



Coordination and support actions H2020

Project Number: **101193268**

Project Acronym: AHEAD

Project title: Advanced disaster damage and loss data information system for enHancEd impAct-based knowledge

Deliverable 6.1

Dissemination Plan

Plan for communication about the project and activities, and dissemination of the results.



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Co-funded by the
European Union

Document properties

Deliverable No.	6.1
Deliverable Title	Dissemination Plan
Lead beneficiary	AFPCNT
Due date of Deliverable	30/06/2025
Actual submission date	07/08/2025
Dissemination level	Public

Dissemination Level

PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for member of the consortium (including the Commission Services)

Document History

Version	Date	writer	Contribution
0.1 (first draft)	12.06.2025	F Tatout (AFPCNT)	All consortium members
0.5 (integrating first comments & proposals)	30.06.2025	F Tatout (AFPCNT)	All consortium members
1.0 final document	15.07.2025	F Tatout (AFPCNT)	All consortium members

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This document has been produced in the context of the AHEAD Project, funded by the European Union's Research and Innovation Programme European under Grant Agreement No 101193268.

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I. Introduction

AHEAD aims at overcoming incompatibilities between disaster damage and loss data, that hamper the wide generalization of high-value datasets¹. For this, it will develop a completely engineered and ready-for-adoption database information system through a co-creation process regrouping many stakeholders. These stakeholders will be gathered through the stakeholders' hub, a structure which has been presented in Deliverable **D2.1 Stakeholder hub**.

Visibility of the project is key to attract stakeholders, and dissemination of the project's results is key for adoption.

The present Deliverable presents the strategies and activities regarding the communication, dissemination and exploitation of the AHEAD project and its results.

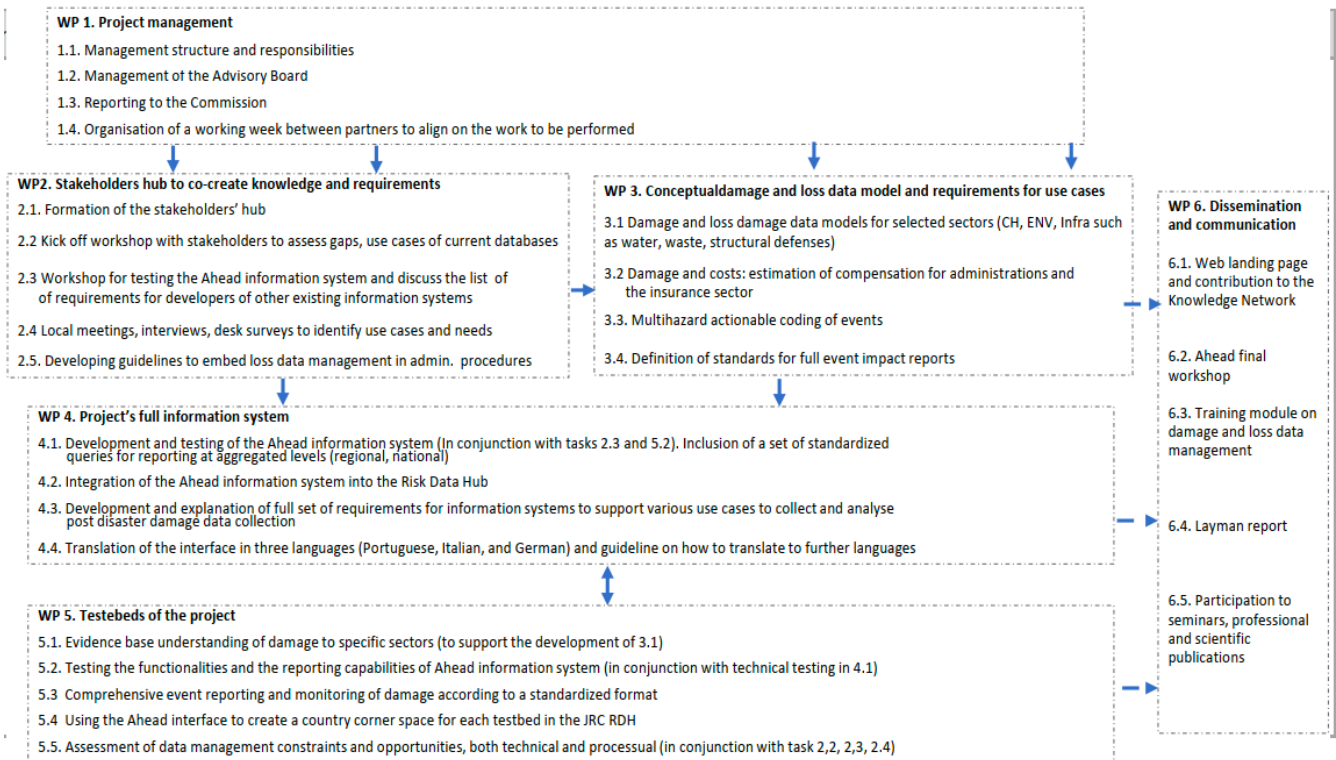
It addresses the following dimensions:

- the strategy and implementation timeline for the communication and dissemination activities;
- the key parties and communities to be targeted by the communication and dissemination activities;
- the channels identified as strategic and adequate to achieve the intended impact in the multiple areas and target audiences of the project;
- the key activities for exploitation and dissemination, e.g. :
 - production of dedicated technical and scientific knowledge;
 - the direct communication (to selected communities, esp. stakeholders, and to all);
 - knowledge & scientific sharing, and more widely, results dissemination, including the Information Systems (I.S) developed by the project, for integration and use by interested communities.

As shown in Figure 1 below, the projects Work Package 6 (*Dissemination and Communication*) plays a transversal role in the project.

Figure 1 – dependencies between the project's Work packages

¹ Cf. *laying down a list of specific high-value datasets and the arrangement for their publication and re-use*, C(2022) 9562 final.



Here communication is basically twofold:

- **Sharing the project's results within all the potentially interested parties, especially the stakeholders, to imply them on the « concrete ground » of the I.S, and potential adopters and promoters.**
- **Fostering fruitful co-creation, e.g via the stakeholder's hub (see Deliverable 2.1²), in the following WPs and tasks:**
 - **WP2** (stakeholders' hub),
 - **WP3** (Conceptual damage and loss data model and requirements for use cases),
 - **WP4** (Project's full information system) – esp.tasks 4.3 & 4.4,
 - **WP5** (testbeds of the project).

The communication strategy is structured along 2 major objectives:

a. Promote wide participation in the project through enhanced visibility, in order to

- i/ attract stakeholders, contribute to maximizing their engagement, foster a wider participation in all the activities open to the participation of interested parties, esp. the workshops and seminars;
- ii/ sustain and feed a lively « knowledge production and interchange network »;

² D2.1, stakeholder's hub defines:

- Primary stakeholders (existing affiliated) invited by mailing list,
- Secondary stakeholders by invitation (email) and through already existing links developed by AHEAD's consortium members, with these projects,
- Tertiary stakeholders from a later stage (typically M9) onwards:
 - by email invitation sent to targeted participants in informal « focus groups » organized by some consortium members),
 - by solicitation emailing,
 - by public call for manifestation of interest to participate in activities, e.g. WP3 activities.

iii/ promote the project as a solid contributor within the ongoing trend of ambitious initiatives where it takes place, including « partnering projects » such as MAIA, SOTERIA, the COPERNICUS capacities presently ramping-up and under further development, etc.;

iv/ maximize the opportunities for dialogue and exchange at public activities and events organized by AHEAD.

b. Increase the « overall impact » of the project's results:

i/ exploit the results through wide dissemination esp. publications and public seminars, and through dedicated documents targeting practitioners, academics, decision-makers.

ii/ disseminate to the key parties and communities to be targeted by the communication and dissemination activities, by direct communication and visibility (indirect communication) via institutional platforms, also in the promotion of the results.

Table 1 below summarizes the communities to be addressed and how they will be reached (remark: some communication targets overlap).

Table 1 – segmentation of the communication and dissemination target (coarse grain), rationale and methods

Community addressed	Aim(s)	Tools and method(s) (non limitative)
Stakeholders	- Recruit / attract	Mailings, evangelizing. Key role of the liaison with national projects by each consortium member (see chapter II. A below)
	- Feed the co-creation processes	Propose win-win activities: co-publishing papers, attend / speak at public event, etc. (see WP2 dedicated activities)
Academics	- Share - Feed constructive exchanges	Scientific and technical papers Invitation to key workshops Joint publications
Data practitioners	- Share results - Create opportunities for constructive exchanges - Promote best practice sharing - Promote effective adoption of the project's results	Technical papers Scientific papers
Administrations	- Promote usage of high-value - Promote appropriate harmonization approaches	Web publication* Scientific and technical papers Other publications
Related projects & platforms	- Attract (to take part in stakeholder's hub) - Create opportunities for constructive exchanges	Web publication Scientific and technical papers Other publications
Policy-makers	- Create opportunities for constructive dialogue concerning the issues at hand (in line with the	Web publication* Scientific and technical papers

	project's Priorities) and the project's work-in-progress - Sustain implication to promote the final results	Other publications and esp. <i>Layman report (T6.4)</i>
General public	- Raise interest in the issues at hand (in line with the project's Priorities) - Open opportunities for constructive dialogue - Propose some perspectives	Any other workshop report, web publication*, and <i>Layman report (T6.4)</i>

* Web publication: POLIMI will set up a landing page, while UPORTO, DKKV and AFPCNT will make the project visible nationally through their own website.

