

“Building safe community” awareness campaign

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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	5
Work Package Title	WP5 Activation of citizens participatory process
Activity Number	5.1.
Activity Title	Design of “building safe community” awareness campaign
Partner in Charge	PP3
Partners involved	ALL
Status	FINAL
Distribution	Partnership
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INTRODUCTION

The aim of the FIRESPELL project is to increase the capacity of emergency services to improve cross-border efficiency in tackling natural and man-made 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 man-made disasters represent an area of strategic interest for IT-HR territories faced with similar problems and in a quest for common solutions. Rising concentrations of human activities calls for stronger efforts in preventing risk on both shores. The FIRESPELL project overall objective is to increase the capacity of Emergency Service Organizations and citizenship to cross-border operate in tackling natural and manmade disasters in the Adriatic Basin. The project has 13 partners. The partners are Abruzzo region, Adriatic training and research center for accidental marine pollution preparedness and response-ATRAC, Development agency of Šibenik-Knin county, Dubrovnik Neretva Region, Emilia-Romagna region, 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, Puglia region-civil protection department, Region of Istria, University of Padova-Department of civil environmental and architectural engineering, Zadar County and two associated partners Split Dalmatia County and Coast Guard, maritime direction of Pescara.

The project budget is 16.492.799,60 €

Project start date: April 1st 2020.

Project end date: December 31st 2022

1. TARGET GROUPS

1) General public

Citizens of the involved municipalities (including school children, adult students), tourists of different typology, increase their knowledge on civil protection mechanisms and contribute to risk mitigation through raised awareness. Target value is 200000 inhabitants of involved territories.

2) Local, regional and national public authorities and related entities

Regional, national, or local institutions and the neighboring municipalities will improve the resilience of their own territory by upgrading risk management and prevention. Target value is 40.

3) Emergency services and coast guard centers

Regional functional centers in Italy and Croatia dealing with emergency management: firefighting corps, civil protection regional/county units, coast guards. Enhancement of their operational capabilities will be furthered by the provision of safety equipment, emergency vehicles, communications systems, and Advanced Training Centre establishment. Target values is 52.

4) NGOs

This target group includes volunteers' associations and crisis management associations established as non-government organisations with the aim to protect people and resources from fire and other natural and man-made disasters. They will receive special attention in the community disaster awareness activities, furthering as well as sharing their knowledge related to risk prevention and management. The target value is 13.

5) Education and training centers

Education and training organizations of ITA and CRO regions involved are addressed in the phase of planning and implementing public education initiatives. FIRESPELL will give due attention to education and training centers improving knowledge and skills essential for disaster preparedness. The target value is 10.

6) Universities and research institutes

Universities and research centers operating in natural and man-made emergencies prevention, monitoring and intervention. FIRESPELL will stimulate additional research implemented by universities and research centers, particularly at cross border level, which will be increasingly linked to policy making and practice in disaster risk reduction. The target value is 4.

2. GUIDELINES FOR WP 5 FOR EACH ACTIVITY

Work package 5 - Activation of citizens participatory process aims at activating the participatory process of citizenship addressed to:

- changing its role of "vulnerable element" to the "active sensor" one during hazardous occurrences to obtain its contribution to Civil Protection activities within its own living territory
- get a proper behavior and a thorough knowledge of risk issues, as well as closer cooperation with Civil protection units to reduce the natural and man-made phenomena that lead to emergencies.

To achieve these aims, a carefully designed awareness Campaign will be implemented in all involved territories. Work Package 5 aims at the changes in the way of thinking and behaving among citizens, with special focus on the youngest whose opinions have not been formed completely yet.

Activity 5.2. details - CREATING AN INFORMATION SHARING ENVIRONMENT TO IMPROVE HAZARD PREVENTION AND CONTROL

Important part of the Campaign is to improve citizens' understanding of the Civil Protection organization and functions, thus enhancing the cooperation and readiness level as well as building trust between stakeholders in the event or in anticipation of hazards. In all involved territories the above Campaign foresees info days, exhibitions with demonstrations of Civil Protection vehicles and equipment (tailor made to attract youth), as well as distribution of various risk awareness publications, with the goal to deepen common people knowledge on the possibilities to become active participants in pre, during and after hazard occurrences.

