

Rapid Multi-Risk Needs Evaluation and Planning Platform

101193586 - EMERGE - UCPM-2024-KAPP-PV

Dissemination

Dissemination and exploitation plan

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Executive summary

The aim of this deliverable is to ensure that project outcomes, particularly the Web-Based Platform (WBP), harmonized exposure model, and supporting multi-risk assessment tools achieve long-lasting impact beyond the project's duration.

The dissemination strategy is designed to build visibility, engage a broad spectrum of stakeholders, and promote adoption of the project's tools. It follows a multi-tiered approach that includes targeted communication activities, tailored content for civil protection authorities, academic dissemination, public outreach, and integration into training and education. EMERGE emphasizes clarity, multilingualism, and open access, ensuring accessibility and relevance across the Western Balkans and other disaster-prone regions. A set of guiding principles, along with consistent project branding and EU visibility requirements, ensures coherence and recognizability across all materials and platforms.

Core dissemination actions include the development of a dedicated UCPKN project webpage, regular social media outreach, printed and digital communication materials, stakeholder workshops in Bitola and Skopje, scientific publications, training modules, and a WBP demonstration video. These are mapped against the project's milestones and tracked through measurable indicators such as web traffic, event participation, media engagement, and publication outputs.

The exploitation strategy focuses on enabling relevant institutions to use EMERGE outputs operationally. This includes institutional engagement with civil protection authorities, municipalities, ministries, universities, and potential replication partners. Transferable methodologies, geospatial tools, and exposure datasets are designed to support risk-informed planning and policy across borders. Training packages and academic curriculum integration contribute to institutional uptake and long-term knowledge transfer.

Sustainability measures include open documentation of the WBP, data model templates for future use, continued hosting of the UCPKN project page, post-project awareness activities, and exploration of follow-up funding opportunities.

Overall, this strategy ensures that EMERGE's output is not only well-communicated and broadly disseminated, but also meaningfully adopted and sustained in practice. It positions the project to contribute effectively to enhanced disaster preparedness and resilience in the Western Balkans and beyond.

1. Introduction

This deliverable is produced within the framework of Work Package 5 (WP5) of the EMERGE project. WP5 is dedicated to ensuring the visibility, communication, dissemination, exploitation, and long-term sustainability of the project's results. The main objectives of WP5, as outlined in the Description of the Action (Annex 1 of the Grant Agreement), are as follows:

- To promote project outputs among civil protection authorities, as well as local, regional, and national administrations in partner countries;
- To disseminate project outcomes to both academic and professional communities;
- To prepare tailored materials that support the exploitation of project results beyond the project's lifetime;
- To promote the developed methodology and the Web-Based Platform (WBP) for rapid needs assessment as transferable know-how to countries beyond the project consortium—particularly IPA beneficiaries not participating in the UCPM, and countries within the European Neighbourhood Policy framework;
- To develop a strategic approach to the exploitation of results; and,
- To present project findings through peer-reviewed journal publications and scientific conference presentations.

This deliverable outlines the strategy for achieving these objectives by identifying target audiences, defining key messages, specifying communication tools, and listing concrete dissemination and exploitation activities. It also clarifies the roles of each partner and provides a basis for monitoring progress and ensuring alignment with EMERGE's broader goals.

2. Dissemination Strategy

This section outlines the strategic approach that EMERGE will take to share its outcomes, engage with diverse stakeholders, and build visibility and support for its innovative tools. The dissemination strategy goes beyond traditional communication aims to create meaningful dialogue, foster adoption, and support sustainability, while ensuring alignment with the EU Civil Protection Mechanism's expectations.

2.1. Objectives

Dissemination in EMERGE is not just a task, it's an integral part of how the project delivers value. The objective is to connect what is being developed (tools, methodologies, data) with the people and institutions that can use, influence, or benefit from it.

Specifically, our goals (Fig. 1) are to:

1. Raise awareness

Ensure that stakeholders in the Cross-Border Region (CBR), Western Balkans and across Europe know about EMERGE and understand its relevance in strengthening disaster preparedness through multi-risk assessment tools.

2. Make EU support visible

Clearly communicate that EMERGE is funded by the Union Civil Protection Mechanism and reflects broader EU efforts to build resilience and cross-border collaboration.

