

France FR-ALERT

Metropolitan France and its overseas territories have more than 67 million inhabitants and nearly 90 million international tourists each year. In line with the EECC Article 110, the Ministry of the Interior in collaboration with major national mobile operators wanted a state-of-the-art public warning system. French regions face significant geographical, cultural, and technological disparities, which pose associated risks that needed to be considered and managed. In France, one in four inhabitants and one in three jobs are exposed to natural risks.

Additionally, more than half of the French population affected by natural risks lack awareness about them. Incidents like "Erika," "AZF," "Lubrizol," "Katrina," and "Irma" had already left their mark on the collective unconscious.



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THE SOLUTION

FR-Alert combines Location-Based SMS (LB-SMS) and Cell Broadcast (CB) to ensure 95% coverage across France. This dual approach allows for more effective crisis management and enhanced public safety, with advanced tools like real-time population heatmaps and retargeting capabilities for follow-up alerts.

It is a truly multi-channel system, unifying various communication channels, including 2,200 outdoor warning sirens, social media, websites, radio, TV... It also allows citizens to register specific locations for targeted alerts via SMS or email and is ready to integrate the EU Galileo satellite system. It also integrates the CAP protocol.

In preparation for the 2024 Olympic Games, raising risk awareness was essential. Efforts to adapt messages to the context, design clear messages for all, evaluate the perception of different warning messages, propose successive drills for the population, and collect testimonies from residents were all carried out collaboratively.



HIGHLIGHT

On October 17, 2024, Ardèche was hit by exceptional severe weather. The FR-Alert system was activated, and a mayor spoke about its effectiveness on the national television news: "We are dealing with areas that today can be subject to extremely unpredictable phenomena. So it is absolutely essential that the message be heard, understood, and clearly audible."

