Efficient fire risk communication for resilient societies

Humanitarian Aid and Civil Protection

Efficient fire risk communication for resilient societies (eFIRECOM)

Project co-funded by the European Commission Directorate-General for Humanitarian Aid and Civil Protection (DG-ECHO)

International seminar on forest fire risk communication and culture

CONCLUSIONS

17 November 2015
Forest Sciences Centre of Catalonia (Centro Tecnológico Forestal de Cataluña, CTFC), Solsona, Spain

Contents

1. Background *page 2*

2. The eFIRECOM project *page 2*

3. Objectives of the seminar *page 3*

4. Conclusions by thematic session *page 3*

1- *Session I: Contextualisation of the current fire risk scenario* *page 3*

2- *Session II: Perception and communication of risk, a key element in social risk management through communication tools* *page 4*

3- *Session III: Examples, challenges and proposals of communication with journalists and communication professionals* *page 5*

4- *Session IV: Examples, challenges and proposals of communication with young people, schoolchildren and their teachers* *page 6*

5- *Session V: Examples, challenges and proposals of communication with communities and municipalities* *page 7*

6- *Session VI: Final considerations; towards an efficient risk culture and communication in order to build a more resilient society* *page 8*

5. Annex I: results of session VI "World Café" *page 9*

1- Session A: What myths and facts about fires need to be clarified? *page 9*

2- Session B: Technical recommendations for improving risk communication and promoting social awareness *page 11*

3- Session C: Strategic messages at a political level for promoting risk culture and strengthening social resilience *page 12*

6. Annex II: Supplementary information *page 13*

7. Annex III: Photo gallery *page 18*

1. Background

The low level of social awareness regarding exposure to fire risk, together with the limited individual capacity to prevent and deal with the derived emergency, increase social vulnerability and the costs and difficulty of civil defence actions. In the Mediterranean region, these factors are intensified by the increased risk of forest fires in the wildland-urban interface, due to changes in land use (increased contact between houses and forests) and climate change (causing extreme fire events in unusual areas). Both factors facilitate the occurrence of a larger number of high-intensity fires and their spreading to these periurban zones, jeopardise the safety of the general public, the fire fighters and infrastructures. Most of the population is unaware of their own risk or of the means of self-protection to adopt in order to respond to fire, a situation that could compromise the effectiveness of fire-extinguishing services and civil defence.

Therefore, there is a clear need for increasing public awareness and the individual capacity for self-protection regarding exposure to fire risk, in order to minimise the social costs of fires, progress towards more cost-effective policies and build a society that is more resilient to fire. In short, greater public understanding of the risk of fire in the current global emergency context is required.

2. The eFIRECOM project

The aims of the **eFIRECOM project - Efficient fire risk communication for resilient societies** is to improve the Mediterranean society's resilience to fire, particularly in interface areas, through the efficient promotion of public awareness and participation in risk culture, through best practices and increased knowledge.

The main results expected of this project are:

1-The development of the appropriate communication tools to train citizens and communities in fire risk prevention, adapted to three target audiences: I) Communities and municipalities, II) Schoolchildren, young people and teachers, III) Journalists and communication professionals.

2-The publication and dissemination of the strategic and operative recommendations for improving risk communication and reducing social vulnerability to fire in the Mediterranean area, aimed at the authorities in charge of these issues at both regional and European levels.

eFIRECOM is a two-year project (2015-2016) and is co-funded by the European Commission Directorate-General for Humanitarian Aid and Civil Protection (DG-ECHO).

For more information, please visit the following website: http://efirecom.ctfc.cat

3. Objectives of the seminar

The main objectives of the **international seminar on forest fire risk communication and culture** is to provide a meeting point for the leading experts in fire risk management as well as the public perception and communication of the latter, and to tackle the current challenges and opportunities for promoting risk communication and culture efficiently, and to reduce social vulnerability in the Mediterranean region.

The seminar will cover both communication issues specific to the target audiences and crosscutting elements related to operative recommendations for effective risk communication. Several presentations and round-table discussions will be organized in order to get the participants to play an active part in the seminar.

The seminar will be divided into three interrelated theoretical parts and one field trip:

- Part 1: General introduction: Current status of fire risk and the social management of risk through communication tools (Sessions I and II)
- Part 2: Risk communication is based on three types of target audience (Communities and municipalities, Young people, schoolchildren and teachers, Journalists and communication professionals; Sessions III, IV and V)
- Part 3: Final discussion and lessons learned: defining the operative, strategic and social recommendations of fire risk communication (Session VI)

4. Conclusions by thematic session

1- Session I: Contextualisation of the current fire risk scenario

Forest fires constitute an **intrinsic natural disturbanc**e in the Mediterranean region, with higher spatial-temporal recurrence and impact rates. Just like landslides associated with mountainous areas or flash floods in dry riverbeds, forest fires underlie the typical Mediterranean Basin landscape and its dynamics. This historical interaction between landscape and disturbance (the result of the socioeconomic needs of the day) has evolved over the last few decades towards a **new selection of structural scenarios and social premises,** which challenge the conventional means of guaranteeing the protection of people, goods and natural resources.

