



FirePlay

DG ECHO Kickoff Brussels

13 March 2025

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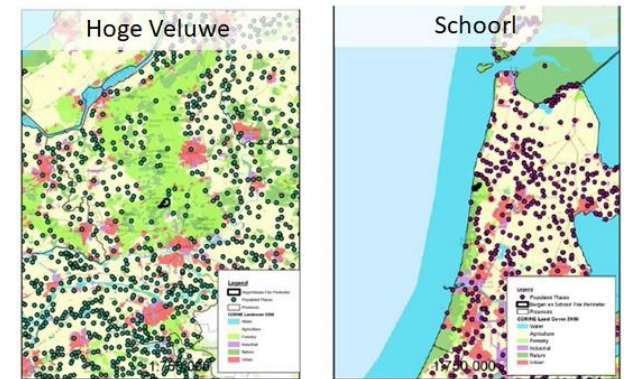
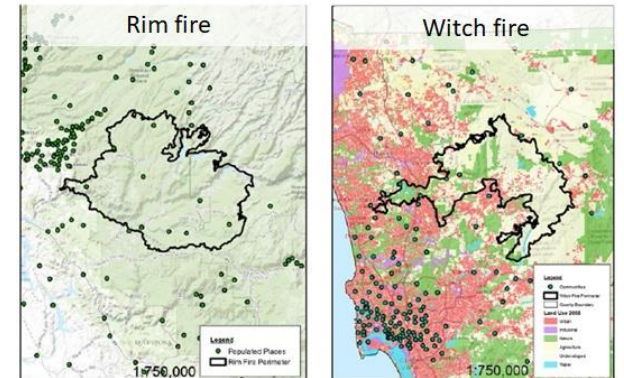


Fire is changing

1. Typical fire countries: more extreme, uncontrollable
2. Wildfire in the 'wrong' countries, with high population density, low awareness and preparedness
3. Lack of a fire culture + more extreme fire behavior with climate change



100.000 people @ Airborne 2019 Ginkelse Hei



Fireplay aims

- Education essential part of integrated fire management
- Explore, design and implement games and play
- To increase awareness of wildfire risk
 - Existence and timing of wildfires
 - Prevent causes
 - Reduce impact
 - What to do during fire
- Across the four European bioregions
- Target audience: from school kids to professional stakeholders
- Inclusive and accessible to vulnerable groups, students with disabilities
- Diverse game approaches to accommodate diverse learning styles



WP 2 Play with Fire

- Adapt and customize the Play with Fire serious game to four bioregions
- Target:
 - school children across Europe
 - volunteers, professional stakeholders in emerging fire regions
- Participative process to tailor the game
- Spin-off of FIRE-RES project



FIRE-RES
Innovative technologies & socio-ecological-economic
solutions for fire resilient territories in Europe



WP3 Sparkids - Minecraft

- Develop educational tools to raise awareness
- Lego – Minecraft
- Capture interest of young people
- Changing landscapes, climate, focused on fire



WP4 scoping inventory

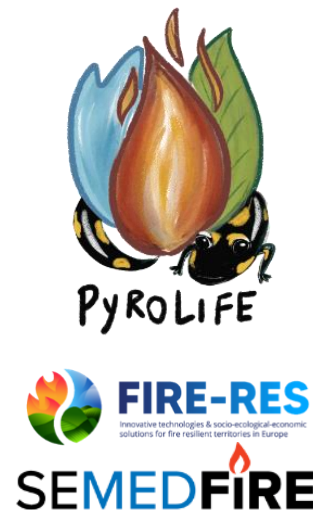
- Overview of existing games and play ~ wildfire
- Possibility of adjusting serious games to fire
 - Templatic games
 - Games on other risks
- Synergy with PyroLife, SEMEDFIRE, FIRE-RES

An early start

40 Master students
Wageningen University
Integrated Fire
Management

Framing of fire in pop
culture

Jan 2025



FIRE IN POP-CULTURE

GAMES, MOTION PICTURES & (COMIC)BOOKS

