



Deliverable D7.2

FIREPRIME Exploitation Plan

WP - Task	WP7 Task 7.2	Version (1)	Final
Code (file name)	D7.2_FIREPRIME_ExploitationPlan	Dissemination level (2)	Public
Programmed delivery date	31/01/2026	Actual delivery date	30/01/2026

Document coordinator	Guillem Canaleta (PCF)
Contact	gcanaleta@paucostafoundation.org
Authors	Av. Mossèn Cinto Verdager, 42 esc. A bxs 2a. · 08552 Taradell (Barcelona) G. Canaleta (PCF), A. Goenaga (PCF) E. Pastor (UPC), P. Vacca (UPC), S. Dossi (UPC) F. Vermina-Plathner (RISE), J. Sjöström (RISE), Maria Papatoma-Köhle (BOKU), S. Fuchs (BOKU), I. Rodríguez (UOC), M. Cifre (UOC)
Reviewed by	Elsa Pastor (UPC)
Abstract	This deliverable presents the Exploitation Plan of the FIREPRIME project, outlining the pathways for scaling and maximising the impact of its results beyond the project lifespan. Building on pilot implementations, the document frames exploitation across local, regional, national and European scales, highlighting the flexibility of FIREPRIME tools and services. It identifies key actors, governance structures, and enabling conditions required for successful uptake. A set of concrete exploitation actions is proposed, addressing dissemination, training, governance, monitoring and funding. The plan emphasises community-based preparedness as a core operational level, supported by institutional coordination where appropriate. Potential funding instruments and calls are mapped to support long-term sustainability. Finally, the document analyses exploitation challenges and opportunities, positioning FIREPRIME as a scalable framework for strengthening wildfire preparedness and resilience across Europe.

(1) Draft / Final

(2) Public / Restricted / Internal

Disclaimer

FIREPRIME is co-funded by the European Union. Views and opinions expressed in this document are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

Table of Contents

1.	Introduction	5
2.	Objectives.....	7
3.	What is FIREPRIME?	8
3.1.	Collaborative Framework	8
3.2.	FIREPRIME Toolkit.....	8
3.3.	Vision for the next 10 years	12
4.	Framing FIREPRIME Exploitation.....	14
4.1.	Exploitation scales and period.....	14
4.2.	Topics to address	16
5.	FIREPRIME Exploitation Strategy.....	21
5.1.	Stakeholders	21
5.1.1.	Governance	23
5.1.2.	Private-Public collaboration	25
5.2.	Tools and services.....	26
5.2.1.	Tools and services adoption	26
5.2.2.	Contextual adaptation.....	27
5.3.	Knowledge transfer.....	28
5.3.1.	Knowledge exchange between FIREPRIME sites	28
5.3.2.	Dissemination	30
5.3.3.	Capacity Building	31
5.4.	Policy alignment.....	32
5.5.	Replication sites	34
5.6.	Sustainability.....	35
5.6.1.	Funding mechanisms	35
5.6.2.	Monitoring and evaluation	37
5.7.	Tentative strategy for exploitation	38
6.	Conclusions on exploitation	40
	ANNEX I	43

1. Introduction

FIREPRIME (2024 – 2025) is a project funded by the European Union Civil Protection Mechanism (UCPM) programme under the UCPM-2023-KAPP-PREV call. Many of the wildfires that take place in Wildland-Urban interface (WUI) areas involve extremely complex civil protection challenges. On the one hand, the population experiences threats to their lives and property, highlighting a widespread lack of wildfire risk awareness and preparedness of affected communities. On the other hand, emergency services are often immersed in scenarios where emergency management involves both wildfire suppression and protecting people and property.

It is in this context that the FIREPRIME project seeks to lay the foundations of a European program that promotes wildfire risk culture and resilience among communities, with a civil protection perspective. FIREPRIME is developed in three different regions of the EU, in close collaboration with local authorities and communities. The case study of the Mediterranean is in Barcelona region, specifically in the communities of La Floresta and Sol i Aire in Sant Cugat del Vallès. The other two case studies are found in Austrian Tyrol (Central Europe) and the Gothenburg region (Northern Europe).

Through FIREPRIME, a set of risk awareness and assessment tools, named as FIREPRIME Toolkit, have been designed and adapted to the EU context, discussed and approved with both authorities and communities, through three streams: homeowner fire safety, community engagement and resilient infrastructures. Through the implementation of the FIREPRIME Toolkit, the aim is:

- To promote wildfire resilience and adaptation of homeowners in WUI areas, community engagement and critical infrastructure resilience.
- To foster a wildfire risk culture among affected communities.
- To improve the necessary coordination and risk governance among local and regional authorities and communities.
- To design an EU adapted strategy promoting wildfire risk awareness among WUI communities.

Build from lessons learned after pilots implementation, this FIREPRIME exploitation plan outlines how the know-how, tools, and services tested through the project can be consolidated and scaled-up to shape a European reference model for wildfire-prepared communities. The lessons learned from each pilot, together with the assessment of their sustainability, highlighted what has been working well in different socioecological contexts, but also what must be strengthened to ensure continuity and growth.

Under this context, an exploitation strategy is therefore essential to guide FIREPRIME beyond its pilot phase, enabling replication across diverse European regions, integration into relevant policy frameworks and civil protection programmes, and the establishment of mechanisms for cross-regional knowledge transfer. Moreover, it will support the creation of strategic partnerships with local authorities, national agencies, research institutions, and community organisations, ensuring that the FIREPRIME Toolkit and its methodologies can be adapted and implemented in different EU Member States. Through this exploitation plan, the project aims to transform successful pilot experiences into a robust EU-level approach to wildfire risk preparedness.

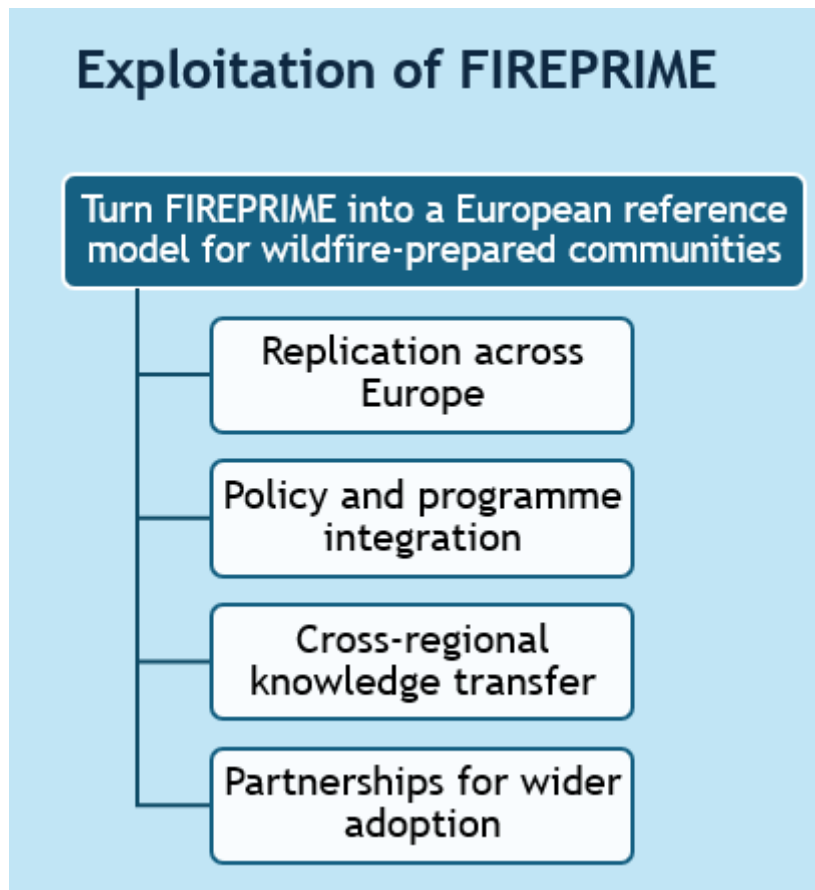


Figure 1. Conceptual approach of FIREPRIME Exploitation.

2. Objectives

The main objective of the FIREPRIME exploitation plan is to discuss key actions and steps to tackle in order to facilitate that FIREPRIME becomes an EU widespread program for wildfire prepared communities.

Specific objectives are:

- To ensure the scalability of FIREPRIME pilot outcomes by identifying the key actions for long-term impact in Europe.
- To define strategies for replicating the FIREPRIME Toolkit across other European WUI regions, adapting to diverse socioeconomic and risk contexts.
- To promote integration of FIREPRIME approaches into national and EU-level wildfire risk and civil protection policies and relevant funding frameworks.
- To establish cross-national and regional collaborations that facilitate exchange of best practices and lessons learned among pilot sites and new adopters.
- To foster partnerships with local/regional/national authorities, research institutions, NGOs, and private stakeholders to support scaling, capacity building and resource mobilisation.
- To provide key actions that support widespread adoption and adaptation of FIREPRIME tools and approaches.

3. What is FIREPRIME?

3.1. Collaborative Framework

FIREPRIME is conceived as a collaborative framework that brings together citizens, local authorities, private companies, civil protection agencies, and other relevant stakeholders to foster wildfire risk awareness, preparedness and resilience in WUI areas, as well as Wildland-Industrial interface. The programme is grounded in the recognition that wildfire risk management in these complex environments cannot rely only on emergency response, but must actively involve households and communities as key actors in risk reduction. Therefore, FIREPRIME recognises that wildfire risk depends on all these actors, and not only on risk managers or exposed people.

FIREPRIME promotes a bottom-up approach to preparedness, empowering local communities and authorities to understand their exposure to wildfire risk and to take concrete actions to reduce vulnerability at household and community levels, as well as at critical infrastructure. This community based approach is complemented by close collaboration with municipalities, fire services, and civil protection authorities, creating spaces for dialogue and fostering that local knowledge, institutional responsibilities and operational needs are aligned.