The social perception of forest fires does not reflect the true complexity of the fire and forest landscape; in fact, society displays a profound lack of knowledge of the current status of forests and how vulnerable they are to fire (in general), as a result of the gradual abandoning of traditional activities that used to be carried out in a generalised fashion, and which have led to an increase in both the surface area and the density of forests.

Under certain conditions, this new forest structure at both landscape and stand levels gives rise to very severe fires, which are impossible to control or put out using any extinguishing devices.

In this change of context, traditional knowledge and procedures are called into question, since certain suppositions that under current conditions lack effectiveness and robustness are considered valid. This

shows that **another type of strategy is necessary**, such as **pre-suppression or preventative forestry**, and also **knowledge transfer and social awareness-raising** about this problem and its derivatives.

All this is of particular importance for fires affecting the wildland-urban interface (communities and isolated houses in contact with forests), when civil defence becomes a priority. Therefore, **promoting the capacity for prevention and self-protection of houses** and infrastructures as well as **public-private joint responsibility for risk management** between, on the one hand, the authorities responsible for their respective areas (forestry, fire brigades, town planners, spatial planning) and scales (regional, local) and, on the other hand, between public and private stakeholders, are the two key elements that are just as important as traditional forest fire prevention and extinction measures. This makes **risk communication** a tool that is required to achieve these goals. It **becomes essential and not just an option**.

The existing gap between society and the expert reality (scientific-professional community) could be narrowed through **progressive and effective communication**, based on consistency, credibility and the soundness of the message. In order to achieve this, we need a communication and awareness-raising strategy that is adapted to suit each type of audience and is capable of training them to understand, and not just for alarmist, simplistic reasons.

Only by readapting and reconfiguring the strategies and tactics (both political and operative) at different territorial and sectorial levels, will we be able to anticipate events and mitigate their negative effects. In short, we need to **foster a solid, dynamic risk culture, capable of coexisting with forest fires**, as occurs with electrical storms, hail and violent winds, for example.

2- Session II: Perception and communication of risk, a key element in social risk management through communication tools

Communication and information are key elements for transferring the state of knowledge to all stakeholders involved in the change process and at the same time for correcting obsolete, partial or incomplete precepts in the current context, which act as real barriers before, during and after incidents. In this respect, there appears to be a great disconnection and isolation between theoretical-professional knowledge of the fire cause/effect/solution, and the rest of society that continues to take as a point of reference simplified messages that do not reflect the complexity of the phenomenon, such as for example:

- Fire is the cause of the problem and not the result
- All fires without exception are bad and catastrophic
- The best tools for avoiding and fighting fires are technical means of extinction. So, the higher the number of fire fighters, the fewer the fires.
- Fires are all caused by pyromaniacs and arsonists

The deep social roots of these preconceived myths undermines a great deal of valuable information, which is ignored by the general public and related stakeholders (local and regional authorities, stakeholders benefiting from environmental services, etc.,) due to a prolonged absence in the management of environmental information and communication by the groups accredited in these skills.

In the face of this social perception, an important **educational task** aimed at raising public awareness and informing stakeholders related to the issue is essential, with messages created to suit the real

requirements (without claiming to become experts in the subject), and especially formulated (adapted to each type of audience), in order to ensure that the **phenomenon of fires becomes a participatory element and that the responsibility is shared at many levels** (institutional and social) and in many directions (vertical and horizontal transversality).

Only with effective risk communication will it be possible to move forward towards complicity between the social and professional sectors, in order to ensure the efficiency of territorial prevention and protection from forest fires and other disturbances. In short, we need to lay down the foundations of risk culture so as to build a society that is resilient to risk. Over the last few years, and following on with the same dynamic as in the case of other natural risks, various official organisations – Civil Defence and Emergencies in particular – have witnessed great progress in preventative communication and social protection against fires, issuing predictions of the most vulnerable and dangerous periods, sharing advice and means of self-protection, and carrying out a real-time monitoring of the evolution of reported incidents.

Nevertheless, important steps still remain to be taken in order to ensure the smooth flow of information and efficiency of communication between all those involved in risk management, planning and mitigation. One good example would be that of the "wildfire groups" in the United Kingdom (inspired by "flood groups"), which, based on voluntary participation by all stakeholders potentially affected by a fire, manage **to form alliances between the various sectors and encourage communication and the exchange of information**, as well as joint responsibility for the actions to be carried out. In short, they generate an atmosphere of confidence represented by all territorial agents, in order to identify problems and limitations and to discuss and propose measures for mitigating the undesirable effects.

3- Session III: Examples, challenges and proposals of communication with journalists and communication professionals

The role of the media in the dissemination, awareness-raising and promotion of risk culture is vital, and all the more so in an "information dependent" information consumer society, since over time **journalists have positioned themselves as the authorised most credible voice in matters related to the communication of information.** However, the journalistic treatment of fire risk communication displays certain characteristics and limitations, which generally lead to a loss of quality of the message. These limitations are a result of the specificity of the subject and again of the myths and clichés that surround it; real conceptual barriers, which when the media reach them are spread freely and settle in the collective conscience, making it hard for the required conceptual change in the current context of forest fires to take place.

