

I DON'T WORK IN PUBLIC ADMINISTRATION

I organize Rock concerts



volontarisos.it

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Extreme rainfall.
The river overflowed.
Large parts of the city went underwater.



A group of about ten volunteers, mostly young men, are working together to clean up a large area of dark, thick mud. They are using long-handled shovels and some are wearing boots. The scene is outdoors, with a brick building and some greenery in the background. The overall tone is somber due to the dark colors and the nature of the task.

THE VOLUNTEERS WILL COME
**THOUSANDS OF ORDINARY CITIZENS
WERE READY TO HELP.**

Shovels.
Boots.
Good intentions.

But no coordination.

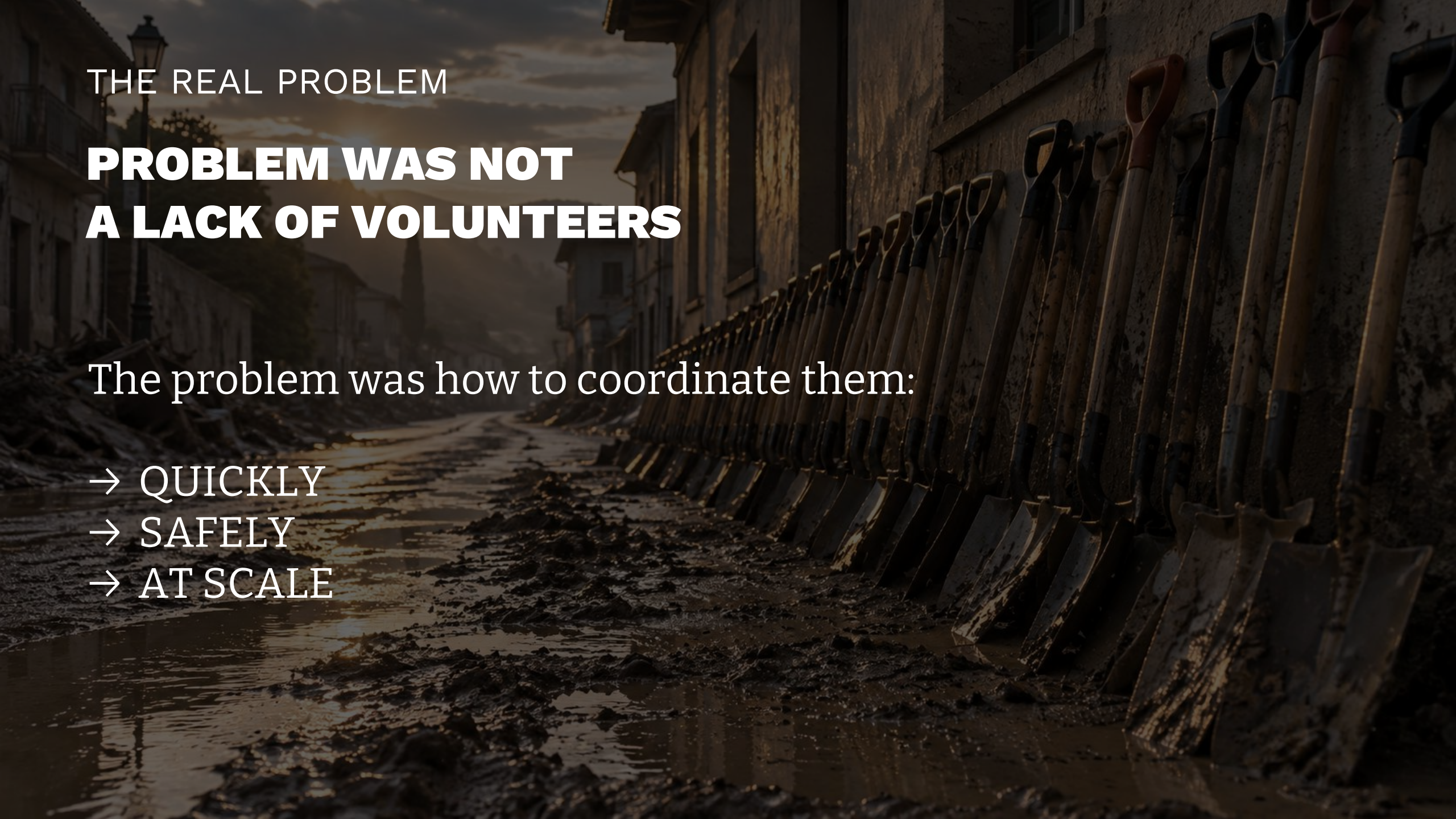
A large crowd of volunteers, many wearing backpacks and hats, is walking through a muddy, debris-filled street. In the background, an ambulance and a fire truck are visible, with emergency personnel in high-visibility vests. The scene is chaotic and appears to be the aftermath of a disaster.

