



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
Madrid, Spain

ORGANIZATION:
Red Cross Spain

YEAR:
2011

PROJECT NAME:
Mundo Cruz Roja (Red Cross Spain social network)

STATUS:
Laureate

CATEGORY:
Collaboration

PROJECT OVERVIEW

Cruz Roja Española (Spanish Red Cross) is one of the country's largest social networks. It is a network formed by society with 800,000 members, 160,000 volunteers, 12,000 workers and anybody with charitable intentions who would like to be involved. This social network is now online as Mundo Cruz Roja ("Red Cross World"). With Web 2.0, the charity work of Cruz Roja Española is even more effective at reaching places where it has always had a presence and has always been needed, with combined efforts to maintain the full force of its mission of being "ever closer to individuals" 150 years after its creation. The creation of Mundo Cruz Roja initially required setting up a specialist Enterprise Content Management (ECM) infrastructure and creating two social communities, one for volunteers and one for the press. The first step, therefore, was to create the necessary infrastructure to generate social communities on a Lotus Connection platform and to integrate ECM with Lotus Quickr and FileNet. The subsequent formation of the team of specialists and Cruz Roja Española members led to the creation of the Volunteer and Press communities and brought the platform to life. This platform, already open to the rest of society, generates new communities with constant activity that are permanently updated. The Spanish Red Cross turned to IBM for a robust ECM solution based on bundled IBM software technologies. The IBM FileNet Content Manager software provides robust content management capabilities and IBM Lotus Quickr plus Lotus Connections solutions provides the organization with collaborative document handling capabilities. The new Content Manager software provides content and documentation management capabilities for project documentation, procedures, guidelines, presentations and office documents. The Lotus Quickr software combines information from the EMC system through an intuitive front-end interface that assists users in collaborating and sharing information. By using Lotus Quickr as the ECM system's front-end, users can work together on content using wikis, team rooms, or blogs. The Spanish Red Cross turned to IBM for a robust ECM solution based on bundled IBM software technologies. IBM Content Manager for Windows V8.0 software provides robust content management capabilities and IBM Lotus Quickr software provides the organization with collaborative document handling capabilities. The new Content Manager for Windows software provides content and documentation management capabilities for project documentation, procedures, guidelines, presentations and office documents. The Lotus Quickr software combines information from the EMC

system through an intuitive front-end interface that assists users in collaborating and sharing information. By using Lotus Quickr as the ECM system's front-end, users can work together on content using wikis, team rooms, or blogs. Customer does not only use IBM Quickr with a bridge to Enterprise Content Management but also Lotus Connections to improve collaboration and communication between volunteers. Overall, the Spanish Red Cross now has a robust and reliable ECM solution to satisfy all of the organization's documentation management and collaboration needs.

SOCIETAL BENEFITS

Mundo Cruz Roja strengthens the capacity for service to society, improving its channels of dialogue and shaping a more effective group commitment to help the disadvantaged. One example would be the funds raised for earthquake victims in Haiti through the viral spread of the charity message on diverse social networks.

PROJECT BENEFIT EXAMPLE

Mundo Cruz Roja constitutes the arrival of the Cruz Roja Española to Web 2.0, where the key players are the users. The creation of this online community does not redound in direct benefits for the organisation; instead, it is a more effective means of giving back to society. Any Cruz Roja Española member can become a spokesman or woman for the organisation's charity message, the values of which will be conveyed more effectively and efficiently, thus getting the most out of its work. In this way, Mundo Cruz Roja is able to strengthen its capacity for service to society, improving its channels of dialogue with the latter and shaping a more effective group commitment to help the disadvantaged. One example of this would be the funds – over 20 million – raised by Cruz Roja Española for earthquake victims in Haiti through the viral spread of the charity message on diverse social networks. In short, Mundo Cruz Roja is an effective tool at the service of society, a tool for generating more solidarity. Mundo Cruz Roja is the tool that underpins the role of Cruz Roja Española as the world's most important charity organisation. With this leading presence in Web 2.0, Cruz Roja Española members obtain increased capillary action, enhanced spread of the humanitarian message, greater ability to create charity groups, and a stronger presence wherever their work is needed. Members and supporters of Cruz Roja Española are already using this effective and dynamic tool, an open space for participation that promotes the exchange of information, the sharing of experiences, and better communication. The work of the members of Cruz Roja Española has added a more universal dimension to the organisation's now undisputed leadership among charities. The Cruz Roja Española community has also been interwoven with the rest of the organisation's Internet channels: the traditional information portal, the pioneering Cruz Roja TV (it was the first charity to have its own channel), or the burgeoning social networks. This is positive for external relations as well as internal communications because it reinforces the image and credibility of the institution and encourages feedback. Moreover, it has led to a change in culture that has cut down on the use of paper by providing Cruz Roja Española with an effective tool for filing and managing unstructured information and encouraging on-screen reading, the generation of PDF documents or paper scanning.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION

Mundo Cruz Roja is the biggest social networking experience to be carried



out in Spain, not only for its quantitative dimension, but also because of what it means for channelling the solidarity of the population and making this available to the needier sectors of society. Cruz Roja Española is a modern and more efficient organisation that is closer to individuals. It is an organisation capable of listening to demands and providing effective responses, an organisation fully aware that the focus must not be on it, but on its members and the general population who support it. At a time when users of social communities spend more time on networks than any other conventional media, be it television, radio or the press, Cruz Roja Española has given society a tool capable of channelling its charitable flow more efficiently. The humanitarian message and charity work now go further and are both clearer and stronger. In addition, the possibilities of getting involved are multiplied exponentially and the organisation can get to where it is needed both quickly and more efficiently. Disasters like the earthquake in Haiti have shown that social networks are able to generate profits, but their social dimension is far more important: they increase the possibilities for society to get involved with charitable causes, they enhance the efficiency of this participation, they bring the situation closer to home by conveying the experiences of the workers at the scene, and they allow any concerned citizen to propose initiatives to mitigate the consequences of the disaster. Cruz Roja Española is now better placed to "listen to" proposals and implement charity initiatives; it now has more direct contact with society and increased opportunities to correct any shortcomings in its charity work. The general public sees that, with the launch of Mundo Cruz Roja, the organisation has become far closer, more open and transparent, increasing its dynamism and responsiveness and occupying its rightful place on the Internet. Mundo Cruz Roja is the tool to bring the organisation into the twenty-first century, an organisation founded by Henry Dunant almost 150 years ago that is now taking another step in its ongoing adaptation to modern times and its ability to respond to the various challenges it faces to ensure that its work remains valid today. Cruz Roja Española demonstrates once again that the undisputed reputation it has earned over the last century and a half is not incidental and that it has a solid basis in the effort to remain at the heart of society, opening up an increasingly humanistic and charitable path that more and more people are joining by the day.