In order to improve authentic communication of the problem, **professional specialisation in environmental journalism is required**. This allows us to understand the conceptual framework of the state of forests in the face of fire, and also the importance of conveying the correct messages in order to facilitate and promote social understanding. The forest fire phenomenon will thus be promoted not only during periods of highest risk, but also throughout the rest of the year, covering preventative forest management and proactive self-protection measures. Despite all these recommendations, we should not forget that the information and communication private sector is governed by levels of audience, and thus by performance and sales ratios. In this respect, it should be noted that environmental information does not entail an attractive volume of business, due to a great extent to the social inconvenience the

message generates, because normally it reveals and reports on issues that arise as a result of the everyday style and quality of life, which few people are willing to give up.

In parallel with this, we should note the functionality of the media during the development of an emergency, because they can be great allies of the incident managers and help disseminate official statements and instructions to the civil population in order to facilitate risk management and minimise the vulnerability of people and their property. However, in order to ensure this relationship is sustainable, both the **journalist and the incident manager must understand, respect and share the needs and requirements of the other party**. In this respect, it is highly recommendable for the emergency unit to have a press office with an official spokesperson who can be referred to and who can deal with the media unrelated to the incident, in order to answer their questions and supply official, correct, verified information. This office should be able to supply all types of material to support the message (audio-visual and photographic content) regarding the incident, in order to give visibility to the functions and tasks being carried out during the management of the forest fire and which, due to the risks involved in the latter, does not allow journalists direct access to collect their own information and content.

The importance of the media and social networks (information 2.0) should also be highlighted during the emergency, since just like the standard media (information 1.0), they can be great allies in the optimisation of the dissemination of the message, with the incentive of obtaining reciprocity. On the contrary, inadequate use can turn the tool into an additional problem to the existing one (the forest fire), creating greater confusion, uncertainly and social alarmism. In these cases, the image of the agents participating in the emergency can be greatly undermined and disadvantaged, in some extreme cases causing the incident management to collapse. To avoid this situation, it is essential to have an official source and/or account of the incident and the participating agencies, to transmit and communicate all the verified and consensual information; and also to have the means for filtering, disproving and getting rid of the hoaxes and trolls that lead to states of information overload.

4- Session IV: Examples, challenges and proposals of communication with young people, schoolchildren and their teachers

One of the actions related to communication and education of society with a long-term vision are programmes aimed at children, which are very well received and have good results, as has been seen in other disciplines and preventative campaigns. At present, there is a large selection of materials for revitalising and transferring knowledge on fire, forests and forest fires to children, although these programmes are not widely viewed or publicised.
Along these lines, it may be possible to analyse the need to incorporate these educational programmes into the regulated syllabuses of schools located in the highest risk zones.

The form and content of educational programmes must be adapted to the target audience in an educational and interactive manner in order to capture the children's attention and to involve individual thinking about the problem; **the programmes should foster forestry education by making people think, feel and use all their senses**.

In this respect, the MEFITU (Mediterranean woodland, fire and you) programme is worthy of note. It is proving very popular and effective, since it deals with forest fire issues from the perspective of forest

management and the lack of risk and self-protection culture in society. The programme aims to raise awareness through an in-depth analysis of the issue with support for several practical activities that encourage creativity in children and inform them about the various roles and agents that participate in the dynamics of forest management and forest fires. The BROTES programme also plays an important role in informing children about the environment and forest fires. However, the latter is not specifically designed to raise awareness about risk culture, but rather focuses on the forest ecosystem goods and services we enjoy on a daily basis, in order to encourage people to appreciate and conserve them.

5 Session V: Examples, challenges and proposals of communication with communities and municipalities

The staging of **risk culture involves communicating with and informing frequent users and owners of the context of risk**, as well as administrators and managers responsible for these scenarios (regional and local administrations). It is precisely the local authorities due to their proximity that can facilitate a climate of credibility and trust, requirements that are commonly identified as necessary for generating a lasting change in attitude.

Currently, one of the main priorities is the promotion and awareness-raising of the means of self-protection in high-risk areas (wildland-urban interface areas) due to the vulnerability and exposure of civil society and their property to fire. This priority would on the one hand guarantee civil defence in the event of an incident or, on the other hand, improve the efficiency of extinction tasks and forest fire logistics. A great deal of educational and communication work will be required to reach this point, given the large surface area in these conditions and the generalised profile of its users. However, all the responsibility should not be placed on citizens (who consider that they have already done their bit by paying their taxes). And, **before demanding individual action, the public functions must be ensured and made coherent** (for example by carrying out settlement planning that incorporates fire risks in an appropriate manner).

Firstly, people need to accept that zero risk does not exist and that, therefore, all infrastructures and people are permanently subject to a certain degree of risk exposure. Then it is essential to ensure that these levels are within an acceptable range. This range must be defined by the competent authorities and the departments responsible for prevention and civil defence, so that once the proper means of self-protection that lead to the desired safety interval are standardised, infrastructure owners and users can carry out the required actions for this purpose.