The collaborative framework supports dialogue and co-responsibility between citizens and authorities, helping to bridge gaps between risk perception, planning, and implementation. By combining technical tools with participatory processes, FIREPRIME strengthens local risk governance and contributes to a shared culture of wildfire preparedness.

3.2. FIREPRIME Toolkit

The FIREPRIME Toolkit is a set of risk awareness, assessment, and preparedness tools designed to support wildfire resilience across different European WUI contexts. The toolkit has been developed and tested through pilot implementations and is structured around three complementary streams (Figure 2):

- Homeowner Fire Safety, including tools such as the FIREPRIME App, which enables residents to assess wildfire risk at household level, receive tailored recommendations, and increase awareness of self-protection measures.
- Community Engagement and Education, focusing on participatory methodologies, awareness-raising activities, and collective preparedness actions that strengthen social cohesion and shared responsibility.
- Critical Infrastructure Resilience, providing methodologies to assess wildfire risk affecting critical infrastructure and to support operators and authorities in identifying vulnerabilities and mitigation measures.

The toolkit is designed to be modular and adaptable, allowing components to be implemented independently or combined depending on local needs, risk profiles, and governance arrangements. Its flexibility enables contextual adaptation across different socio-ecological regions, institutional settings, and levels of wildfire risk, while maintaining a common methodological backbone.

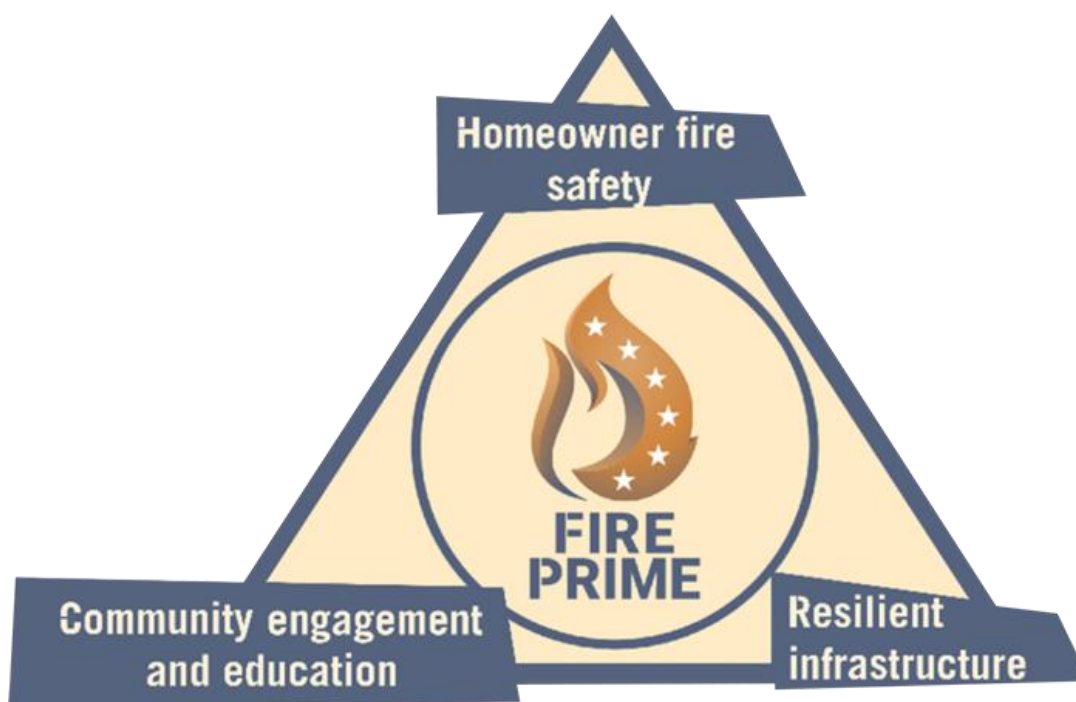


Figure 2. FirePrime Toolkit streams.

The following table (Table 1) shows a brief description of the Toolkit.

Table 1. Tools from the FirePrime Toolkit.

HOMEOWNER FIRE SAFETY	
The FIREPRIME Smart Phone App for wildfire risk assessment at homeowner level	This smartphone app, available for both Android and iOS, is designed to help smartphone-owning residents living in the wildland-urban interface across Europe assess the hazard and vulnerability levels of their property. Using a simple, 23-question survey, users receive a quantitative risk assessment indicator along with personalized recommendations for improvement. The system is gamified, encouraging homeowners to revisit the app, log improvements they have made or plan to implement, and track their progress through an updated risk score. It also includes a basic assessment module and preparedness and safety tips in case of emergency.
Basic wildfire risk self-assessment	The basic assessment is a quick and easy option designed for residents living in areas at risk of fire. It includes 10 questions with 'Yes' or 'No' answers about the environment and characteristics of the home. Depending on the number of affirmative answers, a low, moderate

	or high risk is obtained and recommendations for each risk are provided.
The FIREPRIME Homeowner Wildfire Risk Assessment Questionnaire	The same basic questionnaire as the Smart Phone app, but delivered in a paper format in order to facilitate its access to people with technological restrictions.
Visual guide of prevention and self-protection measures	We provide a guide with basic information on what to do to protect your home from wildfires, what to do if a fire approaches your home, and what to do if you are ordered to evacuate. The guide is based on the official recommendations of the Catalan Fire and Rescue Service.
How to protect your home against wildfires	This resource is grounded in the context of the Nordic countries but can be adapted for use in other settings. Every year, many northern European buildings are ignited by wildfires. Not only large and intensive fires ignite buildings; on the contrary, most of these fires are small. They mainly occur during spring when land and homeowners burn garden residues or last season's grass litter.
Safe burning practices	This resource is grounded in the context of the Nordic countries but can be adapted for use in other settings. On average, many buildings are ignited and several people are annually injured in northern European wildfires. Most of these accidents occur from unexpected events during the burning of garden residues or last season's dry grass. Through safe burning practices and simple precautions, you can reduce the risk of fire spread and serious consequences.
Household fire safety overview	Take a look at the aspects to consider regarding your home's risk from wildfires. Learn about the structural and environmental factors you can address to reduce your home's vulnerability.
COMMUNITY ENGAGEMENT	
The FIREPRIME Wildfire Preparedness Day	Community event designed to raise risk awareness and planning actions to reduce wildfire risk. It brings together residents and local authorities to promote wildfire prevention, preparedness, and response strategies. In that sense, a preparedness day can host a wide range of different activities, for instance: educational workshops on home hardening and defensible space, receive hands-on training in wildfire risk assessment and emergency planning, get organized among the neighbourhood, and many others. The main goal of a Wildfire Preparedness Day is to empower communities to take proactive measures in coordination with local authorities.

<p>The Self-protection Field Guide</p>	<p>Field guide specifically designed for teenagers, aiming to raise awareness and engage them in wildfire preparedness. This guide provides practical knowledge about home wildfire risk and includes an interactive exercise that allows young participants to collectively assess the preparedness level of a home. By using this guide, teenagers can better understand wildfire risk and contribute to improving safety in their communities through informed decision-making and proactive measures.</p>
<p>The Landscape Products Game</p>	<p>This activity addressed to teenagers connects local products with wildfire risk reduction. Participants explore how different land uses, such as cultivated fields and managed forests, help prevent wildfire propagation. The exercise highlights how choosing local products promotes land management practices that reduce wildfire risk.</p>
<p>The Fire Behaviour Game</p>	<p>This activity aims to help young people understand fire behavior through visual demonstrations on a small scale. Using a wooden board, different fire scenarios are presented, such as how fire moves uphill or downhill, the difference between crown fires and surface fires, and how fuel density affects fire behavior. The goal is to see and learn how fire spreads in various conditions. Additionally, a small house made of paper or cardboard demonstrates how proximity to fire impacts the intensity of the burn, illustrating the concept of defensible space and self-protection.</p>
<p>The Wildfire Readiness Game</p>	<p>In this activity, participants are presented with a wildfire scenario and must make decisions on how to respond based on official Civil Protection guidelines. They are given cards with different items or actions and must choose what they would do with each one. Afterward, a review is conducted to discuss what was done well and what could have been improved. The goal is to help participants think critically about emergency response, self-protection during wildfires and community coordination.</p>
<p>The FIREPRIME Wildfire Prevention And Responsibility Tool</p>	<p>The tool is a protocol for a short introduction on what is mean by ‘responsibility’. There are de-facto legal responsibilities for taking mitigating actions but also ‘felt’ responsibility that people themselves feel that they have and that play an important role in the incentives for mitigation. Additionally, there are responsibilities people think that <i>other</i> people or organisations have with regard to taking mitigative actions. The tool thereafter contains six cases, extracted from real incidents, where damages from fires occur. The cases are</p>

	<p>accompanied by photos, a short text explaining the background and consequences of the incident. These cases are discussed in groups (max 6-7 people in one group to promote free discussions). Finally, the groups gather and shortly describe the proper mitigating actions and the roles different parties play in these.</p> <p>The tool is intended to raise awareness of efficient actions to reduce damages from fires and to give a perspective of the conflicts of interests that appear in how landscapes are managed and operations performed within the landscapes by industries, residents, tourist and authorities.</p>
<p>RESILIENT INFRASTRUCTURE</p>	
<p>Wildfire risk assessment guidelines for the Chemical Industry</p>	<p>The wildfire assessment tool for the chemical industry, and piloted with the chemical storage plant located in the Spanish pilot site is created for general chemical industry plants and is heavily inspired by the FIRESMART guidelines for the Oil and Gas Industries, developed by FIRESMART Canada. The general assessment tool is able to be used by any chemical industry, which may be classified as Seveso or not, with specific focus on the storage of hazardous substances, which is the most important vulnerability related to the potential impact of external fire ignition.</p>
<p>Wildfire risk assessment guidelines for the Electrical substation</p>	<p>The wildfire risk assessment guidelines for the electrical substation will be completed following two interviews/meetings with representatives of the APG. The first meeting has been taken place in April. The feedback, however, of the contact persons to the guideline and the form for wildfire risk assessment is still pending.</p>

3.3. Vision for the next 10 years

The long-term vision for FIREPRIME, as articulated through a dedicated co-creation process in FIREPRIME 2nd Workshop with project partners and stakeholders (Results summary provided at Annex I), is to evolve into a widely recognised European programme for wildfire-prepared communities, embedded within existing civil protection and disaster risk reduction frameworks while remaining structured at local level.

