

# (Italian) Report on the external evaluation of the “Building safe community” awareness campaign D.5.5.1.



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## Introduction

The aim of the FIRESPELL project was to increase the capacity of emergency services to improve cross-border efficiency in tackling natural and manmade disasters by decreasing the exposure of the populations to the impact of hazards and increasing the safety of the Croatian and Italian Adriatic basin by improving emergency prevention and management measures and instruments. Monitoring and crisis management of natural and manmade disasters represent area of strategic interest for HR-IT territories faced with similar problems and in a quest for common solutions. Rising concentration of human activities calls for stronger efforts in preventing risk on both shores. FIRESPELL project overall objective was to increase the capacity of emergency service organizations and citizenship for cross-border operations in response to natural and manmade disasters in the Adriatic Basin. The project had 14 partners. The partners were Abruzzo region, Adriatic training and research center for accidental marine pollution preparedness and response-ATRAC, Development agency of Šibenik-Knin county, Dubrovnik Neretva region, Regional Agency For Reconstruction – Earthquake 2012, Emilia-Romagna Region, ARPA, Environmental protection agency of Friuli Venezia Giulia, Europe Point Consortium, Marche region, Public institution Rera S.D. for coordination and development of Split Dalmatia county (lead partner), Puglia Region-Civil Protection department, Region of Istria, University of Padova-Department of civil environmental and architectural engineering, Zadar County and Split Dalmatia County. Focus group of this report is the 7 Italian partners.

Project budget: 16.492.799,60 €  
Project start date: April 1, 2020  
Project end date: June 30, 2023  
Project was divided into 5 Working Packages.

## 1 Work Package 5: Activating Citizens' Participation for Enhanced Safety

Work Package 5, titled "Activation of Citizens' Participatory Process," was designed with the primary goal of initiating a comprehensive campaign to engage and educate the public, ultimately fostering a culture of safety. This multifaceted initiative included various activities such as virtual engagement through social media communities, informative events, addressing topics like preventive behaviors and responsible social media use during emergencies, exhibitions, hazard demonstrations, and training courses. These courses covered both basic and advanced skills, aimed at empowering citizens and volunteers.

### 1.1 Objectives and Activities

The primary objective of Work Package 5, "Activation of Citizens' Participatory Process," was to transform citizens from being perceived as "vulnerable elements" into active contributors and sensors during emergency situations. This transformation would be achieved through enhanced awareness, informed behaviors, and strengthened collaboration with civil protection units to mitigate natural and man-made threats leading to emergencies.

Work Package 5 primarily aimed at fostering a shift in the mindset and behavior of citizens, with a particular focus on the younger population whose perspectives were still evolving. The durability of most project outcomes depended on the adoption of these new behavior models by those residing in high-risk areas. Additionally, the project's video materials, publications, and billboards were designed for continued use beyond the project's completion, ensuring the dissemination of key messages to new audiences. The educational materials produced during the implemented trainings were valuable resources that could be utilized by various organizations, both within and outside the project partnership. Lastly, the evaluation of the campaign aimed to assess its impact on the target audience and derive valuable lessons for future similar initiatives within and beyond the program's scope.

To fulfill these objectives, a meticulously planned awareness campaign was implemented across all project partner territories. Work Package 5 encompassed five key activities:

**Activity 5.1:** This involved gathering best practices and prior experiences to inform the design and planning of activities geared toward engaging citizens' communities in the project's target regions. Activities were tailored to different target groups and territories.

**Activity 5.2:** This phase focused on informative activities, including information days, exhibitions showcasing civil service equipment, and the distribution of risk awareness pamphlets and publications. The goal was to enhance public knowledge of their potential role as active participants before, during, and after emergency events.

**Activity 5.3:** Specific training modules were developed for diverse target groups, such as schools, municipalities, civil protection personnel, volunteers, tourist service providers, and others. These modules were tested at the local level.

**Activity 5.4:** A digital content campaign was conducted through social media platforms like Facebook and Instagram, targeting citizens and policymakers. Its aim was to enhance their understanding of emergency services' organization, functions, and their willingness to collaborate.