Currently, in the Spanish context, some regulations (Law 5/2003 Catalonia) correspond to the planning of these prevention and protection measures in the wildland-urban interface. Nevertheless, the implementation of this law has involved certain difficulties due to the lack of definition and clarity in issues of subsidiarity, non-retroactivity and shared responsibility between adjacent properties. With the staging of the law and the passing of time, it has become clear that there is a need for an improvement in the information and communication regarding the issue and the objectives pursued, in order to ensure it is understood properly by all involved.

In addition, within the private and public sector there are best practices and experiences in the communication and awareness–raising of the measures and behaviour to follow by users for self-protection. The distribution of informative leaflets, informative visits in the field and the provision of

specific training to residents' associations all constitute a good initial approach for knowledge transfer. However, great challenges still remain regarding the type of audience the message is to target, since its profile is very heterogeneous. Along these lines, it is fundamental to include in the target public the many foreign residents and tourists that form the network of urban forest communities, since they are in general more vulnerable than Spanish nationals, due to considerations such as:

- Difficulties communicating (language)
- Different perception of fire risk (originating from an environment very different from the Mediterranean)
- Difficulties and lack of knowledge regarding how various local and national institutions work
- Lack of knowledge of the forest fire phenomenon and the local prevention and protection informative services available
- Seasonal nature: maximum influx of foreigners coinciding with the period of highest risk
- Temporary nature: short stays that do not allow visitors to become sufficiently aware or receive appropriate training

Along these lines, messages and press releases with information on fire prevention and protection will need to be published in the languages spoken in the countries from which most tourists originate, and the latter will need to know where to go to obtain more information on this subject. A good example of this can be found in the Autonomous Community of the Balearic Islands, where the authorities competent in this subject are preparing awareness-raising campaigns aimed at foreign tourists and residents.

Finally, in comparison with other risks found in other countries, perhaps Mediterranean countries should incorporate forest fires and other types of fire into the information provided to tourists and visitors, with basic advice on what to do and who to contact in the event of fire. Precedents such as the dissemination of leaflets at motorway tolls, which is carried out in Catalonia, can serve as examples.

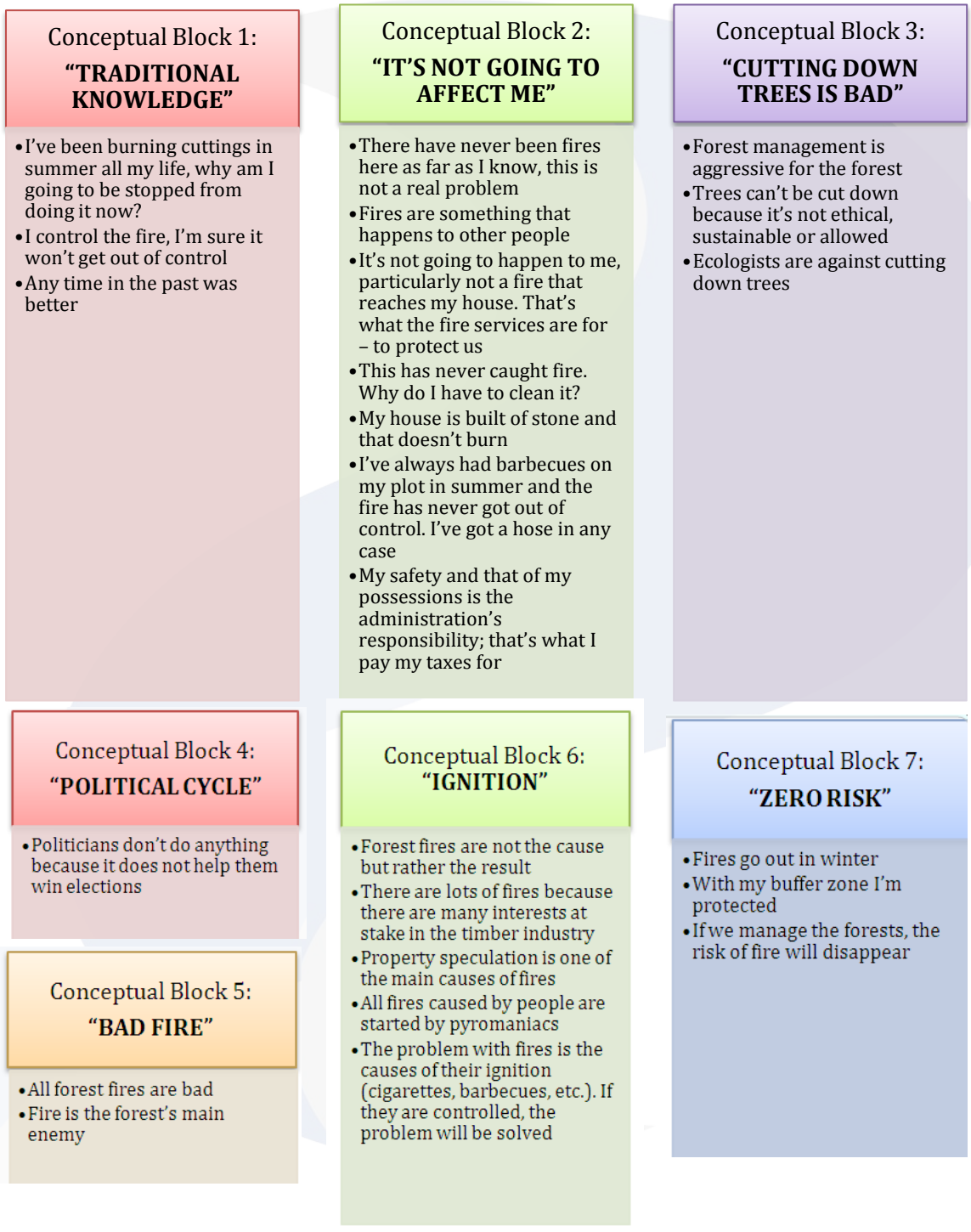
6- Session VI: Final considerations: towards an efficient risk culture and communication in order to build a more resilient society

