



FIREURISK - DEVELOPING A HOLISTIC, RISK-WISE STRATEGY FOR EUROPEAN WILDFIRE MANAGEMENT

Grant Agreement Number: 101003890	
Call identifier: H2020-LC-CLA-2018-2019-2020	
Topic:	LC-CLA-15-2020 Forest Fires risk reduction: towards an integrated fire management approach in the E.U.
Instrument:	RIA

D6.6 Communication plan - v.1

Deliverable Identifier:	D6.6
Deliverable Due Date:	30/09/2021
Deliverable Submission Date:	28/09/2021
Deliverable Version:	v.1.2
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Work Package:	WP6 - Policy integration & outreach- Networking & dissemination
Task:	Task 6.3 - Communication and Dissemination
Dissemination Level:	<input checked="" type="checkbox"/> PU: Public



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003890.

	<input type="checkbox"/> CO: Confidential, only for members of the Consortium (including the Commission Services)
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Revision History

Version	Date	Edited by	Description
v.0.1	01/09/2021	Kira Keini, Scienseed	Document Content outline / structure
v.0.2	07/09/2021	Kira Keini, Scienseed	Draft version
v.0.3	07/09/2021	Suresh Chithathur Raman, Scienseed	Complete version formatted according to template
v.0.4	14/09/2021	Kira Keini, Scienseed	Complete version
v.0.5	15/09/2021	Suresh Chithathur Raman, Scienseed	Revised final version from Scienseed
v.0.6	16/09/2021	Klelia Petrou, EUC-Cerides	Complete draft review by WP6 Leader
v.0.7	20/09/2021	Kira Keini and Suresh Chithathur Raman, Scienseed	Revision based on WP6 leader comments
v.0.8	21/09/2021	Kira Keini and Suresh Chithathur Raman, Scienseed	Completed draft
v.0.9	22/09/2021	Klelia Petrou, EUC-Cerides	Review by WP6 leader
v.1.0	22/09/2021	Kira Keini and Suresh Chithathur Raman, Scienseed	Final version for quality review
v.1.1	23/09/2021	Juli Pausas, CSIC	Quality Board approval
v.1.2	27/09/2021	Kira Keini and Suresh Chithathur Raman, Scienseed	Final version for submission

Quality Control

Type	Date	Reviewed by	Approved/Comment
Internal	14/09/2021	Lucas Sanchez, Scienseed	Approved
Internal	16/06/2021	Klelia Petrou	Approved
Internal	23/09/2021	Juli Pausas, CSIC	Approved
Internal	28/09/2021	Vasileios Kazoukas, KEMEA	Approved

Executive Summary

This document includes the first version (v.1) of the communication plan created for the FirEURisk project. The Communication plan (v.1) is a strategy document containing the initial plan for communicating about the project and monitoring its progress to the external audiences. It includes the strategic guidelines, the mission and goals for the project communication, as well as a description of the key stakeholders and target groups for the FirEURisk project. In addition, it sheds light on the key messages designed for each of these groups. The plan also entails a list of envisioned concrete communication actions to be completed and their respective key performance indicators (KPIs), to ensure the effective evaluation and monitoring of the project communication efforts. Finally, it presents an initial timeline for communication throughout the duration of the entire project, with a focus on the first year of the project for this first version of the communication plan.

The communication plan will be internally monitored on a monthly basis and modified when seen necessary to ensure best possible support for achieving both the goals of communication as well as those of the entire project. Revised versions of this plan will be delivered to the European Commission by months 24 and 48 of the project.

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1 Introduction

1.1 Purpose of the document

The present document D6.6 “Communication plan-v.1” showcases the initial plan for communicating the FirEURisk project and its progress to its external audiences. It will guide all communications from and regarding FirEURisk, and be updated throughout the project to best serve the overall project goals. The communication plan describes the full toolkit which will be used for communication: the goals of communication, the targeted audiences, the key messages, channels of communication, communication actions and the schedule for communication during the four years (48 months) of the project.

Communication plays a crucial role in the development and successful completion of the project. In order for the wildfire risk management strategy currently developed in the FirEURisk project to reach its desired audiences and have a wide-reaching impact, efficient and consistent communication is needed throughout the duration of the project. The communication goals presented in section 3.3 are aligned with the general project goals, and their achievement will be closely monitored throughout the project by the responsible partners.

1.2 Structure of the document

This document is divided in 10 main sections. Following the introductory section, an initial situation analysis is described, based on which the latter parts of the communication plan have been developed. Then the document proceeds to present the strategic guidelines of the project communication plan – its goals and mission – after which it moves on to explain the key stakeholder and target groups of the project in section 4. In section 6, the communication channels used in the project are presented. Sections 6 and 7 showcase the key messages targeted at different audiences and actions for communicating the project. The timeline of the envisioned communication actions is presented in section 8, together with a summary of the different phases of communication in the FirEURisk project. The 9th section explains the compatibility of the external communication actions with the internal communication within the project consortium. In the final section of this deliverable, the FirEURisk the monitoring and evaluation routine for communication is described.

2 Situation analysis

A communication plan should always consider the context in which the project operates. The point of the situation analysis is to understand how the project can be positioned in relation to other similar projects, and how it is aligned with current societal discussions. The analysis also helps to identify potential gaps in public knowledge or understanding regarding the project topics, which supports this communication plan, ensuring that the project communication is as efficient as possible. The analysis not only studies FirEUrisk's external (section 2.1) but also internal conditions (section 2.2), for example the available resources and expertise within the project consortium. In addition, an initial SWOT analysis has been created to resume the most pressing challenges and opportunities of the project.

