

Efficient fire risk communication for resilient societies (eFIRECOM)

Project co-funded by DG-ECHO - Humanitarian Aid and Civil Protection

International workshop on risk culture and wildfire risk communication

Agenda

8th -10th July 2015

Forest Sciences Centre of Catalonia (CTFC). Solsona, Spain

1. General Background

The low social awareness of the exposure to fire risk combined with the reduced individual capacity to prevent and face emergencies, increase both social vulnerability and the cost and difficulties of civil protection and emergency actions. In the Mediterranean region, these factors are intensified by the increasing risk of forest fires affecting urban and peri-urban areas due to land use changes (increased contact between forests and houses) and climate change (causing extreme fire events in sometimes unusual areas). Both factors lead to more intense fires that spread easily within the wildland-urban environment, compromising the safety of persons, fire-fighting services and infrastructures. The population is largely unaware of the risk and how to act in case of fire, and in turn, the need to protect people and infrastructures may compromise the resources available for fire suppression.

Therefore, it is necessary to raise individual awareness on the risk exposure and individual self-protection capacity, in order to reduce the social costs of wildfires, help achieve more cost-efficient policies and build more resilient societies. In short, a better social comprehension of fire risk is needed in a global emergency context where fire affects forest, infrastructures and people all together.

2. eFIRECOM project

eFIRECOM (Efficient fire risk communication for resilient societies) project aims at enhancing the resilience of citizens to wildfires in interface areas from the Mediterranean region, through effectively promoting and increasing awareness and participation on the culture of risk with updated knowledge and best practices.

The main expected results of the project are:

- 1) Development of a communication toolkit for the capacity building of citizens and communities towards wildfire risk prevention, adapted to three target audiences: i) Communities and municipalities (inhabitants and managers of wildland urban interface), ii) Scholars, youths and their teachers, iii) Journalists and media professionals.
- 2) Edition and dissemination of operational recommendations for the improvement of the communication on risk and reduction of social vulnerability to wildfires in Mediterranean areas, transferred to the relevant authorities.

eFIRECOM is a two years duration project (2015-2016) and is co-financed by the Directorate-General for Humanitarian Aid and Civil Protection - European Community Humanitarian Office (ECHO).

For more information: <http://efirecom.ctfc.cat/>

3. Objectives of the workshop

The aim of **International workshop on risk culture and wildfire risk communication** is to provide a meeting point between high level experts in wildfire risk assessment and social perception and communication to deal with the challenges and opportunities for an effective communication and promotion of culture of risk to reduce social vulnerability to wildfires in the Mediterranean region.

Both specific target audience focused communication issues and cross-sectoral operational recommendations for effective wildfire risk communication will be discussed through several presentations and round tables, and an active participation of the audience is expected.

The agenda of the workshop is composed by three subsequent parts complemented by a field trip as follow:

- Part 1st. General introduction: Setting up the scene on wildfire risk and social management of risk throw communication tools (sessions I and II)
- Part 2nd. Assessment of fire risk culture and communication focused on three target audiences (Communities and municipalities, Scholars and their teachers and, Journalists and media professionals, sessions III to V)
- Part 3rd. Final common discussion and lessons learned: defining societal, technic and strategic communication recommendations (session VI)

4. Agenda

4.1. General scheme

Wednesday 8th July	Thursday 9th July	Friday 10th July
<i>Morning</i>	<i>Morning</i>	<i>Morning</i>
9:30h. Opening <i>Session I:</i> Setting up the scene on wildfire risk <i>Session II:</i> Risk perception and communication, key elements for the social management of risk throw communication tools	<i>Session IV:</i> Example, issues and proposals on communication towards Scholars and their Teachers <i>Session V:</i> Example, issues and proposals on communication towards Communities and Municipalities	<i>Field trip:</i> Experiences of communication tools and community involvement on fire risk mitigation strategies
<i>Afternoon</i>	<i>Afternoon</i>	<i>Afternoon</i>
<i>Session III:</i> Example, issues and proposals on communication with Journalists and Media Professionals <i>Parallel activity:</i> Screening the documentary “The Great Silence, Horta de Sant Joan” II PRO-DOCS Award 2015	<i>Session VI:</i> Final remarks, moving towards an efficient fire risk communication for resilient societies <i>Complementary activity:</i> MEFITU demo: a tool for explaining the fire to the kids	End and transfer