In order to incorporate and collect knowledge from all those participating in and attending the seminar, a "world café" dynamic was organised, based on the participative strategy for capitalising on experiences. The activity was thus divided into three conceptual sessions: *"myths and legends in forest fires", "technical recommendations for efficient risk communication"* and *"strategic political messages for promoting risk culture"*. The results obtained will be considered as a source of information for obtaining three eFIRECOM project "deliverables", which will be published and distributed freely. However, this summary document presents the unedited results of each session (see annexes).

5. Annex I: Results of session VI "World Café"

1- Session A: What myths and facts about fires need to be clarified?

The main myths and facts about forest fires that were identified during the world café session were:



Conceptual Block 8: "INEFFECTIVE MEASURES"

- The means of extinction always arrive late
- There are never sufficient measures of extinction
- It's not the poor fire fighters' fault, but rather that of their bosses who never set foot on the land
- If local inhabitants could help out, it's sure that less land would be burnt

Conceptual Block 9: "MYTHIFICATION OF THE FIRE SERVICES"

- The fire services have to put out all fires, they are the only ones capable of doing this
- A fire fighter can do anything, that's why he's paid well
- Wherever there is a fire engine, the fire won't pass
- When fires spread it is because the fire fighters have not done their job properly

Conceptual Block 10: "TECHNOLOGICAL SOLUTION"

- Fire is big business for the technology manufacturers
- Fires are put out using planes. Without planes, the whole of Spain would burn
- Fire breaks are the best way of fighting fires

Conceptual Block 11: "RESPONSIBILITY"

- Forests are dirty because the owners don't want to spend money on cleaning them up
- Forests are the responsibility of their owners
- "I pay my taxes, so I should be protected from fires"
- The authorities must solve the fire problem
- Property speculators are responsible for houses burning because they want to maximize their profits without offerin

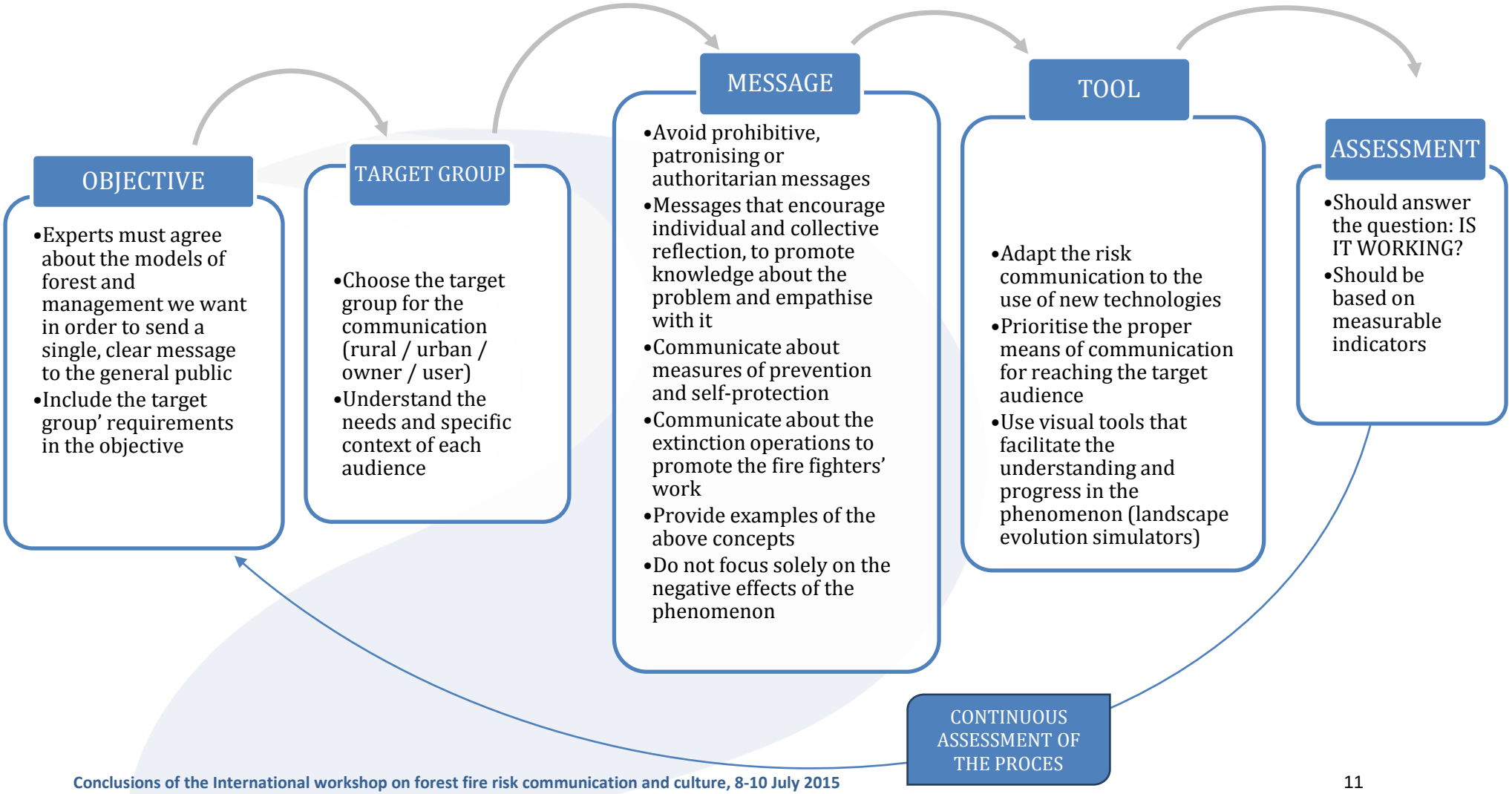
Conceptual Block 12: "INFORMATION / PREVENTION / RECOVERY"