Participants envisioned FIREPRIME in ten years as a flexible, modular programme available to Member States on a voluntary basis, allowing countries, regions and municipalities to select and adapt those components that best fit their specific wildfire risk contexts and governance cultures. At European level, FIREPRIME could be linked to established initiatives and platforms, such as EFFIS and EU civil protection knowledge networks, serving both as an operational support framework and as a space for cross-border exchange of practices, experiences, and lessons learned.

A key pillar of this vision concerns the sustainability and evolution of the FIREPRIME App. In the long term, the app is envisaged as an open widely adopted tool for residents and local

authorities. Maintaining free access is considered essential to ensure broad participation and equity. Future development would focus on enhanced usability, increased interactivity, and improved aggregation of information to support decision-making at different scales and context (e.g. risk may be different in the Mediterranean than Northern EU). Clear data governance arrangements differentiated functionalities for citizens and authorities, and transparent communication on data use are seen as critical to building trust and enabling responsible use across diverse national contexts. Long-term maintenance would rely on diversified funding models, including public–private partnerships, integration with existing European platforms, and follow-up deployment-focused projects.

For critical infrastructure, the ten-year vision foresees the FIREPRIME wildfire risk assessment tools becoming operationally relevant instruments integrated into regulatory, planning, and risk management frameworks. Expanded coverage to different types of infrastructure, integration with multi-hazard assessments, clearer guidance on mitigation and response actions, and mechanisms to ensure periodic updates of assessments are central elements of this vision. Legislative frameworks, professional networks, and incentive mechanisms (such as certification schemes or links to existing safety and sustainability programmes) are expected to play a decisive role in ensuring consistent uptake.

At regional level, particularly illustrated through the Catalan context, FIREPRIME is envisaged as a catalyst for embedding wildfire preparedness within broader cultures of risk awareness and resilience. Municipalities and civil protection services would act as key enablers, supported by flexible governance models adapted to varying local capacities. The programme would not only generate useful data for emergency planning, but also function as a process that stimulates community engagement, reflection, and collective action, especially when combined with complementary activities such as preparedness events and training.

Across Europe, long-term success is seen as dependent on stable funding mechanisms, clear governance arrangements, and sustained capacity building at local level. Training programmes for community leaders, volunteers, and municipal staff are expected to be a cornerstone of deployment, ensuring continuity beyond project-based funding. While a bottom-up approach is considered appropriate for most contexts, the vision recognises that different governance cultures may require tailored combinations of bottom-up and top-down strategies.

In conclusion, in the next ten years, FIREPRIME is envisioned as an European reference framework that strengthens wildfire preparedness from local communities and authorities, adapted to different national contexts, but coordinated under a EU common framework.

4. Framing FIREPRIME Exploitation

4.1. Exploitation scales and period

The FIREPRIME is conceived as a long-term framework that extends beyond the project lifespan. However, given the wildfire risk and community preparedness approach of the project, exploitation cannot be understood as a single post-project phase, but as a continuous pathway combining actions across different governance levels.

For this reason, this exploitation plan has a 10 year perspective, reflecting the time needed to embed wildfire preparedness practices within communities and institutions, achieve sustained behavioural change at household and community levels, integrate FIREPRIME tools and services into planning, policy, and operational frameworks and transition from pilot-based implementation to a stable and replicable EU programme.

The 10-year horizon is structured conceptually into three overlapping phases, that are indicative and may evolve differently depending on contexts and opportunities arising:

- Short term (0–2 years after project end): consolidation of project results and further developments and adaptations of the toolkit, capacity building on key stakeholders, maintenance of pilot activities, dissemination of results, methods and lessons learned. Initial replication efforts to additional pilots, as well as definition of a broader Annual and interannual FirePrime preparedness cycle.
- Medium term (3–5 years): larger expansion to new territories, integration into local and national preparedness frameworks, strengthening governance structures.
- Long term (6–10 years): institutionalisation of FIREPRIME components, stable funding mechanisms, EU recognition and sustained knowledge exchange.

Exploitation scale is also a key factor. FIREPRIME exploitation is framed across three interconnected scales (local, regional/national, and European) each with distinct roles, responsibilities and added value. The effectiveness of the programme relies on coherence and coordination between these levels (Table 2).

Table 2. Importance of exploitation scales.

Scale	Description
Local	<p>The local scale represents the operational scale of FIREPRIME exploitation. It targets municipalities, neighbourhoods, homeowner associations, local civil protection services, and community organisations operating in WUI areas. At this scale, exploitation focuses on:</p> <ul style="list-style-type: none"> • Direct engagement of residents and communities. • Implementation and adaptation of the FIREPRIME Toolkit to local risk and social contexts.

	<ul style="list-style-type: none"> • Strengthening local preparedness, self-protection and a collaborative framework. • Embedding wildfire risk awareness into everyday practices. <p>Local ownership and trust between residents and local authorities are essential at this level, as wildfire risk is faced and managed most directly within communities.</p>
Regional/National	<p>The regional and national scale provides the enabling environment for FIREPRIME exploitation. It includes national and regional governments (depending on competences assignments), national/regional civil protection authorities, sectoral agencies (e.g. fire services), and professional networks. At this level, exploitation means:</p> <ul style="list-style-type: none"> • Coordination, standardisation, and support for local implementation. • Integration of FIREPRIME approach into civil protection planning, disaster risk reduction strategies, and sectoral policies. • Capacity building for municipalities and local actors. • Technical and institutional support. <p>This scale is critical for ensuring consistency and equity across territories with different capacities and risk profiles.</p>
European	<p>The European scale frames FIREPRIME as a common reference framework for wildfire-prepared communities across the EU. It involves EU institutions, European networks and research and innovation programmes. Exploitation at this scale focuses on:</p> <ul style="list-style-type: none"> • Alignment with EU civil protection, disaster risk reduction, and climate adaptation strategy and policies. • Facilitating knowledge exchange between Member States. • Supporting further research, validation, and innovation.

	<ul style="list-style-type: none"> • Enhancing visibility and transferability of FIREPRIME as a European good practice. <p>The European scale plays a coordinating and knowledge-sharing role, providing a general framework that has to be later on adapted to national, regional and local contexts.</p>
--	---

An important strength of FIREPRIME lies in its ability to operate across different exploitation scales without requiring the simultaneous involvement of all governance levels. While the participation and alignment of local, regional/national, and European actors is desirable and can significantly enhance impact, FIREPRIME has been designed to be functional even when implemented at a single scale, particularly at local level. The tools and services developed within the project follow a generic and modular approach, allowing them to be used independently by communities, municipalities, or other actors according to their needs and capacities. This flexibility enables FIREPRIME to support bottom-up initiatives, pilot deployments or targeted local actions without being dependent on higher-level institutional frameworks. At the same time, the same tools and approaches can be scaled up and connected to regional, national, or European structures when conditions allow.

4.2. Topics to address

The scalability and long-term exploitation of FIREPRIME depend on a set of related topics that depend on governance levels and territorial contexts. These topics were collectively identified to provide an initial framework to understand how FIREPRIME can evolve from pilot experience into a wide-spread programme for wildfire-prepared communities. While the relevance of each topic is shared across scales, their specific implementation differ at local, regional/national and European levels. The topics are at Figure 3.



Figure 3. List of topics to be addressed to ensure a successful FIREPRIME exploitation.

Adaptation to the local context is key to ensuring the exploitation of the FIREPRIME programme. Factors such as risk perception, as well as the social and economic context of a given area, can be decisive for successful uptake. In this sense, it is essential that FIREPRIME is able to provide generic tools and services, while retaining the capacity to adapt to local realities. This includes relatively simple aspects such as translating content into local languages, as well as more complex processes such as adapting methodologies and technical content. During the project implementation, for example, adjustments to the tools were required to reflect national contexts (e.g. the Landscape Products Game developed for Spain included prescribed burning cards, which are not allowed in Austria, the App questionnaire was tailored for the different pilots according to building practices and current hazard). Contextual adaptation therefore spans from the local to the national level, while always maintaining a common framework and shared guidelines across all Member States. At a more European level, FIREPRIME can also play an important role as a platform for knowledge dissemination and exchange of experiences.

The actors involved in FIREPRIME and the program governance structures are closely interlinked. The former refers to who participates, while the latter concerns how participating actors are organised. As highlighted through the pilot implementations, self-protection groups have proven to be highly effective at local level. These groups constitute the operational structure composed of residents who take the lead in preparedness and prevention actions at neighbourhood level, while enabling more agile coordination with local authorities and other actors such as fire services. Self-protection groups represent the most operational structure of FIREPRIME, as they rely on coordinated community members directly implementing concrete actions.

Nevertheless, while the local scale is the most operational, scaling FIREPRIME to broader levels requires regional and national organisational structures. In this regard, the involvement of actors such as fire suppression services, national and regional civil protection authorities, and other similar bodies is essential. This intermediate regional/national scale should be responsible for coordinating local groups and, at the same time, acting as a bridge with a FIREPRIME board committee at EU level. The European level is therefore more strategic in nature and assumes a primarily coordinating and cooperative role.

