

Efficient fire risk communication for resilient societies (eFIRECOM)

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

Compilation of information and publicity actions at EU and international level

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Preface

The low social awareness regarding the exposure to fire risk combined with the reduced individual capacity to prevent and face emergencies increase both social vulnerability and the cost of civil protection actions.

eFIRECOM 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 two main results 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 and strategic recommendations for the improvement of the communication on risk and reduction of social vulnerability to wildfires in Mediterranean areas, transferred to the relevant authorities.

Project ECHO 2014/PREV/13 Efficient fire risk communication for resilient societies (eFIRECOM)

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Website: <http://efirecom.ctfc.cat/>

Partnership: Forest Sciences Centre of Catalonia - CTFC (Coord.), European Forest Institute Mediterranean Office - EFIMED, Fire Ecology and Management Foundation Pau Costa Alcubierre – PCF, EEIG FORESPIR, Direction Générale des Forêts de Tunisie and Université Hadj Lakhdar Batna

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Project presentations in seminars, conferences and workshops

IV Mediterranean Forest Week. Side event: Engaging Mediterranean Communities in Wildfire Risk Mitigation (Barcelona, Spain, 17th-20th March 2015). Presentation “How to reach societal involvement in the fire risk mitigation? The role of communication towards citizen’s participation”. Eduard Plana, CTFC.

Participation on a Fire Science Master degree “MasterFUEGO” University of Lleida (Lleida, Spain, 18th March 2015); with the speech “Forest fire risk communication and management”. Eduard Plana, CTFC

UNECE/FAO Forest Communicators Network & the IUFRO Communications and Public Relations Working Party (Barcelona, Spain, 20th-22th May 2015). Presentation: “Communication challenges for societal involvement in complex multi-actor demand in the Mediterranean”. Eduard Plana, CTFC.

2nd International Conference on Fire Behaviour and Risk (Sardinia, 26th-29th May 2015). Presentation “Educational program for forest fire risk prevention”. Marc Font, CTFC; Helena Ballart, PCF.

International Workshop on Risk Culture and Wildfire Risk Communication (Solsona, Spain, 8th – 10th July 2015). Project workshop focused in natural hazards risk culture and forest fire risk communication issues. The aim of International workshop on wildfire risk culture and 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. Organized by eFIRECOM project.

Training and knowledge exchange workshop with foresters of the General Forest Directorate of Tunisia (Solsona, Spain, 4th-6th November 2015). A team of 6 forest fire risk managers and officers coming from the General Directorate of Forest of Tunis, have visited Catalonia into the framework of the eFIRECOM project. The aim of the visit was to realize and share knowledge and experiences of the wildfire risk assessment, management and prevention, between the Catalan context and the Tunisian one, and to show the ultimate lessons learned during the last years in methodologies, techniques and best practices with regards Catalonia fire risk. Eduard Plana and Marc Font, CTFC.

1 Seminario sobre Actuaciones de Prevención, Seguridad y Extinción en Zonas de Interfaz Urbano-Forestal (Madrid, Spain, 10th-12th November 2015). Presentation of the eFIRECOM Project roll-up and introduction of the aims and scope of it to potential end users (managers dealing with fire risk in the wildland urban interface). Marc Font, CTFC.

eFIRECOM mission to Tunisia Forests (Tunisia, 13th-22th April 2016). The aim of the mission was to share knowledge and contexts between experts and common user of the forest fires risk information, according to the work axis of the project. In this sense, General Directorate of Forest – Tunisia Government (DGF) technicians shown the present forest fire risk through visiting many burned forest and its rural areas with a strongly socio-economic relation with forestry activities. In parallel it has been organized a work meeting with members of the local radio of Kef region, to discuss and evaluate the treatment and management of forest fire risk information. The session helped to define the crucial role of media and journalists during an emergency such a forest fire, and to detect the existing gaps and opportunities to be implemented in order to perform and improve the coordination and communication between journalists and official emergency services. Samir Belhaj Salah, DGF; Eduard Plana and Marc Font, CTF.

