

European Program for Wildfire-Prepared Communities



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Deliverable D8.2 Dissemination Plan

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Abstract	In this document, we describe the activities that are planned to ensure effective dissemination and communication of the project and its outcomes. The document focuses on the dissemination strategy, objectives, stakeholders and means to reach out to the project's stakeholders and end users to ensure proper implementation of FIREPRIME's methodology and project sustainability beyond its lifespan.
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1. Executive Summary

This is the deliverable D8.2 Dissemination Plan of the FIREPRIME project. This work is carried out as part of WP8: Communication and Dissemination.

The main purpose of this deliverable is to provide a framework for the activities that are planned to ensure effective dissemination and communication of the project and its outcomes. The document describes the dissemination strategy, identifying communication channels, materials, information, and actions to be carried out during the project according to the key target audiences. It also includes a section related to communication management for a proper coordination and support among the project partners. Finally, we mention our commitment to gender equality and diversity inclusiveness, and we provide a list of Key Performance Indicators (KPIs) to assess the success of the dissemination and communication actions.

2. Dissemination strategy

A well-designed communication and dissemination strategy is crucial in achieving the objectives of FIREPRIME by fostering understanding, awareness, exchange of information and action among stakeholders and the public. We need to effectively convey information about the project and its outcomes to establish critical mass and commitment from stakeholders and end users throughout the project lifespan and beyond. To this end, we will follow these general guidelines:

- Dissemination of FIREPRIME objectives and its results to key stakeholders and end users to facilitate feedback and build engagement and commitment beyond the project lifespan. Communication of the FIREPRIME project, its development, and outcomes to the public and media to gain visibility.
- Involvement of the consortium partners in the communication and dissemination activities to increase impact, including internal tools and procedures to ensure the exchange of information and, thus, good coordination between the consortium partners.

3. Objectives

The promotion of the FIREPRIME project and its results to multiple audiences has the following general and specific objectives in accordance with the above guidelines:

- Make research, knowledge, resources and results available for their use by key stakeholders.
 - Foster contributions from stakeholders.
 - Ensure implementation, continuity, and escalation of FIREPRIME.
 - Encourage cross-fertilisation of ideas with other projects to maximise the impact.
 - Promote a culture of fire resilience among WUI communities.
 - Increase collaboration and creation of a WUI communities' network through the project's IT open platform which will allow the registration of different communities and the sharing of experiences and good practices.
 - Give public disclosure of the project results to contribute to the advancement of wildfire-well-prepared communities.
 - Ensure that the project's results are open access and free of charge.
- Raise social awareness of the current European wildfire context and inform about measures to ease wildfire emergencies.
 - Contribute to a wildfire risk reduction culture in Europe.
 - Foster social participation and collaboration to embrace the preparedness and self-protection capabilities of communities residing in the WUI.
- Increase communication and dissemination impact at local and national levels.
 - Involve project partners and their institution's press offices in delivering FIREPRIME's communication materials.
 - Make the most of partners' professional contacts, communication channels and media environment to expand the project's reach.
 - Produce guidelines to ensure a consistent communication approach from all the partners.
 - Ensure proper internal communication among partners for coherent external communication.

4. Stakeholders

A stakeholder and end user analysis is done to ensure the project's implementation, its continuity and escalation. Identification of key stakeholders in the inception and sustainability phases of the project is carried out in Tasks 2.1. and 2.2. In addition, Task 8.1. "Workshop I - Sketching FIREPRIME WUI communities needs, challenges and solutions" and Task 8.4. "Co-creating FIREPRIME - the European Programme for Wildfire- Prepared Communities" reach out to key actors identified to ensure stakeholders' participation and collaboration. The analysis includes identification and prioritisation of key stakeholders and end users, sociological profiles, engagement strategies, expected impact in the project, monitoring and evaluation.

Moreover, the participation of the consortium partners in previous projects facilitates the identification of stakeholders and key people with whom to collaborate.

We spot six groups of stakeholders according to the three different phases of the project (Figure 1):

- i. *Local stakeholders that participate in the pilot tests* in Barcelona (Spain), Tyrol (Austria) and Gothenburg (Sweden), since they are the ones who will give continuity to FIREPRIME once the project is over.
- ii. *Potential local stakeholders from other countries/regions/communities* around Europe to ensure the replication of the FIREPRIME methodology beyond the project's pilot areas.
- iii. *Strategic stakeholders in the European decision-making arena* to promote and expand the FIREPRIME communities' network in Europe.
- iv. *Representatives from international programmes and/or projects* that can contribute to the development and implementation of FIREPRIME.
- v. *The research community* to contribute to the improvement of scientific knowledge worldwide.
- vi. *The general public* to raise awareness about wildfire risk preparedness in WUI areas.