- Protection and self-protection are expensive
- Children go into the countryside with their parents at the weekend, schools are for teaching them maths and not all about fire prevention
- News reporters only want to broadcast dramatic and morbid stories, they don't care about the reality of the situation
- There is a need for a lot more communication with farmers – they need to be taught about prevention because they cause lots of fires
- No one teaches the general public about risks. That's why there are so many accidents and casualties and each year thousands of houses are burnt

Conceptual Block 13: "GENERAL IGNORANCE"

- Forest fires destroy all life in the burnt zone
- Pine trees are harmful for forest fires. They need to be replaced by other species that burn less
- Cypress trees are fire-resistant, so I plant them in my garden to protect against fire
- Forests are gradually disappearing
- Nature always makes a way, it is wise and life goes on
- The landscape is like a still photo that will never change
- Fires are in summer, in winter there is no risk
- Forests need to be protected
- Animals living in forests are those that suffer the worse from fires
- Forests always need to be reforested after fires

2-Session B: Technical recommendations for improving risk communication and promoting social awareness



3- Session C: Strategic messages at a political level for promoting risk culture and strengthening social resilience

The main proposals and strategic messages at a political level identified during the group activity can be summed up as follows:

REGULATIONS AND RESPONSIBILITIES

- A legal framework is required to promote prevention and protection.
- Deregulate and/or encourage private rural activities.
- The administration is responsible for maintaining and safeguarding forest goods, in the same way as it does with basic services (roads, water, sewerage and drainage systems, etc.).
- Standardise self-protection as a fixed obligation.
- Give priority to common interests and not the interdepartmental authorities, which often lead to duplicitous actions.
- Need for public policies to correct the marginality of a large amount of the land, which is excluded from the economic system.
- Sectorial regulations should be accompanied by political will that exceeds the period of political mandate.
- Link and institutionalize owners' associations.

PREVENTION VERSUS EXTINCTION

- Prevention is better than extinction, the problem is the spreading.
- What is spent today on prevention will be saved tomorrow on extinction and restoration costs.
- Prevention management through planning, rural development and landscape prevails over extinction management (emergency, uncertainty, contingencies, etc.).
- Fire fighting management is disaster management.
- Without extinction, prevention is pointless; without prevention, extinction is impossible.
- Prevention should be accepted by owners and managed by political leaders.
- Fire prevention should be planned at all levels and in an integral manner.

FIRE RISK

- Forest fires are not the problem, they are the result.
- Fire risk is not simply a residual summer problem.
- Risk analysis must be incorporated into town planning.
- An official, homogeneous, agreed method is required in order to establish the defence priorities in a cost-effective context.
- Fire management measures must be adapted to several political cycles.
- Manage fire risk at all administrative levels (national, community and local).

RAISING PUBLIC AWARENESS

- Include forest issues and fires (best practices and self-protection) in school curricula.
- Make fires a subject of general interest.
- Include the general public in the decision-making process.
- Promote risk culture that minimizes exposure to danger and promotes the mitigation of the latter.