II. Liaisons with related projects and initiatives

A. Liaisons with national projects and activities

All the consortium members « have an access to » a national « pool » / audience – this includes some important institutional parties, administrations, etc. (if not part of stakeholders). Some prominent aspects are presented below:

AFPCNT

AFPCNT has set up a series of regular meetings following an “ad hoc” organization, in two formats:

- “plenary sessions” (5 to 10 participants) for information sharing on AHEAD, on existing data creation, treatment and storage capacities, guidelines, etc.,
- “focus group” dedicated to interviews of and dialogue with practitioners and academics on specific topics (in a smaller format: 3-6 selected participants).

All the exchanges in these two formats are linked with the problematic of coming up with high-quality, high-value dataset on disasters’ damage and loss.

The rationale here is, mainly, to

- i/ listen to the practices of the participants, in view of their missions and the disaster’s issues / dimensions, of their very working context, of the overall data flows,
- ii/ Identify the actual “reference points”, trends or “good practices” in terms of data treatment (e.g creation, retrieval, storage, etc.) on disasters’ damage and loss: guidelines, paper format, harmonization or interoperability projects, data federation trends, etc.
- iii/ get insights of the “room for improvement” in the eye of the practitioners,
- iv/ share ideas on the foreseeable capacities and capabilities (such as forthcoming campaigns, satellites, initiatives at the EU level, or national level) or potential opportunities to improve knowledge and data treatment (e.g creation, retrieval, storage, etc.) on disasters’ damage and loss,

In this way, AFPCNT attracts practitioners and experts sharing common interest for collection, use and reuse of post-disaster losses and cost data, for different purposes: crisis intervention planning (security forces), early warning (example: geologues and experts in sismology), financial compensation (example CCR members), rebuilding and build-back better (example administrations), etc.

AFPCNT is elaborating progressively an overview of the national situation in terms of disasters' losses data, arousing interest of participants to AHEAD project, getting a clearer view of their motivation to join and of their overall expectations (as an ecosystem) from the project – to be shared within the project's consortium –, and opens opportunities to recruit more stakeholders.

DKKV

- Presentation of AHEAD at the German Conference on Disaster Risk Reduction in March 2025 in Berlin. AFPCNT and DKKV presented AHEAD in one of the conference webinars.
- Stammtisch: Information and results from the AHEAD project are discussed and disseminated through the monthly Stammtisch meeting of some European associations/initiatives (AFPCNT, DCNA, DKKV, PLANAT)
- Website: All AHEAD activities and outcomes are published on the DKKV website in German and English language: <https://dkkv.org/en/ahead-2/>
- The Magazin, Newsletter and Social Media of DKKV can also be used for AHEAD dissemination

UPORTO

UPORTO is actively collaborating with Museu e Monumentos de Portugal, E.P.E. (MMP) to develop and implement best practices in damage and loss data collection for historic buildings under MMP's management. This collaboration aims at promoting a systematic culture of data collection by engaging local heritage managers in the adoption of standardized methodologies.

UPORTO is supporting MMP in establishing replicable models for documenting disaster impacts in order to obtain high-quality damage and loss data.

UPORTO is also collaborating with the Spanish Observatorio de Emergencias en Patrimonio Cultural to enhance the organization and accessibility of damage and loss data related to historic buildings affected by recent events in Spain. This cooperation aims at facilitating knowledge exchange and the harmonization of data curation practices, contributing to the broader goals of AHEAD in promoting cross-border interoperability of damage and loss data.

POLIMI

POLIMI is working closely with Modigliana, Lombardia Region and the JRC-DRMKC. The latter two are associated partners to the project. They are both interested in using the results of the project. With the Municipality of Modigliana seminars with the local citizens and stakeholders affected by the flood that affected Emilia Romagna Region in 2023 have been and will be conducted. The dissemination of the project's results and its beneficial impact on a more resilient recovery have been and will be discussed in local meeting organised with the Modigliana local government. In addition the case of Modigliana will be presented in conferences and seminars, for example the Remtech Fair 17-19 of September in Ferrara. The latter is one of the most important event in the field of seismic and hydrogeological risks as well as on safe and sustainable construction in Italy. Authorities will be present as well as representatives of the national government.