Deliverable 5.2.1 – Info days (2 by each partner) with a combined illustration of correct preventive, reactive and cooperative behavior in managing emergencies, operated by local Civil Protection Branch and/or CP Volunteers Association (tailor made for schoolchildren and/or students, general public and tourists. Total number is 26.





Deliverable 5.2.2 - exhibitions with demonstrations of Civil Protection vehicles, equipment, 1 carried out by each partner (LP and PP13 jointly, responsible LP). Partner who will participate in these exhibitions are Abruzzo region, Adriatic training and research center for accidental marine pollution preparedness and response-ATRAC, Development agency of Šibenik-Knin county, Dubrovnik Neretva Region, Emilia-Romagna region, 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, Puglia region-civil protection department, Region of Istria, Veneto region and Zadar County. Total number of exhibitions is 13.





Deliverable 5.2.3 - 2 risk awareness publications designed (printed and digital versions) and total of 200 copies distributed by each PP (LP and PP13 jointly, responsible LP). Publications come in many forms and sizes (posters, handbooks and guidelines, flyers, brochures, booklets, mitigation guidance, summaries, standard instructions, activity books, paper models, comic books, storybooks, coloring books, assembly kits and teacher resources). Each PP decides on what type of publication to deliver but must have at least 2 types of publications covered and a minimum total of 200 hand- outs.





Deliverable 5.2.4 - 13 billboards or banners (1 per each PP, LP and PP13 jointly, responsible LP) conveying major large-scale campaign messages that are compelling and carefully drafted to meet mass audiences, exhibited in highly visible places (possibly advertised on public transport). Where the total public support for a project carrying out infrastructure or construction measures exceeds EUR 500.000,00 it is obligatory to establish temporary billboards during implementation. No later than three months after completion of the output/ deliverable, projects have to put up a permanent plaque or billboard of significant size on the infrastructure or construction, or (if not possible) at a place nearby, readily visible to the public. In case of several infrastructure or construction measures carried out within one project, billboards or permanent plaques have to

be placed on all of them. The billboard template is available in portrait and landscape format. The sizes are 420 x 594 mm (A2). You can use either English or national language for the text of the billboard.

The permanent plaque should be done of solid and durable outdoor material (like plastics /steel etc.) and in minimum format of A4 (portrait/landscape). Projects where the total public support for a project carrying out infrastructure or construction measures doesn't exceed EUR 500.000 are advised to place in any case temporary billboard, while no plaque after the work completion is necessary.

Starting date for this deliverables is 01/02/2021 and the end date is 31/03/2022.

Activity 5.3. details - RAISING COMMUNITY AWARENESS VIA CAPACITY BUILDING IN HAZARD PREVENTION AND RESPONSE SYSTEM

The Act aims at enhancing citizens' capacity to involve themselves as active sensors before, during and after emergencies. It is achieved by trainings with practical exercises and simulations in using emergency communication equipment. Specific training modules are designed and adjusted for different target groups (schools, municipalities, civil protection operators and volunteers...) and tested at local level. Each PP will

decide on what type of training module to focus (e.g. informal education module for children as they can be influential drivers of preventive behavior and hub for attracting parents).

Deliverable 5.3.1 – 13 Programmes for specific training modules developed and regionally adapted (1 per PP, LP and PP13 joint action, responsible LP).

Deliverable 5.3.2 - 13 training courses with practical exercises implemented (1 per PP)

Training courses foresee large-scale community-wide drills held to sustain public awareness and ongoing learning by doing and simulations that provide much more than simply an occasion for professional responders to practice their skills and monitor their plans.

At least 1 training module will have a cross border character. Themes that can be covered are: community first aid, mass casualty triage, response organization, light search and rescue, fire suppression, emergency communications, psychosocial support, family reunification, social media as channels of communication among intervention/rescue teams and citizens. Informal modules for schools may include e-learning curricula, innovative online tools like applications/quizzes/puzzles/color books/maze, self-administered quizzes and tests (in various formats, and automatically graded), audio and video clip; tools like blogs and wikis. School modules can take many forms, including disseminating publications,

tabletop exercises, giving presentations, group discussions, role play, climate change theatre, puppet shows for preschoolers, community- service projects.

Starting date for these deliverables is 01/04/2021 and the end date is 30/11/2022.