6. Annex II: Supplementary information

A- Venue:

Headquarters of the **Forest Sciences Centre of Catalonia (Centro Tecnológico Forestal de Cataluña, CTFC)**, main assembly hall
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

B- Programme and presentations:

Wednesday 8 July	***Thursday 9 July***	***Friday 10 July***
Morning 9.30 am Opening ceremony and welcome Session 1: Contextualisation of the current fire risk scenario Session II: Perception and communication of risk, a key element in social risk management through communication tools	*Morning* Session IV: Examples, challenges and proposals of communication with young people, schoolchildren and their teachers Session V: Examples, challenges and proposals of communication with communities and municipalities	*Morning* Field trip: Experiences with communication tools and citizen participation in risk mitigation strategies
Afternoon Session III: Examples, challenges and proposals of communication with journalists and communication professionals *Parallel activity:* screening of documentary "El gran silenci, Horta de Sant Joan", II PRO-DOCS Award 2015	*Afternoon* Session VI: Final considerations: towards an efficient risk culture and communication in order to build a more resilient society MEFITU demonstration: an educational tool to teach schoolchildren about forest fires and other types of fire	*Afternoon* End and transfer to Barcelona

Detailed programme:

Wednesday 8 July

9.00 am Registration
9.30 am Welcome

Session I: Contextualisation of the current fire risk scenario

9.45 am **Trends in forest fires in Mediterranean, central and southern Europe.** ORIOL VILALTA, Pau Costa Foundation (FPC)

10.00 am **The use of fire and fire risks in Northeast Africa. Reality versus perception.** OUAHIBA MEDDOUR –SAHAR, Mouloud Mammeri University of Algeria

10.15 am **The use of fire and fire risks in Europe; communicative needs for social participation.** EDUARD PLANA, Forest Sciences Centre of Catalonia (Centro Tecnológico Forestal de Cataluña, CTFC)

10.30 am Coffee break

Session II: Perception and communication of risk, a key element in social risk management through communication tools

11.00 am **Communication as a means for capacity building.** MARTÍ BOADA, Institute of Environmental Science and Technology – Autonomous University of Barcelona (ICTA-UAB)

11.20 am **Risk governance, the example of "fire groups" as a communication tool for social organisation.** ROB GAZZARD, U.K. Forestry Commission and England and Wales Wildfire forum

11.40 am **Integrating knowledge of fire risk into professional curriculums. The experience of Barcelona School of Architecture.** PEPA MORAN and ANNA ZAHONERO. Master's degree in landscape architecture, Polytechnic University of Catalonia (UPC)

12.00 pm **Roundtable discussion: Lessons learned managing risk and society**
Experiences with flood risk. LLUÍS GODÉ, Catalan Water Agency (Agencia Catalana del Agua, ACA)
Experience with avalanche risk. LUÍS LOPEZ COBO, Government of Andorra
Communication and strategic coordination in emergencies. MONTSE FONT, Emergency Management Service – Catalonia's Operative Coordination Centre (CECAT), Government of Catalonia
Prevention trough social participation and dialogue with stakeholders. ANTONIO MALDONADO MORALES, Forest Fire Fighting and Fire Prevention Plan (INFOCA), Andalusia

1.30 pm Lunch

Session III: Examples, challenges and proposals of communication with journalists and communication professionals

3.00 pm **Review of communication with journalists and the media**. MARC FONT, Forest Sciences Centre of Catalonia (Centro Tecnológico Forestal de Cataluña, CTFC)

3.15 pm **Social awareness-raising and information management campaigns during emergencies, what we should take into account.** NÚRIA IGLESIAS, Press Office of the Directorate General for Emergencies and Civil Security, Government of Catalonia

3.35 pm **Environmental information and the media; challenges and opportunities.** CLARA NAVÍO, Environmental Information Journalists Association (APIA)

3.55 pm **Fire risk communication in a complex and diverse cultural context; the case of the Balearic Islands.** ANTÒNIA LLABRÉS and EMPAR BENLLOCH, Forest Management and Soil Conservation Service, Regional Ministry of Agriculture, Environment and Territory of the Balearic Islands

4.15 pm *Coffee break*

4.40 pm **Creating communication networks to tackle environmental challenges**. PATRICIA R. SFEIR, Network of Forest Communicators for the Mediterranean and the Near East

5.10 pm **Debate and roundtable discussion. How can the media strengthen social resilience?**

5.45 pm *End of the plenary session*

7.00 pm **Parallel activity: Screening of the documentary "El Gran Silenci, Horta de Sant Joan" II PRO-DOCS Award 2015** (for more information, see section 9)

Thursday 9 July

Session IV: Examples, challenges and proposals of communication with young people, schoolchildren and their teachers

9.00 am **Review of communication with schoolchildren and their teachers.** HELENA BALLART, Pau Costa Foundation (FPC)

9.15 am **The need for, the beginning and the design of the MEFITU programme.** MOISES GALÁN SANTANO, Deputy Inspector of the Fire Service of the Government of Catalonia

9.35 am **Forest fires in the educational system: 10 basic necessary ideas as a conceptual basis.** MARTÍN ALCAHÚD, Analysis and Planning Unit of Castilla-La Mancha (UNAP – INFOCAM)

9.55 am **Presentation of the BROTES programme.** SILVIA FERNÁNDEZ, Manager and Communication Officer of the Forest Association of Spain (PROFOR)

10.15 am **Debate and roundtable discussion: What is the right direction to take in order to consolidate and improve programmes for young people?**

10.45 am *Coffee break and poster session*

Session V: Examples, challenges and proposals of communication with communities and municipalities

11.15 am **Review of communication with communities and municipalities.** JULIA GLADINE, GEIE-FORESPIR