**Activity 5.5:** This activity involved evaluating the awareness campaign's impact and drawing lessons from the experience. The insights gathered were documented in the form of a handbook titled "Citizens' Contribution to Reducing Risk and Building Resilience."

## 1.2 Target Groups

In the project's initial description, we identified six distinct target groups, each with specific objectives:

**General Public:** This group encompassed citizens residing in the involved municipalities, including schoolchildren and adult students, as well as tourists of various types. Our goal was to enhance their understanding of civil protection mechanisms and encourage their active participation in risk mitigation efforts through heightened awareness. Our target audience included 200,000 inhabitants within the project's designated territories.

**Local, Regional, and National Public Authorities and Related Entities:** This category consisted of regional, national, and local institutions, as well as neighboring municipalities. Our aim was to assist them in bolstering the resilience of their respective territories by improving their risk management and prevention strategies. Our target was to engage with 40 such entities.

**Emergency Services and Coast Guard Centers:** Regional functional centers in Italy and Croatia, specializing in emergency management, such as firefighting corps, civil protection regional/county units, and coast guards, formed this group. We sought to enhance their operational capabilities by providing safety equipment, emergency vehicles, communications systems, and the establishment of an Advanced Training Centre. Our target involved engaging with 52 of these entities.

**Non-Governmental Organizations (NGOs):** This target group encompassed volunteer associations and crisis management organizations operating as non-governmental entities. They played a crucial role in community disaster awareness activities and shared their expertise in risk prevention and management. We aimed to collaborate with 13 such organizations.

**5. Education and Training Centers:** Education and training institutions within the Italian and Croatian regions involved were key partners in planning and implementing public education initiatives. FIRESPELL prioritized these centers to enhance knowledge and skills essential for disaster preparedness, with a target of engaging with 10 such organizations.

**6. Universities and Research Institutes:** Universities and research centers specializing in natural and man-made emergency prevention, monitoring, and intervention formed this group. FIRESPELL aimed to catalyze additional research endeavors undertaken by these institutions, particularly at the cross-border level. These efforts were increasingly integrated into policy-making and practical applications in disaster risk reduction. Our target was to collaborate with 4 such universities and research institutes.

## 2 Analysis of Work Package 5

A crucial aspect of the campaign was to enhance citizens' comprehension of the Civil Protection organization and its functions. This objective aimed to promote cooperation, readiness, and trust-building among stakeholders, both in response to and in anticipation of potential hazards. Across all participating regions, the campaign included informative days, exhibitions featuring demonstrations of Civil Protection vehicles and equipment customized to engage the youth demographic. Additionally, various risk awareness publications were distributed with the aim of deepening public awareness regarding opportunities for active involvement before, during, and after hazardous events.

Under Activity 5.1, titled "Design of 'Building Safe Community' Awareness Campaign," guidelines were formulated by the Dubrovnik Neretva region. The primary purpose of this deliverable was to facilitate the execution of initiatives aimed at creating a secure community.

### 2.1 Analysis of WP5 Activities with a Focus on Key Principles

The evaluation of Work Package 5 (WP5) activities was conducted with a comprehensive consideration of several fundamental principles aimed at ensuring the project's success and its impact on future endeavors. These guiding principles encompassed:

**Relevance:** The assessment of WP5 activities prioritized their relevance and complementarity with respect to the overarching project objectives. This critical evaluation ensured that the activities aligned seamlessly with the broader project's goals and contributed meaningfully to the intended outcomes.

**Effectiveness:** An essential facet of the analysis involved gauging the effectiveness of the WP5 initiatives. This entailed a meticulous examination of how well the activities achieved their intended outcomes and whether they generated the desired impact on the target audience and stakeholders.

**Efficiency:** The analysis assessed the efficiency of resource utilization within WP5. It scrutinized the allocation of resources, both human and financial, to ascertain that they were deployed optimally to maximize the impact of the activities while minimizing waste.

**Sustainability:** Sustainability considerations played a pivotal role in the assessment of WP5 activities. It involved evaluating the long-term viability of the outcomes, ensuring that the initiatives had the potential to create lasting benefits, and identifying strategies to maintain their positive effects beyond the project's conclusion.