Dissemination of the programme and its results is another issue of paramount importance, particularly during the early phases of exploitation, when tools and services must become widely known. A key factor will be tailoring dissemination activities to the scale of implementation. At local level, this may include community campaigns, small-scale communication through local media, and the promotion of the Toolkit within local interest groups such as schools or youth organisations. At regional and national levels, dissemination should evolve from local campaigns towards the development of national guidelines that support broader adoption of the Toolkit. At European level, the main dissemination asset is the FIREPRIME IT tool, namely the project website, conceived as an accessible and user-oriented virtual space. The website brings together all tools and services, user guidance, and additional wildfire prevention and preparedness advice. In the longer term, it should also serve as a platform for sharing best practices and for connecting local communities interested in exchanging experiences.

Capacity building is expected to be one of the most important components during the exploitation and growth phases of FIREPRIME. It is a critical element, as it enables the development of human capacity to implement and adapt the programme over time. Training activities should be specifically targeted to different user groups, making the scale of training particularly relevant. At local level, efforts should focus on training community leaders in the

use and implementation of the tools, as well as municipal technicians and civil protection volunteers. At regional, national, and European levels, training takes on a more strategic dimension, focusing on content development, course creation, and, where appropriate, training of trainers.

Another area where FIREPRIME is expected to increasingly engage is **public-private collaboration**. During the pilot phase, the project primarily focused on public actors (municipalities, civil protection authorities) and organised civil society (neighborhood associations, volunteers). The private sector was mainly involved for the critical infrastructure stream. However, the private sector may become a relevant actor for the long-term continuity of the programme for the community engagement and household fire safety streams. Insurance companies, for instance, may view FIREPRIME as a useful tool to assess wildfire vulnerability and to support risk-based insurance policies. Their role could range from end users of FIREPRIME products to more active promoters of the Toolkit among insured communities. Forestry companies represent another potentially relevant stakeholder, particularly through collaboration on fuel reduction and vegetation management in plots and buffer zones around neighborhoods.

Another exploitation pathway relates to the **development of new tools and services**, as well as the adaptation of existing ones to different national contexts. While the FIREPRIME Toolkit has recently been developed and no new tools are envisaged in the short term, it is likely that, in the medium to long term and within a changing risk environment, additional tools and services will be required by participating communities. Similarly, as new communities from other countries join FIREPRIME, content adaptation to these specific contexts is expected to become a necessary task.

The exploitation of FIREPRIME should also be closely **aligned to local, national, and European plans and policies**. While institutional support is not a prerequisite for using the Toolkit (since FIREPRIME can be implemented independently) it nevertheless has the potential to become a valuable instrument for supporting compliance with disaster risk reduction and resilience policies. At local level, this involves harmonising FIREPRIME activities with municipal civil protection and self-protection plans. At national and regional levels, alignment with disaster risk reduction strategies, resilience policies, and sectoral regulations supports institutionalisation and long-term sustainability. At European level, FIREPRIME can both contribute to and benefit from alignment with EU disaster risk reduction, civil protection, and climate adaptation frameworks.

Monitoring and evaluation of results constitute another key area to be addressed in order to establish a system capable of measuring the impact of FIREPRIME. This requires the definition of local preparedness indicators, national-level assessments, and a common European framework for preparedness metrics.

Finally, **funding and financial mechanisms** is a fundamental condition without which the exploitation of FIREPRIME would not be possible. Although many of the exploitation proposals outlined in this document rely on existing structures, and many tools can be used without extensive institutional support, ensuring continuity and growth of the programme will require dedicated funding. Financial resources will be needed to implement, maintain, and periodically update FIREPRIME actions and services over time.

Table 3. FIREPRIME Exploitation issues to be discussed.

	Local	National	International
Contextual adaptation	Risk perception. Local social, economic and risk contexts.	Risk context. Languages.	Basic guidelines. Lessons learned and exchange.
Stakeholder involvement	Municipalities, neighbors' associations, local fire stations, school.	CP agencies, regional government.	DG ECHO, NGOs.
Governance	Self-protection groups.	Bridge between local and board committee. Programme adaptation.	Board committee.
Dissemination	Community campaigns. Local media. Schools.	National guidelines. Communication.	Best-practice sharing. EU-wide communication. Website.
Capacity building	Training for community leaders, volunteers and CP local authorities.	Trainers. Content adaptation.	Contents development.
Private-public collaboration	Local sponsors (e.g. forestry companies)	Insurance companies. National sponsors.	Innovation partnerships.
New tools and methods	Tools adaptation.	Tools adaptation Interoperability with national standards/databases.	New risk assessment, awareness and preparedness tools.

Policy and planning alignment	Harmonize FirePrime with local plans.	Links with national DRR and resilience strategies.	Links with DRR and resilience policies.
Monitoring and evaluation	Track local preparedness indicators.	National preparedness assessments.	Common framework for Preparedness metrics.
Funding mechanisms	To implement activities.	National adoption.	International funding.

5. FIREPRIME Exploitation Strategy

Building on the framing of exploitation scales, timelines, and topics presented in Section 4, this section outlines the FIREPRIME Exploitation Strategy, defining potential actions on how project results can be scaled and consolidated beyond the project lifespan. The strategy translates the conceptual insights identified in the previous section into a structured set of strategic areas that support the long-term viability of FIREPRIME. The exploitation strategy recognises the diversity of governance contexts, risk profiles, and institutional capacities across Europe. It therefore adopts a modular and flexible approach, allowing FIREPRIME components to be exploited independently or in combination, depending on priorities and opportunities.

The exploitation strategy is organised into six interrelated strategic areas:

- Stakeholders
- Tools and services
- Knowledge transfer
- Policy alignment
- Replication sites
- Sustainability

Each area addresses a critical dimension of long-term exploitation and is articulated through potential actions that can be progressively implemented over time. Together, they provide a coherent structure for guiding FIREPRIME from pilot implementation towards a wide programme for wildfire-prepared communities. **The actions presented in this section should be understood as indicative and adaptive, rather than static actions.** Their implementation will depend on contextual factors such as institutional support, available resources, and stakeholder engagement.

5.1. Stakeholders

FIREPRIME exploitation relies on the involvement of a diverse set of stakeholders operating at different governance levels. These actors (Table 4) play complementary roles in implementation, coordination, support and dissemination, contributing to the sustainability and transferability of the programme.

Table 4. List of potential stakeholders to involve at local, regional, national and EU level, as well as potential roles and responsibilities.

Stakeholder	Scale	Role in FIREPRIME exploitation
Neighborhood associations / homeowner associations	Local	Act as key implementers of FIREPRIME activities at community level; support engagement of residents, coordination of preparedness actions and local dissemination of tools and services.
Self-protection groups	Local	Lead and coordinate wildfire preparedness and prevention actions at neighborhood level; act as the most operational FIREPRIME structure, facilitating interaction between residents and local authorities.

Municipalities / local authorities	Local	Support implementation of the FIREPRIME Toolkit; integrate FIREPRIME activities into local civil protection and preparedness planning; facilitate coordination with emergency services.
Local civil protection services	Local	Provide technical guidance, support preparedness activities, and ensure alignment with local emergency response procedures.
Local fire services (professional and volunteer)	Local	Contribute operational expertise, support awareness-raising activities, and act as trusted intermediaries between communities and authorities.
Schools and local educational organisations	Local	Act as dissemination multipliers and support the development of wildfire risk awareness and preparedness culture among younger generations.
Regional civil protection authorities	Regional	Coordinate and support local implementations; facilitate standardisation, capacity building, and integration of FIREPRIME approaches across municipalities.
Regional governments	Regional	Provide institutional support, technical support, and potential funding; align FIREPRIME with regional risk management and resilience strategies.
National civil protection authorities	National	Promote dissemination at national level; support integration of FIREPRIME into national preparedness frameworks and guidelines; act as a bridge between local implementation and EU-level coordination.
National ministries and sectoral agencies (e.g. environment, interior)	National	Support policy alignment, regulatory integration, and long-term institutionalisation of FIREPRIME approaches.
Professional associations and networks (e.g. critical infrastructure operators)	National / Regional	Promote uptake of FIREPRIME tools among members; support sector-specific adaptation and implementation.
Insurance companies	National / EU	Act as potential users and promoters of FIREPRIME tools; support risk assessment, incentives for preparedness, and long-term sustainability through public-private collaboration.

Forestry and land management companies	Local / Regional	Support fuel management and vegetation treatment actions; collaborate on preventive measures in WUI areas.
Non-profit and civil society organisations	National / EU	Support dissemination, capacity building, community engagement, and replication in new territories.
Research institutions and technical organisations	National / EU	Support validation, improvement, and further development of FIREPRIME tools and methodologies; contribute to monitoring and evaluation; capacity building.
EU institutions (e.g. DG ECHO)	European	Provide strategic orientation, support alignment with EU civil protection and disaster risk reduction policies and facilitate knowledge exchange across Member States.
European networks and platforms (e.g. civil protection knowledge network, ICLEI, etc)	European	Enable exchange of best practices, lessons learned, and experiences; enhance visibility and transferability of FIREPRIME results.
Union for the Mediterranean	International	Enable exchange of best practices, lessons learned, and experiences; enhance visibility and transferability of FIREPRIME results in southern Europe and northern Africa.