11.30 am **Organisation of fire prevention in France and more specifically in the Eastern Pyrenees. Examples of fire communication and awareness-raising operations.** SERGE PEYRE, Fire Defence Service, Eastern Pyrenees Department, France; DAVID MEYA, Directorate of the Environment, Government of Catalonia

11 .50 am **Dealing with fire prevention in the wildland-urban interface.** XAVIER NAVALÓN, Barcelona Provincial Council

12.10 pm **Dealing with fire prevention in the wildland-urban interface.** MARIA PIPIÓ, Girona Provincial Council

12.30 pm **The use of fire risk planning for education, the experience of the wildland-urban interface.** DAVID CABALLERO, METEOGRID

12.50 pm **Debate and round-table discussion: How to share the responsibilities for fire risk mitigation in interface zones.**

1.30 pm *Lunch*

Session VI: Final considerations: towards an efficient risk culture and communication in order to build a more resilient society

3.00 pm **World Café with the participants, to extract the lessons learned, the key issues and the obstacles to overcome.**
- What myths and facts about fires need to be clarified?
- Technical recommendations for improving risk communication and promoting social awareness
- Strategic messages at a political level for promoting risk culture and strengthening social resilience

4.30 pm *Coffee break*

5.00 pm **Presentation of conclusions and final debate.** EDUARD PLANA, Forest Sciences Centre of Catalonia (CTFC) and INAZIO MARTÍNEZ DE ARANO, Mediterranean Regional Office of the European Forest Institute (EFIMED)

5.30 pm *End of the plenary session*

5.45 pm **Supplementary activity: Simulation of the environmental education programme, MEFITU, a tool for teaching schoolchildren about the role played by fire.** HELENA BALLART, Pau Costa Foundation (FPC) (for more information, see section 9)

7.30 pm *Sightseeing tour of the mediaeval city of Solsona*

8.00 pm *Gala dinner*

Friday 10 July, Field trip

8.30 am **Field trip: Experiences with communication tools and citizen participation in risk mitigation strategies**
DAVID PÉREZ, Bages Federation of Forest Defence Associations
XAVIER NAVALÓN, Barcelona Provincial Council

1.30 pm *Lunch and optional transfer to Barcelona (final destination Barcelona-El Prat Airport at 5.30 pm)*

C- Presentations:

All the presentations are available on the following website: http://efirecom.ctfc.cat/?page_id=230

D- Organisation and contact:

Eduard Plana Bach
eFIRECOM Project Coordinator
Head of Forest Policy and Environmental Governance
Forest Sciences Centre of Catalonia (CTFC)
E-mail: eduard.plana@ctfc.cat

Inazio Martínez de Arano
Director of the Mediterranean Regional Office of the European Forest Institute (EFIMED)
E-mail: inazio.martinez@efi.int

Marc Font Bernet
eFIRECOM Project Officer
Forest Sciences Centre of Catalonia (CTFC)
E-mail: marc.font@ctfc.cat

E- Summary of the eFIRECOM Project:

Title: Efficient fire risk communication for resilient societies (eFIRECOM)

Call: Call for proposals 2014 for projects on Preparedness and Prevention projects in civil protection and marine pollution under the European Union Civil Protection Mechanism

Prevention Projects.

Priority 2: Actions (guidelines, studies, workshops, and exchange of experience) on the development of urban resilience strategies, including community and local-based disaster risk reduction actions and tools and guidelines for urban risk assessment, taking into account existing international initiatives in this field (e.g. UNISDR resilient cities campaign) and climate change adaptation strategies.

External Budget item

http://ec.europa.eu/echo/funding/opportunities/calls/2014_call_prevprep_cp_marine_pol_en.htm

Website: http://efirecom.ctfc.cat/ *E-mail:* efirecom@ctfc.cat

Calendar: 1/01/2015 - 31/12/2016 (24 months)

Coordinator: Forest Sciences Centre of Catalonia - CTFC (SPAIN)

Beneficiaries:

(AB1) Fire Ecology and Management Foundation Pau Costa Alcubierre – PCF, Spain

(AB2) European Forest Institute. Mediterranean Office – EFIMED, Spain

(AB3) EEIG FORESPIR, France

(AB4) Direction Générale des Forêts de Tunisie, Tunisia

(AB5) Université Hadj Lakhdar Batna, Algeria

EC contribution: €373,743 (*Financing rate:* 75%)

Project Coordinator contact:

Eduard Plana Bach

Head of Forest Policy and Environmental Governance Department. Forest Sciences Centre of Catalonia

Phone: (+34) 973 481 752 - Extension: 227 / e-mail: eduard.plana@ctfc.cat

7. Annex III: Photo gallery

Seminar opening ceremony, Wednesday 8 July.

Presentation of the documentary "El Gran Silenci, Horta de Sant Joan"; end of day, Wednesday 8 July

Session A World Café “Myths about forest fires"; afternoon of Friday 9 July

Presentation of the educational activity, MEFITU; end of day, Thursday 9 July

Visit to the Bages Forest Defence Association; Friday 10 July, morning

Visiting fire prevention initiatives in residential/forest zones in the Province of Barcelona; end of day, Friday 10 July

More photographs of the entire seminar are available on:
http://efirecom.ctfc.cat/?page_id=230