HELP CAN BECOME A PROBLEM

GOOD INTENTIONS ARE NOT GOOD ENOUGH

Without coordination, volunteers can:

- interfere with rescue teams
- overcrowd one area
- leave other areas uncovered
- enter dangerous sites
- put themselves at risk

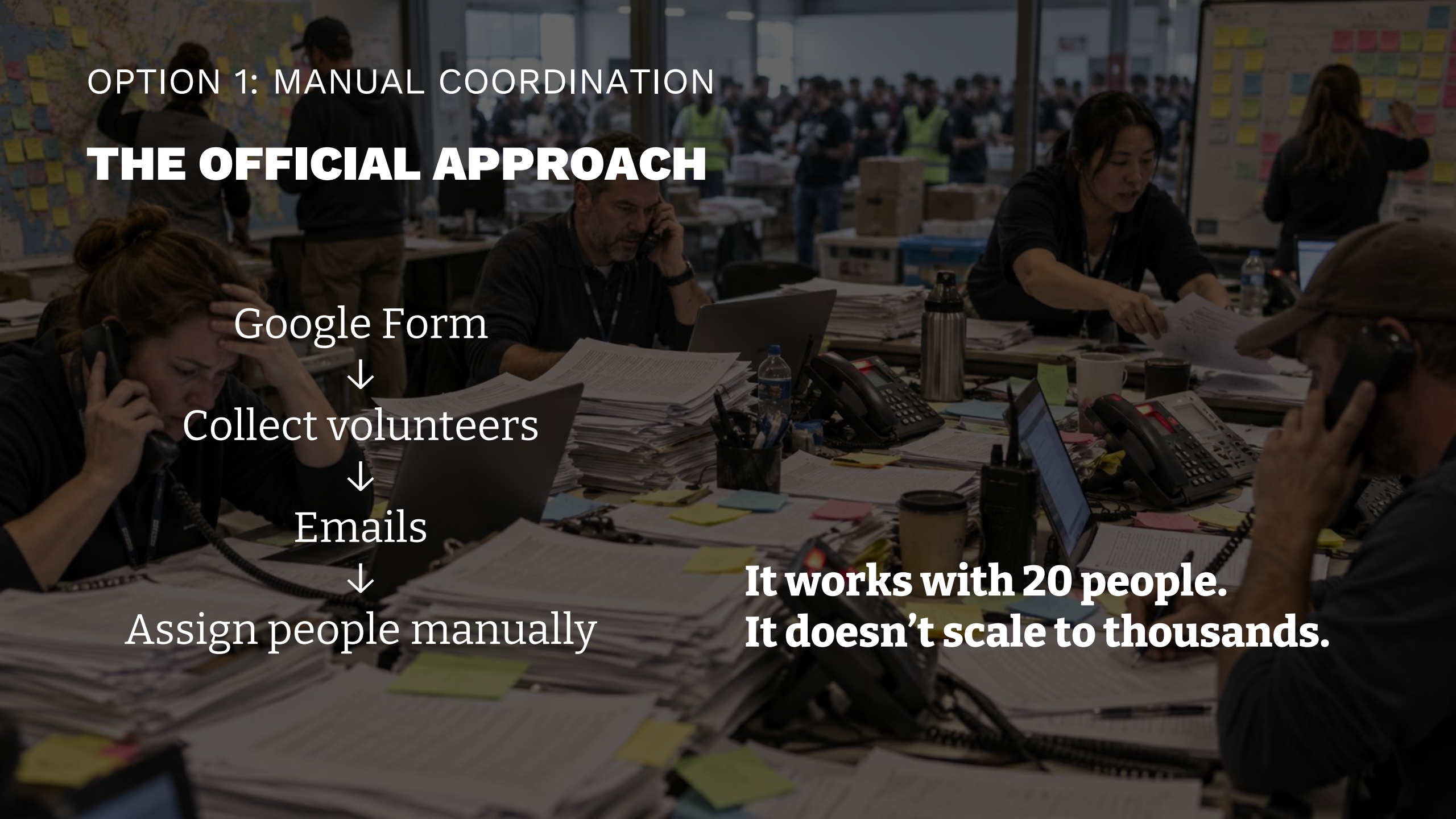
A row of shovels leaning against a wall in a muddy street. The shovels are arranged in a line, with their handles leaning against a wall and their heads resting on the ground. The street is muddy and reflective, suggesting a recent rain or flood. The background shows a street with buildings and a street lamp, creating a somber and gritty atmosphere.