4.2. Detailed program

July 8th. Plenary sessions

9:00h Registration

9:30h Welcome

Session I: Setting up the scene on wildfire risk

9:45h **Trends of forest fires in the Mediterranean and central and north Europe.** ORIOL VILALTA, Pau Costa Foundation (PCF)

10:00h **Fire use and wildfire risk in North western Africa. Presence and real vs. perceived risk.** OUAHIBA MEDDOUR –SAHAR, Mouloud Mammeri University of Algeria

10:15h **Fire use and wildfire risk in Europe communication needs for societal involvement.** EDUARD PLANA, Forest Sciences Centre of Catalonia (CTFC)

10:30h *Coffee break*

Session II: Risk perception and communication, key elements for the social management of risk throw communication tools

11:00h **Communicating nature and related issues to society, how to success?** MARTÍ BOADA, Institute of Environmental Sciences and Technology, Autonomous University of Barcelona (ICTA-UAB)

11:20h **Risk governance, the example of the wildfire groups as a tool for communication for social organization.** ROB GAZZARD, U.K. Forestry Commission and England and Wales Wildfire forum

11:40h **Integrating wildfire risk knowledge into professional curriculums. The experience of the architects' school of Barcelona.** PEPA MORAN and ANNA ZAHONERO, Master in landscape architecture, Polytechnic University of Catalonia (UPC)

12:00h **Round table: Lessons learned managing risks and society**
Experiences in floods risk. LLUÍS GODÉ, Catalan water agency (ACA)
Experiences in avalanche and geological risks. LUÍS LOPEZ COBO, Government of Andorra
Communication and strategic coordination of emergencies. MONTSE FONT, Emergency Management Service – CECAT, Government of Catalonia
Prevention through social participation and dialogue with end-users. ANTONIO MALDONADO MORALES, INFOCA - Andalusia

13:30h *Lunch*

Session III: Example, issues and proposals on communication with journalists and media professionals

15:00h **Review on communication with journalists and media professionals.** MARC FONT, Forest Sciences Centre of Catalonia (CTFC)

15:15h **Environmental information and mass media, challenges and opportunities.** CLARA NAVÍO, Environmental information Journalist Association (APIA)

15:35h **Forest fire risk communication into a complex and multicultural context, the Balearic Islands case study.** LUÍS BERBIELA MINGOT, Forest and Soil Conservation Service of the Agriculture Department of the Balearic Islands

15:55h **Information management in case of emergency, what has to be take into account?** NÚRIA IGLESIAS. Press office of the Emergency and Civil Security Directorate, Government of Catalonia

16:15h *Coffee break and Posters session*

16:40h **Networking in communication issues, the challenge for environmental issues.** PATRICIA R. SFEIR, Forest Communicator Network for the Mediterranean and the Near East

17:10h ***Debate and round-table: How could communication and media reinforce social resilience?***

17:45h *End of the plenary session*

19:00h **Parallel activity: Screening the documentary “The Great Silence, Horta de Sant Joan” II PRO-DOCS Award 2015** (see more information in chapter 9)

July 9th. Plenary sessions

Session IV: Example, issues and proposals on communication towards Scholars and their teachers

09:00h **Review of communication towards Scholars and their teachers.** HELENA BALLART, Pau Costa Foundation (PCF)

09:15h **The Beginnings, the necessity and the design of Mefitu project.** MOISES GALÁN SANTANO, Fire service of the Government of Catalonia

09:35h **Forest fires in the Education System: 10 basic ideas as necessary conceptual basis.** MARTÍN ALCAHÚD, Analysis and Planning Unit of Castilla-La Mancha (UNAP-INFOCAM)

09:55h **Presentation of BROTES program.** SILVIA FERNÁNDEZ, Forest association of Spain (PROFOR)

10:15h **Debate and round-table: Which is the right direction for consolidate and improve the programs for children?**

10:45h *Coffee break*

Session V: Example, issues and proposals on communication towards Communities and municipalities

11:15h **Review of communication towards communities and municipalities.** JULIA GLADINE, GEIE-FORESPIR

11:30h **France wildfire prevention organization, the Oriental Pyrenees study case, an example of fire risk communication and sensitization.** SERGE PEYRE, Forest fire defense Service, Oriental Pyrenees Department, France

11:50h **Using fire risk planning for education, the WUI experience.** DAVID CABALLERO, METEOGRID

12:10h **Dealing with wildfire prevention and wildland urban interface.** MARIA PIPIÓ, Regional Council of Girona

12:30h **Debate and round-table: How to share the responsibility of wildfire risk mitigation in wildland urban interface?**