**Recommendations for Future Activities:** An integral part of the analysis involved generating valuable recommendations. These recommendations were intended to inform the design and implementation of future activities, whether within the programmatic scope of the current project or in other related areas. These insights were expected to serve as a valuable guide for enhancing future campaigns and initiatives.

## 2.2 Research techniques

To conduct this assessment comprehensively, a range of research techniques were employed, including:

**Documented Research:** A thorough review of all available materials related to WP5 was conducted. This encompassed a meticulous examination of all relevant documents, reports, and data stored on SharePoint for WP5. This comprehensive documentation analysis provided a foundational understanding of the project's progress and achievements.

**Monitoring of Traditional and New Media:** The analysis extended to the monitoring of both traditional and new media channels. Online sources, including the websites of the project's Italian partners, were systematically scrutinized for updates and relevant information. Additionally, the team monitored social networks such as Facebook, Instagram, and Twitter.

This real-time tracking of social media channels helped gauge public sentiment, engagement levels, and the dissemination of project-related content.

In conclusion, the analysis of WP5 activities adhered to a robust set of principles and employed diverse research techniques to provide a comprehensive understanding of the project's progress and impact. The resulting recommendations aimed to foster continuous improvement and inform future initiatives, contributing to the broader success of the program.

## 2.3 An update on the progress and challenges of WP5 in the context of the COVID-19 pandemic

During the primary assessment period spanning from March to May 2023, it was evident that the full realization of WP5 objectives had not yet been achieved. However, it's essential to note that partners remained dedicated to ongoing implementation and finalization efforts. With a commitment to these ongoing activities, it is reasonable to anticipate the successful attainment of all objectives by the project's conclusion.

For instance, Activity D.5.4.1, involving the establishment of Facebook or other social media closed groups, was still pending for most partners. Nevertheless, some partners, such as PP2-COPE, had already completed this activity in the third quarter of 2021 having directed Activity 5.2 to the creation of the Closed Telegram Group and the enrollment of young students as the basis for the implementation of Activity 5.3.

It is worth emphasizing that the execution of WP5 activities demanded substantial time and effort from all partners. On average, each partner engaged the services of approximately two individuals, either part-time or full-time, to oversee the organization and execution of WP5 initiatives.

However, it is vital to acknowledge that, similar to the implementation of other FIRESPELL work packages, the progress of WP5 activities was impeded by the challenges posed by the COVID-19 pandemic. This global health crisis necessitated adjustments and adaptations in project execution. Notably, certain activities that required the involvement of larger groups of individuals or the organization of public events experienced acceptable delays due to pandemic-related restrictions and precautions.



The onset of the COVID-19 pandemic significantly influenced the project's timeline and may have had the most substantial impact on its visibility among the target groups. Despite these challenges, the commitment and resilience of the partners have remained steadfast, ensuring that WP5 activities continue to progress, albeit at a measured pace, with the expectation of full realization in due course. The adaptability demonstrated in the face of such unforeseen circumstances underscores the dedication of the project team to its ultimate success.

### 3 Target groups involvement

In section 1.2. of this document, 6 target groups are listed that were identified for this project. Below is the feedback from the Italian partners on the achievement of the target values and the description of the activities carried out to support their achievement.

#### 3.1 Target group: General Public

The project's efforts targeting this specific target group encompassed a range of activities, which are summarized as follows:

- **Activity 5.2 - Establishment of an Information Sharing Environment for Enhanced Hazard Prevention and Control:** This initiative entailed the creation of a dynamic platform for sharing critical information aimed at improving hazard prevention and control measures. It featured Info Days and exhibitions showcasing Civil Protection vehicles and equipment through interactive demonstrations. This approach allowed for hands-on engagement with the tools and resources crucial for safeguarding our communities.
- **Activity 5.4 - Activation of a Social Media Content Campaign:** In the digital age, effective communication is paramount. To this end, a comprehensive social media content campaign was executed. Leveraging the power of social networks and contemporary digital tools, meticulously crafted messages and impactful visuals were disseminated. Notably, this included the creation and dissemination of concise yet compelling videos across various social media platforms, providing a comprehensive snapshot of all project activities.