International Conference on Forest Fires and WUI Fires (Aix en Provence, France, 25th-27th May 2016). The objective was to present a poster with the project and its first outcomes, under the title "Forest fire risk communication, Gaps and Opportunities in the Wildland Urban Interface". A team of the PCF and FORESPIR (both partners of the project consortium) explained and solved the doubts and question with regards to all person interested. Experts attending the conferences highlighted the importance of the communication to prevent wildfires, but also during and after the emergency. Mariona Borràs, PCF; Sébastien Chauvin, FORESPIR.

eFIRECOM has collaborated in the work frame of the H2020 CUIDAR project with a case study on children and forest fire risk awareness. In particular a practical session of the MEFITU forest fire risk teaching program has been applied in Escola Puig i Cavaller in Gandesa (Spain), with 30 students from the 6th Grade (15 boys and 15 girls) during the 16th June 2016. Mariona Borràs, PCF.

MEFYTU program (Castilla-La Mancha, Spain, 25th-28th October 2016). In the frame of eFIRECOM project, a formative course "Organizing and implementing environmental teaching activities focused on forest fire awareness and prevention" for teachers has been implemented in order to present the MEFYTU's fires risk awareness-teaching program. The course was attended by professors of 5 elementary schools (Colegio de Educación Infantil y Primaria Silvano Cirujano (Almorox- Toledo), Colegio Educación Infantil y Primaria Casablanca (Cuenca), Colegio Educación Infantil y Primaria Luis Vives (Piedrabuena-Ciudad Real) and Escuela Camino de Anibal (Lezuzq-Albacete)). Once the teachers were instructed their implement the contents and methodologies learned to their students (a total of 200 children). Mariona Borràs, PCF.

Participation to the conferences "*Cambio climático y global, incendios y uso del fuego en ecosistemas Mediterráneos*" (Almeria, Spain, 25th-26th November 2016) with the presentation "Del fuego como herramienta al incendio como amenaza: retos de la gobernanza del riesgo". Eduard Plana Bach, CTFC.

eFIRECOM workshop: "*Incendis forestals i percepció social; la comunicació com a eina de gestió del risc*" (Manresa, Spain, 15th December 2016). During the workshop, many present and future challenges on forest fire risk communication could be presented from many experiences and lessons learned through local initiatives from many spheres (landowners, public administrations, media, volunteers's foresters, and different stakeholders at risk. Some of the most relevant outputs of the eFIRECOM project were presented, with special attention on tools for children, society and media involvement, and corresponding printed results were distributed amongst attendants. CTFC and PCF.

Participation on a WEBMINAR with the Forest Defense Associations of Catalonia organised by PCF (January 24th) with the speech "Forest fire risk communication and management". Eduard Plana, CTFC

International Congress on Prescribed Fires (Barcelona, Spain, 1th-3th February 2017). eFIRECOM project has participated in the conference with the presentation "Communication tools for enhancing the good fire concept and wildfire risk social's awareness" to a specialized audience focused mainly on forest fire risk issues from worldwide. It has also distributed some outputs developed with the project (250 booklet of myths and facts, 500 storybook for children and 250 guidelines for journalists in English, French, Spanish and Catalan). Marc Font; Eduard Plana, CTFC.

Participation on a Fire Science Master degree "MasterFUEGO" University of Lleida (Lleida, Spain, 13th February 2017); with the speech "Forest fire risk communication and management". Eduard Plana, CTFC

Participation with a speech on a Landscape Architecture Master degree Polytechnic University of Barcelona (Barcelona, Spain, 16th February 2017). Eduard Plana and Marta Serra, CTFC

V Mediterranean forest Week (Agadir, Morocco, 20th-22th March 2017). eFIRECOM project has been presented into the Communication Side Event “communicating for forest and people” organized by the Forest Communicator Network for the Mediterranean and Near East. The project was presented under the presentation “eFIRECOM project, efficient forest fire risk communication tools”. The presentation had an important dissemination impact because the audience was composed with environmental communicators of high level and relevance, such as the leader of the FAO-UNECE Forest Communicators Network, a representative of the International Union for Conservation of Nature or representatives of the FAO Forestry Department, amongst others. It has also taken advantage of the event to disseminate some printed booklets (300 copies in total) for media (Forest Fires - Guideline for journalists and media), foresters (Forest Fires – A relationship story between forest and society; five myths and facts to learn more) and administrators (Forest Fires – Policy brief) in Arabic and English languages. Marc Font, CTFC.

Participation on a Spatial Planning Master degree University of Barcelona (Barcelona, Spain, 27th March 2017); with the speech “Integration of wildfire risk into urban and spatial planning; challenges and opportunities for an effective societal involvement in risk management”. Marta Serra, CTFC

General Project dissemination (newsletter, social nets, ...)