B. Liaison with the practitioner's communities and other initiatives & platforms (EU level / EU-wide)

Beyond the core focus of the project ("pave the way" toward processes for elaborating high-value datasets via an effectively adoptable information system), a major issue at hand here is to go across existing siloes that keep different valuable approaches and practices away one from the others.

Sharing views and communicating about practices have an important role to play in this perspective.

The communication activity of the AHEAD project will contribute to this, day to day, with an ambition to sustain the confidence of the practitioners to share their views broadly, via AHEAD's communication activities.

AHEAD's impact will also build-up through close relationship with other groups, projects and entities that share similar goals and overall objectives. The most prominent are presented in tables 2 and 3 below, with comments in the perspective of dissemination and communication.

Table 2– EU platforms and organisations

EU platforms	Platform activities	Opportunities for interaction / comments
UCPKN (DG ECHO) Union Civil Protection Network	Union Civil Protection Knowledge Network was set up as one of the tools of the Union Civil Protection Mechanism and its community to strengthen the efficiency and effectiveness of civil protection training and exercises, promote innovation and dialogue. The 9 th European Civil Protection Forum will take place in June 2026.	The UCPKN 2022-2026 Strategic Plan emphasizes the importance of <i>"supporting disaster loss and risk data collection"</i> , e.g <i>"to facilitate evidence-based decision-making and operations at various stages of the DRM cycle"</i> .
CERIS Community for European Research and Innovation for Security	CERIS gathers experts and practitioners from a very wide panel of disciplines. It organizes meetings and events such as the resilience disaster days, in May and disaster research days, in Oct.	Many EU-funded projects are invited to present results in CERIS' events
JRC/DRMKC The Risk Data Hub	DRMKC is the scientific arm of the EU on disaster management. DRMKC organize an annual seminar in November, and thematic events	Regular exchanges
UNDRR E-STAG	The European Scientific and Technical Advisory Group (E-STAG) is a voluntary group of experts providing scientific and technical support to European and Central Asian countries on the implementation of the Sendai Framework - and other relevant frameworks in the EU in close collaboration with the European Commission's Disaster Risk Management Knowledge Centre (DRMKC).	One participant of AHEAD is also a member of E-STAG

CMINE <i>Crisis Management Innovation Network Europe</i>	Guidance and resources, datasets, simulations, discussion, news and events https://www.cmine.eu/topics/35391/page/home	AHEAD project could become part of the CMINE disaster risk stakeholder hub to use the platform as a dissemination possibility and at the same time to gain more stakeholders.
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EU-wide Organizations	activities	Opportunities for interaction / comments
EIOPA	EIOPA is prone to enabling open access to insurance data related to catastrophes, use disaster past data to assess the insurance gap in respect to natural risks, and has set up a catastrophe data hub ³ .	EIOPA is committed to improve the collection of uniform and comprehensive insured loss data ⁴
European Central Bank	The European Central Bank has invested research efforts in understanding and measuring the potential impact of climate change on economy. A number of reports are available	AHEAD has direct contact with ECB officers who expressed their interest in being updated about the project outcomes and working as part of the Stakeholders' Hub

Table 3 – EU related projects

EU projects	activities / website / characteristics	Interaction and objectives
SOTERIA  <i>SOLutions TEsting for Regions through insurance for climate Adaptation)</i>	<i>Ending date Feb. 2026</i>	<i>Opportunities to liaise with SOTERIA to increase its reach of stakeholders</i>
MAIA  <i>Maximising Impact ad Accessibility of European Climate Research</i>	<i>Ending date Fall 2025, extended</i>	<i>opportunities to liaise with MAIA to increase the reach of stakeholders' hubA possibility would be to organize the mid-term workshop in November 2025</i>
Proculther  <i>PROCULTHER PROTECTING CULTURAL HERITAGE FROM THE CONSEQUENCES OF DISASTERS</i>	<i>Ended nov 2021, yet still active</i>	<i>ProCulther network is still active, AHEAD can liaise with members (e.g at national level)</i>

³ https://www.eiopa.europa.eu/tools-and-data/catastrophe-data-hub_en?prefLang=sv

⁴ Cf. for instance : cf. <https://www.eiopa.europa.eu/system/files/2023-12/20231214%20Sharing%20knowledge%20and%20data.pdf>

	Promoting disaster preparedness and resilience by co-developing stakeholder support tools for managing the systemic risk of compounding disasters	<i>AHEAD could liaise with Paratus to increase its reach of stakeholders</i>
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Developing links with these platforms will open opportunities for dialogue on common issues, for direct audience (platform members) and also foster indirect audience, via the communication tools of these platforms.