These endeavors were reinforced by Communication Activities aimed at presenting and disseminating the outcomes of the project.

This multi-pronged approach included:

- **A Media Campaign:** Encompassing mainstream television, radio, press agencies, and securing newspaper space, this initiative ensured widespread exposure and coverage of the project's endeavors.
- **Dedicated Twitter, Facebook, and Instagram Accounts (FIRESPELL):** These dedicated social media profiles served as conduits for real-time updates and engagement with the project's activities and results.
- **Constant Updates on the FIRESPELL Website:** The project's official website on the IT-CRO web platform remained consistently updated with the latest developments (News and Events), ensuring that interested parties could access information readily.
- Collectively, these concerted efforts served as how the public was comprehensively informed about the project's activities and its tangible outcomes.

Given the context that the project was implemented in territories inhabited by 11,139,465 individuals (as of January 1, 2023, according to data from the National Institute of Statistics - Istat), and with a conservative estimate of a 2% response rate from the media used, it can be reasonably inferred that the project reached approximately 200,000 individuals through Italian partners. Furthermore, considering the widespread availability of the chosen media in all regions

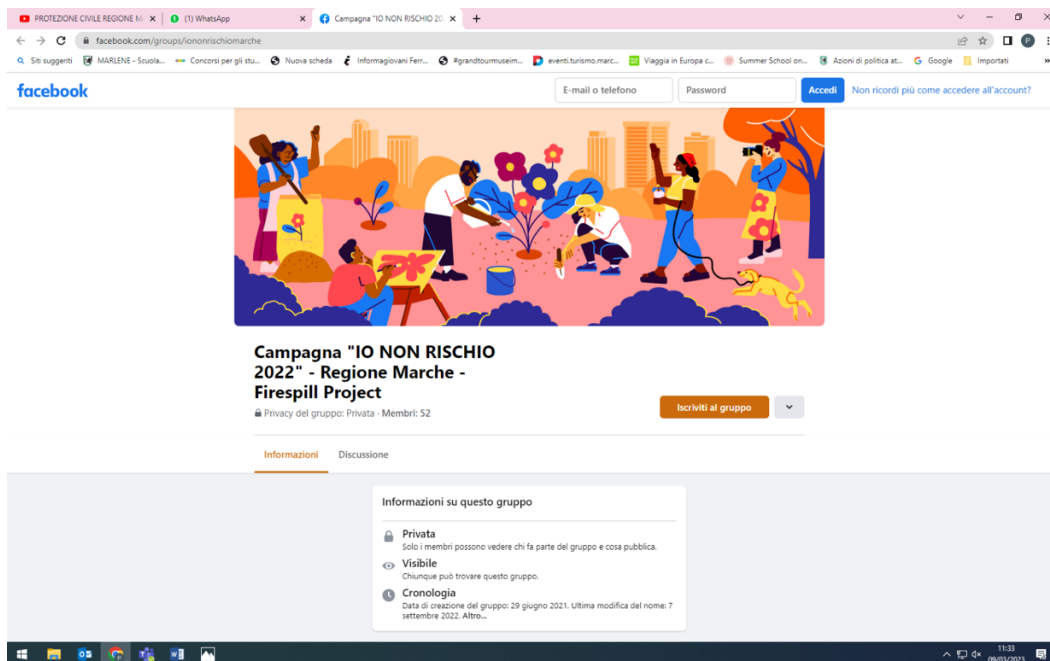
encompassing the Italian provinces involved in the project, it is highly likely that this target figure was exceeded, thus amplifying the impact and reach of these vital initiatives.



**Photo 1.:** May 25<sup>th</sup> 2023 - Info Day in Pescara



**Photo 2.:** Oct 23<sup>rd</sup> 2021 - Exhibition with demonstrations of Civil Protection vehicles, equipment in Nereto (TE)



**Photo 3.:** 2021-Marche Region Facebook close group for the CP Volunteers Associations

### 3.2 Target group: local, regional and national public authorities and related entities

The project was dedicated to empowering and collaborating with a diverse spectrum of stakeholders, including local, regional, and national public authorities, as well as associated entities. The overarching objective was to assist these institutions, along with neighboring municipalities, in enhancing the resilience of their respective territories through the enhancement of risk management and prevention measures. To achieve this, a multitude of project activities were meticulously organized and executed.