Type of document	Date	Title	More info
News	01/02/2015	FEDENATUR Newsletter	http://www.fedenatur.org/mn/news/news-detail/project-efficient-fire-risk-communication-for-resilient-societies-efirecom
News	10/02/2015	eFIRECOM kick off meeting	http://www.efimed.efi.int/portal/news?bid=1885
Activity promotion	01/04/2015	Announcement of Meetings	http://www.fire.uni-freiburg.de/course/meeting/2015/meet2015_10.htm
Activity promotion	05/05/2015	FRISK-GO project News	http://www.friskgo.org/news/24/39/International-workshop-on-risk-culture-and-wildfire-risk-communication.html
Newsletter	01/06/2015	CTFC Newsletter	http://sapsque.ctfc.cat/ca/category/juliol-2015/page/3/
Dissemination article	02/07/2015	Nació Solsona	http://www.naciodigital.cat/naciosolsona/generapdf.php?id=15454
News	09/07/2015	WUIWATCH project News	https://wuiwatch.org/blog/wuiwatch-and-efirecom-project/
News	22/07/2015	Risk communication: an essential tool for firefighting	http://www.efimed.efi.int/portal/news/?bid=2051

News	20/11/2015	eFIRECOM ongoing activities	http://www.efimed.efi.int/portal/news?bid=2225
News	04/11/2016	PCF Blog	http://www.paucostafoundation.org/blog/2016/11/04/mefytu-en-castilla-la-mancha/
Activity promotion	06/12/2016	<i>Incendis forestals i percepció social: la comunicació com a eina de gestió del risc</i>	http://sfadf.org/noticies/incendis-forestals-i-percepcio-social-la-comunicacio-com-a-eina-de-gestio-del-risc/
News	22/12/2016	eFIRECOM DG-ECHO /Results for children community	http://www.paucostafoundation.org/blog/2016/12/22/efirecom-dg-echo-results-for-children-community/
News	22/12/2016	PCF Blog, MEFITU Gandesa	http://www.paucostafoundation.org/blog/2016/06/27/mefitu-gandesa-i-cat/
News	06/01/2017	<i>Els incendis forestals explicats als més petits</i>	http://www.tragsa.cgtvalencia.org/2017_01_01_archive.html?m=1
Newsletter	01/02/2017	Nature&Society Newsletter	http://us10.campaign-archive2.com/?u=eb2a72e7921790609f69f3582&id=01cf4e6f30&e=f86ca76556
Dissemination Article	10/02/2017	<i>Revista lignum nº166: Proyecto eFIRECOM: comunicación eficiente en el riesgo de incendios forestales</i>	http://www.lignum.cl/reportajes/proyecto-efirecom-comunicacion-eficiente-riesgo-incendios-forestales/

eFIRECOM in TWITTER

[1]



[2]



[3]



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- (1) Beginning of the International workshop on fire risk communication and risk culture. (2) Training for environmental teachers focused on forest fire risk issues. (3) eFIRECOM presentation in the V Mediterranean Forest Week. (4) eFIRECOM presentation during the ICOPFires. (5) eFIRECOM poster presentation during the International Conference on Forest Fires and WUI Fires. (6) Work meeting with local fire risk expert, developing adapted tool for the French context.

Click here to see all tweets published related to the the #efirecom project: <https://twitter.com/search?q=efirecom&src=typd>

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eFIRECOM in FACEBOOK:



A la jornada d'ahir, organitzada pel CTFC a Manresa, es van debatre els reptes actuals i futurs de la comunicació del risc, a partir de diverses experiències i lliçons apreses d'iniciatives sobre el terreny, amb propietaris forestals, veïns d'urbanitzacions, ajuntaments, mitjans de comunicació, turistes i usuaris del medi natural. Molt interessant! Gràcies a tots els participants i als organitzadors Naturat Forestandsociety i Marc Font Piu

<http://blog.ctfc.cat/.../jornada-sobre-comunicacio-i-cultura.../>



Avui ens visita una delegació de la direcció general de Boscos de Tunísia, per conèixer diferents projectes en què estem treballant.



'Which is the difference between fire and wildfire?' These kids explain us the difference! A new video that explains the Pau Costa Foundation children's project #MEFITU: the Mediterranean Forests, the Fire and You.