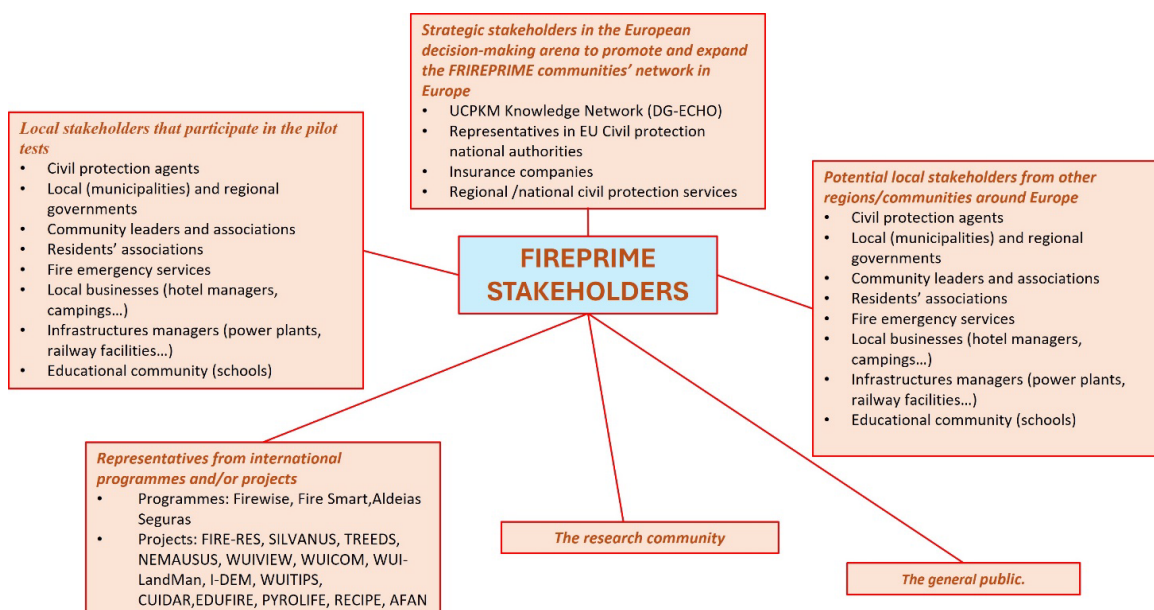


Figure 1. FIREPRIME groups of stakeholders and potential actors.

5. Communication and dissemination actions

Project results and resources will be disseminated to the widest possible community through various specific channels and actions. External participation and knowledge sharing will be encouraged through workshops and participation in conferences to enrich stakeholders' contributions to the project and to make the project outcomes available to end users.

In addition, communication actions will focus on giving visibility and informing the public about the project, its development, and results, reaching them out through mass and social media mainly.

5.1. Visual identity

5.1.1. Logo

The FIREPRIME logo is the visual representation of the project (Figure 2). It makes the project recognisable immediately and determines the visual identity of the project materials and communication products. FIREPRIME logo is a flame that incorporates the colours blue and orange to represent civil protection services and stars to represent the European approach. The logo is adapted to different formats and backgrounds. The horizontal logo is used in documents or web page and the vertical rounded logo is used on social media profiles and to identify communities and infrastructures that implement the FIREPRIME methodology.



Figure 2. FIREPRIME logo

5.1.2. Templates and branding elements

- **Templates for deliverables:** Word documents, presentation slides, banners, etc., to build a solid FIREPRIME graphic identity. The templates and graphic materials are available in the Mydisk platform hosted by UPC.
- **A roll-up banner** is created to increase visibility and raise brand awareness at events, workshops, and meetings. It contains the project's logo, essential information about FIREPRIME, the partner organisations and EU funding acknowledgement.

5.1.3. Acknowledgement of funding

All communication and dissemination items and publications include recognition of financing by the European Union and include the EU emblem and the "Co-funded by the European Union" statement (Figure 3).



