Case Study - Serbian Earthquake 2010

Immediately after the earthquake that has hit one of the regions in Serbia in the night between the 2nd and the 3rd of November 2010, a group of local Internet enthusiasts initiated creation of a JaZaKraljevo.rs website with two main objectives.

1. One was to enable the citizens of Kraljevo to report quickly and simply the concrete problems and data about the damages in order to address the proper institiutions, donors and other organizations for help.
2. The other objective was to facilitate creation of records and a data base of the damages and critical areas, that could be easily accessed and searched, in order for anybody interested to send the needed help.

A few days after the earthquake, we went to the scene, and we initiated website jazakraljevo.rs (on November 11).

Project jazakraljevo.rs was made on Ushahidi platform, known for its application during the earthquake in Haiti. The first time this platform was implemented in Serbia, was after the earthquake that had struck Kraljevo. An open source Ushahidi platform contributed to its quick implementation and putting into operation.

By filling out of a simple form on the Website JaZaKraljevo.rs, the citizens of Kraljevo and the reporters could report and describe the damages caused by the earthquake, send photos of the damaged buildings, indicate the needs, and locate the damaged buildings on the map. The Website also enables easy search of the reported damages, through the map or the category.

During its life cycle, jazakraljevo.rs recorded 190 reports about the damages during the earthquake, and also about the minor earthquakes that happened after the major one.

The action was supported by numerous website owners and bloggers across Serbia, through a banner campaign.

Jazakraljevo.rs received the special award on WebFest 2010 and the award IT Globus 2010 of the PC Mikro magazine, and it is known to the public as the best example of the Internet activism in Serbia.