5.1.1. Governance

GOVERNANCE 1	SELF-PROTECTION GROUPS
Objective	To enable coordinated wildfire preparedness and prevention actions at neighbourhood and community level, empowering residents to actively reduce wildfire risk.
Description	<p>Self-protection groups are community-based structures composed of residents and local stakeholders who lead preparedness, awareness, and prevention actions within their neighbourhoods. They act as the most operational governance unit of FIREPRIME, facilitating engagement, collective action, and coordination with municipalities, civil protection services, and fire services.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Creation of a short documents to guide the creation of self-protection groups (roles definition and objectives). • To locally promote the creation and maintenance of these groups at the pilot sites and surroundings.
Timeline	Short to long term (from pilot continuation to promotion of new FIREPRIME communities)

FIREPRIME 2024 – 2025	The figure of self-protection groups was created in 1994 in Sol i Aire community after a large wildfire event. This model has inspired the creation of two new self-protection groups by other neighbourhoods during the project (La Floresta and Mas Fortuny), all of them in Spanish pilot. This governance structure has been proven to be successful and operative.
Scale	Local
Tentative implementation cost	Low
Tentative maintenance cost	Low

GOVERNANCE 2	REGIONAL – NATIONAL FIREPRIME COMMITTEE
Objective	To coordinate, support, and scale local FIREPRIME implementations while ensuring coherence with regional and national civil protection frameworks.
Description	<p>The regional/national FIREPRIME committee acts as an intermediary governance structure, linking local self-protection groups with national and European levels. It supports standardisation, capacity building, dissemination, and adaptation of FIREPRIME tools to national contexts, while providing technical and institutional backing to municipalities.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Creation of regional/national committees (or integrating FIREPRIME methods within existing administrative structures).
Timeline	Medium to long term.
FIREPRIME 2024 – 2025	Initial coordination with regional and national civil protection authorities during pilot implementation; engagement of regional stakeholders in co-creation and dissemination activities.
Scale	Regional/National
Tentative implementation cost	Medium
Tentative maintenance cost	Medium

GOVERNANCE 3	EU FIREPRIME COMMITTEE
Objective	To provide strategic orientation, facilitate knowledge exchange and support the recognition of FIREPRIME as a European reference framework for wildfire-prepared communities.
Description	The EU FIREPRIME Committee plays a strategic and cooperative role, focusing on alignment with EU civil protection and disaster risk reduction policies, promotion of best practices and facilitation of cross-border learning. It does not manage local implementation, but supports coherence and long-term evolution of the programme.

	<p>Action includes:</p> <ul style="list-style-type: none"> • Creation of EU FIREPRIME committee (or integrating FIREPRIME methods within existing administrative structures and networks).
Timeline	Long term
FIREPRIME 2024 – 2025	Engagement with EU-level platforms and networks. Dissemination of project results through EU civil protection and knowledge-sharing channels.
Scale	EU
Tentative implementation cost	Low to medium
Tentative maintenance cost	Low to medium

5.1.2. Private-Public collaboration

PP COLLABORATION 1	TARGETING PRIVATE STAKEHOLDERS
Objective	To engage private sector actors in supporting the long term exploitation of FIREPRIME tools and services.
Description	<p>Identify, engage and establish collaboration pathways with relevant private-sector stakeholders (such as insurance companies, utilities, forestry and land management companies and infrastructure operators) to support the uptake and continuity of FIREPRIME.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Identifying potential private stakeholders • Exploring complementary roles for private stakeholders, ranging from end users of FIREPRIME tools to promoters, sponsors, or co-developers of specific services, while ensuring alignment with public interests.
Timeline	Medium term
FIREPRIME 2024 – 2025	Started only with private companies to test tools from the critical infrastructure stream.
Scale	Local, regional and national.
Tentative implementation cost	Low to medium.
Tentative maintenance cost	Low.

5.2. Tools and services

5.2.1. Tools and services adoption

TOOLS 1	HOMEOWNER FIRE SAFETY STREAM TOOLS
Objective	To ensure the sustained use and improvement of homeowner fire safety tools, particularly the FIREPRIME App, to increase wildfire preparedness and self-protection in WUI households.
Description	<p>This stream focuses on the adoption of tools that support household-level risk awareness and preparedness. Central to this stream is the FIREPRIME App, which enables residents to assess wildfire risk, receive tailored recommendations, and improve understanding of self-protection measures.</p> <p>Action include:</p> <ul style="list-style-type: none"> • Maintaining free access • Improving usability, data aggregation, interactivity • Adapting content to different national contexts • Promoting uptake through end-users. • Creation of new tools and services according to changing needs.
Timeline	Short, medium and long term.
FIREPRIME 2024 – 2025	Tools from this stream are already adapted to the contexts of the three pilots.
Scale	National and EU
Tentative implementation cost	Medium
Tentative maintenance cost	Medium

TOOLS 2	COMMUNITY ENGAGEMENT AND EDUCATION STREAM
Objective	To promote sustained community engagement and behavioural change through education, participatory activities, and awareness-raising tools and services.
Description	<p>This stream supports the adoption of participatory tools and methodologies that foster collective preparedness, social cohesion and a shared culture of wildfire risk awareness. Tools include preparedness workshops, community events, educational materials, and engagement methodologies tested during the pilots.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Embedding these activities into local routines. • Adapting materials to different audiences and contexts. • Supporting municipalities and community leaders in their implementation. • Creation of new tools and services according to changing needs.
Timeline	Short, medium and long term.

FIREPRIME 2024 – 2025	Tools from this stream are already adapted to the contexts of the three pilots.
Scale	National and EU
Tentative implementation cost	Low to medium
Tentative maintenance cost	Low

TOOLS 3	CRITICAL INFRASTRUCTURE STREAM
Objective	To support the uptake and integration of wildfire risk assessment tools for critical infrastructure into operational and regulatory frameworks.
Description	<p>This stream focuses on the adaptation of FIREPRIME tools designed to assess wildfire risk affecting critical infrastructure.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Improving usability • Expanding applicability to different types of infrastructure • Aligning methodologies with national and European regulatory requirements.
Timeline	Medium to long term
FIREPRIME 2024 – 2025	Tools from this stream are already adapted to the contexts of the three pilots.
Scale	National and EU
Tentative implementation cost	Medium
Tentative maintenance cost	Medium

5.2.2. Contextual adaptation

CONTEXT ADAPTATION 1	CONTENT ADAPTATION TO MEDITERRANEAN, NORTHERN, CENTRAL AND ATLANTIC EUROPE
Objective	To adapt FIREPRIME tools and services to different European wildfire regimes, governance contexts, and socio-ecological conditions while maintaining a common methodological framework.
Description	<p>Adapt FIREPRIME content, methodologies, and tools to reflect the specific characteristics of Mediterranean, Northern, Central, and Atlantic European contexts.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Adjusting risk narratives, examples, mitigation measures, and operational assumptions to different fire regimes, legal frameworks, and risk perceptions. Adaptation activities will build on lessons learned from pilot implementations and future replication sites.

Timeline	Medium term.
FIREPRIME 2024 – 2025	Initial contextual adaptations implemented during pilot activities in Spain, Austria and Sweden, including adjustments to tools and materials to comply with national regulations and risk contexts.
Scale	National and EU
Tentative implementation cost	Medium
Tentative maintenance cost	Low

CONTEXT ADAPTATION 2	CONTENT TRANSLATION
Objective	To ensure accessibility and uptake of FIREPRIME tools and services across Europe by making content available in national and regional languages.
Description	<p>Translate FIREPRIME tools, guidance materials, and communication content into EU national and where relevant, regional languages. Translation actions will prioritise key user-facing materials and ensure that language adaptation preserves technical accuracy. This action supports inclusiveness, local ownership and effective dissemination, particularly at community level.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Translation to EU national languages, as well as relevant regional languages. • Content will be translated and adapted to ensure accessibility for people with disabilities, in line with EU accessibility principles.
Timeline	Short to medium term.
FIREPRIME 2024 – 2025	Translation of selected materials and tools into the languages of the pilot countries to support local implementation and engagement.
Scale	Regional/National
Tentative implementation cost	Medium
Tentative maintenance cost	Low

5.3. Knowledge transfer

5.3.1. Knowledge exchange between FIREPRIME sites

KNOWLEDGE TRANSFER 1	WEBSITE: DESCRIPTION OF LESSONS LEARNED OF EACH PILOT
Objective	To capture and share lessons learned from FIREPRIME pilot and replication sites to support transferability and scaling.
Description	Develop and maintain a dedicated section of the FIREPRIME website presenting structured descriptions of lessons learned from pilot and future implementation sites.

	<p>Action includes:</p> <ul style="list-style-type: none"> • To capture challenges encountered, solutions adopted, contextual factors and key success elements. • To provide practical insights to communities, municipalities and authorities interested in adopting FIREPRIME. • To enable a knowledge exchange section on the project website where FIREPRIME participants from communities and local authorities could share their view and stories.
Timeline	Short term
FIREPRIME 2024 – 2025	Initial documentation of pilot experiences and results produced during project implementation and disseminated through project communication channels.
Scale	Local and EU
Tentative implementation cost	Low
Tentative maintenance cost	Low

KNOWLEDGE TRANSFER 2	VISITS TO SUCCESSFUL PILOT SITES
Objective	To facilitate direct knowledge exchange and experiential learning between pilot sites and new FIREPRIME adopters.
Description	<p>Organise study visits and exchange events to successful FIREPRIME pilot or replication sites, allowing local authorities, and community representatives from other regions to observe implementation processes, interact with local actors, and learn from real experiences. These visits support peer-to-peer learning and more effective adaptation of FIREPRIME to new contexts.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Organizing study tour to successful FIREPRIME sites.
Timeline	Short, medium and long term.
FIREPRIME 2024 – 2025	Two exchanges organized (Sweden and Austria), but only with project partners.
Scale	EU
Tentative implementation cost	Medium
Tentative maintenance cost	Medium

5.3.2. Dissemination

DISSEMINATION 1	FIREPRIME WEBSITE
Objective	To use and promote the FIREPRIME website as the main dissemination and access point for tools, services and knowledge exchange related to wildfire-prepared communities.
Description	<p>Maintain and further develop the FIREPRIME website as a user-friendly and accessible platform that centralises all FIREPRIME tools, services, guidance materials and dissemination outputs. The website will support different user profiles (e.g. communities, municipalities, authorities) and facilitate access to practical information, lessons learned and good practices. Over time, it may also function as a hub for exchange between communities and stakeholders interested in wildfire preparedness.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Maintenance of the website. • User experience improvements. • Feeding the website with new content.
Timeline	Short, medium and long term.
FIREPRIME 2024 – 2025	FIREPRIME website developed and populated with project information, tools, and dissemination materials during the project lifetime.
Scale	EU
Tentative implementation cost	Low
Tentative maintenance cost	Low