Figure 3. EU emblem

The following disclaimer is also included in FIREPRIME documents: “*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.*”

5.2. Communication channels

5.2.1. Website

The project’s website (Figure 4) is hosted on the UCPKN online platform (<https://t.co/OrYo2KV3oJ>). It shows all the basic information regarding the project: description, partner information, funding, and project updates (news). Information about FIREPRIME and the project findings are also showcased on partner’s own institutional websites or associated portals (i.e. CERTEC at UPC <https://certec.upc.edu/en/projects/currents-projects>). PCF website also hosts a dedicated space to inform about FIREPRIME.

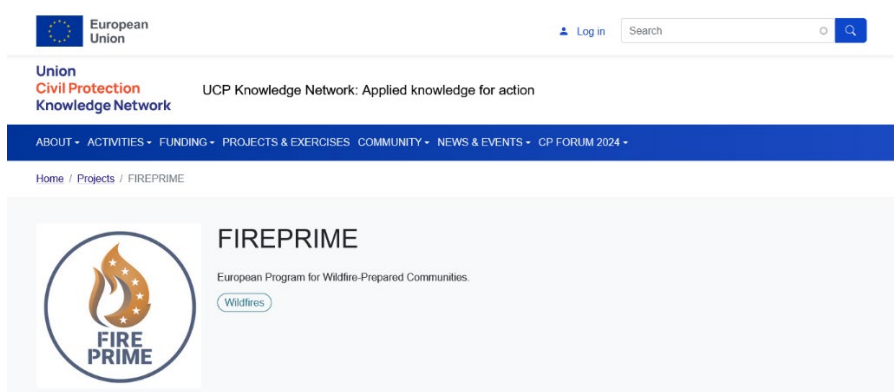


Figure 4. Project’s web page on the UCPKN platform

Furthermore, an IT and resources web page will be conceptualized, designed and implemented to host the smartphone app and a web service prototype to be used by residents to analyse vulnerabilities and give support to increase wildfire preparedness. Other FIREPRIME resources such as educational resources, guidelines, and infographics for wildfire risk preparedness are will be also integrated and available to download. This site will meet the objectives of being a reference point for communities to access FIREPRIME resources.

5.2.2. Social media

Social media are used to promote FIREPRIME to broad audiences, engage with stakeholders, encourage the uptake of FIREPRIME outputs and seek feedback. Posts inform about the project, its activities (workshops, pilot tests, educational events) and results. They also seek participation

in the project's activities, reaching out to the media and connecting with other projects of interest. It is also used to showcase partners' achievements and relevant news related to wildfire risk preparedness in WUI areas.

FIREPRIME has a profile in the following platforms managed by PCF:



https://twitter.com/FIREPRIME_EU: For project updates and real-time follow-up of activities/events. The main channel to follow the project development and results.



<https://www.linkedin.com/company/fireprime-project/>: To connect with stakeholders and projects to build a professional network with peers, and to promote participation in FIREPRIME workshops.

PCF's YouTube channel is used to archive the animated infographic created within the project.

5.3. Communication materials

5.3.1. Leaflets

FIREPRIME leaflets are a medium for disseminating key information about the project, including its goals, activities, and partners involved. They provide concise and accessible information for stakeholders to enhance understanding and engagement. They will be used in activities and events to promote FIREPRIME and are presented in English and the consortium's national languages (Spanish, Swedish, German, Catalan). Leaflets will be available in PDF format. Each partner will be responsible for the translation and printing of the leaflets for their dissemination actions.

5.3.2. Animated and static infographics

An animated infographic will be created to engage homeowners about wildfire risk and show them the proven efficiency measures and tools they need to protect their homes and cohabitants. Infographics are very useful in telling narratives visually, conveying a sequence of events. They engage audiences by creating a compelling narrative structure that guides viewers through a story. It will be produced in English and the consortium's national languages (Spanish, Swedish, German, Catalan).

Three static infographics will be designed to support dissemination actions about the project's methodology and on building community preparedness and infrastructure resilience. They will mainly be published and shared on social media.

5.3.3. E-newsletter

A project E-newsletter will be issued every 6 months to inform about the project's progress and latest results. The first newsletter will be sent in June 2024 to project stakeholders already contacted and also from previous projects. Subscription to FIREPRIME newsletter is available through the PCF's Mailchimp account.

The E-newsletters are shared with the consortium partners and communication contact persons of projects FIREPRIME collaborates with. Stakeholders participating in workshops and pilot tests

are asked if they want to receive FIREPRIME e-newsletters. Finally, the subscription to the project's newsletter is promoted on social media.

5.3.4. Press releases

Press releases will be distributed to media outlets, journalists, and bloggers to attract media coverage and generate publicity.