Video co-financed by the EU Project eFIREcom: http://efirecom.ctfc.cat/?page_id=17

<https://www.youtube.com/watch?v=7-S3tHX52M8&t=9s>



(Left) Summary of the eFIRECOM workshop “Forest fires and social perception, communication as a risk management tool” held in Catalonia. (Centre) Exchange of knowledge and experiences with a delegation of the General Directorate of Forest of Tunisian Government in Catalonia. (Right) Presentation and dissemination of the videos made with and for children talking about forest fire risk and sustainable forest management.

eFIRECOM follow up dissemination activities

As follow up dissemination actions carried out it can be outlined the following actions:

- A massive directed sending of the project outputs has being done at Spanish level to main end users actors identified., such as universities, associations and organizations dealing with forest fire risk issues and with special attention on its communication. In sum, 112 organizations have received 4 exemplars of the booklet of myths and facts in forest fires and 4 exemplars of guideline for journalists and communicators (2 units in English language + 2 units in Spanish language) plus a brief presentation of the eFIRECOM project. The target identified with more relevance for these specific tools where:

Academic scope: Universities of environmental sciences (35), Universities of Forestry (12), Universities of Geography (21) and Universities of journalism (29).

Professional scope: National/regional Forestry engineers/environmentalists associations (5), National/regional environmental journalism associations (3), environmental NGO's (UICN, Greenpeace, WWF, Ecologistas en Acción).

This action will increase the impact level of the eFIRECOM project and all the tools developed, and perform the involvement of new actors into the forest fire risk management cycle, as well as rise the social awareness and knowledge of the phenomenon and help in the building up a resilient society.

- A successful story of the journalists tool developed had place during the International Congress on Prescribed Fire (Barcelona, 1th-3th February 2017), where many results of the eFIRECOM project where delivered and disseminated through the audience (500 attendants). The specific deliverable for journalists and media “Forest fires, guidelines for journalists and communicators”, reached an important interest level amongst different actors and potential synergies and networking can be established at the short term. In particular, the coordinator of the project “Hungarian forest fire prevention and training program - FIRELIFE”, co-financed by the EU’s LIFE programme (LIFE13 INF/HU/000827) is strongly interested on the journalist guideline as a best practices to be implemented in FIRELIFE project. For these reason they ask to eFIRECOM to establish collaboration in order to submit an editable version to be adapted at the Hungarian context.

- H2020 CUIDAR project. CUIDAR will benefit from, and build upon, the previous work of the project eFIRECOM and the MEFITU program to raise awareness on wildfires focused on children, and experiment with social forestry from a hands-on perspective.
<http://www.lancaster.ac.uk/cuidar/en/spain>
- eFIRECOM project was selected to be present in the annual meeting of the UNECE/FAO Forest Communicators Network, which will be held in Malaga (Spain) next 30th May 2017, to present the project outputs and conclusions, in order to be shared with a high level team dedicated to environmental communication issues through worldwide. Specifically we have been selected to give a speech of 15' on the thematic block "Adapting Forest to Climate Change – the role of Communication" with the presentation "Risk awareness communication; challenges and lessons learned from communication tool's development and cross-sectoral planning approach, the case of wild fire risk in the Mediterranean region". This opportunity will serve to reach with the project tools a specific target audience with a long expertise background and completely involved in communication issues.
- The eFIRECOM project has been selected to be presented during the 7th Spanish Forestry Congress (26th -30th June in Plasencia (Spain)), to present the tools and the actions for children and youth developed. Speech's title "*MEFYTU- Los Incendios mediterráneos, el fuego y tú-. Programa formativo y educativo de la Fundación de Ecología del Fuego y Gestión de Incendios Pau Costa Alcubierre (FPC)*"
- An eFIRECOM communication has been selected in the European Forum on Urban Forestry (Barcelona, May 31th to June 2th) with the presentation "The relationship between peri-urban forests and society: management and communication of wildfire risk as a reason for dialogue".
- The eFIRECOM output "video about forest fires phenomenon" to promote awareness amongst children, youth and their teachers has been selected to participate in the International Eco & Tourism Film Festival, which will take place during 31th May to 3th June 2017 in Tortosa (Spain). Further information of the event can be found at the link: <http://terres.info/>
- The Pau Costa Foundation has been invited to present the outcomes and activities for children developed during the eFIRECOM project during a conference that will be held in Cantabria related to the wildfires in Atlantic regions (Spain, 6th July 2017). Speech's title: "*La Educación ambiental al servicio de la prevención de incendios forestales. La experiencia del Proyecto MEFyTu.*" The last edition of this conference was followed by 150 attendees of the wildfire community.