

Efficient fire risk communication for resilient societies (eFIRECOM)

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

Communication Plan

Start date of project: 1 January 2015
End date of project: 31 December 2016
Duration of project: 24 months

Coordinator: Forest Sciences Centre of Catalonia – CTFC (Spain)

Action A6.1 Communication Plan
Action A6.5 Creation of a consultancy panel

Organisation name of lead contractor for this deliverable: EFI
Dissemination level: PP

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1. Objective

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

eFIRECOM 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. In order to achieve this goal, eFIRECOM is focused on 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.

In this document, a communication plan has been defined in order to communicate to wider audiences **the evolution of the eFIRECOM project and its results**. That means, in addition to the communication activities that will be implemented by partners following the project description of work, there will be a parallel communication to key targeted audiences to spread the progress of eFIRECOM and its achievements.

Consequently, this communication plan is **a work in progress** that will evolve as the project progresses and necessarily should be adaptable to revisions and new requirements as become apparent over the project's lifespan.

It is important to acknowledge that project dissemination will be **carried out by each partner**. All will take responsibility to lead dissemination actions in their local and national region, and at international level where appropriate, while conforming with EU communication norms. This requires proper steering, coordination, producing, planning, and follow-up of actions, which is the purpose of this communication strategy.

The heterogeneity of the countries involved brings complexity to the communication plan. Nevertheless, we expect partners to get actively involved in the implementation of the communication actions considering their country context, language/s and any other special need.

2. Publics targeted

In the initial phase of the project, three main target audiences have been identified for the capacity building of citizens and communities towards wildfire risk prevention:

- i. Communities and municipalities (inhabitants and managers of wild land urban interface),
- ii. Scholars, youths and their teachers,
- iii. Journalists and media professionals.

In addition to these groups, which will be reached by each partner as defined in the project description, the following target audiences are included:

- iv. NGOs related to environment issues,
- v. Mass media (including newspapers, TV channels, radio stations, press agencies, online portals, etc.),
- vi. Forest authorities,
- vii. Civil protection authorities,
- viii. Research community

Four different levels of communication are envisaged:

- Local
- Regional
- National
- International

Different tools will be developed and implemented to reach these audiences, making the core messages accessible to them. Considering that the project language (English) may be a barrier to disseminate project actions, each partner should choose which is/are the best language/s to reach their audiences.

Each eFirecom partner will identify specific persons and/or organisations in each target audience at the appropriate levels.

	Local/Regional	National	International
Mass Media			
NGOs			
Forest Authorities			
Civil protection			
Research Community			

3. Consultancy and dissemination panel

To reinforce the transferability and mainstreaming capacity of the project's results, a consultancy and dissemination panel will be created (Action A6.5). The main EU and Mediterranean institutions related with fire risk management and social awareness will be considered, such as the JRC (EFFIS) or the fire working group of EC and FAO Silvamed. Special attention will be given to national/regional public bodies with competences in this issue, in Europe as well as in southern Mediterranean countries. Each partner has the opportunity to identify relevant experts for the panel.

These experts will need to be carefully and strategically selected, based on jointly established criteria (not only expertise, but also networking capacity, aptitude to communicate, etc.). It is assumed that a reasonable number of experts will be selected and will accept to collaborate. Consortium partners already have excellent relationships with many of the targeted institutions and initiatives, and will be able to mobilise the necessary experts without difficulty.

The consultancy and dissemination panel will be responsible for:

- i. Follow up of the communication plan;
- ii. Making recommendations for regional/national adaptations of the plan;
- iii. Revising key messages;
- iv. Contributing to produce target audiences contact lists.

4. Communication channels and actions.

In order to succeed and reach target audiences with the project's key messages, communication actions will be carried out through the Internet as the main channel.

There will be two types of actions: compulsory and recommended. The compulsory actions must be performed as detailed below, following the structure set and the schedule where appropriate. Recommended actions can be accomplished or not, in the manner best suited to each partner.