3. Encourage adoption of the Web-Based Platform (WBP)

Actively demonstrate how the platform works, why it matters, and how it can be integrated into national and local civil protection operations.

4. Facilitate stakeholder interaction

Dissemination is also about listening. We want to create feedback loops through events and digital platforms to hear from civil protection agencies, municipalities, and researchers.

5. Support long-term use and transferability

We aim for EMERGE outputs—especially the WBP and exposure models, to remain useful beyond the project. Dissemination thus plays a role in knowledge transfer, training, and sustainability.

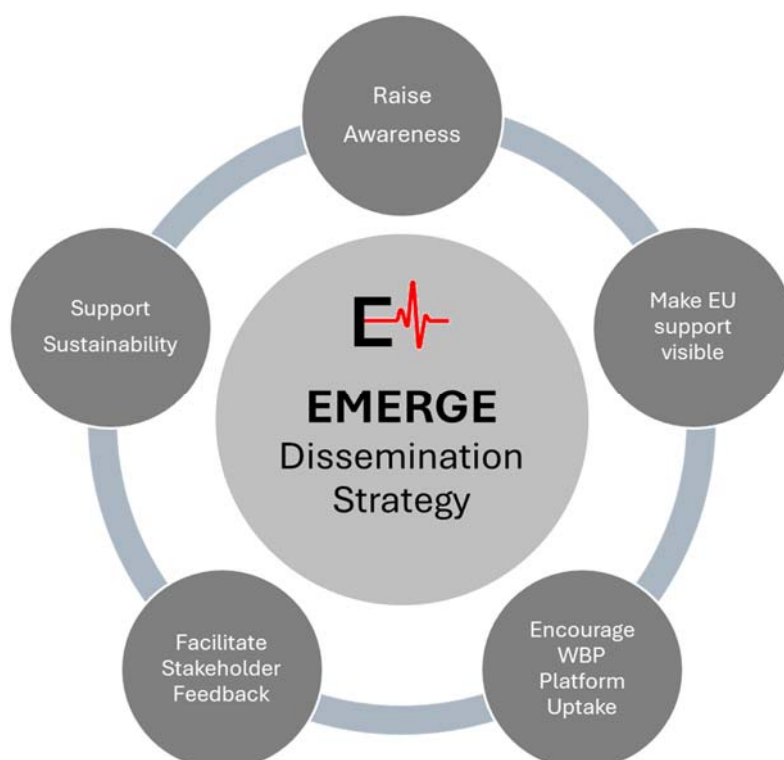


Figure 1. Dissemination strategy chart

2.2. Core Messages and Project Identity

The communication strategy of EMERGE is built around the project's guiding motto: "Share, Prepare, Respond" (Fig. 2). These three words reflect the spirit of EMERGE, sharing knowledge and best practices, preparing through collaborative, data-driven approaches, and responding more effectively to complex risk scenarios.



Figure 2. EMERGE logo

The core messages that will shape the project's communication and outreach include:

- EMERGE develops accessible, scientifically grounded tools and methods for rapid, multi-risk assessment and emergency planning;
- Cross-border collaboration and knowledge exchange are essential to strengthening resilience and preparedness in the Western Balkans; and,
- The use of harmonized data, tailored methodologies, and user-oriented digital tools supports more informed decision-making and coordinated civil protection efforts.

2.3. Target Audiences

We understand that different people need different types of information, and at different levels of detail. Our dissemination approach is tailored to the needs and expectations of each of the following groups:

- National civil protection authorities and disaster management agencies are the key actors for policy integration and future institutional use of the platform.
- Municipal governments and local responders, particularly in cross border region, are both beneficiaries and co-developers of project outputs.
- Policymakers and public institutions in areas like infrastructure, education, and urban planning, whose mandates intersect with disaster risk.
- Universities and research institutes can further develop and embed EMERGE's methods into education and future projects.

- Media outlets help shape public understanding and interest in disaster preparedness, particularly in times of increased hazard awareness.
- The general public, especially in CBR and high-risk regions, as they are the ultimate beneficiaries of stronger preparedness and more responsive institutions.
- Private sector actors like insurance, construction, or utilities, who have a vested interest in better risk information and resilience planning.