Activities included:

1. **Information Days (Info Days):** These events served as vital platforms for disseminating knowledge and insights on risk management and prevention. They provided an opportunity for local, regional, and national authorities to engage in discussions, share best practices, and gain a deeper understanding of effective strategies.
2. **Demonstration Exercises:** Practical demonstrations were conducted to showcase the tangible benefits of upgraded risk management and prevention techniques. Through hands-on experiences, authorities could appreciate the real-world applications of these methods.

The project's outreach initiatives were bolstered by a comprehensive communication strategy, focused on effectively showcasing and disseminating its outcomes. This encompassed a range of activities, including:

1. **Public Events:** Local and regional public events were orchestrated by all Italian project partners (PPs), offering a platform for direct engagement with local and regional public authorities and communities. These events were designed to promote project awareness and foster public authorities involvement.
2. **High-Level Conference:** PP9-Puglia region, spearheaded high-level conferences to underscore the project's significance. These conferences were complemented by Public Information Media Engagement, including impactful press conferences.

Through these concerted efforts, the project actively interacted with public information media channels, ensuring that critical stakeholders, authorities, and the broader public remained well-informed about the project's dynamic progress and remarkable achievements.

The participation of various tiers of public authorities was notable. This encompassed executive bodies at the local and regional levels of self-government, who serve as critical stakeholders within the civil protection system. Key participants included municipality heads, city mayors, county prefects (along with their deputies), firefighting commanders, heads of civil protection headquarters, police chiefs, directors of the Red Cross, and leaders of mountain rescue service stations. These individuals actively contributed to and engaged in the project activities, leveraging their expertise and influence to bolster the resilience of their respective jurisdictions.

Significantly, the results achieved by the Italian project partners surpassed the overall assigned target value of 40, as evidenced by the project's activity report. This accomplishment underscores the effectiveness and impact of the collaborative efforts undertaken, further solidifying the project's



success in enhancing the capabilities and preparedness of local, regional, and national public authorities and related entities.



**Photo 4.:** May 2023 - High-Level Conference in Bari



**Photo 5:** June 24<sup>th</sup>, 2023 - Local/regional events in Castilenti (TE)

### **3.3 Target group: Emergency services and coast guard centers**

Regional Civil Protection Functional Centers in Italy play a vital role in emergency management, encompassing a range of essential entities, including firefighting corps, civil protection regional units, and coast guards. Their pivotal involvement in pilot projects and exercises to activate citizens' participatory processes has been instrumental in successfully attaining project objectives.

The active engagement of all Civil Protection Functional Centers across the seven Italian regions involved has significantly contributed to the accomplishment of these critical activities.

### 3.4 Target group: non-governmental organizations

This target group comprises civil protection volunteer associations and crisis management organizations, which operate as non-governmental entities with the overarching objective of safeguarding both people and resources in the face of natural and man-made disasters. Additionally, this category extends to associations actively engaged in environmental protection endeavors. Their contributions have been pivotal throughout the execution of pilot projects, the promotion of citizen participatory processes, and the sharing of invaluable insights on risk prevention and management.

The Civil Protection volunteer associations from the 7 Italian regions participating in this project demonstrated unwavering commitment, actively engaging in all facets of the pilot projects and Citizen Participatory Process Activation activities. Their involvement encompassed roles as both beneficiaries, receiving training, and as active participants, overseeing information dissemination events, conducting training sessions, and orchestrating demonstration exercises.

It is noteworthy that the results achieved by the Italian project partners have exceeded the originally assigned target value of 13, as prominently emphasized in the project activity report. This accomplishment underscores the significant impact and effectiveness of their collective efforts



**Photo 5:** March - May 2023 - training course on anti-pollution interventions following sea oil pollution





**Photo 6:** May 14th, 2022 - first aid treatment of earthquake injured person in community level exercise in Nereto (TE)

### 3.5 Target group: Education and training centers

In the concerned Italian regions, there is a lack of dedicated education and training centers for Civil Protection operators. Currently, these training courses are primarily organized and conducted at the municipal level, often by the Civil Protection Volunteer Associations, regional structures, or groups of associations such as ANA, ANC, ANPAS, and others.