- **4.1. Actions targeting the mass media**
 - 4.1.1. Press releases
 - 4.1.2. Interviews
- **4.2. Actions targeting forest fire prevention stakeholders**
 - 4.2.1. News items
 - 4.2.2. Project Web
- **4.3. Other recommended actions**
 - 4.3.1. Newsletter
 - 4.3.2. Social media
 - 4.3.3. Videos

4.1 Actions targeting the mass media

4.1.1. Press releases

Throughout the duration of the project, four press releases will be produced and disseminated following the guidelines below. They must be written seeking to have an impact on journalists, with answers to the key questions: who, what, when, where, why and how. They should be presented properly with clear and concise writing, avoiding terminology that the reader might not be familiar with.

It is highly recommended to follow-up by phone after the dissemination of press releases, news items and offers of interviews. Asking media journalists what they think about communications generated by the project will help to improve the following and build a good relation with them, also contributing to improve the possibilities of publication.

- Targets
 - **Mass media** is the main target audience of this action. In order to reach it, partners should conduct some preliminary work preparing a contact list. It is important not only to have generic e-mail addresses (e.g. info@francepress.com) but also to compile personal contact details of key journalists (e.g. j.smith@francepress.com). It is essential to include all kind of media: TV channels, newspapers, press agencies, radio stations, magazines, blogs, etc. The success of this action will be defined by the quality of this contact list.
 - Besides mass media, press releases will also be sent to eFIRECOM target audiences: NGOs related to environment issues, forest authorities, civil protection and research sector. As with mass media, it is crucial to compile and edit a good contact list.
- Levels
 - **Local, regional, national and international.** When preparing the contact list, consideration should be given to the range of each media. Thus, we will be able to make small changes (if needed) when sending the press releases at each level.
- Sections
 - Press releases must include the following sections:
 - **Headline.** Brief and eye-catching.
 - **Subtitle.** Main idea in no more than two lines.
 - **Six paragraphs (roughly 5 lines each).** Cover the six basic elements: who, what, when, where, why and how. The answers to these six questions should be ordered by their importance.
 - **One quote.** Including a quote from a key person related to the project (e.g. an expert from the consultancy and dissemination panel) will provide credibility and value to the message.
 - **Two high resolution photographs.** It is important to send at least two high quality images (300dpi 1800x1200pixels) with the press release that contribute to understanding the message. An MP3 file with the quote mentioned above, would increase the possibilities to be published in radio stations.
- Format

- **HTML** is the best way to reach targets by e-mail. It allows the incorporation of a design, the text in the body of the e-mail and to include links to photographs, MP3 files or videos without attaching them to the e-mail. Nowadays, there are many tools to manage HTML e-mailings, one of the most well-known is Mailchimp (www.mailchimp.com).
- If HTML e-mailing cannot be performed, dissemination can be done with a plain text e-mail with the press release attached in PDF and Word format. Care should be taken that photos and/or MP3 files) do not exceed 1MB per photo.
- **Schedule**
 - Organisations have been assigned responsibility for the production of each press release, taking into consideration their role regarding each topic. These responsible partners will prepare a draft which the rest of the partners will adapt to their country contexts.

Num.	Date	Topic	Responsible
1	July 2015	Presentation of eFIRECOM project and information about the International Workshop (A2.1) held in Solsona, Spain.	CTFC
2	December 2015	Development of the communication programmes (A3.2, A4.2 and A5.2).	PCF
3	June 2016	Development of the communication programmes (A3.2, A4.2 and A5.2) and edition of booklets (A2.2, A2.3 and A2.4).	CTFC
4	December 2016	Regional conferences and project outputs (A6.4).	CTFC

4.1.2. Provide Interview opportunities to targeted journalists

Production of interviews is a way for the media to have their own and exclusive content. Along the duration of the project, partners will offer the opportunity to interview key persons who will raise awareness on eFirecom and its key outcomes.

