

## **Comprehensive Risk Assessment of Basic Services and Transport Infrastructure**

101004830 - CRISIS - UCPM-2020-PP-AG

<b>Exploitation, dissemination and communication</b>
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Dissemination strategy
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Work package: WP-6  
Deliverable Number: D6.2

Lead Beneficiary: CMC  
Coordinator: CMC  
Contributing Beneficiaries: IZIIS, UPT-FCE, AUTH, EUCENTRE

Dissemination Level: Public  
Version: 01

Submission Date: February 23 2021



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## **Exploitation, dissemination and communication**

Dissemination strategy

WP-6 | D 6.2

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February 23, 2021

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## 1. Dissemination strategy

The Dissemination strategy (DS) is the focus of deliverable (D6.2) within WP6 - Exploitation, dissemination, and communication. The report is divided in five sections that outline the objectives of the DS (***what will be disseminated***), target groups (***to whom***), tools for dissemination (***how***), time plan (***when***) and monitoring and evaluation (***how***). The lead beneficiary is CMC.

This report has been prepared according to the point 5.3 Dissemination, communication & visibility of the Grant Agreement. Nevertheless, the strategy itself is a dynamic document that will be updated (if necessary) as CRISIS progresses.

Unreserved project support from DPPI-SEE (<http://www.dppei.info/>) will ensure a transnational dissemination of the project outreaches in the frame of South-Eastern Europe and the wider DRR community.

### 1.1 Objective

The ultimate objective of the strategy is to ensure that the national emergency and disaster management authorities in the cross-border region have maximum benefit from project results and achievements.

Besides the above, the specific goals are:

1. To increase awareness of the need for a collaborative approach to prevention and preparedness for disaster risks and management in cross border countries located in the Western Balkan Region
2. To provide maximum visibility of the project and its outcomes among different stakeholders
3. Identify the target groups, how to reach them and convey the key outcomes of the project
4. Define/select tools for dissemination (internet, media, conferences, events, training, etc.) that will be used in order to reach the communication objectives
5. Enable coordination between different communication and dissemination activities to be carried out by the partners
6. To disseminate the project methodology outside the project community in order to enable transfer of knowledge and implementation in other interested regions
7. To disseminate the existence and outcomes of the project to the academic and professional communities

### 1.2 Target groups

To increase the impact of the project it is imperative to identify relevant target audiences, to develop an understanding of their interests and to align dissemination and communication activities with their needs and priorities.

The target groups for dissemination were generally identified in the project proposal and are developed further in this section.

Figure 1 presents an overview, followed by detailed descriptions of each target group.



Figure 1. CRISIS target groups

**National emergency and disaster management (EDM) authorities** – it is the most important target group whose capacities should be increased and is the end-user of the project outcomes. To this group belong national agencies, directorates, departments of Civil Protection, crisis management institutions, as well as regional platforms for disaster preparedness and prevention.

**Policy-makers** – European and national policy-makers (relevant Ministries, Directorates) in order to enable incorporation of the project results in the regulatory framework for risk assessment and disaster management. Due to the cross-cutting nature of the project, policy makers from a wide range of sectors are relevant (Ministries responsible for maintenance of educational and health buildings, infrastructures, environment, spatial planning, defense etc.).

**Local authorities and municipalities** – this is the wide target audience comprised of 47 municipalities in the cross-border region. The list of the target municipalities in the cross-border region can be found in D2.1 - Identification of all relevant natural and human-induced hazards in the cross-border region.

**General public** – dissemination targeted at this group needs to be presented in a simple, logical way that outlines the project, its activities and outcomes in a clear and concise way. For this group in particular, it is likely to be important that such information is provided in the local language. The total population of the cross-border region is over 1.000.000 [2] and one of the ultimate outreaches is to increase its awareness and preparedness for disasters.

**Scientific and academic community** – this includes universities, research centres, and consultancies working on risk assessment and disaster management. Networks and other scientific projects, especially ongoing prevention and preparedness projects in civil protection under UCPM can act as multipliers.

**Media** – the media play a significant role both as multipliers and as strategic partners. CRISIS dissemination activities may target EU wide, national and local media, traditional as well as online and social media to ensure visibility of the project and sharing of outcomes.

**Insurance companies** – this includes companies whose objective is to establish/promote national/regional risk insurance markets and sell risk insurance products.

The comprehensive list of the target stakeholders can be found in D3.1 - Needs assessment of the relevant emergency and disaster management authorities.

### 1.3 Tools for dissemination

A number of communication tools will be used to reach the target groups identified above in order to disseminate information on CRISIS activities and research outputs. These tools include: visual identity (logo, document templates); project web site; web-based portal (WBP); scientific publications; stakeholder events (including final project workshop); improved university study programmes; social media; project leaflets; videos, etc.

Below, each of these tools is described in more detail. The use of these tools will vary according to the information being communicated and the specific group being targeted.

**Visual identity** - the development of a visual identity and a project logo ensures project outputs are consistent and easily recognizable. The title of the project, its abbreviation and the accelerometer associated seismic hazard is incorporated into the logo (Fig. 2). Based on this logo, a visual identity was developed. This includes fonts, color schemes and templates for documents and presentations for partners to use. All project outputs and documents include the CRISIS logo and EU and UCPM emblems and is accompanied acknowledgement of funding source.



