



Evidence for Policy in Disaster Risk Management (DRM) Summer School 2026

Tallinn, 26-28 May 2026

Class No. 2

Developing a risk communication approach to support population preparedness

Class will take place in room M 135 – 1st floor of the Mare building

Class Coordinator



Rein OLESK

National Expert in Professional Training (NEPT), European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO)

Rein Olesk is a National Expert in Professional Training at the European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO). His work at the Commission focuses on population preparedness. In Estonia, he serves as an Advisor in the Ministry of the Interior's Civil Protection Department, with a focus on crisis and emergency communications. Previously, he worked as a crisis expert in the Estonian Emergency Response Centre, and communications manager in Tallinn University. He holds a Master's degree in Journalism and Communication from the University of Tartu.

Class assistant

Kristel Jakobson

Speakers



Eduard PLANA BACH

Head of Forest Policy and Risk Governance at the Forest Science and Technology Centre of Catalonia

Dr. Eduard Plana Bach, is a forest engineer and Senior Expert and head of Forest Policy and Risk Governance at the Forest Science and Technology Centre of Catalonia. His expertise is in socioenvironmental dimension of forestry policies as well as in integrated wildfire risk management, risk communication and governance. He has led several European projects on the topic and he has participated as an expert on different European Commission initiatives and international consultancies on wildfires.



Ave TAMMENIIT

Guest Lecturer in Risk and Crisis Communication Theories, Tallinn University

Ave Tammenniit is a Communication Manager at Coop Pank, and a Guest Lecturer in Risk and Crisis Communication Theories in Tallinn University, with recent professional experience in corporate and customer communications across the finance and energy

sectors. Her work has focused on developing clear, effective, and customer-centric communication in complex and regulated environments. Previously, she worked extensively in the field of risk and crisis communication within the public sector, including roles at the Government Office of Estonia's strategic communication unit, the Estonian Rescue Board, and the Ministry of the Interior. For four years, she served as the elected chair of the IPCR Crisis Communicators' Network. Ave Tammeniit holds a Master's degree in Communication Management from the University of Tartu.



Argo KERB

Public Warning and Communications Department , Estonian Agency for Rescue Services

Argo Kerb is Head of the Public Warning and Communication Department at the Estonian Rescue Services Agency. His expertise focuses on risk and crisis communication, behavioural change, and information environment analysis, particularly in contested environments. He leads the development of national risk communication systems, public warning, and integrated awareness campaigns aimed at improving crisis readiness and promoting life-saving behaviours. He has held senior expert and management roles at the Government Office of Estonia, the Ministry of Education and Research, and the National Library of Estonia, and has served as CEO of a media analysis company as well as a private consultant.

Aim(s) of the Class

In a context where natural disasters are becoming more frequent and extreme, mostly as a result of climate change, and where manmade crises are also occurring more regularly, policy makers face the huge challenge of having to understand and combine scientific evidence and recommendations into a narrative that, when communicated to the public, will persuade them to follow advice and take the right action. This class will provide participants with practical examples and theoretical insights on how to best address these challenges and invite them to jointly develop a risk communication plan.

Recommended readings

- Article on Estonia's National Broadcast: Drone entering Estonian airspace from Russia hits Auvere power station chimney (25.03.2026)
- Onepager: What to do in an air threat?