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V Crisis Management and PR: Communication Strategies in the Network Society -panel

ABSTRACT

Early Warning Signals Management in the Nokia Water Crisis

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The Finnish city of Nokia went through a water-borne epidemic during fall 2007. This paper reflects early warning signals, signal detection and incident containment from crisis management point of view. The main question is why the citizens were warned several days after the problems had started and with the indirect and slow actions taken. The main result is that the role of communication as part of crisis management was not understood. The signal detection and monitoring of the operational environment were not lead, monitoring was mainly carried out within the municipal water services, the existing technical monitoring systems or reports were not utilized and the information from stakeholders was not gathered. This all lead to false perception of the crisis situation which could not be renewed fast enough. The Nokia water crisis lacked creative and adapting crisis management.

Key words: early warning signals, signal detection, crisis communication