Figure 2. CRISIS logo

**CRISIS website** - the website <http://www.crisis-project.org/> (Fig.3) serves as a central point for information about the project. The design was developed based on the CRISIS logo presented below and is in keeping with the overall visual identity of the project. The structure was conceived to minimise the number of clicks needed to reach key information. In terms of content, the aim is to provide frequent updates to the site with information that is up to date, relevant, trustworthy and written in an accessible language (i.e. excluding project specific references to 'work packages' or 'deliverables').

**Web Based Platform (WBP)** - a geo-referenced WBP containing data related to the cross-border basic services and transport infrastructure, which will include vulnerability parameters of all relevant assets at risk and will be able to provide rapid risk information, in line with the exposure model, predict possible losses and disruption of critical functions will be developed. Two versions of the software tool will be available: a community version, which is open-source but with limited features, and a licensed version, dedicated to the end-users and beneficiaries. A user manual will be elaborated too.

**Scientific publications** – the main goal of CRISIS is to provide a qualitative basis for the development of a collaborative approach to prevention and preparedness for disaster risks and management in cross border countries located in the Western Balkan Region. Although it is not a research project, selected project outputs, especially from WP2 and WP4, will be

published in open access journals and conferences, whose topics are relevant with the project objectives.



Figure 3. CRISIS web page

**Stakeholder events** – CRISIS will organize several events for different target groups, namely: meetings with policy-makers, training events with end-users with focus on implementation of WBP, dissemination events with academic community and general public, final workshop where project outcomes will be presented in front of stakeholders and experts in the topic.

**University study programmes** – teaching curricula related to the disaster preparedness and management, at academic partners in the project and broader, at regional and EU universities will be updated with scientific outcomes of CRISIS.

**Social media** – through different social media (Twitter, LinkedIn, Facebook etc.) CRISIS will build a network with interested followers. The referent pages will be design based on the project visual identity to increase its visibility.

**Project leaflet** – project leaflet (in electronic and hardcopy version) will be designed in line with the visual identity established and with the aim of promoting the CRISIS project and giving a brief overview of its objectives. It will be disseminated during stakeholder events (see above), during attendance of the partners at different events outside the project and as an attachment along with official email communications related to CRISIS.

**Video materials** – a demo of the WBP (deliverable D6.4) will be prepared to guide and support implementation of this software tool.

#### 1.4 Time-plan and lead beneficiary

According to the project timeline, the key deliverables related to WP6 – Exploitation, dissemination and communication will be produced as per Figure 4. The lead beneficiary of each deliverable is given in Figure 5.

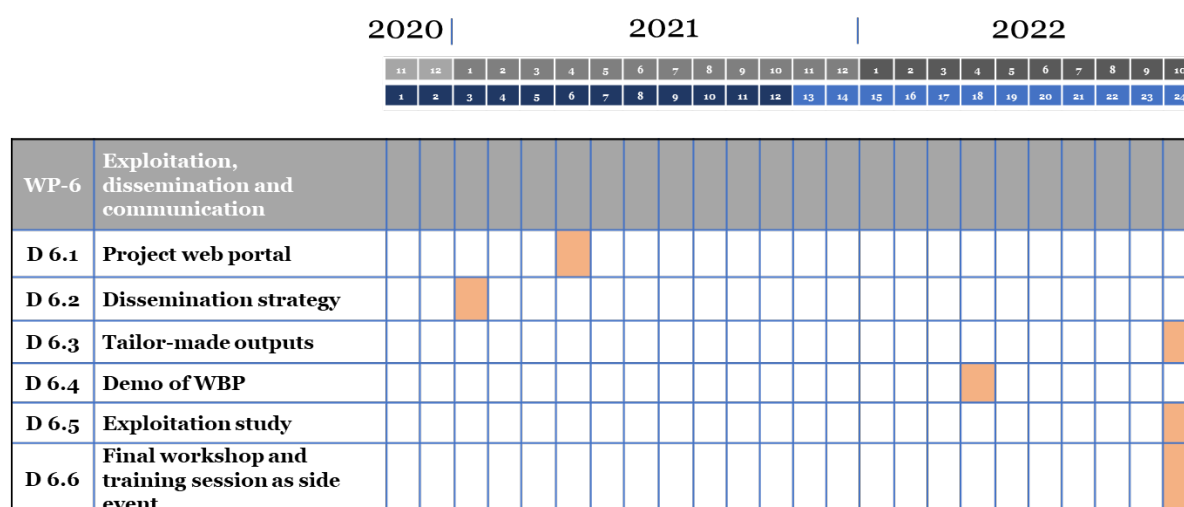


Figure 4. Timeline of WP6 deliverables

	Lead beneficiary									
	IZIIS		CMC		UPT-FCE		AUTH		EUCENTRE	
D 6.1										
D 6.2										
D 6.3										
D 6.4										
D6.5										
D6.6										

Figure 5. Lead beneficiary of WP6 deliverables

#### 1.5 Monitoring and evaluation

Online dissemination tools (website, social media) will be continuously monitored by different indicators like number of visits, number of downloads, number of followers etc. (by Google Analytics or similar), accompanied by periodic reviews. Feedback of stand-alone activities such as events will be done during, or in immediate follow-up to the activity.



## References

- [1] [Documents download module \(europa.eu\)](#) Grant Agreement-101004830-CRISIS.pdf
- [2] CRISIS D2.1 Identification of all relevant natural and human-induced hazards in the cross-border region (submitted)
- [3] CRISIS D3.1 Needs assessment of the relevant emergency and disaster management authorities (in preparation)