DISSEMINATION 2	LOCAL, REGIONAL AND NATIONAL DISSEMINATION
Objective	To promote awareness and uptake of FIREPRIME tools and approaches through targeted dissemination activities adapted to different governance levels.
Description	<p>Implement dissemination actions tailored to local, regional, and national contexts.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • At local level, actions may include community campaigns, local media engagement and outreach through schools or community groups. • At regional and national levels, dissemination will focus on integrating FIREPRIME into civil protection communication campaigns, professional networks and guidance documents.
Timeline	Medium term
FIREPRIME 2024 – 2025	Dissemination activities conducted during pilot implementation, including local events, stakeholder meetings and communication through project and partner channels. In

	addition, dissemination material has already been produced during the project lifespan (e.g. leaflets, infographics, videos). Dissemination in European Workshops on civil protection.
Scale	Local / Regional / National
Tentative implementation cost	Medium
Tentative maintenance cost	Low to medium

5.3.3. Capacity Building

CAPACITY BUILDING 1	TRAINING FOR LOCAL LEADERS
Objective	To build local capacity for the implementation and continuity of FIREPRIME through trained community leaders.
Description	<p>Design and deliver training activities for community leaders and representatives of self-protection groups, focusing on the use of FIREPRIME tools, facilitation of community engagement and coordination with local authorities. Training will support local ownership, empowerment, and long-term sustainability of FIREPRIME actions.</p> <p>Action includes:</p> <ul style="list-style-type: none"> Asynchronous online training on FIREPRIME Toolkit usage, community engagement and coordination with authorities. Synchronous in-person training session for local leaders.
Timeline	Short to medium term.
FIREPRIME 2024 – 2025	<p>Training and support activities provided to community representatives during pilot implementation. This real time guidance with local has to be systematized in order to reach wider public.</p> <p>A training for local volunteers (forest volunteers and civil protection) on FIREPRIME App was organized in Sant Cugat (Spanish Pilot).</p>
Scale	Local and EU
Tentative implementation cost	Medium
Tentative maintenance cost	Low

CAPACITY BUILDING 2	TRAINING FOR LOCAL AUTHORITIES
Objective	To strengthen the capacity of municipalities and local administrations to support and integrate FIREPRIME within local preparedness and civil protection frameworks.
Description	Develop and implement training activities for municipal technicians and local authority staff on the application of FIREPRIME tools, integration into planning processes and coordination with communities and emergency services.

	<p>Training will enhance institutional support for local implementation and replication.</p> <p>Action includes:</p> <ul style="list-style-type: none"> Asynchronous online training on FIREPRIME Toolkit usage and community engagement. Synchronous in-person training session for local authorities.
Timeline	Short to medium term.
FIREPRIME 2024 – 2025	Initial engagement and exchange with local authorities during project implementation.
Scale	Local and EU
Tentative implementation cost	Medium
Tentative maintenance cost	Low

CAPACITY BUILDING 3	TRAINING FOR REGIONAL/NATIONAL CIVIL PROTECTION AUTHORITIES
Objective	To support the integration and scaling of FIREPRIME through trained regional and national civil protection authorities.
Description	<p>Provide targeted sessions for regional and national civil protection authorities focusing on FIREPRIME methodologies, governance models and integration with existing preparedness and risk management frameworks.</p> <p>Action includes:</p> <ul style="list-style-type: none"> Synchronous in-person sessions.
Timeline	Medium to long term.
FIREPRIME 2024 – 2025	Initial engagement and exchange with regional and national authorities during project implementation.
Scale	Regional/National
Tentative implementation cost	Low
Tentative maintenance cost	Low

5.4. Policy alignment

POLICY 1	LOCAL POLICY ALIGNMENT
Objective	To align FIREPRIME activities with local civil protection and self-protection planning in order to enhance coherence and local impact.
Description	Promote the voluntary alignment of FIREPRIME tools and activities with municipal civil protection plans, self-protection plans and local emergency procedures. This action supports the use of FIREPRIME outputs to inform local preparedness measures, risk mapping and community engagement, while respecting local autonomy and capacity.

	<p>Action includes:</p> <ul style="list-style-type: none"> • Coordination between local authorities and community leaders.
Timeline	Medium term
FIREPRIME 2024 – 2025	Initial alignment of FIREPRIME activities with local civil protection structures and preparedness initiatives in pilot municipalities.
Scale	Local
Tentative implementation cost	High
Tentative maintenance cost	Low

POLICY 2	NATIONAL/REGIONAL POLICY ALIGNMENT
Objective	To support the integration of FIREPRIME approaches into national and regional disaster risk reduction and resilience frameworks.
Description	<p>Engage with regional and national authorities to explore pathways for integrating FIREPRIME methodologies and tools into existing disaster risk reduction strategies, civil protection guidelines and sectoral policies. This action aims to support institutional recognition, facilitate replication and provide a supportive framework for municipalities adopting FIREPRIME.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Policy recommendations. • Technical guidance documents. • Coordination actions with regional and national civil protection authorities, as well as policy-makers.
Timeline	Long term
FIREPRIME 2024 – 2025	Engagement with regional and national civil protection authorities during pilot implementation and dissemination activities.
Scale	Regional/National
Tentative implementation cost	High
Tentative maintenance cost	Low

POLICY 3	EU POLICY ALIGNMENT
Objective	To align FIREPRIME with EU-level disaster risk reduction, civil protection and climate adaptation frameworks.
Description	Promote FIREPRIME as a reference framework contributing to EU preparedness objectives by aligning its concepts and methodologies with EU disaster risk reduction, civil protection, and climate adaptation policies. This action focuses on strategic coherence and knowledge exchange,

	<p>without imposing centralised implementation requirements on Member States.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Policy recommendations. • Technical guidance documents. • Forums participation. • Coordination actions with relevant stakeholders at EU level.
Timeline	Long term
FIREPRIME 2024 – 2025	Dissemination of FIREPRIME results through EU civil protection and knowledge-sharing platforms.
Scale	EU
Tentative implementation cost	High
Tentative maintenance cost	Low

5.5. Replication sites

REPLICATION 1	LOCAL IMPLEMENTATION
Objective	To replicate and adapt FIREPRIME tools and methodologies in new communities and territories beyond the original pilot sites.
Description	<p>Support the implementation of FIREPRIME in new local communities interested in strengthening wildfire preparedness. This action includes providing access to the FIREPRIME Toolkit, guidance on adaptation to local contexts and support for community engagement and governance. Replication is expected to follow a voluntary approach, allowing communities to adopt FIREPRIME according to their needs and capacities.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • General guidelines on FirePrime implementation • Assistance to local stakeholders
Timeline	Short, medium and long term.
FIREPRIME 2024 – 2025	Pilot implementations carried out in Spain, Austria and Sweden are well reported and assessed, providing tested methodologies and lessons learned for future replication. In addition, user-friendly infographics on project implementation are available at FIREPRIME website.
Scale	Local
Tentative implementation cost	Medium
Tentative maintenance cost	Low

5.6. Sustainability

5.6.1. Funding mechanisms

The long-term exploitation of FIREPRIME will require access to diversified funding sources at European, national, and regional levels.

The following **EU funding schemes** are considered particularly relevant to support the deployment and scalability of FIREPRIME tools and approach:

- Knowledge Action for Prevention and Preparedness: Supports scaling of preparedness programmes, integration with civil protection systems and replication in Member States.
- Horizon Europe – Cluster 3, Civil Security for Society: Suitable for further development, validation, and scaling of tools, as well as integration of preparedness approaches into broader disaster risk reduction frameworks.
- Horizon Europe – Mission on Adaptation to Climate Change: Supports climate adaptation measures, including wildfire preparedness and community resilience in climate-exposed regions.
- European Solidarity Corps: Supports engagement and training of volunteers in wildfire preparedness activities.
- ERASMUS+: Suitable for capacity-building programmes, training-of-trainers, and exchange between communities and authorities.
- Technical assistance for DRM: Involves support for developing national strategies, improving crisis response, building institutional capacity, and implementing prevention measures

Table 5. Specific calls to be opened in 2026 and 2027 that could support FIREPRIME Exploitation. Non-exhaustive list.

Call Title	Programme	Call Identifier	Relevance to FIREPRIME
Designing new ways of risk awareness and enhanced disaster preparedness	Horizon Europe	HORIZON-CL3-2026-01-DRS-01	Supports innovative approaches to risk awareness & preparedness; aligns with FIREPRIME’s community engagement & preparedness objectives.
Multi-hazard approach and cumulative/cascading impacts	Horizon Europe	HORIZON-CL3-2026-01-DRS-02	Supports development of integrated risk assessment, useful to extend FIREPRIME into multi-risk contexts.
Development of innovative tools, processes, equipment and technologies for disaster response	Horizon Europe	HORIZON-CL3-2026-01-DRS-03	Opportunity to codevelop or refine FIREPRIME digital tools or interfaces.