2.4. Communication Principles

The success of dissemination depends not just on what we communicate, but how. EMERGE follows a few key principles that guide all communication and outreach efforts:

- **Simplicity and clarity**
We will avoid jargon and speak directly to our audiences in accessible language, whether they're mayors or data scientists.
- **Multilingualism**
We will work in English as the project language but ensure that some of the essential materials—like leaflets, workshop slides, and the WBP interface—are also available in Macedonian, Albanian, and Greek.
- **Open access and transparency**
All public deliverables, datasets, and training materials will be openly shared via the UCPKN website, OneDrive, or partner channels.
- **Visual identity and coherence**
A strong, recognizable EMERGE branding will be applied across all materials—ensuring consistency and increasing project recall.
- **EU visibility compliance**
Every product, event, and output will include the EU emblem and the standard funding acknowledgment, as per Article 17 of the Grant Agreement.

3. Dissemination Plan

With a clear strategy in place, EMERGE will move into the practical implementation of dissemination activities. This section outlines the tools and channels to be used, how specific actions will be rolled out over the life of the project, how visibility and branding will be maintained, and how progress will be monitored.

3.1. Channels and Tools

To bring the EMERGE message to life and ensure our results are widely accessible and used, we will rely on a thoughtful combination of communication and dissemination tools. These tools are selected not only for their reach but also for their relevance to the diverse groups we aim to engage—from civil protection professionals to students, from policymakers to the general public.

Project Webpage on the UCPKN Platform

The project's central communication hub will be a dedicated webpage on the Union Civil Protection Knowledge Network (UCPKN) platform (Fig. 3). This page will house news, resources, deliverables, partner information, and public reports.

Managed by IZIS, the webpage will be regularly updated and referenced in all project communication.

Website: <https://civil-protection-knowledge-network.europa.eu/projects/emerge>

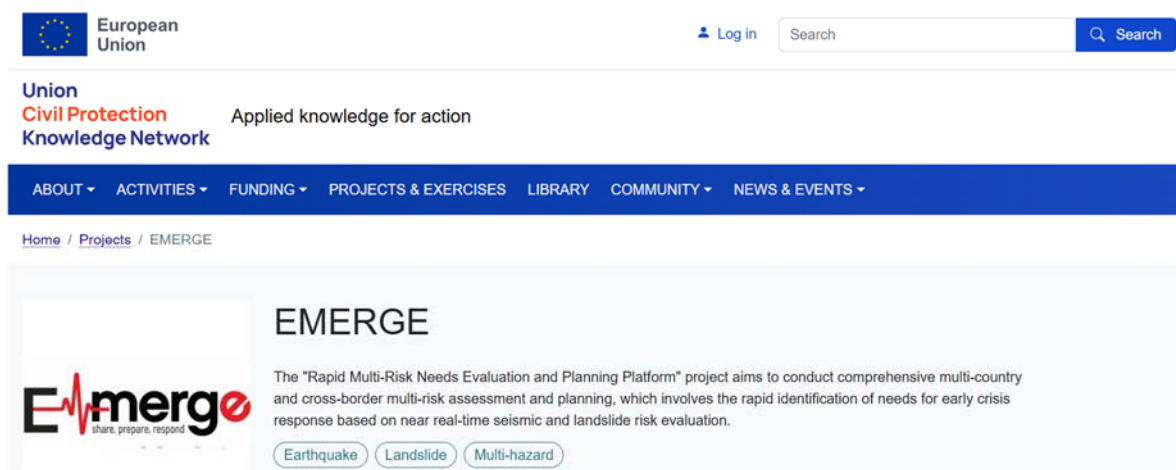


Figure 3. EMERGE UCPKN website

Social Media Outreach

Project news, event announcements, visual content, and other relevant information will be shared via project Facebook and LinkedIn accounts (Fig. 4), that we will be further shared by partners institutional profiles. Social media enables fast, informal outreach that can reach both institutional and non-institutional audiences. Content will be posted at least twice per month and tailored to audience tone and platform type.

