

MEDIA RELEASE

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Access to local products, services and supports critical to emergency preparedness in Alberta

Emergency Management Logistics Canada (EMLCanada) is pleased to announce that, effective immediately, the EMLPlatform will be **free** of charge to all Alberta municipalities, First Nations and Metis communities, local businesses, and the community sector (i.e. churches, non-profit agencies, voluntary organizations, etc.) across the province.

In disaster situations, it is critical for local emergency management organizations to have immediate access to current, relevant, and available products, services, supports, and amenities.

The EMLPlatform is a directory-based, online platform specifically designed to support emergency management. Businesses and community sector organizations can build and maintain current contact information and highlight the products, services, supports, and amenities they have available for disaster response and recovery efforts.

Traditionally, emergency management organizations have manually created contact lists that are inevitably outdated when needed most. The EMLPlatform was designed and built by Alberta-based Emergency Management Logistics Canada (EMLCanada) to facilitate resource identification and sharing using a network and community development approach.

According to Scott Cameron, co-founder of EMLCanada, the platform is “a better way” for local communities to find and access products, services and supports that may be needed to address disaster response and recovery efforts. “Businesses and community agencies aren’t necessarily connected into their local emergency management organizations in a meaningful way, so they miss out on opportunities

to provide critical products, services and supports. This can result in delays and potential loss of time, infrastructure, and even lives.” On the EMLPlatform, businesses and organizations build and maintain their own information – the system monitors updates and provides reminders to ensure that information is always current.

Free access to the EML Platform is possible due in part to the financial contribution of the Canadian Red Cross. Canadian Red Cross is supporting local communities to enhance preparedness by helping to improve access to resources, products, and services across the province.

To learn more, visit www.emlcanada.ca/alberta

For more information:

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Background Information:

Emergency Management Logistics Canada (EMLCanada)

The concept of a directory-based resource management system for emergency management came from a combination of experiences between the company's co-founders – Scott Cameron and Pauline Mousseau. While the platform is a robust search engine designed specifically for emergency management and includes custom logistics tools, its roots come from a deep understanding of social capital, network building, and community development.

The EMLPlatform is more than a curated and searchable database. It represents communities working together, building relationships between business, community, and government sectors, and communicating across jurisdictions. The deeper purpose and value of the EMLPlatform comes from the relationships that can be built in advance of disaster situations which leads to enhanced community capacity and local resilience.

EMLCanada is an Alberta-based small business with a social purpose – to build local capacity and resilience through connections and relationships critical for emergency management preparedness, response, and recovery.

The business operates on one simple principle – when everyone assumes responsibility to update and maintain their own current information, everyone wins.

To learn more about EMLCanada and the EMLPlatform, please visit:

- About - [About EMLCanada – EMLCanada](#)
- Knowledgebase (tools and resources) - [EMLPlatform Knowledgebase \(emlcanada.ca\)](#)
- Logistics tools - [Logistics Hub \(emlplatform.ca\)](#)