THE REAL PROBLEM

**PROBLEM WAS NOT
A LACK OF VOLUNTEERS**

The problem was how to coordinate them:

- QUICKLY
- SAFELY
- AT SCALE



OPTION 1: MANUAL COORDINATION

THE OFFICIAL APPROACH

Google Form



Collect volunteers



Emails



Assign people manually

**It works with 20 people.
It doesn't scale to thousands.**

MANAGING PEOPLE DOESN'T SCALE

Someone has to:

READ every application

CHECK availability

FILL every shift

REPLACE cancellations

MOVE people when priorities change

The bigger the operation,
the bigger the coordination team.

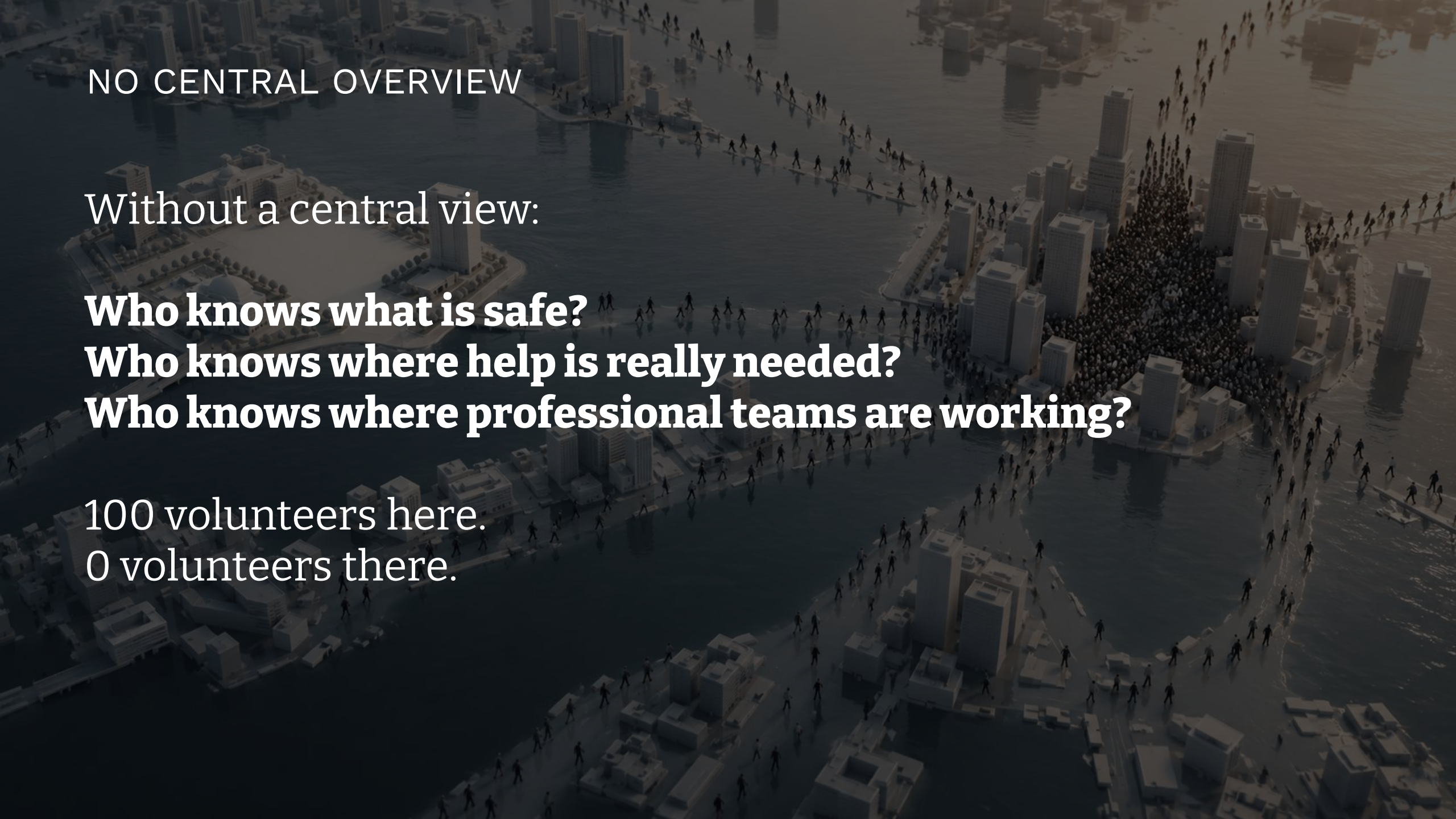


OPTION 2: SELF - ORGANIZATION

THE UNOFFICIAL APPROACH

Private Telegram groups
Independent organizers
Immediate action

**FAST.
SPONTANEOUS.
UNCONTROLLED.**

An aerial, high-angle view of a city that has been almost completely submerged in floodwater. The water is a dark, murky brown. Numerous small, dark silhouettes of people are scattered across the scene, primarily on rooftops, bridges, and narrow walkways that remain above the water level. The city's architecture consists of various rectangular buildings of different heights. The overall tone is somber and urgent, with a dark, muted color palette.

NO CENTRAL OVERVIEW

Without a central view:

Who knows what is safe?

Who knows where help is really needed?

Who knows where professional teams are working?

100 volunteers here.

0 volunteers there.

WE NEEDED SOMETHING IN BETWEEN

Official system

Control
Safety
Overview

Slow

Could we keep the advantages of both?

Spontaneous System

Speed
Freedom
Initiative