Open topic on driving innovation uptake of disaster risk solutions	Horizon Europe	HORIZON-CL3-2026-01-DRS-04	Enables actions focused on adoption, uptake and scaling of validated solutions like FIREPRIME.
Climate security and civil preparedness	Horizon Europe	HORIZON-CL3-2026-01-DRS-05	Aligns with FIREPRIME integration of climate risk into preparedness activities.
Societal resilience, engagement and digital innovation for disaster resilience	Horizon Europe	HORIZON-CL3-2027-01-DRS-02	Relevant to community engagement, digital tools, and preparedness innovation.
Enhancing decision support systems for disaster crises	Horizon Europe	HORIZON-CL3-2027-01-DRS-03	Supports enhanced decision support mechanisms; could extend FIREPRIME analytics.
Enhancing preparedness for large-scale cross-border disasters	Horizon Europe	HORIZON-CL3-2027-01-DRS-04	Relevant for scaling FIREPRIME across borders and EU contexts.
National Adaptation Hubs	Horizon Europe – <i>Climate Adaptation Mission</i>	HORIZON-MISS-2026-01-CLIMA-01	Strengthening multi-level governance for climate adaptation, can integrate FIREPRIME.
Implementation of actionable climate adaptation solutions	Horizon Europe – <i>Climate Adaptation Mission</i>	HORIZON-MISS-2026-01-CLIMA-02	Supports local/regional adaptation actions; FIREPRIME could be one solution.
Bridging disaster risk management and climate adaptation	Horizon Europe – <i>Climate Adaptation Mission</i>	HORIZON-MISS-2026-01-CLIMA-04	Promotes integration of preparedness and adaptation; aligns with FIREPRIME expansion.
Technical assistance for DRM	Union Civil Protection Mechanism (UCPM)	UCPM Call	Direct funding for preparedness activities could finance replication and scaling.
Knowledge for Action in Prevention and Preparedness (KAPP)	Union Civil Protection Mechanism (UCPM)	UCPM-KAPP	Funds knowledge transfer, preparedness capacity building and implementation of prevention and preparedness measures; highly suitable for FIREPRIME

			exploitation, replication and training activities.
Community Resilience and Social Preparedness Initiatives	European Social Fund Plus (ESF+)	ESF+ calls	Supports training, capacity building, and community engagement.
Volunteer and Resilience Projects	European Solidarity Corps	ESC Calls	Supports volunteer-based preparedness and engagement activities.
Education and Training for Preparedness	Erasmus+	KA2 / Strategic Partnerships	Supports training-of-trainers and capacity building in disaster resilience.

5.6.2. Monitoring and evaluation

MONITORING 1	DEFINITION OF WILDFIRE PREPAREDNESS METRICS
Objective	To monitor preparedness progress and engagement at community level and support continuous improvement of FIREPRIME implementation.
Description	<p>Establish a local monitoring framework to track community participation, preparedness actions and use of FIREPRIME tools. This includes defining simple indicators (e.g. number of households engaged, completion of self-assessments, participation in preparedness activities) and periodic local reviews to inform adjustments and reinforce community engagement.</p> <p>Action includes:</p> <ul style="list-style-type: none"> • Definition of local indicators • Tracking templates and indicators submission at FIREPRIME website.
Timeline	Short term
FIREPRIME 2024 – 2025	Initial monitoring of participation and engagement during pilot implementations.
Scale	Local and EU
Tentative implementation cost	Medium
Tentative maintenance cost	Low

MONITORING 2	TRACKING PREPAREDNESS INDICATORS
Objective	To evaluate the effectiveness and consistency of FIREPRIME implementation across territories.
Description	Develop a regional and national evaluation framework aggregating local monitoring data to assess implementation quality, preparedness levels and uptake of FIREPRIME tools. This could eventually be linked to potential FIREPRIME certification methodology, at the long-term.

	Action includes: <ul style="list-style-type: none"> • Periodic reports on local/regional/national preparedness.
Timeline	Long term.
FIREPRIME 2024 – 2025	Debriefing meetings with pilot participants in order to qualitatively check their impressions of the effectiveness of the FIREPRIME implementation.
Scale	Regional/National
Tentative implementation cost	High
Tentative maintenance cost	Medium

5.7. Tentative strategy for exploitation

This section presents the FIREPRIME exploitation strategy as a tentative pathway, translating the actions identified in section 5 into a coherent and progressive approach for post-project deployment and scalability.

- Step 1: Consolidation of Tools and Knowledge (Short Term)

The first step of exploitation focuses on consolidating and stabilising the FIREPRIME Toolkit and its associated knowledge base. This includes ensuring the technical maintenance of digital tools, finalising user-oriented documentation and consolidating lessons learned from pilot implementations. At this stage, priority is given to usability and adaptability of content to different local contexts, including language and functional diversity considerations. In parallel, initial dissemination activities target early adopters such as municipalities, civil protection services and organised community groups that have already demonstrated interest or capacity to implement FIREPRIME with limited external support.

- Step 2: Capacity Building and Local Enablement (Short to Medium Term)

Once the core tools are consolidated, exploitation efforts focus on enabling actors at local level. This step prioritises training activities and online courses for community leaders, municipal technicians and volunteers, ensuring they are capable of implementing FIREPRIME activities by themselves. Local governance structures (such as self-protection or community preparedness groups) are reinforced as the primary operational units of FIREPRIME. These groups act as the main drivers of preparedness actions and community engagement, ideally in coordination with local authorities.

At this stage, monitoring data and results must be gathered to inform potential scalability and policy recommendations.

- Step 3: Structured Dissemination and Uptake at Regional and National Levels (Medium Term)

Building on local implementation, exploitation expands through structured dissemination at regional and national scales. This step focuses on engaging regional civil protection services, national authorities and professional networks that can act as multipliers. At this stage,

FIREPRIME tools and methodologies are promoted as practical instruments supporting preparedness objectives. Regional and national actors play a coordination role, supporting local initiatives while facilitating knowledge exchange across territories.

- Step 4: Institutional Alignment and European-Level Coordination (Medium to Long Term)

As uptake increases, exploitation activities progressively align FIREPRIME with policy and institutional frameworks. At European level, FIREPRIME positions itself as a voluntary programme contributing to EU priorities on disaster risk reduction. This step includes strengthening links with European platforms, facilitating cross-country exchange of practices and supporting the development of a shared monitoring and evaluation framework.

- Step 5: Monitoring, Evaluation and Adaptive Improvement (Continuous)

Monitoring and evaluation activities accompany all exploitation phases. Local indicators support continuous improvement of community preparedness, while regional, national and European evaluations provide evidence to inform policy recommendations and institutional integration of FIREPRIME. Apart from that, feedback from monitoring activities is used to adapt tools and training materials.

- Step 6: Securing Long-Term Sustainability and Funding (Long Term)

The final step focuses on ensuring long-term sustainability. This includes diversifying funding sources through European programmes, national and regional funding and complementary public–private partnerships where appropriate. In addition, FIREPRIME institutional embedding would be of high interest to ensure long-term viability. Rather than relying on a single funding stream, FIREPRIME exploitation should be based on progressive growth, integration into existing structures and shared ownership among communities, public authorities and other potential organisations.

6. Conclusions on exploitation

The FIREPRIME project has concluded successfully, delivering promising results which, with their respective strengths and weaknesses, encourage further work towards wildfire-prepared communities.

As discussed throughout this document, although FIREPRIME is a strategy that must inevitably be implemented at local level, scaling the project to a broader scope requires engagement at regional and national levels (depending on the distribution of competences in each Member State), as well as the existence of a common European framework. For this reason, the following conclusions are presented by scale of implementation, highlighting the main challenges and the most relevant opportunities at each level.

At local level, a key challenge is the participation of communities located in areas that are, a priori, perceived as having a low wildfire risk. Due to climate change, an increasing number of regions across Europe are experiencing higher wildfire risk indices; however, this has not yet translated into greater awareness or engagement. Within FIREPRIME, it became evident that communities located in high-risk areas were significantly more involved in the project. This highlights the need to make FIREPRIME more attractive to communities, clearly answering the question: “Why should I engage in FIREPRIME? What benefits will I obtain?” Although the answer may seem obvious (since FIREPRIME ultimately contributes to reducing wildfire risk for exposed populations) it will be necessary to explore additional incentives (e.g. agreements with insurance companies). Finally, another major local-level challenge is the preparation of local communities, including residents and volunteers willing to support implementation. This aspect is particularly relevant, as it ensures the presence of locally trained individuals capable of using the tools and leading community preparedness processes.

Local-level opportunities have been particularly evident in Mediterranean countries. In Sant Cugat, a high level of engagement and interest was observed among both authorities and citizens, allowing it to serve as a first FIREPRIME success case and a reference for other communities. One of the most notable elements of this engagement has been the establishment of self-protection groups, which have evolved into genuine governance structures with a bottom-up perspective, as they are neighbourhood-led initiatives coordinating both internally and with public authorities. Without doubt, the self-protection group model has strong potential and significant added value. Another relevant local opportunity is FIREPRIME’s potential integration into and support for local civil protection planning. Improved coordination among participating actors facilitates the development of trust-based relationships that can be reflected in self-protection plans or local emergency response plans.

At regional and national levels, the most relevant challenges relate to the involvement of countries that have not yet experienced severe wildfire impacts. FIREPRIME implementation has shown that Mediterranean regions are currently more receptive to such initiatives, whereas Central and Northern European countries still do not perceive wildfires as a priority civil protection threat. This situation is likely to change progressively as climate change impacts intensify. Another important challenge at regional and national levels concerns the creation of governance structures. Each Member State presents a different distribution of competences and a distinct civil protection organisation, which may complicate the establishment of a dedicated FIREPRIME structure. In this context, a plausible approach is to integrate FIREPRIME within existing institutional structures, positioning it as a shared working framework rather than as a standalone entity.

The main regional and national opportunities are linked to FIREPRIME's potential inclusion in communication and awareness campaigns that can easily reach local audiences. This implies positioning FIREPRIME as a set of available recommendations and tools, without necessarily requiring formal institutional integration. In the short term, this could represent a feasible and relatively simple strategy to initiate and expand the project at local level.

At European level, challenges and opportunities largely mirror those identified at national level. It has become clear that the toolkit must be adapted to the diverse realities across Europe, while also establishing a small European FIREPRIME coordination committee to oversee implementation and ensure strategic coherence. Regarding opportunities, FIREPRIME was designed from the outset as a working framework capable of supporting compliance with existing risk reduction strategies, such as the EU Preparedness Strategy. Its main potential therefore lies in enabling Member States to move in this direction through a practical and operational tool.

