

Campaign on media

D.2.4.5

Project Acronym	Firespill
Project ID Number	10255377
Project Title	Fostering Improved Reaction of crossborder Emergency Services and Prevention Increasing safety Level
Priority Axis	Safety and resilience
Specific objective	2.4 - Increase the safety of the Programme area from natural and man-made disaster
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.4
Activity Title	Media relations and publications
Partner in Charge	PP7
Partners involved	All PP
Status	Final
Distribution	Public
Date of release:	6/2023

Region of Istria was implementing campaign on media during the whole project implementation period. Local and regional media were invited on all events organized by the Region of Istria within the project. All equipment procured (firefighting boat, booms and accompanying equipment, medical equipment) was presented to press on press conferences where the presenters were relevant persons from emergency services and Region of Istria. Also, the media was informed about project's most important events (Pilot project exercises FIRESPELL 2022 and FIRESPELL 2023, presentation of publications in kindergartens and elementary schools in Pula with participation of emergency services, ITLS courses for members of emergency services).

The number of published articles about FIRESPELL project in local and regional relevant media in Region of Istra is the following:

- Glas Istre newspaper - 8 articles
- Regional Express web portal – 7 articles
- Istra 24 web portal – 5 articles
- Istarski web portal – 4 articles
- Hrvatska radiotelevizija - 1 article

On 15th December 2022 project leader in Region of Istria Bruno Kostelić was a guest on local radio station Rovinj FM where he presented project FIRESPELL.



Attachment: articles pulished in local media