Uncoordinated

A group of five people, three men and two women, are standing in a muddy, debris-strewn street. They are all wearing dark, muddy work clothes and boots. One woman in the center is holding a smartphone, and the others are looking at it. The background shows damaged buildings and a muddy car. The overall tone is somber and gritty.

THE ROCKIN'1000 PRINCIPLE

**DON'T MANAGE PEOPLE.
CREATE THE STRUCTURE.**

Central coordination
+
individual autonomy



THE MUNICIPALITY CREATES A SHIFT



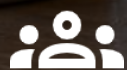
Where



When



What needs to be done



Volunteers needed

VOLUNTEERS CHOOSE

MANAGE NEEDS, NOT PEOPLE

THE ADMINISTRATION MANAGES NEEDS

THE VOLUNTEERS MANAGE THEMSELVES

Safe areas

No interference with rescue teams

Balanced distribution

Fast reaction to changing priorities

A group of emergency responders, including firefighters and EMTs, are gathered in a control room. They are looking at a large map on the wall, which is covered with numerous colorful pushpins. The room is dimly lit, with the primary light source coming from the screens and the map. The responders are wearing their uniforms, which include high-visibility vests and helmets. One firefighter in the foreground is wearing a red helmet and a black jacket with yellow reflective stripes. Another person is wearing a yellow vest. The overall atmosphere is one of focused collaboration and decision-making.

PROBLEM: ADOPTION

**BUILDING THE IDEA
WASN'T THE HARDEST PART.**

Getting a public administration
to adopt something new
during an emergency was.