Finally, a number of transversal aspects must also be addressed to ensure successful large-scale implementation. These include: (1) maintaining a shared European framework while ensuring adequate adaptation to local contexts, without losing strategic coherence; (2) involving private-sector actors, such as insurance and forestry companies. To date, FIREPRIME has mainly engaged public authorities and organised civil society (as well as companies involved in the pilot phase), but the private sector should be considered a relevant actor in the near future; and (3) securing funding, which will clearly be a critical factor. Long-term sustainability is dependent on stable funding mechanisms and clear governance arrangements. It is important to define which elements require funding (e.g. technical maintenance, tool updates, or local actor involvement), while exploring models in which public authorities contribute expertise and institutional support rather than direct staffing costs. Maintaining local-level capacity is essential; therefore, training programmes for volunteers, community leaders and municipal staff are considered a cornerstone of future deployment. While a bottom-up approach is suitable for most countries, different governance cultures may require tailored approaches combining top-down and bottom-up strategies. Overall, FIREPRIME is viewed as a modular and adaptable framework capable of addressing diverse European realities while strengthening local preparedness and resilience.

The most prominent transversal opportunities include the capacity to continuously improve, adapt, and develop new tools addressing risk management and social cohesion, as well as the further development of the FIREPRIME website as a powerful asset to reach multiple actors, facilitate interaction and provide access to all relevant information and tools. The website should become the main reference point for all stakeholders interested in working with FIREPRIME.

Table 6. Main challenges and opportunities for FIREPRIME exploitation.

CHALLENGES	SCALE	OPPORTUNITIES
<p>Engagement in low-risk areas. Need to make FIREPRIME appealing. Why becoming FIREPRIME? To get volunteers and local leaders prepared on program implementation.</p>	LOCAL	<p>Potential to be integrated to local CP planning. Successful pilot sites in a Mediterranean context (Sant Cugat) to be disseminated as a best practice. Potential of self-protection groups as operational FIREPRIME structure.</p>
<p>Engagement in low-risk countries. To have an operative structure at national level.</p>	REGIONAL/NATIONAL	<p>Potential to be integrated to current communication campaigns and CP frameworks.</p>
<p>To adapt the program to different realities in EU (It seems to be more adapted only for Mediterranean MS). To have an operative structure at international level.</p>	EUROPEAN	<p>FirePrime could be integrated to current DRR frameworks (e.g., EU Preparedness Strategy).</p>
<p>To keep the approach from EU level to local implementation scale. To include other sectors (such as insurance companies). Funding mechanisms.</p>	TRANSVERSAL	<p>Ready to use tools, with capacity to be improved or to create new tools. User-friendly website: https://fireprime.eu/</p>

ANNEX I

This section summarizes the results of the second workshop, extracted from Deliverable 8.3: Proceedings and conclusions of Workshop II.

A two-hour co-creation session was organised as part of the workshop to foster in-depth discussion on the exploitation of the FIREPRIME project. Participants were divided into thematic groups, each addressing a different aspect of FIREPRIME sustainability and exploitation. The session was structured into two rounds of one hour each. After the first round, participants rotated to a different table, ensuring that each participant contributed to two separate thematic discussions.

Each group focused on specific exploitation-related topics and was facilitated by two members of the FIREPRIME consortium, who remained at the same table throughout the session. Their role was to moderate the discussions and document the key ideas and conclusions.

The thematic tables were defined according to participants' profiles and expertise. Topics included:

- App sustainability and business models
- Uptake and integration of the critical infrastructure tools
- Exploitation pathways in Catalonia
- Exploitation at European level

The co-creation process was built around a forward-looking exercise in which participants were invited to envision a successful FIREPRIME programme ten years into the future and then work backwards to identify the key steps, decisions, and conditions that would have enabled this success.

App sustainability and business models

The discussion focused on how to ensure the long-term sustainability of the FIREPRIME smartphone app beyond the project lifetime (Figure 4). Participants envisioned FIREPRIME as a widely adopted, free-to-use tool with broad uptake across Europe, adaptable to different WUI contexts and useful for both residents and local authorities. Maintaining free access was considered essential to maximise participation, while future development could include enhanced interactivity, local networking features, and improved aggregation of information to support decision-making at different scales.

Data management and governance were identified as critical issues. Participants noted that avoiding formal data certification could reduce legal and operational burdens, while softer mechanisms—such as reminders or safety notifications—could encourage users to keep information updated. The possibility of developing differentiated versions of the app for citizens and authorities was discussed, recognising that data use and responsibilities vary between Member States and governance levels.

Regarding funding, participants agreed that long-term maintenance would require diversified support, as DG ECHO does not typically fund app upkeep. Potential pathways included partnerships with insurance companies or private-sector actors, integration with existing European platforms, and follow-up projects focused on deployment rather than development.

Municipalities and national authorities were seen as key multipliers for dissemination, particularly when embedding the app into preparedness campaigns. Overall, the discussion highlighted the need to clarify governance responsibilities, secure sustainable funding, and prioritise usability and visibility while keeping the app freely accessible.



Figure 4. Co-creation session with the first group participants on the App sustainability and business models.

Uptake and integration of the critical infrastructure tools

The discussion focused on how the FIREPRIME critical infrastructure wildfire risk assessment tools could be improved, adopted, and integrated into operational and regulatory frameworks (Figure 5). Participants identified several potential enhancements to increase usability and attractiveness for operators. These included developing more user-friendly data collection interfaces, such as a dedicated app or on-site digital forms, and expanding the methodology to cover a broader range of critical infrastructures. Suggested extensions included photovoltaic installations, nuclear power plants, military facilities, and sites involving explosive or hazardous material storage. Participants also highlighted the importance of integrating wildfire risk assessments with evaluations of other natural hazards to support a more comprehensive, multi-risk approach.

Another key aspect concerned the operational relevance of the tool for infrastructure managers. Participants stressed the need to incorporate clearer guidance on mitigation and response actions to be taken by plant managers and operators when a wildfire approaches within defined distance thresholds. In addition, the assessment should better account for how surrounding landscape conditions and vegetation evolve over time, including mechanisms for monitoring these changes and updating risk levels accordingly.

Regarding uptake and long-term commitment, the discussion emphasised the importance of identifying and engaging the actors responsible for implementing the European Directive on Critical Entities. Professional associations and operator networks were seen as important entry points, as were local authorities responsible for land management around critical infrastructure sites. Participants also identified potential multipliers, such as insurance companies, that could help promote adoption. While voluntary uptake is possible, legislation was considered a key driver to ensure consistent implementation, with examples cited from countries where operators are already required to assess wildfire risk.

Finally, participants discussed incentives and implementation mechanisms to encourage regular use of the assessment. Introducing a certification scheme was proposed as a way to increase visibility and credibility, alongside defining a limited validity period for assessments to ensure they are periodically updated as conditions change. Linking the tool to existing operational awards or sustainability and safety recognition programmes was also identified as a promising strategy to motivate uptake and embed wildfire risk management more firmly within organisational practices.



Figure 5. Co-creation session with the first group participants on the uptake and integration of the critical infrastructure tools

Exploitation pathways in Catalonia

The discussion highlighted that exploiting FIREPRIME in Catalonia requires addressing governance, data management, and community engagement challenges (Figure 6). The information generated by the FIREPRIME App was seen as valuable for emergency services and decision-makers, but also sensitive for residents. Transparency about data use and clear consent mechanisms were therefore considered essential, with local data storage identified as an important trust-building feature. While integrating FIREPRIME outputs into existing GIS

platforms could significantly improve emergency planning—particularly when combined with social vulnerability, participants stressed that such integration is only meaningful if a sufficiently representative number of residents engage with the tool.

Municipalities were recognised as key actors in sustaining FIREPRIME, although their capacity varies widely across Catalonia. Smaller municipalities may require support from regional structures, while the involvement of local Civil Protection services was seen as critical for successful implementation. Flexible governance models were considered necessary to reflect the diversity of territorial and administrative contexts across the region.

Community dynamics were identified as a decisive factor for uptake. Neighbourhoods with strong social cohesion are more likely to engage, whereas others may require additional facilitation and incentives. Participants emphasised that the App should not be viewed solely as a data collection tool: the assessment process itself can raise awareness and stimulate collective reflection when combined with complementary activities such as Preparedness Days. In the long term, FIREPRIME was seen as a catalyst for embedding wildfire preparedness into a broader culture of risk awareness and resilience across Catalonia.



Figure 6. Co-creation session with the second group participants on exploitation pathways in Catalonia

Exploitation at European level

Participants envisioned FIREPRIME in ten years as a flexible, EU-level programme embedded within existing European wildfire and civil protection frameworks. In this vision, FIREPRIME would be linked to broader EU initiatives, such as EFFIS, and made available to Member States on a voluntary basis. Countries would be able to select and implement those components of the programme that best suit their national and local contexts, while also using FIREPRIME as a platform for exchanging practices, experiences, and knowledge across Europe. The discussion

emphasised that, although the programme would be supported at EU level, implementation and ownership should remain primarily at local and municipal scales, where wildfire risk is experienced and managed most directly (Figure 7).

To reach this long-term vision, participants identified the need for continued research and development. This includes expanding and diversifying pilot applications, further validating FIREPRIME tools, and refining their objectives depending on target users (e.g. awareness-raising, preparedness, or civil protection support). Particular attention was given to improving engagement strategies for communities with low-risk awareness. Participants also highlighted the value of conducting cost–benefit analyses comparing preparedness investments through FIREPRIME with traditional suppression-focused approaches, as this evidence would be critical for securing sustained funding and political support.

Long-term sustainability was recognised as dependent on stable funding mechanisms and clear governance arrangements. The discussion stressed the importance of defining what elements require funding—such as technical maintenance, tool updates, or local actor involvement—while exploring models where public authorities contribute expertise and institutional support rather than direct staffing costs. Maintaining capacity at local level was considered essential; therefore, training programmes for local volunteers, community leaders, and municipal staff were seen as a cornerstone of future deployment. While a bottom-up approach was regarded as suitable for most countries, participants acknowledged that different governance cultures may require tailored approaches, combining top-down and bottom-up strategies as appropriate. Overall, FIREPRIME was viewed as a modular, adaptable framework capable of supporting diverse European realities while strengthening local preparedness and resilience.



Figure 7. Co-creation session with the second group participants on exploitation pathways at European level.