An exception to this pattern can be found in the Marche region. At the inception of the project, the Fabriano Belvedere Training Centre, which had fallen into disuse, was revitalized and upgraded as part of this initiative. Substantial investments, totaling €95,000 and €267,000 respectively, were allocated to refurbish the center and provide it with state-of-the-art equipment. These investments were made to enhance the operational capabilities of regional emergency services.



**Photo 7:** June 29<sup>th</sup>, 2022 - Inauguration of advanced training center in Fabriano Belvedere, Marche

### 3.6 Target group: Universities and research institutes

Universities and research centers operating in natural and man-made emergencies prevention, monitoring and intervention were addressed by those Italian partners who conducted activities in oil spill risk and earthquake such as PP10 - Regional Agency for Reconstruction, Emilia Romagna and PP11- ARPA of Friuli Venezia Giulia while PP15- Padova University participates directly in the Project as a partner. Therefore, the results achieved by the Italian partners of the project exceeded the originally assigned target value of 3, as per the project activity reports.

## 4 Challenges and Lessons learnt

The successful implementation of WP5 activities is paramount within the project, given that its outcomes are intended to reach the identified target groups and serve as a platform for presenting the results of other work packages. However, during the course of this work package, we encountered certain challenges and gained valuable insights.

### 4.1 Challenges Encountered:

1. **Timing and Communication:** Some components of the activities within WP5 needed to be initiated earlier in the project timeline. Regrettably, there were instances of miscommunication during the period when physical meetings were not possible due to the COVID-19 pandemic, necessitating the organization of online meetings. A regular cadence of meetings would have likely resolved ambiguities sooner.
2. **Responsibility Clarification:** At times, there was ambiguity regarding the ownership of specific segments of the application. Improved clarity regarding responsibility allocation could have streamlined the implementation process.
3. **Enhancing Youths Engagement:** A focal point in WP5 was the fostering of a shift in the mindset and behavior of citizens, with a particular focus on the younger population whose perspectives were still evolving. Quality improvement is the creation of multimedia materials that captivate elementary. This objective, however, was only achieved by few Italian partners, who focused young citizens on: (i) improving their understanding of the organization and functions of Civil Protection, thus improving the level of cooperation and readiness as well as building trust between the interested parties in the event or in anticipation of dangers; (ii) strengthening citizens' ability to involve themselves as active sensors before, during and after emergencies through training courses with practical exercises and simulations in the use of emergency communication equipment and finally (iii) the belief in being part of closed social media groups (rescue teams and citizens) and to use such channels as emergency communication before, during and after dangerous emergencies.

### 4.2 Learnt Lessons:

The lessons learnt highlight the importance of proactive planning, effective communication, collaboration, and ongoing education in the field of Civil Protection to enhance response capabilities and protect communities from various threats

#### 1. Timely Initiation of Prerequisite Activities:

In any emergency or disaster response plan, there are often activities that must be completed before others can begin. These prerequisites can include things like securing funding, obtaining

permits, or conducting assessments. Initiating these activities promptly is crucial to ensure that the overall response progresses smoothly.

Delaying the start of prerequisite activities can result in bottlenecks and delays further down the line, potentially impacting the effectiveness of the response. It's essential to have a clear understanding of what these prerequisites are and ensure they are initiated as early as possible.

## **2. Effective Communication Materials:**

Communication is a cornerstone of any emergency response effort. Effective communication materials, such as brochures, pamphlets, websites, and social media content, serve as the foundation for conveying critical information to the public and relevant stakeholders.

These materials should be well-designed, accurate, and accessible to the target audience. They play a vital role in educating people about risks, providing instructions during emergencies, and fostering a sense of trust and transparency in the response efforts.

