

Project gadgets

D.2.4.6

1

1

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	WP2
Work Package Title	Communication Activities
Activity Number	4
Activity Title	Media Relation and Promotional material
Partner in Charge	PP6 Marche Region
Partners involved	PP6 Marche Region
Status	Final
Distribution	Public
Date of release:	April 2023

Project gadgets

The Marche region has created gadgets in economy. Specifically, we made and give more than 100 bookmarks that have been conceptualized, designed, printed, and packaged in-house, by using available resources and materials at their disposal. So the internal competences in designing the gadget give us the opportunity to not exploit an external service to cover this project activity.

These bookmarks report two slogans: on the front, the statement: "*Learning is the gateway to personal growth*" along with the logo of the European project Firespill. On the other side, a message emphasizes the importance of forest fire prevention, summarized by the phrase "*Be fire smart in the wild: learn to protect by watching the videos*" which directs the reader to the You Tube videos made by Regione Marche for the Firespill project. Each bookmark features a QR code for easy access to such videos.

A paperclip at the top of the bookmark allows it to be attached to a page. The bookmarks were delivered during the inauguration of BELVEDERE and distributed in other complementary activities during the Italian campaign for students sensibilization about natural risks (IO NON RISCHIO). Digital copies of these bookmarks have been sent to civil protection referents in schools and to civil protection volunteers in order to be printed autonomously.