Press releases will also be shared with partner organisations so that they forward them to their institution's press offices to reach local media and create a publication on their websites. Finally, press releases will be shared with other projects to have the information in their newsletters.

5.4. Dissemination activities

5.4.1. Workshops

FIREPRIME holds two on-site workshops with interested stakeholders and are open to a broader audience through online streaming. Workshops are intended to ensure that relevant stakeholders participate and collaborate in the key processes of FIREPRIME during both the inception and sustainability phases.

- Workshop I “Sketching FIREPRIME - EU WUI communities’ needs, challenges and solutions” to co-create FIREPRIME’s implementation strategy. The workshop takes place in Barcelona, on 28-29, May 2024, as common ground to exchange knowledge and experiences with key actors identified in Tasks 2.1. and 2.2. 50 participants are invited to participate in the workshop (on-site and online participation).
- Workshop II - “Co-creating FIREPRIME -the European Programme for Wildfire- Prepared Communities” to co-create FIREPRIME’s exploitation plan. Taking place in Barcelona (M21) and aimed at fostering discussions to co-create the FIREPRIME exploitation plan collaboratively by key actors. 80 participants are expected (on-site and online participation), including FIREPRIME consortium members, local stakeholders (Spain, Sweden, Austria) and community leaders as well as stakeholders from other interested fire-prone regions.

5.4.2. Participation in conferences

FIREPRIME’s consortium partners will disseminate the project results by participating in conferences and congresses related to WUI fire risk management. PCF keeps track of participation in conferences and other events that might be of interest to include in periodic reports.

Target conferences so far are “Natech Symposium 2024”, “4th and 5th European Symposium on Fire Safety Science,” “SFPE European Conference,” “2024 Joint EASST/4S conference,” “2024 EGFF Meeting,” 2024 EGU General Assembly,” “2024 INTERPRAEVENT,” “2025 EGU General Assembly.” Other participations in conferences will be decided throughout the project.

5.4.3. Publications

Relevant scientific and technical results will be published as papers in journals and magazines in the domain of fire protection, disaster resilience and civil protection. Target journals are “International Journal of Disaster Risk Reduction,” “Fire Safety Journal,” “Science, Technology & Human Values”, “International Journal of Wildland Fire” etc. Non-scientific articles also appear in wildfire-related magazines from partner’s countries, such as “Revista de Incendios y Riesgos Naturales” in Spain.

Publications will be all open access. UPC has an open-access policy for publications since 2009, to guarantee protection, transfer and generation of knowledge and improve visibility and impact. In addition, UPC’s open research data repository will be explored as a final data warehouse during the scaling programme design.

In Table 1 dissemination efforts to be undertaken in FIREPRIME all summarized.

Table 1. Stakeholders, means, and information/messages conveyed.

Stakeholders	Channels, materials and actions									Information/messages conveyed
	Website	Social media	Leaflets	Infographics	Newsletters	Press releases	Workshops	Conferences	Publications	
Consortium partners	✓	✓			✓	✓	✓	✓	✓	-Project development and results to share with partner’s contacts.
Local stakeholders participating in pilot tests	✓	✓	✓	✓	✓		✓			-How prepared communities are the best response to wildfire risk in WUI: measures to implement. -Vulnerability assessment as a first step to start planning fire risk minimisation measures to ease civil protection work. - Resilient communities built on the grounds of collaboration and efficient management to guarantee their sustainability. - Collaboration with local and regional authorities to promote wildfire risk reduction actions.
Potential local stakeholders from other regions/communities	✓	✓	✓	✓	✓					-How FIREPRIME methodology and results can be replicated in other WUIs. - Lessons learnt from the FIREPRIME implementation process.

<p>Strategic stakeholders in the European decision-making arena</p>	✓	✓			✓					✓	<ul style="list-style-type: none"> - It is recommended that the EU adopts and promotes a management and funding scheme. -Education programmes on wildfire emergency at schools are key to create a fire risk reduction culture in Europe. -FIREPRIME provides the development of building codes and standards related to wildfire mitigation across the EU.
<p>Representatives from international programmes and/or projects</p>	✓	✓			✓	✓	✓			✓	<ul style="list-style-type: none"> - Lessons learnt from other projects are key for the inception and sustainability of FIREPRIME - Participation of target project members boost cross-fertilisation and joint opportunities. -Promotion of exchanges between EU stakeholders
<p>Research community</p>	✓							✓		✓	<ul style="list-style-type: none"> -Project’s methodology and scientific results.
<p>General public</p>	✓	✓			✓	✓					<ul style="list-style-type: none"> -The current wildfire scenario demands a good understanding of wildfire-related risk and risk mitigation measures. -Wildfire risk mitigation measures are key for your own safety and to facilitate the work of civil protection services. - Empowerment of communities to act in wildfire risk reduction.