13:15h *Lunch*

Session VI: Final remarks, moving towards an efficient fire risk communication for resilient societies

15:00h **World Café with participants to extract lessons learned, key issues and barriers on;**

- **Which myths and facts regarding wildfires should be solved?**
- **Technical recommendations to better communicate wildfire risk and promote social awareness**
- **Dealing with strategic messages at policy level for promoting a fire risk culture for more resilient societies**

16:30h *Coffee break*

17:00h **Conclusions exposition and final remarks.** EDUARD PLANA, Forest Sciences Centre of Catalonia (CTFC) and INAZIO MARTÍNEZ DE ARANO, European Forest Institute Mediterranean Office (EFIMED)

17:30h *End of the plenary sessions*

17:45h **Complementary activity: MEFITU Demo, a tool for explaining the fire to the kids.** HELENA BALLART, Pau Costa Foundation (PCF) (see more info in chapter 9)

19:30h *Touristic visit to medieval Solsona old town*
20h *Social dinner*

July 10th Field trip

8:30h **Field trip: Experiences of communication tools and community involvement on fire risk mitigation strategies**

Study case in rural areas. DAVID PÉREZ, Bages Federation of Forest Defense Associations

13:30h *Lunch and transfer to Barcelona (with final destination at Barcelona airport around 17:30h)*

5. Practical information

- **Official languages** of the workshop are **Spanish** and **English**. Simultaneous translation will be available for participants
- A **Poster space** will be enabled during the workshop. If you are interested in exhibiting a poster, please send an e-mail to efirecom@ctfc.cat

6. Site of the venue

Headquarters of the **Forest Sciences Centre of Catalonia**

Ctra. de St. Llorenç de Morunys a Port del Comte, km 2 25280 Solsona (Spain)

Tel. (+34) 973 48 17 52

<http://www.ctfc.cat/on-som/?lang=es#title>

7. Registration

The assistance to the workshop is free of charge and **will consider the order of inscriptions**. For the registration, please, use the registration form available [clicking here](#)

For more information: efirecom@ctfc.cat

8. Scientific Coordination

Mr. Eduard Plana Bach

eFIRECOM Project Coordinator

Head of Forest Policy and Environmental Governance

Forest Sciences Centre of Catalonia (CTFC)

Mr. Inazio Martínez de Arano

Director of European Forest Institute, Mediterranean Office (EFIMED)

9. Workshop activities

Parallel activity: Exposition of the documentary “The Great Silence, Horta de Sant Joan”

Excellent documentary where to see several key points regarding wildfire risk communication issues that will be discussed after the screening with some of the documentary participants. Produced by Catalan Television with the collaboration of Brutal Media, in 2015 the documentary received the II PRO-DOCS Award. Last April 22th was screened in the *13th International Wildland Fire Safety Summit* (Boise, Idaho, USA) with a special award for all the fire community. The television program "Sense ficció" launch the “The Great Silence, Horta de Sant Joan” the first of July 2014:

“Five years after the event, this documentary gives voice for the first time in a television work to the firefighters who worked against the clock to control the fire of Horta de Sant Joan (Catalonia) in 2009. Among them, speaks Josep Pallas from GRAF Lleida unit, the sole survivor of that accident that killed five firefighters. Also it does the head of GRAF, Marc Castellnou, which has visited 125 times the place of the mortal entrapment to analyse the causes and draw lessons for the future. Together they explain how the operational worked the first days of that wildfire.”

(Source: <http://blogs.ccma.cat/senseficcio.php?itemid=55731&catid=2393>).

Date and place: July 8th, 19h, County Theatre of Solsona (tbc). Open activity.

Language: Original version (Catalan) with English subtitles.

Complementary activity: MEFITU Demo, a tool for explaining the fire to the kids.

Mefitu (Mediterranean Forest, Fire and You) is an educational program focused to the scholars and their teachers, which aims to transfer all the knowledge of fire and wildfire risk in order to stop with the misunderstandings and myths around forest fire and society. A demo of the practical workshop will be run, specially the burn of two scale forest model scenarios (one managed and unmanaged) filled with origami handmade trees and houses (done by children) to show to scholars the fire affectation (on forest and human settlements) according to a forest structure situation, and make the connexions between the natural role of fire into the Mediterranean regions and the necessity of improve social awareness to deal with the wildfire risk.

Date and place: July 9th, 17:45h, CTFC Headquarters. Open activity.

Language: Spanish and translation to English.



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