

Publication of at least one short portrait of the project adapted to main target group(s) and printed flyers and video

Project flyers and brochures

Final Version

Deliverable Number D.2.2.2.
Deliverable Number D.2.2.3.



Università
degli Studi
di Ferrara



Project Acronym	PMO-GATE
Project ID Number	10046122
Project Title	Preventing, Managing and Overcoming natural-hazards risk to mitiGATE economic and social impact
Priority Axis	2: Safety and Resilience
Specific objective	2.2: Increase the safety of the Programme area from natural and man-made disaster
Work Package Number	2
Work Package Title	Communication Activities
Activity Number	2.2
Activity Title	Strategy
Partner in Charge	UNIFE
Partners involved	UNIFE, UNIST-FGAG, RERA SD, OGS, INGV, MUNKA, MUNFE
Status	Final
Distribution	Public

This document is consistent with the documents uploaded to SIU in RP 2

The communication strategy is to reach as many permanent residents, tourists and citizens as possible to increase their awareness concerning the possible risk of floods, coastal floods and meteotsunamis also in combination with seismic actions.

To this end, communication will be disseminated, also, through non-media tools and activities such as publications and promotional materials.

We plan to produce:

- a) Two leaflets for the PMO-GATE Project:
 - A first general leaflet with a presentation and important information about the Project to spread the project brand and knowledge;
 - A final leaflet to spread the results and the products of the Project.
- b) Three Roll-Ups to highlight the Project and spread contents and information, during public events:
 - A first roll-up with general information about the Project;
 - A second roll-up for specific communication activities (schools or other);
 - A third roll-up for the communication of final results.
- c) Promotional materials:
 - Block notes customized with the graphic, logo and contacts for the PMO-GATE Project;
 - pens or pencils customized with the logo of the PMO-GATE Project;
- d) Final publication to spread all knowledge, activities and results of the Project.
- e) Final communication products (leaflets, posters): products based on selected Project results and targeted at specific groups of the public.
- f) Videos: we will produce a video to present the Project and other videos to spread contents and results of the project.

Other communication products will be evaluated for specific needs.

Other

In the reporting period we have created specific graphic elements aiming at communication and identifying of single-hazard (earthquake, flood and coastal flood/meteotsunami) and multi-hazard.

The graphic elements can be used in all products of communication to increase attention about the elements of single and multi hazard and to have a clear and understandable distinctive mark.

The symbol of multi-hazard has been used for the Facebook "profile photo" and it can become the iconic image of project.

Leaflet

PMO-GATE

is a cross-border project that seeks to enhance safety and resilience for disasters due to natural hazards

OVERALL OBJECTIVES

To increase the level of protection and resilience against natural disasters specific of the Italy-Croatia Programme area:



Earthquakes



River floods



Coastal floods & Meteo-tsunamis

To jointly develop an innovative methodology for preventing, managing and overcoming multi-hazard natural disasters: climaterelated flood risks in a context that is already exposed to meteo-tsunamis occurrence and earthquakes

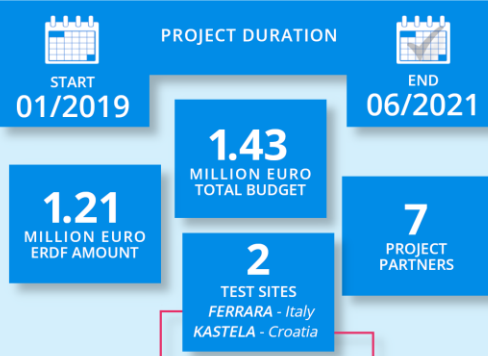
OUTPUTS

The main outputs of PMO-GATE Project will be:

- a plan of risk management aimed to overcome the emergency conditions with the least possible social and economic impact;
- the development of early warning systems to enhance safety and resilience.

Other specific outputs of the project are:

- multi-hazards exposure maps;
- local risk management plans integrated with EU directives;
- long-term education programmes at all levels;
- smart novel tools such as mobile applications.



APPROACH

The Project aims to achieve the objectives through an innovative approach based on the integration among risk evaluation, prevention, preparedness and response actions against relevant natural hazards.