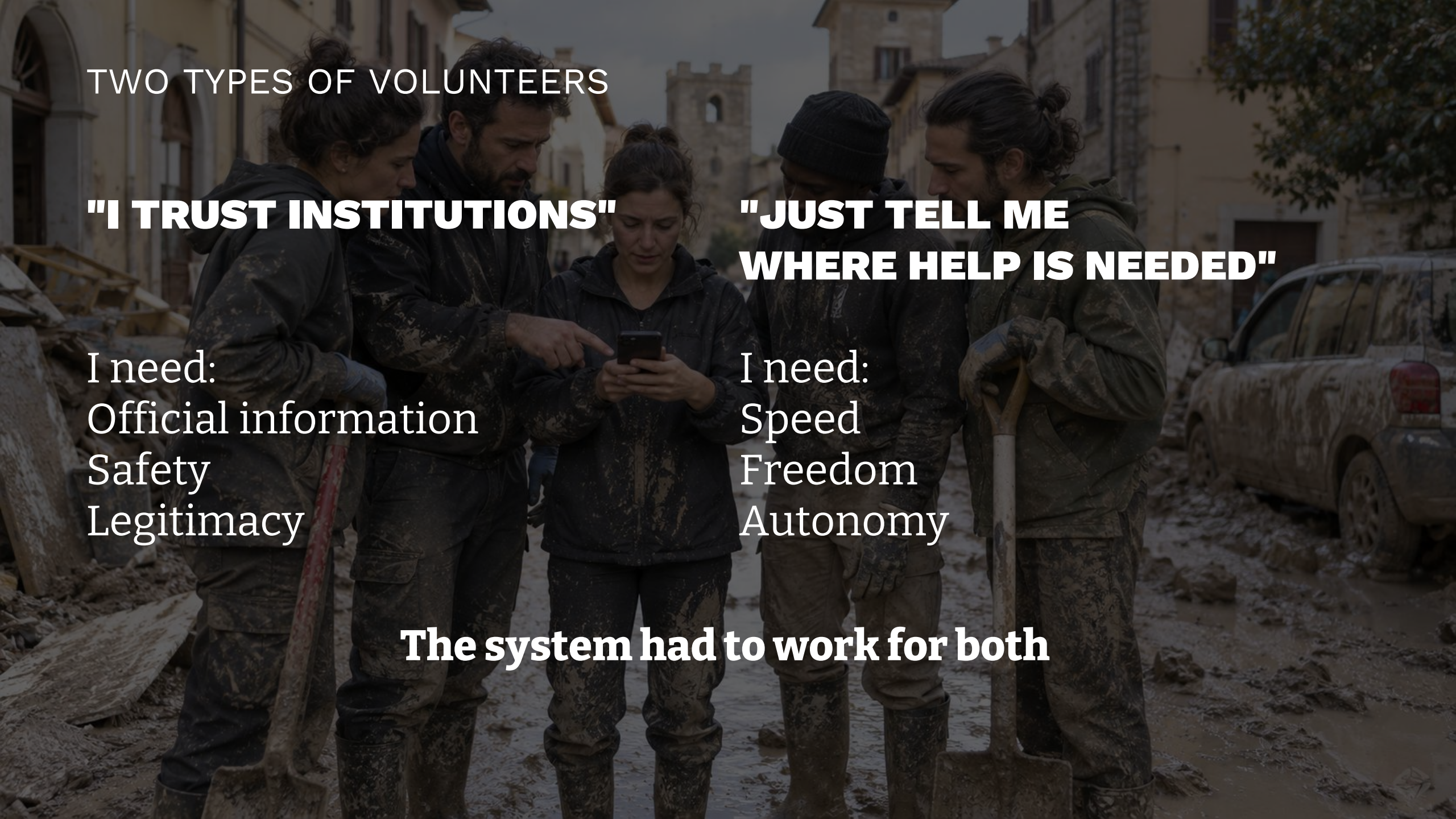
A person is seen from behind, sitting at a desk in a dark office at night. They are looking at three computer monitors. The left monitor shows code, the middle monitor shows a code editor, and the right monitor shows a website with a mountain landscape. The desk is cluttered with papers, a mug, and other items. A city skyline is visible through the window in the background.

FROM IDEA TO PLATFORM: ONE NIGHT
WE NEEDED IT TOMORROW

Not in 3 months.
Not in 3 weeks.

OVERNIGHT.

AI + Codex → public website → administration system

A group of four volunteers, two men and two women, are standing in a muddy, war-torn street. They are all wearing dark, muddy clothing and boots. One woman in the center is holding a smartphone, and the others are looking at it. The background shows damaged buildings and a muddy car.