Facebook: <https://www.facebook.com/profile.php?id=61571981360694>

LinkedIn: <https://www.linkedin.com/company/emerge-project-rapid-multi-risk-needs-evaluation-and-planning-platform/posts/?feedView=all>

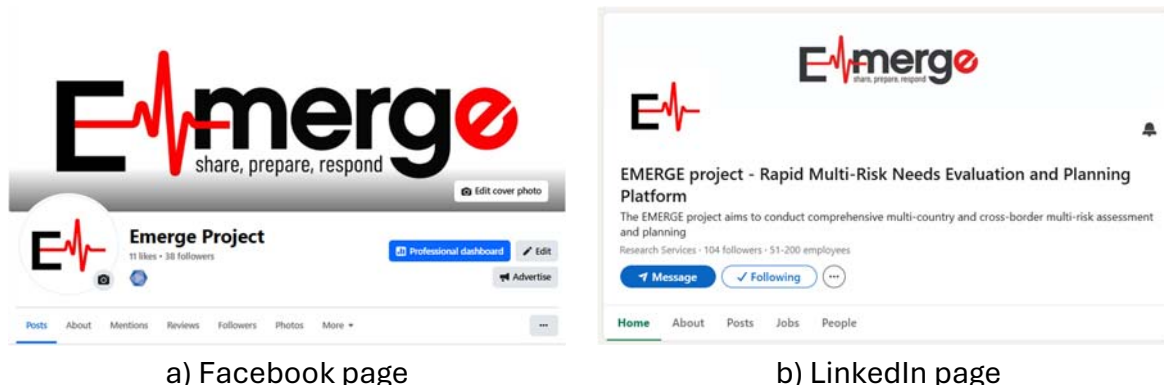


Figure 4. Social media EMERGE pages

Printed and Digital Materials

Brochures, infographics, templates, summary and other documents (Fig. 5) will be produced in English and selected materials on local languages. These will be distributed during meetings, workshops, and in project partner institutions. Templates and visual identity will be unified across all formats.



Figure 5. Templates and visual identity

Stakeholder Workshops and Local Engagement Events

Two major workshops, one in Bitola and one in Skopje (T.5.2), will serve as touchpoints for stakeholder involvement. These events will highlight progress, collect feedback, and

promote WBP adoption. Events will be co-designed with local partners and involve local authorities, CP agencies, and NGOs.

Scientific Dissemination

To anchor EMERGE within the research community, partners will publish findings in open-access journals and present at international conferences (T.5.3). These activities will increase credibility and help transfer methods into academic practice.

Training and Curriculum Integration

Some modules, webinars, and project outcomes will be integrated into selected university curricula (through IZIS, UPT, AUTH, and IUSS) as well as civil protection training programs. This will help ensure sustainability and long-term impact of the project's results.

Project Newsletter

A quarterly digital newsletter will summarize progress and upcoming events, introduce key team members, and highlight success stories. All editions will be archived on the UCPKN webpage.

WBP Demonstration Video

At the end of the project, EMERGE will release a short, multilingual video showing how the Web-Based Platform works and how it can be used. This will serve both as a promotional tool and a training resource.

3.2. Action Plan and Timeline

The dissemination plan is mapped against the project's overall timeline (Fig. 6).

Activity	Timeline																										
	25												26														27
	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1			
Launch UCPKN EMERGE webpage																											
Develop visual identity & templates																											
Produce initial dissemination materials																											
Social media campaign																											
Stakeholder workshop (Bitola)																											
Stakeholder workshop (Skopje)																											
Scientific publications																											
Curriculum integration & training modules																											
Quarterly newsletters																											
WBP demonstration video																											

Figure 6. Dissemination Gantt chart

Activities are phased to align with key project milestones such as stakeholder engagement, co-creation sessions, platform release and testing, and the finalization of communication and exploitation materials. A dedicated Gantt chart is presented below. This plan will be revisited mid-project to allow adjustments based on lessons learned and stakeholder feedback.

3.3. Branding, Visual Identity, and EU Visibility

EMERGE has developed a cohesive visual identity, including a logo, color palette, and communication templates (presentation, report cover, banner, notebook, pen and badge). These will be used across all materials and events. All outputs will include the EU emblem and the required disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.”

3.4. Monitoring and Indicators

Dissemination efforts will be monitored regularly to ensure they are effective and impactful. The following indicators will be tracked (Table 1).

Table 1. Dissemination efforts indicators

Indicator	Target / Expected Value
Number of newsletter editions	4 (1 per 6 months)
Number of newsletter recipients	>200 across partners and stakeholders
Visitors to the UCPKN webpage	>1000 unique visits over the project lifecycle
Social media engagement	1–2 posts per month; >300 followers combined
Attendance at stakeholder events	>25 participants per major workshop
Downloads of WBP-related materials	>150 cumulative
Mentions/citations in publications or media	≥5 academic or professional references

A mid-term internal review will assess whether adjustments to the plan are needed to improve outreach and stakeholder engagement.