The three pillars of PMO-GATE are:

- capitalization of the available heritage of expertise of Italy and Croatia;
- definition of probabilistic scenarios with detailed analysis of the territorial vulnerabilities in the respect of the community legislation governing the Strategic Environmental Assessment;
- effective communication strategies to increase knowledge, awareness and perception in all target groups.

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TARGET GROUPS



Globally, the PMO-GATE Project will allow to prevent, manage and overcome natural hazard risks, safeguard human lives and socio-economic and socio-cultural heritage

WHO WE ARE

The **PMO-GATE Partnership** is formed by complementary and multidisciplinary competence in the fields of civil and environmental engineering, safety and resilience respect to natural hazards, earth sciences, geophysics, maritime and inland waters, seismology, civil and environmental protection, risk and science communication

University of Ferrara - Lead Partner
Department of Engineering, *Italy*

University of Split - Faculty of Civil Engineering, Architecture and Geodesy, *Croatia*

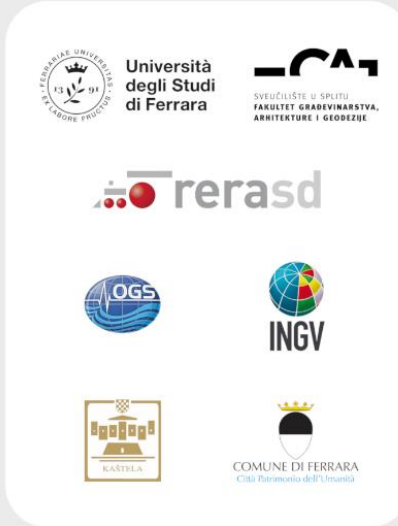
Rera Sd, Public Institution for Coordination and Development of Split Dalmatia County, *Croatia*

OGS - National Institute of Oceanography and Applied Geophysics, *Italy*

INGV - National Institute of Geophysics and Volcanology, *Italy*

Municipality of Kastela, *Croatia*

Municipality of Ferrara, *Italy*



PMO-GATE

Preventing, Managing and Overcoming natural-hazards risks to mitiGATE economic and social impact

PMO-GATE is funded by **Interreg Italy-Croatia Programme**.

Interreg is one of the key instruments of the European Union (EU) supporting cooperation across borders through project funding. Its aim is to jointly tackle common challenges and find shared solutions.

The **Italy-Croatia Programme** enables to exchange knowledge and experiences, to develop and implement pilot action products and services, to support investments by creation of new business models, to test the feasibility of new policies, having as the final aim the improvement of the life quality and conditions of more than 12,4 M citizens living in the Area.

DISCOVER MORE ABOUT

PMO-GATE

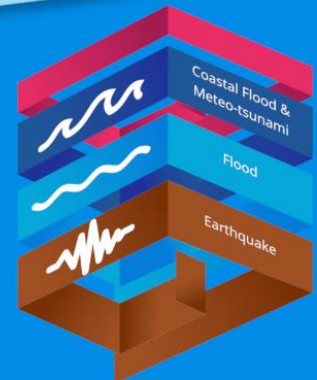
www.italy-croatia.eu/pmo-gate

Contact:

pmogate@gmail.com

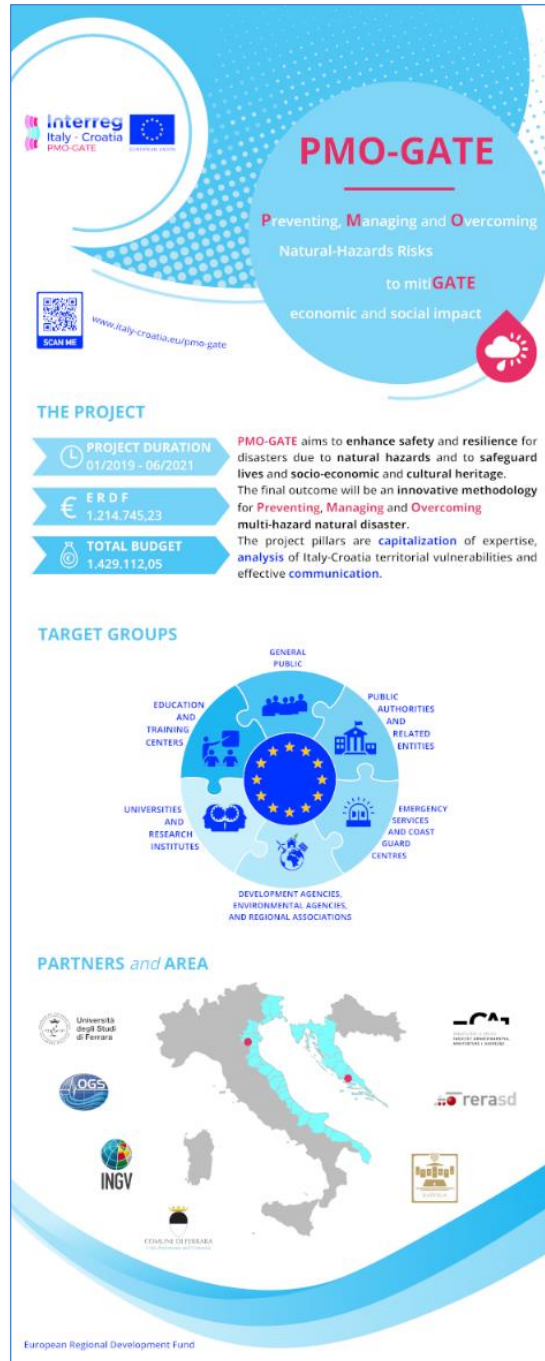
Department of Engineering
University of Ferrara

 @pmogate



European Regional Development Fund

Roll-up



Interreg
Italy - Croatia
PMO-GATE

PMO-GATE
Preventing, Managing and Overcoming
Natural-Hazards Risks
to mitGATE
economic and social impact

QR CODE
SCAN ME
www.italy-croatia.eu/pmo-gate

THE PROJECT

PROJECT DURATION
01/2019 - 06/2021

ERDF
1.214.745,23

TOTAL BUDGET
1.429.112,05

PMO-GATE aims to enhance safety and resilience for disasters due to natural hazards and to safeguard lives and socio-economic and cultural heritage. The final outcome will be an innovative methodology for Preventing, Managing and Overcoming multi-hazard natural disaster. The project pillars are capitalization of expertise, analysis of Italy-Croatia territorial vulnerabilities and effective communication.

TARGET GROUPS

- GENERAL PUBLIC
- PUBLIC AUTHORITIES AND RELATED ENTITIES
- EMERGENCY SERVICES AND COAST GUARD CENTRES
- DEVELOPMENT AGENCIES, ENVIRONMENTAL AGENCIES, AND REGIONAL ASSOCIATIONS
- UNIVERSITIES AND RESEARCH INSTITUTES
- EDUCATION AND TRAINING CENTERS

PARTNERS and AREA

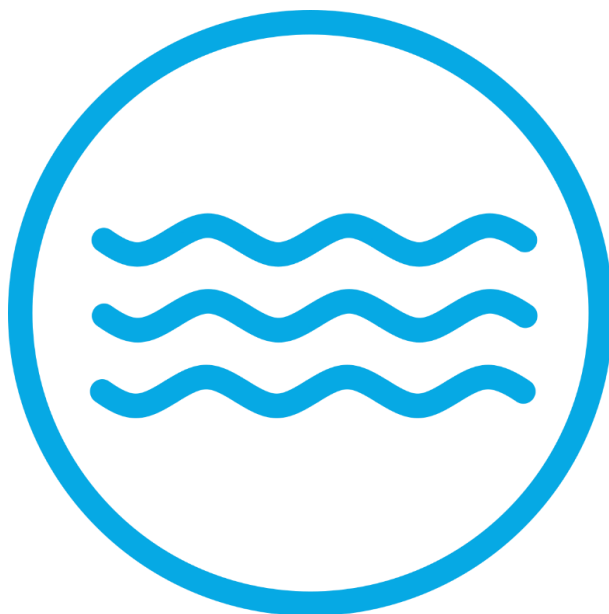
Universita degli Studi di Ferrara
OGS
INGV
CNR
IRIAS
IRASD
INGV
CNR

European Regional Development Fund

Graphic Elements



Earthquake



Flood



Coastal Flood & Meteotsunami



Multi-Hazard



Multilevel Risk