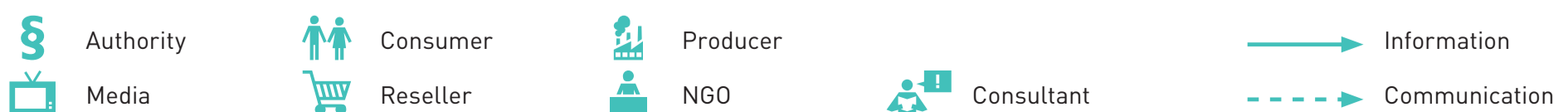
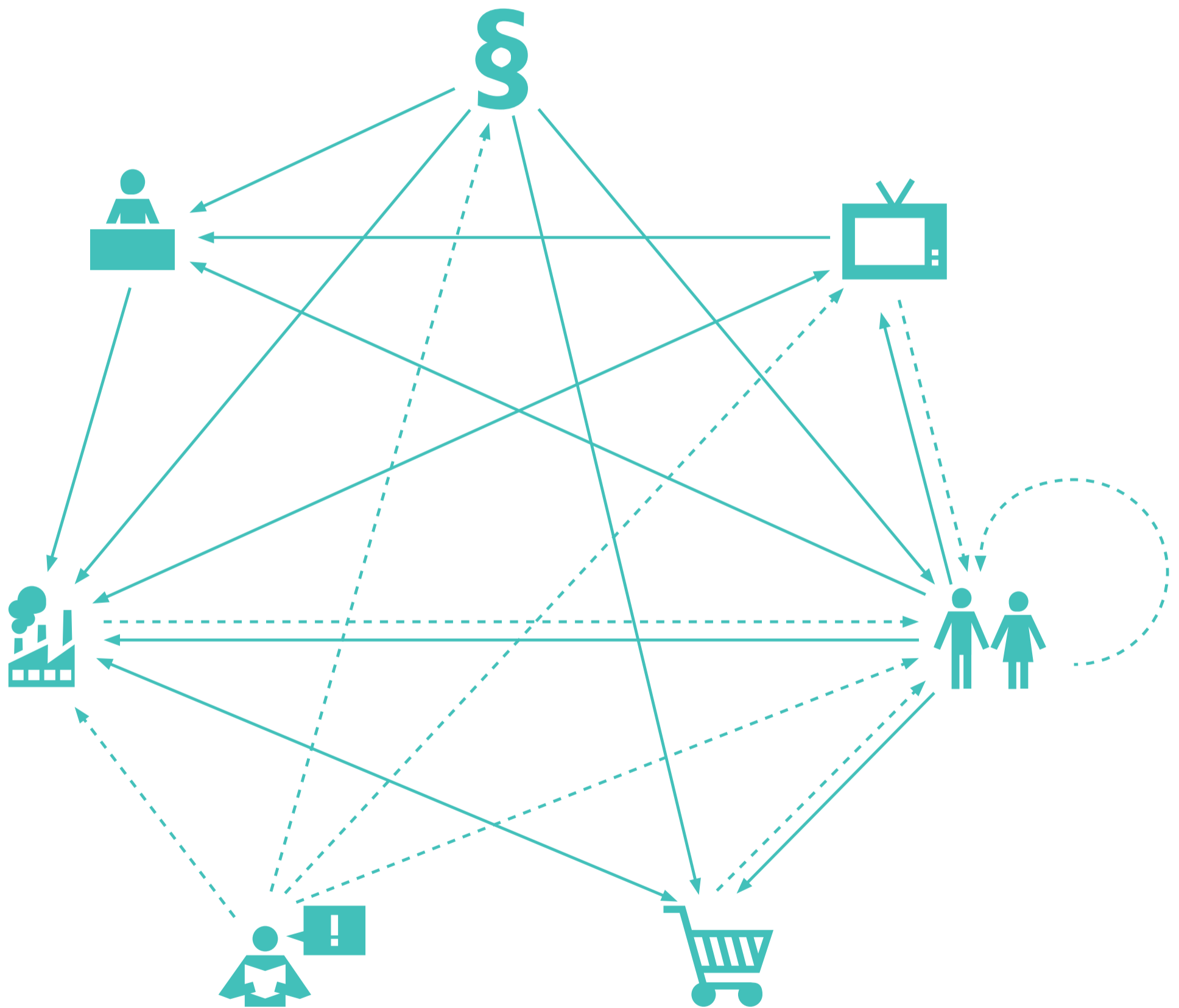


Why we need a recall hub: dialog and communication needs of the actors

The interviews have shown the lack of communication between all involved actors. Especially when it comes to the exchange of information, the need for better connection between all the actors is evident. To enhance the communication in case of a product recalls, it is important to include all actors.




The recall hub: One portal for all actors



Even though all actors have their specific needs in the case of a product recall, their interests overlap at different points. By creating an overall portal in the format of a webpage, all general information can be shown and be accessible for all actors at once. Additionally, the communication between all people involved becomes more straightforward.



 Authority
 Media

 Consumer
 Reseller













 Producer
 NGO

 External control
 Consultant

The modular system

The idea to create one big hub for all actors and information can be seen as a modular system. This system allows the hub to grow in incremental steps. Parts of the hub can be realized independently without the infrastructure of the website; they can be implemented in existing platforms. In the end, the overall aim should be the big idea of one hub.



- | | | |
|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
|  Motion graphics - Pinco |  Template as help for press release |  Dictionary of important terms |
|  Interactive website - recalls happen |  Recall optimizer |  Statistics |
|  Recall dialog |  Recall management |  Alarm system of affected products |
|  Rating system |  Story behind a recall |  Data base |