4. Exploitation Strategy

The exploitation strategy in EMERGE focuses on enabling the project results, particularly the Web-Based Platform (WBP), the harmonized exposure model, and supporting risk assessment tools such as multi-risk scenario frameworks and rapid needs estimation modules, to be used effectively by relevant institutions beyond the project lifetime. The

aim is to ensure that these results support ongoing planning, training, and policy actions in the CBR, Western Balkans and potentially in other disaster-prone areas.

4.1. Focus Areas for Exploitation

The exploitation efforts will be concentrated on the following main outputs:

- The EMERGE Web-Based Platform (WBP)
Developed as a tool to support rapid, multi-risk screening and emergency planning. The platform is designed for adaptability and future scaling. It includes risk dashboards, geospatial modules, and exposure/vulnerability layers that civil protection institutions can customize for operational use.
- Exposure and critical facility data
EMERGE will deliver harmonized exposure inventories and critical facility datasets for project cross border region. These will serve as reference models that municipalities or national agencies can replicate in other regions.
- Methodologies and decision-support workflows
The analytical processes developed in EMERGE including how risks are combined, prioritized, and linked to capacity needs are intended to be transferable and transparent. They will be fully documented and accompanied by visual guides and application examples.
- Training packages and educational integration
Selected project components will be introduced into higher education and professional training programs, led by academic partners (IZIIS, UPT, AUTH and IUSS) and supported by civil protection stakeholders. This includes modules on multi-risk assessment and the use of the WBP.

4.2. Target Institutions and Roles

The uptake and future use of EMERGE results will be encouraged through tailored engagement with:

- Civil protection authorities, as potential institutional users of the WBP and the developed methodologies;
- Municipal governments, especially those involved in the CBR, as they can implement exposure mapping and planning routines in local workflows;
- National ministries and agencies for disaster risk, infrastructure, and environment as potential supporters of scale-up and policy alignment;
- Academic and training institutions, who will serve as multipliers by embedding EMERGE content into their curricula and training practices;

- Other UCPM and EU-funded projects, where methodological and technological synergies may enable broader replication.

All these actors have been engaged from the start, particularly in WP5 and WP2 activities, and will continue to be involved in final consultations and follow-up dissemination steps.

4.3. Pathways to Sustainability

To promote long-term impact and re-use, the following measures are being taken:

- Documentation of the WBP will be openly available accompanied by user manuals. This ensures transparency and encourages adaptation in other contexts.
- Exposure data models and templates will be released for use by municipal and regional actors interested in developing their own inventories.
- The EMERGE project page on the UCPKN platform will remain active after the end of the project, serving as a lasting reference for the public and civil protection professionals.
- All partners will continue to maintain awareness of the tools and promote their use in their respective networks, including during post-project training events, academic lectures, and CP policy dialogues.
- Follow-up funding opportunities will be explored during the final six months of the project to support continued platform development and stakeholder training beyond EMERGE's scope.

5. Conclusions

The dissemination and exploitation strategy of EMERGE is designed not as a standalone component, but as a core enabler of the project's wider impact. Through targeted communication, stakeholder engagement, and long-term planning for sustainability, the strategy ensures that EMERGE's results reach the people and institutions best positioned to use them.

By combining a multi-channel dissemination approach with practical exploitation pathways, the project addresses both visibility and usability. The Web-Based Platform, developed exposure inventories, and tailored risk methodologies offer real potential for operational integration, especially among civil protection actors and local authorities. Their value is reinforced through training activities, curriculum alignment, and scientific contributions.

What distinguishes the EMERGE approach is its emphasis on co-creation and continuity. From the outset, stakeholders have been involved not only as recipients but also as contributors through workshops, data sharing, and platform feedback. This reinforces the chances that EMERGE outputs will be adopted and further developed after the project ends.

As the project moves forward into the next implementation phases, the focus will shift from concept to demonstration and refinement. WP5 activities will intensify around stakeholder outreach, practical piloting, and knowledge transfer, ensuring that the tools developed are not only innovative but also trusted, usable, and impactful across the cross-border region and beyond.

Disclaimer

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