

Agadir, Morocco
March 20th – 24th, 2017



eFIRECOM project

Efficient forest fire risk communication tools



**Fifth
Mediterranean
Forest Week**

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A new paradigm, from forest fires to social fires



- **Forest fires** are the iceberg's top of a **complex social and environmental phenomena**
- Forest fires are **increasingly interacting** and affecting **human assets and values**.
- It is necessary to **integrate population** as a **part of the solution** rather a part of the problem.

Forest fires risk communication is not any more an option but a condition when dealing with upcoming fire risk management challenges

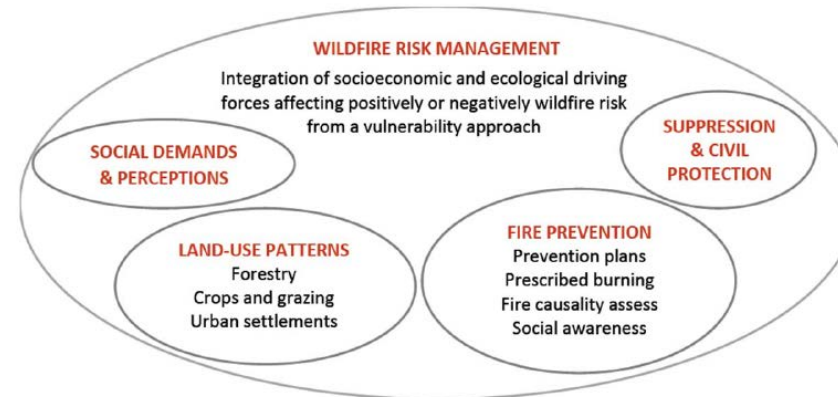


Figure 3. Components of an integrated approach of Wildfire Risk Management.
Plana, et al. 2015



Fire risk communication's challenges

BUILD UP A FIRE ADAPTED LANDSCAPE AND SOCIETY

Through connecting and disseminating multiple fire risk related concepts

FIRE SUPPRESSION CAPACITY FOREST MANAGEMENT
AWARENESS DESTRUCTIVE FIRE SELF PROTECTION
FIRE REGIME
RESILIENCE RISK CULTURE ECOLOGICAL FIRE
VULNERABILITY

To enhance and facilitate people to

LEARNING TO COEXIST WITH FOREST FIRE RISK

Efficient fire risk communication (some key points)



- Social perception is everything.
- Forest fire is related to risk and how much people trust the government and land managers.
 - Underlying goal: develop consistent messages in appropriate language for each target audience.

People have visceral and emotional connection to pristine, healthy forests, so forest care should be our marketed product

eFIRECOM goals

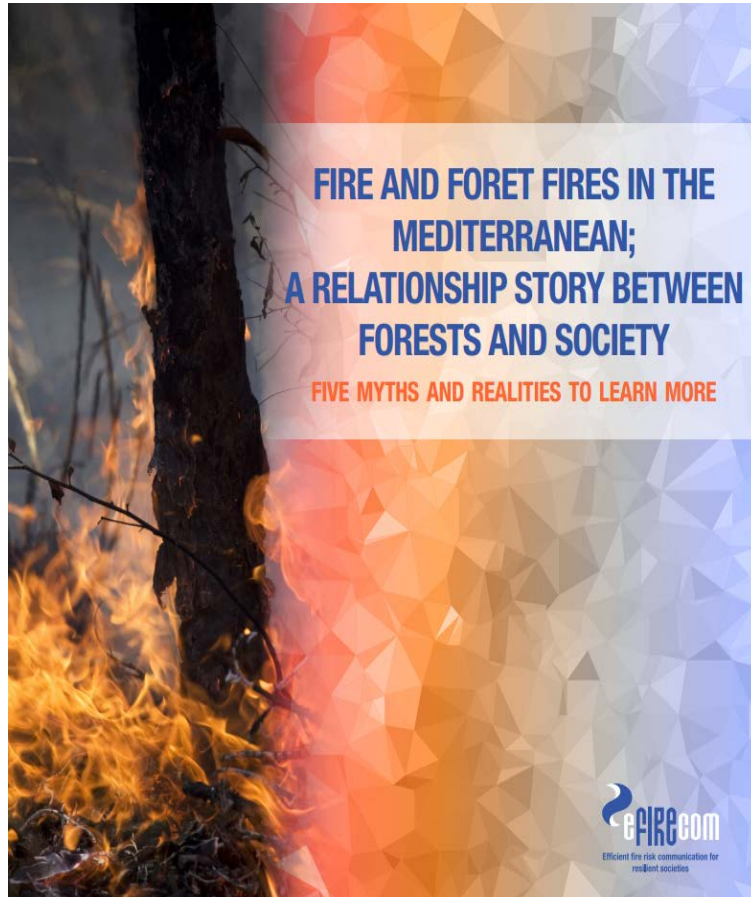


- Increase the fire risk knowledge and awareness in-between general society.
- Promote a risk culture through efficient fire risk communication by means of tools adapted to 3 specific target audience:
 - **Students and their teachers**
 - **Journalists and media**
 - **Communities at risk (WUI)**
- Adapt the tool's content into 2 Mediterranean context, south Europe and North Africa (tools available in English, Spanish, Catalan, French and Arabic)



Some outputs...