- **Targets**
 - **Mass media** is the target audience of this action. In order to reach it, partners should conduct some preliminary work preparing a contact list. It is important not only to have generic e-mail addresses (e.g. info@francepress.com) but also to compile personal contact details of key journalists (e.g. j.smith@francepress.com). It is essential to include all kind of media: TV channels, newspapers, press agencies, radio stations, magazines, blogs, etc.
- **Level**
 - **Local, regional and national.** Depending on the key persons offered and their renown and reputation, partners will decide whether to send the offer to local, regional or national media. The aim would be to make interesting offers at all levels.
- **Sections**
 - It is recommended to offer at least **three different people to interview** each time. They must have some kind of relation with the project and be aware of its evolution. It is recommended to include a **brief CV** of each person and **one high quality image** (if possible) of each of them.
- **Format**

- Each partner must decide on the most suitable format to present potential interviewees. This could be by plain-text e-mail, HTML e-mail or even by phone.

➤ Schedule

Number	Date	Topic
1	September 2015	Presentations of eFIRECOM project and/or International Workshop (A2.1) hold in Solsona, Spain.
2	February 2016	Development of the communication programmes (A3.2, A4.2 and A5.2).
3	August 2016	Development of the communication programmes (A3.2, A4.2 and A5.2) and edition of booklets (A2.2, A2.3 and A2.4).
4	December 2016	Regional conferences and project outputs (A6.4).

4.2 Actions targeting fire prevention stakeholders

4.2.1 Create news items

In order to increase project visibility, it's essential to generate regular news items. Therefore, when a partner has something to communicate, it should distribute news items through different channels

This tool will have the same layout as the press release but not necessarily the same sections. The idea is that news items can be used for communicating about outputs, actions, events and anything else a partner could consider interesting to disseminate.

- Targets
 - Depending on the topic of each new item bulletin, its target/s should be selected. Generally, all stated targets should be interested in some way but partners must decide to whom to send them based on their knowledge of their audience and area.
- Level
 - As in last point, each partner will choose the range of its news items considering country contexts.
- Sections
 - Below you have the compulsory sections for the press releases. You may use the same structure for news items or change it.
 - **Headline.** Brief and eye-catching.
 - **Subtitle.** Main idea in no more than two lines.
 - **Six paragraphs (roughly 5 lines each).** Cover the six basic elements: who, what, when, where, why and how. The answers to these six questions should be ordered by their importance.
 - **One quote.** Including a quote from a key person related to the project (e.g. an expert from the consultancy and dissemination panel) will provide credibility and value to the message.

- **Two high resolution photographs.** It is important to send at least two high quality images (300dpi 1800x1200pixels) with the news item that contribute to understanding the message.
- Format
 - **HTML** is the best way to reach targets by e-mail (see details in the Press Release section) but a plain text e-mail with the news item attached in Word format should be sufficient. Care should be taken that photos and/or MP3 files) do not exceed 1MB per photo.
- Distribution
 - News items will be distributed utilising existing tools and channels to the maximum. Specifically, news items will be distributed through:
 - Relevant newsletters of broad distribution, such as the EFIMED Network News
 - Consortium partners' own newsletter
 - EFirecom project website
 - Consortium partners' own website

4.2.2 eFirecom Web site

The eFirecom project website, as described in action 6.3 of the programme of work, is a tool to centralise all communication materials. It must also support all other communication actions.

The web page launched at the kick-off of the project has sections dedicated to presenting the project and its partners, and to host project results and events.



In order to better support the communication strategy two new sections will be created:

- A **media** section which will host press releases produced by the partners. Additionally, photographs, videos, MP3s and any other multimedia files will be placed in here. Where possible, any interview published in the media will also be posted.
 - The "Media" tab will have a dropdown menu with the following submenus:

- **Press releases.** They should be tagged by *country* and/or *language* and have links to download any related high-quality images.
 - **Gallery.** Should be organised by albums in order to enable visitors to find images easily..
 - **Multimedia.** This section should be divided in two: audio and video files (if any).
 - **Interviews.** Should be tagged by *country* and/or *language*.
- A **news** section where news items and all project activities will be disseminated

4.3 Other recommended actions

4.3.1 Social media

It is not envisaged to create a dedicated social media channel for the eFirecom project. However, partners are encouraged to reinforce communication actions by using their existing social media channels.