## **3. Information Exchange:**

Effective communication and information sharing are essential within an emergency response system. This includes sharing information among response teams, government agencies, and other relevant parties.

Timely and accurate information exchange ensures that responders have access to the latest data, resources, and equipment needed to manage emergency situations. It also supports coordinated decision-making and resource allocation.

## **4. Cross-Border Collaboration:**

Cross-border cooperation is particularly important in regions where borders are close, as natural and man-made disasters can affect multiple countries. Collaborative projects and agreements between neighboring nations enhance the safety and resilience of residents in border regions.

This collaboration may involve sharing resources, information, and expertise, as well as developing joint response plans and conducting joint training exercises to address common threats.

## **5. Professional Training:**

Professional training for Civil Protection operational forces is a critical investment in ensuring the effectiveness of emergency response. Well-trained personnel are the backbone of any response system, as they are responsible for implementing response strategies and utilizing available resources efficiently.

Training programs should cover a wide range of skills, from disaster management techniques to first aid, and should be regularly updated to reflect evolving best practices and emerging threats.

## **6. Citizen Activation:**

Engaging citizens, especially the youth, in disaster preparedness and response efforts is vital for building community resilience. Citizen activation involves educating the public about potential hazards, promoting personal preparedness, and encouraging active participation in community-based initiatives.

Youth involvement, in particular, can help raise awareness, foster a culture of safety, and create a new generation of informed and engaged citizens who understand the importance of disaster preparedness and response.

### **7. Partner Involvement during Application Development.**

Active and engaged participation of all project partners is needed during the development of an application. It acknowledges that involving partners is essential for a successful project but also highlights the potential challenges that can arise if partner engagement is not adequately managed. The difficulties faced during implementation could have been avoided by ensuring that all partners had a clear understanding of their roles and responsibilities from the beginning of the project. Effective communication, collaboration, and shared ownership of the application development process are key to overcoming these challenges and achieving project goals.



## 5 Conclusion and Key Achievements

In this final section, we summarize the accomplishments of WP5 in Italian concerned territories, which focused on activating citizen participation in Civil Protection activities. The primary objectives were to shift citizens from being perceived as "vulnerable elements" to becoming "active sensors" during hazardous events, thereby harnessing their potential contributions within their own communities. Additionally, the aim was to foster a profound understanding of risk-related issues and foster closer collaboration with Civil Protection units to mitigate the factors leading to emergencies.

### 1. Enhanced Knowledge and Awareness:

WP5 bolstered the knowledge base and raised awareness among target groups concerning both natural and man-made disasters, including pandemics. This was accomplished through the widespread adoption of best practices, info days and training aimed at minimizing the impact of such events and promoting proactive behavior.

### 2. Transformed Citizens:

An achievement of WP5 was the transformation of citizens, particularly the youth, from passive observers into active stakeholders. These empowered individuals are now equipped with specific guidelines on how to actively contribute to Civil Protection activities related to the forecasting, prevention, monitoring, and management of natural and man-made risks within their own living environments.

### 3. Stakeholder Empowerment:

WP5 strengthened the understanding of problems among stakeholders and actively engaged them in implementing solutions. This was achieved through an extensive awareness-raising campaign targeting populations residing in high-risk areas. The campaign utilized a comprehensive set of information and dissemination materials, coupled with efficient distribution channels, to reach the public. Its primary aim was to encourage individuals to become active sensors during hazard occurrences and to actively participate in preventive measures.

### 4. Improved Societal Behavior:

The collective behavior of society experienced an improvement as a result of heightened awareness. Citizens are now better informed and possess sufficient knowledge regarding the prevention system and Civil Protection's functioning.

### 5. Increased Public Awareness:

WP5 also raised public awareness regarding the capabilities and responsibilities of Civil Protection operators. Citizens have gained insights into how and where to obtain vital and necessary information, whether related to preventive measures or appropriate actions during hazard outbreaks.

In summary, WP5 has not only initiated the activation of citizen participation in Civil Protection, but has also fostered a culture of preparedness, cooperation, and proactive engagement within Italian communities. This initiative stands as a testament to the power of informed and empowered citizens in enhancing the safety and resilience of their living environments.