Activity 5.4. details - SOCIAL MEDIA CONTENT CAMPAIGN ACTIVATION

It is recommendable to use social networks and tools of the digital age to deliver well-crafted messages, powerful images, adapted and localized. Citizens in areas of high risk must be convinced to be part of closed social media groups (rescue teams and citizens) and to use emergency communication channels before, during and after hazard emergencies. Special attention will be given to videos that can be used to great effect in the development of public awareness of hazards.

Deliverable 5.4.1 - 13 FB or other social media close groups set up by local Civil Protection Branch and/or CP Volunteers Association with the aim of setting up and using communication channels before, during and after natural and man- made risks emergencies. 1 per PP (LP and PP13 joint action, responsible LP).

Deliverable 5.4.2 - professionally produced video (in native languages with English subtitles) at the project level to provide coverage of the entire project partnership (less than 10 minutes long) – produced by PP3. Each partner should have about 40 seconds for their project, so that the video of the whole partnership is less than 10 minutes long.

Deliverable 5.4.3 - 13 informal participatory videos produced (1 by each PP, LP and PP13 single video) stimulating local creativity, sharing stories, and disseminating peer-to-peer education. Video shouldn't last more than 3 minutes.

Deliverable 5.4.4 - 1 video per pilot actions under WP4, produced by each respective PP in charge of the pilot action (LP for PP13). Video shouldn't last more than 3 minutes.

Starting date for these deliverables is 01/02/2021 and the end date is 31/03/2022.

Activity 5.5. details - EVALUATION OF “BUILDING SAFE COMMUNITY” AWARENESS CAMPAIGN

The aim of the evaluation is to analyze the impact of the public awareness campaign on the target audience and draw lessons that may be used for future, similar campaigns in other projects, within and outside programme areas. Specifically, the evaluation will be tasked with answering a number of specific questions grouped under five broad parameters—relevance/complementarity, effectiveness, efficiency, sustainability and advisability of future campaigns.

Deliverable 5.5.1 - 2 reports on the external evaluation of the “Building Safe Community” awareness campaign (1 for Italian, 1 for Croatian partners) in native and English language. PP3 will coordinate this activity for Croatian partners and PP2 for Italian ones.

Deliverable 5.5.2 - 1 handbook on “Citizens contribution to reducing risk and building resilience”, taking into account the benchmark of aforesaid evaluation results (digital version created and distributed via webpage and social media accounts and tools)—PP3.

Starting date for these deliverables is 01/04/2022 and the end date is 30/09/2022.

CONCLUSION

Activity	Start date	End date	Target value	Involved partners
5.2 CREATING AN INFORMATION SHARING ENVIRONMENT TO IMPROVE HAZARD PREVENTION AND CONTROL				
5.2.1 Info days	01/02/2021	31/03/2022	2	All partners
5.2.2 Exhibitions with demonstration of Civil Protection	01/02/2021	31/03/2022	1	All partners
5.2.3 At least 2 risk awareness publications	01/02/2021	31/03/2022	200	All partners
5.2.4 Billboards or banners	01/02/2021	31/03/2022	1	All partners
5.3 RAISING COMMUNITY AWARENESS VIA CAPACITY BUILDING IN HAZARD PREVENTION AND RESPONSE SYSTEM				
5.3.1 Program for specific training modules	01/04/2021	30/11/2022	1	All partners
5.3.2 Training courses with practical exercises implemented	01/04/2021	30/11/2022	1	All partners
5.4 SOCIAL MEDIA CONTENT CAMPAIGN				

ACTIVATION				
5.4.1 FB or other social media close groups set up by local Civil Protection Branch and/or CP Volunteers Association	01/02/2021	31/03/2022	1	All partners
5.4.2 Professionally produced video	01/02/2021	31/03/2022	1	Dubrovnik Neretva Region
5.4.3 Informal participatory videos produced	01/02/2021	31/03/2022	1	All partners
5.4.4 Video per pilot actions under WP 4, produced by each respective PP in charge of the pilot actions	01/02/2021	31/02/2022	1	All partners (Lead partner for project partners)
5.5 EVALUATION OF "BUILDING SAFE COMMUNITY" AWARENESS CAMPAIGN				
5.5.1 Reports on the external evaluation of the „Building Safe Community“ awareness campaign	01/04/2022	30/09/2022	1	Europe Point Consortium (1 for Italian partners) and Dubrovnik Neretva Region (1 for Croatian partners)
5.5.2 Handbook on „Citizens contribution to reducing risk and building resilience“	01/04/2022	30/09/2022	1	Dubrovnik Neretva Region