TWO TYPES OF VOLUNTEERS

"I TRUST INSTITUTIONS"

I need:
Official information
Safety
Legitimacy

"JUST TELL ME WHERE HELP IS NEEDED"

I need:
Speed
Freedom
Autonomy

The system had to work for both

OFFICIAL + IMMEDIATE

OFFICIAL WITHOUT BEING SLOW

Managed with the municipality.
But:

Open the website



See where help is needed



Choose a shift



Go

THE PLATFORM WAS NOT ENOUGH
**A PERFECT SYSTEM IS USELESS
IF NOBODY KNOWS IT EXISTS.**

Official channels:

Local press

Local creators

SPEAK THEIR LANGUAGE

ROMAGNOLI POPOLO ELETTO

Local pride.

Food.

Beaches.

Jokes.

Dialect.

Basically the opposite of an institutional channel.

Which was exactly why we needed it.



IT STARTED IN CESENA

1 CITY
Cesena
↓

13 MUNICIPALITIES



THE NUMBERS

25,000 VOLUNTEERS

2,000+ SHIFTS

13 MUNICIPALITIES

2 WEEKS

Working alongside official emergency services
and under local government supervision.

THEN IT HAPPENED AGAIN



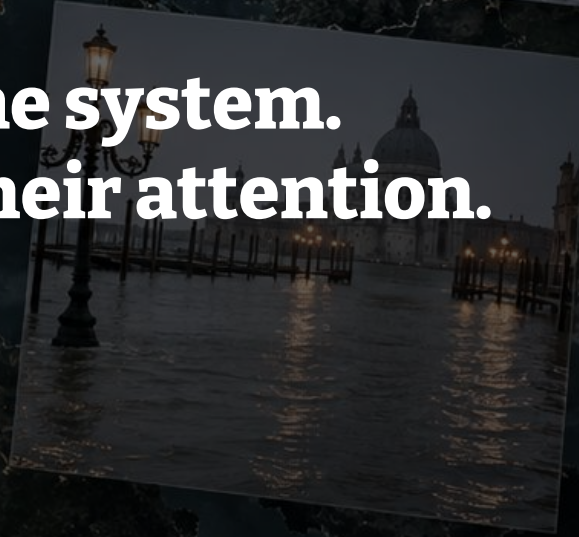
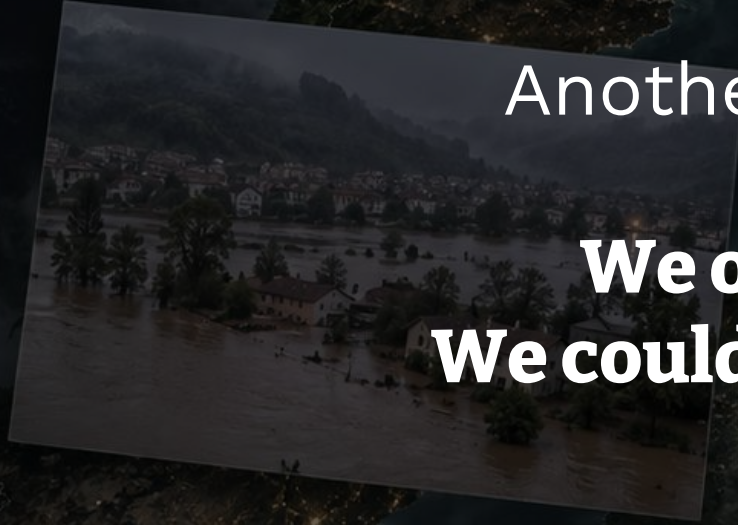
TUSCANY
Another major flood.