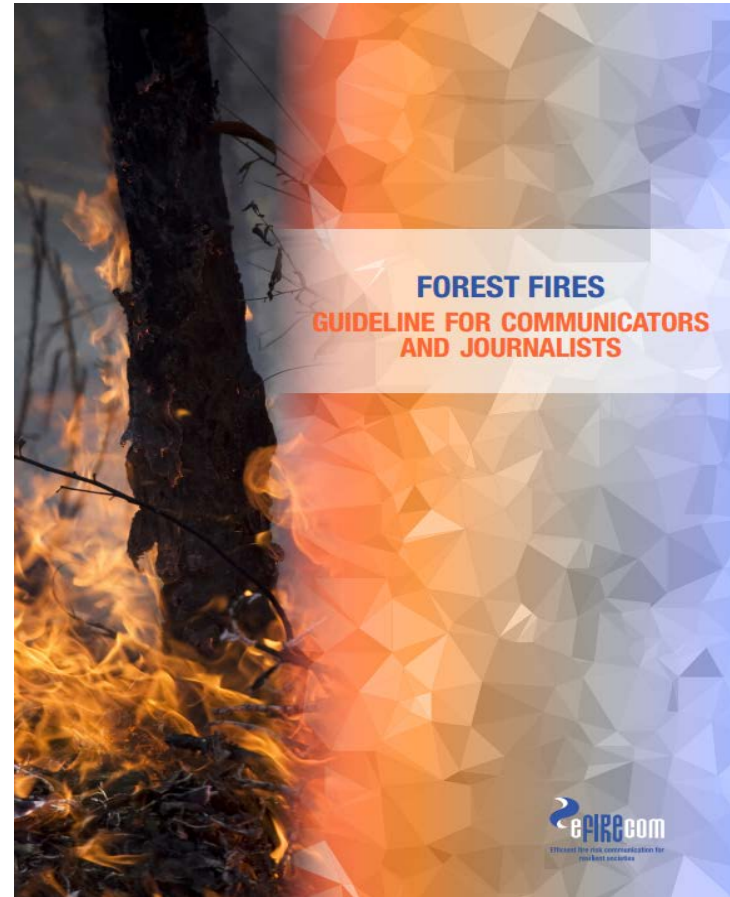
Short book



(general public)

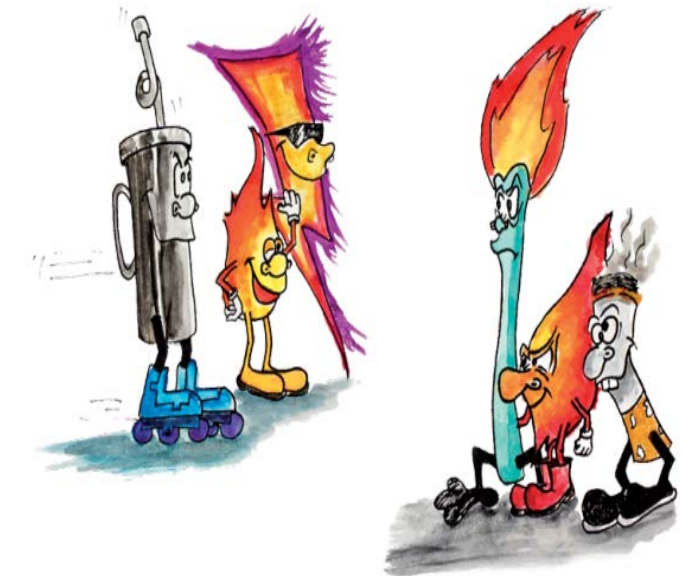
Understand the problem

Guideline



(journalist & media)

Storybook



**Baby Burn and Fierce Flame,
from fire to forest fires.**

We also prevent wildfires with fire!

(students and youth)

Some outputs...

Assess the problem



Policy brief

Policy Brief | December 2016

eFIRECOM

FOREST FIRES: Creating a resilient society

NEED FOR A NEW PARADIGM

Fires are a natural phenomenon in the Mediterranean region, however it becomes a serious threat when half a million hectares burn per year. The population is largely unaware of the risks 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 prevention and suppression, especially near houses situated close by forested areas. Therefore, it is essential to raise individual awareness on the risk exposure and individual self-protection capacity, in order to reduce the social, economic and environmental costs of wildfire.

WHY FORESTS BURN

Forest fires in the Mediterranean are 95% human-induced, mainly through negligence and accidents, such as agricultural fire escapes, machinery sparks, camp fires and smokers.

2.6% of the wildfires are classified as large wildfires, however these are responsible for 80% of the total area burned every year. The ignition, combined with ideal weather conditions (temperature above 30°C, wind speed greater than 30km/h; relative humidity below 30%) and a high quantity and continuity of combustible vegetation cause the fire to spread quickly, which can be disastrous.

Coupled with these factors, future climate predictions will favour more frequent, high intensity forest fires.



(politicians)

Self-evaluation guide

I live in a forest area or close by:

Is my home at risk in the event of a forest fire?



Read on to find out more about this hot topic!

(community at risk)

Recommendations

The forest fires risk in my municipality



RECOMMENDATIONS & KEY POINTS
aimed at the municipal technical services

(Municipality at risk)

eFIRECOM Consortium:



Co-financed by:



Humanitarian Aid
and Civil Protection

All the results are available at: <http://efirecom.ctfc.cat>



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Thanks for your attention



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