

Campaign on media

Deliverable number 2.4.5

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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	2.2 - Increase the safety of the Programme area from natural and man-made disaster
Work Package Number	2.2
Work Package Title	PUBLIC EVENTS
Activity Number	2.4.5
Activity Title	Campaign on media
Partner in Charge	Consorzio Punto Europa (PP2)
Partners involved	Consorzio Punto Europa (PP2)
Status	Final
Distribution	Public
Date of release:	30/06/2023

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Purpose of the activity

In the framework of media campaign and media relations activated by COPE to spread the knowledge on Firespill project, COPE organized a media campaign to extend the outreach of the high level local event in Castilenti showcasing project goals and activities.

COPE aimed at reaching several important benefits:

- **Increased Public Awareness:** By utilizing local media outlets, COPE aimed to raise awareness among the general public about the Firespill project's mission and its focus on addressing earthquake and forest fire risks in the region. This broader awareness aimed at informing communities.
- **Community Engagement:** The campaign sought to encourage community members to actively participate in civil protection initiatives. This increased engagement can result in stronger community support for such projects and potentially inspire individuals to volunteer.
- **Project Visibility:** Through media coverage, COPE aimed to enhance the visibility of the Firespill project. Increased visibility attracted attention from potential partners and collaborators, which is essential for the dissemination of project results.
- **Information Dissemination:** Television, as a powerful medium, can effectively convey detailed information about the Firespill project, including its objectives, ongoing activities, and achievements. This helps in educating the audience about the project's significance.
- **Highlighting Success Stories:** Sharing success stories related to the Firespill project served as a motivating factor for others to become involved or initiate similar projects in their communities. Success stories build trust in the project's effectiveness.
- **Inspiring Action:** By showcasing the importance of preparedness and prevention measures against earthquake and forest fire risks, COPE aimed to inspire individuals and communities to take proactive steps to protect themselves and their environment.
- **Stakeholder Engagement:** The media campaign targeted local agencies, authorities, and other stakeholders who often pay attention to TV programs. Garnering their support and cooperation is crucial for effective risk management and prevention, and media coverage can help achieve this.
- **Emergency Response Support:** TV programs can inform citizens about how they can actively support civil protection operators during emergencies. This included the exploitation of specific communication channels, like the Firespill channels on Telegram, to stay informed and contribute to emergency response efforts.

Short description of the activity

The media coverage of the high level event organized in Castilenti on the 24th of June 2023, provided an opportunity to recognize and appreciate the efforts and contributions of civil protection volunteers associations and authorities in the field of civil protection. Their presence can be seen as an acknowledgment of their dedication to safeguarding the community.

The event underscored the collaborative nature of the Firespill project. By bringing together civil and military authorities, it showcases, through media channels, the importance of partnerships and coordination of all operators in disaster preparedness and response.

The media campaign contributed to raise public awareness about the importance of civil protection measures, including preparedness for earthquakes and forest fires, but also about the supporting role in helping civil protection volunteers in their operations.

Media involved

In this activity, COPE involved all the most relevant local tv and newspapers to widen the outreach of Firespill activities.

Here is the list of the media channels involved

Press Videos of local Tvs:

Rai3: <https://youtu.be/ypZoaGbr2ns?si=IBbZx6f3C3tHICOW>



Evento conclusivo del progetto FIRESPELL del COPE a Castilenti. Servizio di Rai Tre

Rete8: <https://youtu.be/rpjlqHAS7a8>



TV6: <https://www.youtube.com/watch?v=M0Su4y3J4F0>



SuperJ: <https://www.youtube.com/watch?v=zdH-RtOme2c>



LaQTV: <https://www.youtube.com/watch?v=rUPBfVW-m80>



TVBis: <https://www.youtube.com/watch?v=o6UN1eOTiHA>



Ekuonews: <https://youtu.be/mbv2gFfKRy4>



Certastampa: <https://www.youtube.com/watch?v=VcjCew4CYqE>



Press articles on magazines:

Il trafiletto: <https://www.iltrafiletto.it/2023/06/28/un-canale-telegram-per-segnalare-interventi-il-progetto-firespill-gestito-dal-cope/9-1982.html>

Press review of all articles published on media:

https://drive.google.com/file/d/1ORCqaT_J9cTd8d_TXHF1FvCLEK2akUuf/view?usp=sharing