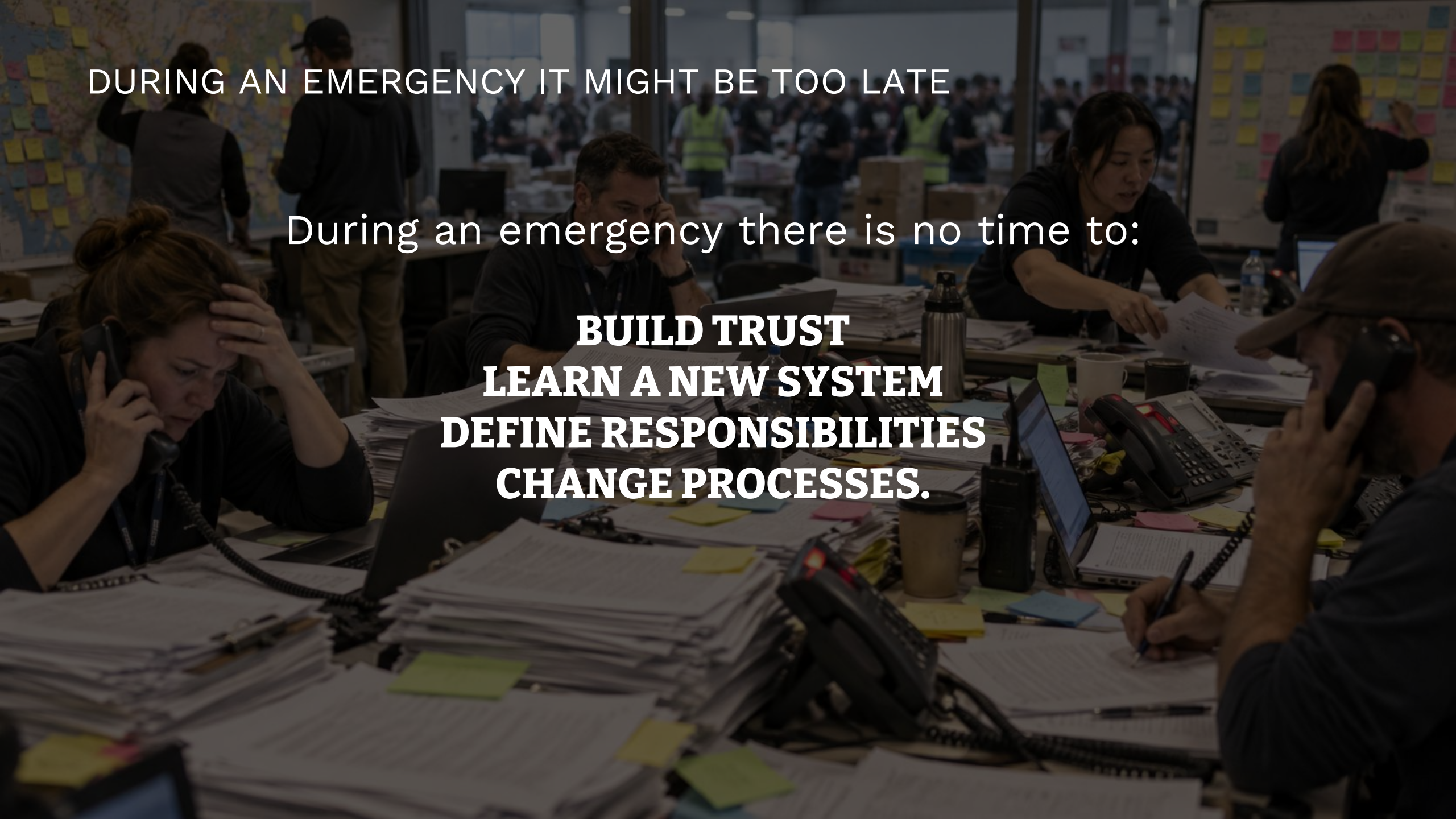


VALENCIA
Another devastating flood.



**We offered the system.
We couldn't get their attention.**



A dimly lit, busy emergency response center. In the foreground, a woman on the left is talking on a phone, looking stressed with her hand on her forehead. Next to her, a man is also on a phone, looking down at a laptop. To the right, another woman is working with papers. In the background, several other staff members are visible, some wearing high-visibility vests, working at desks or standing near large boards covered in colorful sticky notes. The desks are cluttered with papers, phones, and other office supplies.