III. Dissemination

“Fostering the way toward multi-scale high-value dataset for enhanced impact-based knowledge”

A. Events organised by Ahead

AHEAD will organise two main events in the context of the project as shown in the Grant Agreement. The first, at the midterm, will be possibly organised with Soteria in Brussels to get the largest visibility and also exploit the two projects’ stakeholders’ communities. Ideally one day of joint workshop will be organised by the two projects.

The final workshop of the project will be held in Porto and will permit to convene together as much as possible the members of the Stakeholders’ Hub, local and regional governmental authorities of the MS of the partners and possibly also from Spain.

It should be underlined that an online half day workshop has been already organised with some stakeholders at the kick off of Ahead.

B. Adoptability of an engineered I.S and link with practice / H.R capacity building

AHEAD’s information system is designed and will be further developed to **maximize its attractiveness**: accurate, more complete (including some blind angles of data collection), intuitive use, demonstrated, explained, documented, flexible, scalable, interoperable, etc. Here, we find in balance are the generic pros and cons of adoption expressed in a balance between expected outcomes and the weight of integrating, learning and ramping-up.

These characteristics are necessary, but not sufficient: they are just (so to speak) **“common drivers for adoption”** – beginning with the technical architecture of the tool (as set up by the LODE project) and stemming from the AHEAD’s project quality of work and deliverables.

Also, the tool has to be closely linked with “good and representative” practices. This is key for gaining credibility among the appropriate communities, therefore for adoption and fruitful contribution to the 3 core AHEAD’s objectives.

And, more than this, **adoption is effective only by practice**. Here is the overall objective, because credibility builds not only on the above-mentioned qualities, but most of all, on effective, regular collection of data via the information system, over a long time. *Adoption does not reside in one-shot*

action or even administrative decision, but in habits, e.g regular use by practitioners to fulfill their missions.

C. Focusing on administrations in charge of data and compensation

Among the appropriate communities of practitioners, AHEAD gives priority to providing strong support to the administrations that need to share data across sectors and for a variety of purposes and at different times of the disaster even at different levels: **deliverable D2.5 – Guidelines for damage data collection, use and reuse integrated in administration procedures (Month 22)**.

Indeed, administrations are at the center in all the steps of crises / post crisis management: they need, at least, to be fully aware of the value of the data needed to organize / procure capacities for prevention, hot management, temporary alleviation, processes for return of experience, rebuilding and improve adaptation ... all these steps need data. In some countries they are also at the center of the schemes for compensation of the victims.

AHEAD will develop a training module intended for public administrations at local and regional levels to promote the awareness of damage and loss data relevance and on the use of available tools for collection, analysis and various use cases advanced systems such as the AHEAD one may support.

Such promotion will take root not in theoretical presentations but concretely through practice that contribute to developing full events report and also to keep trace of the history of the data: **task T6.3 – Development of a training module on damage and loss data collection and management**.

In this respect, a special focus will be given to collecting / assembling data for the financial compensation of victims, and the methods determine these compensations: **task T3.2, Damage and costs: estimation of compensation for administration and insurance sector, and milestone MS7 (Month 18) : “Comparison highlighting differences and Similarities between damage reporting by public administrations and insurance sector”, integrated within deliverable D3.3 Full list of requirements report (Month 23)**. The aim here is to propose Guidelines to integrate the use of enhanced and existing information system in the everyday work of civil protection authorities and public administrations in charge of post disaster compensation and recovery funds.

Also administrations in charge will be directly working with the consortium to co-develop data models, test and use the IS.

D. Dissemination in line with the project’s testbeds

The project's testbeds are based on extreme events that have made national or even international headlines. As such, they gave, and still give rise to research, publications. As an example, the disaster in Central Europe in mid-July 2021, also sparked an extensive political reflection on resilience in Germany.

This situation represents an opportunity for the publication of the project’s results on the testbeds to get enhanced visibility.

During the elaboration of the testbeds and the tests, dissemination will benefit from day-to-day information available on the websites of the consortium members

The testbeds results will feed scientific and technical publications.