6. Communication and dissemination management

UOC leads WP8 Dissemination and communication to ensure that FIREPRIME results and outcomes are accessible and effectively shared.

In the frame of WP8, PCF is responsible for deploying the media task force (T8.3) which deals with the creation of communication materials and management of the project's channels to inform and engage the various project stakeholders. The involvement of the consortium partners in sharing relevant information about the project's development and its results is key to giving visibility to FIREPRIME and fostering collaborations. To this end, PCF prepares a document with guidelines on how to contribute to the project's communication.

Regarding internal communication management to ensure cohesive and productive work among the consortium partners, guidelines on internal communications have been provided in an operations manual (D1.1. Operations Manual) for internal use.

As for the dissemination tasks in WP8, UOC carries out T8.1. "Workshop I" to outline the FIREPRIME implementation strategy, and the UPC oversees the scientific and technical dissemination (T8.2) and Workshop II to co-create the exploitation plan (T8.4).

7. Communication and dissemination schedule

Table 2 includes an approximate schedule of the communication and dissemination actions carried out during the project.

Table 2. Communication and dissemination actions schedule

	2024	2025
1st quarter	Logo, templates	IT/resources web page
	Project’s space on UCPKN platform and PCF’s website	
	X channel	
2nd quarter	Workshop I	
	LinkedIn channel	
3rd quarter		Workshop II
4th quarter	Leaflets	Publications
Throughout the project’s lifetime	Newsletters	
	Participation in conferences	
	Press releases	
	Posting on social media	

8. Gender and diversity inclusiveness

FIREPRIME is committed to gender equality and diversity inclusiveness, and this will be reflected in its publications, graphic material and all other communications and dissemination actions. Inclusive language and representation of diversity are ensured. Special attention is paid to having a balance in the participation of men and women in the different activities we carry out (i.e. workshops, and pilot tests) and to include underrepresented communities (i.e. migrants, disabled etc.) in the project's activities.

FIREPRIME is committed to ensure:

- **Diverse representation:** incorporation of participants from a range of genders, ethnicities, cultures, and backgrounds in FIREPRIME's activities to reflect real-world diversity.
- **Inclusive language:** use of gender-neutral terms and inclusive language that respects all identities.
- **Balanced power dynamics:** creation of scenarios where power and decision-making are equally distributed among participants. Boost of collaborative efforts and shared leadership.
- **Gender bias address:** challenge traditional gender roles and gender-based discrimination address to promote awareness and encourage a shift towards greater equality.
- **Diverse voices:** encourage feedback and input from individuals with diverse backgrounds and experiences.

9. Expected impact

The measurable values we assign to every communication and dissemination item are crucial for assessing the effectiveness and impact of the project's communication and dissemination actions, and thus, making informed decisions to improve performance if necessary. In this respect, a close tracking of KPIs is done throughout the project lifespan (Table 3).

Table 3. KPIs per channel, materials, and actions, and measuring method.

Communication and dissemination channels, materials and actions	KPIs	Measuring method
Website	Web page on UCPKN platform ≥ 150 unique visitors by end of project IT and resources page ≥ 800 unique visitors by end of project	UCPKN analysis data Google Analytics
X	≥200 followers by end of project	X Analytics
LinkedIn	≥ 150 followers by end of project	LinkedIn page analytics
Leaflets	≥ 200 copies	Number of copies handed out
Animated infographics	1 animated infographic ≥ 200 views by end of project	YouTube Analytics
Social media creativities	Three creativities ≥ 10 times shared each	X and LinkedIn Analytics
Newsletters	1 every 6 months ≥ 100 subscribers by the end of project	Mailchimp
Mass media impact	≥ 10 appearances in media outlets by end of project	Internal activity tracker Google Alerts
Impact in communication platforms or other programmes/projects	≥ 4 by the end of project	Internal activity tracker Google Alerts
Workshops I	≥ 50 participants	Attendance register
Workshop II	≥ 80 participants	Attendance register
Participation in conferences/events	≥ 6 conferences/events by end of project	Internal activity tracker Conference register
Scientific and technical publications	≥ 2 papers	Internal tracking Research gate
Non-scientific wildfire-related publications	≥ 3 publications	Internal tracking