DURING AN EMERGENCY IT MIGHT BE TOO LATE

During an emergency there is no time to:

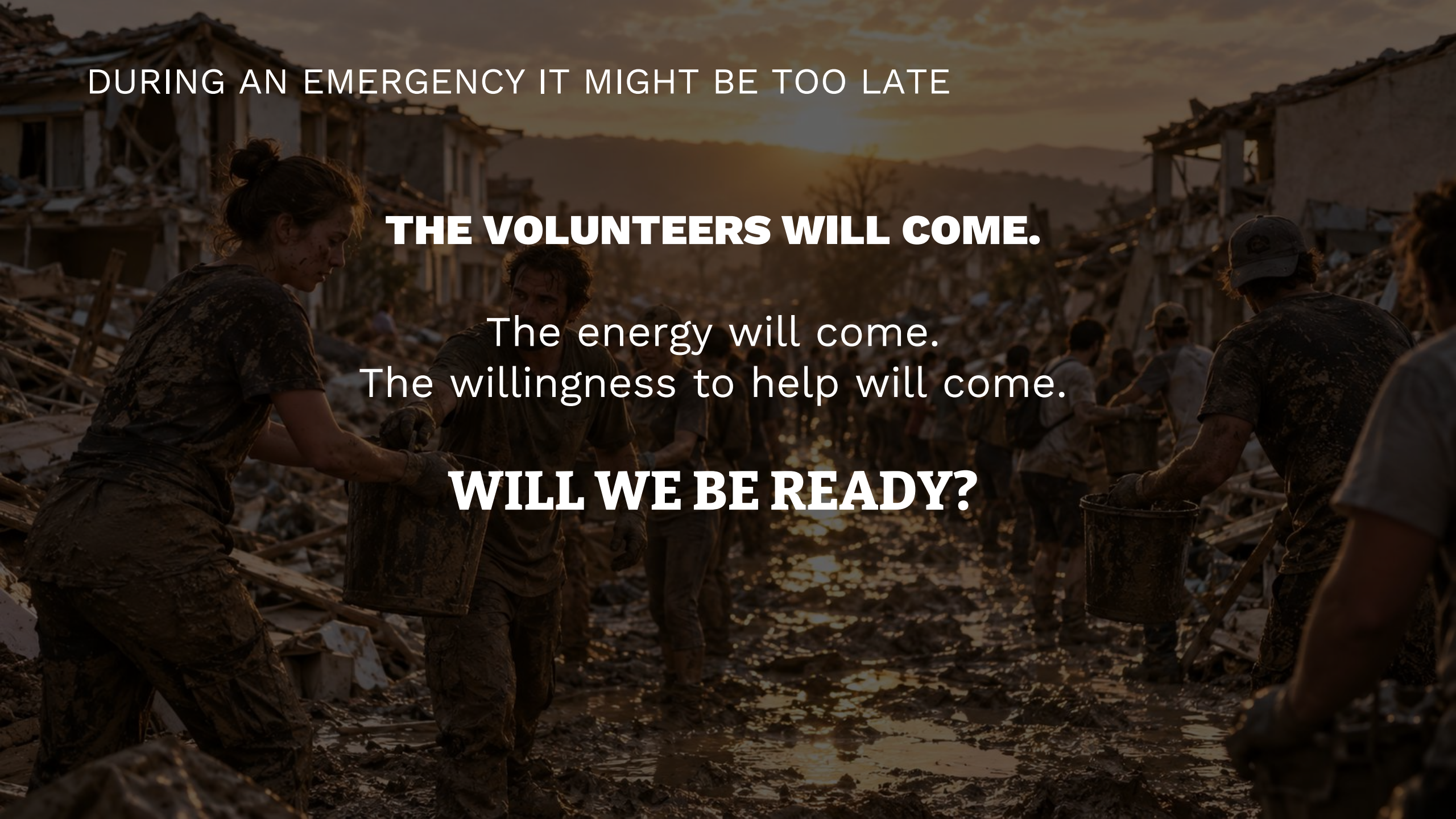
**BUILD TRUST
LEARN A NEW SYSTEM
DEFINE RESPONSIBILITIES
CHANGE PROCESSES.**

DURING AN EMERGENCY IT MIGHT BE TOO LATE

**THE LESSON IS NOT
THAT WE BUILT A PLATFORM
DURING A FLOOD.**

The lesson is:

it should have existed before the flood.

A group of volunteers, including a woman in the foreground, are working in a muddy, debris-filled area, likely after a disaster. They are wearing dark clothing and gloves, and some are holding buckets. The background shows damaged buildings and a hazy sky.

DURING AN EMERGENCY IT MIGHT BE TOO LATE

THE VOLUNTEERS WILL COME.

The energy will come.
The willingness to help will come.

WILL WE BE READY?