Many partners already have personal or organisational social media accounts, which present the opportunity to share news items created for the press releases and news items. Any eFirecom publication published in the media, photos, videos and others should be widely shared on social media.

When working with social media, it is essential to generate synergies among profiles so partners are encouraged to share, like and comment each other's contents.

The organisational usernames of each partner and their presence in social media is listed below in order to facilitate sharing and subscribing.

Partner	Facebook	Twitter	YouTube	Vimeo	Flickr
CTFC	centretecnologicforestaldecatalunya	@ctforestal	ctfcavui		
PCF	PauCostaFoundation	@PauCostaF	PauCostaFoundation	paucostafoundation	paucostafoundation
EFIMED			UCJxhDoHpVOLU8jEz dDjJmYA		efimed
FORESPIR	Foespir/524312104337352		FORESPIR		
DGFTUN	DirectionGeneraleDesForetsAladart AlamtLlghabat				
UBATNA	Univ.Batna.officielle	@UnivBatna			

4.3.2 Video recordings

- Videos are a powerful communication tool. Partners are encouraged to take video of the main communication actions and share them, not only on social media (especially through YouTube) but also with local/regional TV channels. In addition, videos could be also sent embeded into partner's newsletters.

We recommended that videos shared in social media and newsletters are between 2 - 5 minutes long. However, videos shared with local/regional TV channels could be longer and could even be delivered in raw.

Ideas/types of video to record

- Project activities.
- Interviews.
- Infographics.
- Photo slideshows.
- Highlights.
- Testimonials.

5. Norms to be respected to produce communication materials.

Each partner will be fully responsible for communicating and promoting the project's activities at local, regional, national and international level and they will commit themselves to follow the communication plan established. They will clearly acknowledge the financial support of the EU in all communication activities, and use and respect EU norms (logo, reference, etc.). These rules are available in Annex II.

In addition to the EU norms, eFIRECOM visual identity should be adhered to. Several templates for Word and PowerPoint documents have been created. Layouts are found in Annex I (p.12) or can be requested from the coordinator.

6. Follow-up

At project consortium meetings, a dedicated item in the agenda will be devoted to the follow-up of the implementation of this Communication Plan. For this purpose each partner will report on the activities done and will present a summary assessment of their impacts. Based on that analysis appropriate correction measures will be discussed and agreed. This will be the basis for updating this communication Plan.

Annex I

CD template



Word template



PowerPoint template



Humanitarian Aid and Civil Protection

Efficient fire risk communication for resilient societies (eFIRECOM)

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

Authors

(Place and date)



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Humanitarian Aid and Civil Protection

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Text (Calibri 16 p)

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Annex II

Rules to be followed in relation to the use of EU Logos and for acknowledging EU financial support.

The implementation of standard visibility at project sites involves the mandatory display of the EU humanitarian aid visual identity – in conjunction with the Partner's own logo, for example on:

- Signboards, display panels, banners and plaques;
- Goods and equipment (such as vehicles, food sacks, water tanks, containers, tents, plastic sheeting, individual packaging used for foodstuffs and other NFIs and supplies);
- Clothes items such as tee-shirts and caps worn by project staff (if produced with EU funding);
- Operational publications and materials such as training manuals, notebooks and posters;
- Partner's website, publications about the EU funded Action, audio-visual products.

The concrete implementation depends on and must be adapted to the **specific circumstances** on the project and the **nature of the items** funded.

Generally, the visual identity should be presented so as to ensure that those passing are able to understand the EU's role as a donor.

For further information and instructions on the rules and recommendations to be followed on the EU-ECHO Logo's uses and its visibility, may address to next web page: <http://www.echo-visibility.eu/field-visibility/>