a very short time to advance priorities, he adds “I would like to see an aim for more longer-term projects that would perhaps run across two to three presidencies.”

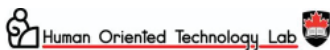
Overall he is very pleased with the progress made with the Council’s consular initiatives, and the record speaks volumes. Over the

course of six short months Finland not only coordinated the EU’s consular crisis response for 58 crises, but also left behind tangible results. A consolidated ‘Consular Handbook’ was produced compiling a wealth of documents on consular cooperation among EU member states. And perhaps in one of the most publicly visible initiatives, a European consular assistance brochure was launched in every EU language that outlines the consular rights of every EU citizen.

Pekka Hyvönen’s contribution to the consular world will continue far beyond his involvement with the EU Consular Working Group. In August of 2007 Hyvönen will become the Finnish Ambassador to Hanoi.

If you or someone you know has made an important contribution to the consular world, please contact us at spotlight@worldreach.com

THE BUTTERFLY EFFECT: THE IMPACT OF USABILITY



Human-computer interaction is a discipline concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them.

ACM SIGCHI
Association for Computing’s Special Interest Group on Computer-Human Interaction

Usability principles impact our lives everyday — from the design of television remotes to the position of door knobs. The interaction between humans and machines or products is an interesting one.

While not everyone has the same behavioral expectations as to how something will operate, there are typically a range commonly expected behaviors and patterns that most of us unconsciously expect. We know that clicking on the ‘x’ at the top right of our computer screen will close whatever application we are working on. Would this behavioral expectation remain the same if the ‘x’ was placed at the top left of the computer screen? When something behaves differently then our expectation, it can cause us to pause or can even be a source of frustration.

And just how usable a product or design is can have big implications. One of the most well-known examples of the impact of poor

design can be found in the US presidential election of 2000. The design of the Palm Beach ‘butterfly’ ballot may have decided the fate of the United States presidency. The misalignment of row and punch-hole lines meant voters were unsure of which candidate they were voting for.

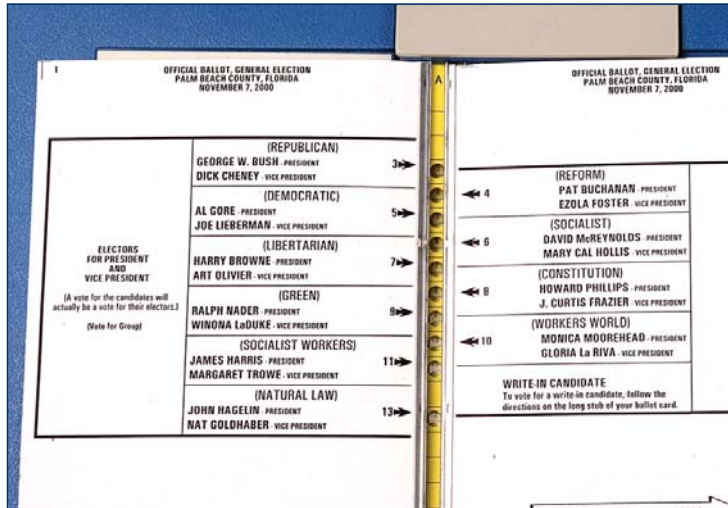
The same principle of usability can be applied in software. To enhance users experience with WorldReach’s software, we have initiated a usability project with Carleton University’s HOT (Human Oriented Technology) Lab.

The HOT Lab is a unique university-based HCI (Human Computer Interaction) research and training facility that fosters interdisciplinary research, education and training to improve interactive technologies for human endeavors.

The first stage of the usability project has just been completed with the HOT Lab conducting its own expert review of World



THE BUTTERFLY EFFECT [CONTINUED]



Reach's CrisisReach product. The second phase will commence shortly with usability tests of real-life users.

WorldReach would like to extend a special thanks to all those users who have agreed to participate in the project. Your contribution and feedback will undoubtedly influence the next generation of our products. The project is expected to be complete by the end of May with final results being fed back into the product development cycle immediately thereafter.

UTILIZING LESSONS LEARNED - CRISES 1.2

Those who ignore history are doomed to repeat it

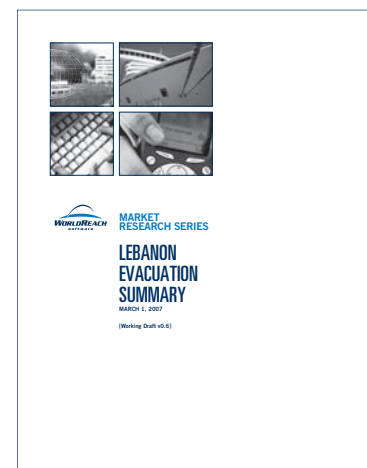
Any type of crisis management whether domestic or international in nature involves a significant period of post-crisis evaluation. Given the public nature of their work, consular crisis groups typically find that major crises will be scrutinized by parliamentary/senate committees as well as the general public. However, these reviews and audits are useful in that they can document important lessons to be learned and incorporated into future responses.

Similarly in WorldReach's effort to learn from the Lebanon crisis, we engaged in a market research series to understand the common problems faced by Ministries of Foreign Affairs (MFAs). Participants to date have included: Canada; Germany; United Kingdom; Australia; New Zealand; Italy; and Finland.

The evacuations from Lebanon were without a doubt the largest consular crisis of 2006 and certainly the largest since the 2004 Asian Tsunami. While each ministry may have experienced unique problems, our series has discovered that by far most issues were common in nature.

The final report will be published by the end of May and made available to research

participants. If you would like to receive a copy upon completion, please send an email to research@worldreach.com.



Even though the series has not yet been officially finalized, WorldReach has already begun the process of feeding in preliminary findings to improve our CrisisReach product — an integrated set of modules from preparedness to crisis response. New features in CrisisReach's Crises 1.2 module include the following:

UTILIZING LESSONS LEARNED [CONTINUED]

Logging

The ability to log key events and decisions during the course of a crisis is crucial for a crisis operations centre. Crises 1.2 includes a logging function that allows the entry of important decisions and events. Each entry is date and time stamped and displays the userid of the person who made the entry.

Tasking

Improved tasking provides consular officers with the ability to task others to take actions and follow-up on specific requests. Users are also able to notify each other of notes or information added about affected persons. Similar functionality already exists in the Cases module of AssistReach.

Document Management

Crisis groups need the ability to share and manage important documents easily. The document management facility allows authorized users to create, share and modify documents; such as, standard operating procedures, contact lists, situation reports, etc.

Import/Export

Interoperability is an important issue discussed in most post-Lebanon reviews. In order to easily facilitate data exchange between crisis groups and external parties, Crises 1.2 now has an import/export capability. A standard XML file provides an output of affected person data which can then be used by other organizations. Inversely data with the same schema will be able to be imported into the Crises database.

Crises 1.2 will be released in April. For more information on the CrisisReach product, please do not hesitate to contact us at marketing@worldreach.com

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Open Invitation

WorldReach Software welcomes article submissions from the consular world. For more information on how to submit an article or to suggest a story idea, please send an email to marketing@worldreach.com.

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