An advanced communication analysis will be conducted by the end of the first year of the project. The analysis will include a deeper study of issues affecting the communication activities in the field of wildfire risk perception and communication, as well as a comprehensive social media community analysis to understand better the communication around the project topics online in platforms such as Twitter.

2.1 External context

- **The pandemic:** The situation with the coronavirus pandemic from the initiation of the project (April 2021) and during the development of the initial version of the communication plan presents a challenge for both internal and external communications. The kick-off meeting of the project in April 2021 was held online, and the opportunities of the project partners for getting to know each other face-to-face are hindered. Also, the coronavirus pandemic is currently the most pressing topic in the media, which makes it difficult to receive wide external visibility for FirEUrisk, at least at the beginning of the project.
- **The DRR community in the EU (and beyond):** There's a strong disaster risk reduction (DRR) network in Europe consisting of international platforms as well as national focal points and offices. Some of these actors are already part of the consortium as partners. In addition, the partners have good connections to other DRR actors around Europe (and abroad). More connections and synergies can be built at conferences and events such as:
 - [European Forum for Disaster Risk Reduction](#), organised by the UN, the European Commission, Council of Europe and Portuguese National Authority for Civil Protection.
 - [International Conference on Forest Fire Research](#), organised by the consortium leader ADAI in November 2022. The conference brings together scientists studying all aspects of wildfire management from around the world.
 - [European Climate Change Adaptation Conference](#), organised by the European Commission, JPI Climate and the SINCERE, CASCADES and RECEIPT projects.
- **Related EU projects & initiatives:** There are a number of similar projects funded by the European Commission, namely those recently approved in the context of the Green Deal Programme. This gives

great opportunities for building a network and collaborations in the form of e.g., scientific papers and events (round table discussions, webinars and conferences). A detailed list of on-going EU projects which will be under continuous development has been presented in D6.1 (FirEURisk network establishment and register) submitted in M3. Examples of such projects are the following:

- WUIVIEW: The project is designing a virtual workbench service for analysing fire environments in the surroundings of buildings at the wildland-urban interface.
 - SAFERS (Structured Approaches for Forest Fire Emergencies in Resilient Societies): The project aims at making societies more resilient to forest fires. To meet this end SAFERS is creating an open and integrated platform featuring a forest fire Decision Support System.
 - CASCADES (Cascading climate risks: towards adaptive and resilient European societies): The project identifies how the risks of climate change to countries, economies and peoples beyond Europe might cascade into Europe. It does so by analysing how these risks interact with major challenges facing European societies.
 - Fire Climate Change Initiative (by ESA): Fire CCI focuses on fire disturbance including analysing and specifying scientific requirements relating to climate, developing and improving pre-processing and burned area algorithms, inter-comparison and selection of burned area algorithms, system prototyping and production of burned area datasets, and product validation and product assessment.
 - ROADMAP: The project, including the FirEURisk coordinating partner ADAI, is establishing a European “Doctrine on disaster risk and crisis management” founded on the mutual cooperation of scientific communities and disaster risk management authorities. The project is highly involved with the global DRR community.
 - FIRELOGUE (Cross Sector Dialogue for Wildfire Risk Management): The project aims to promote initiatives focused on exchanging knowledge and best practices, towards reducing the risk of fire. The project involves several FirEURisk partners: ADAI, SAFE Cluster, KEMEA, and University of Alcalá.
- **Networks:** The FirEURisk consortium has extensive connections to related networks and initiatives that can and should be leveraged for project communication purposes. Examples of networks for potential collaboration are the FIRE-IN pan-European network and the MEDEA regional network of security practitioners. Establishing collaboration with these and their participation FirEURisk networking events is being planned by the consortium partners. Other networking opportunities and initiatives will also be considered, for example the H2020 Coordinators’ Day on September 7th 2021, as well as other networking initiatives proposed by the EU/PO.
 - **Related knowledge infrastructures & associations:** To capitalise on the project findings, the consortium can share its results on different knowledge infrastructures (e.g. EFFIS infrastructure, European Commission Disaster Risk Management Knowledge Centre, Copernicus EMS, Directorate-General for European Civil Protection and Humanitarian Aid Operations) and with relevant international (International Union of Forest Research Organisations [IUFRO], Food and Agriculture Organization [FAO], Critical Ecosystem Partnership Fund [CEPF]) and European (Federation of the European Union Fire

Officers Associations [FEU]) associations of professionals. These stakeholders will be reached out to via webinars, round-table discussions, meetings and demonstration events.

- **Newsworthiness:** The topic of the project is very newsworthy because it is related to people's lives in a very specific way. Wildfires are usually covered by the media every summer as they affect natural resources and often result in human casualties and loss of properties. Partners of the project consortium also have good established connections to the media at both local and national levels, as they are regularly asked to comment on wildfire management policies or related current events.
- **Public perceptions on wildfires:** There is extensive scientific literature available from different EU and non-EU countries about public perceptions on wildfires (such as [Doerr & Santín 2016](#); [Lidskog et al. 2019](#), [Ryan & Hamin 2008](#) and [Palaiologou et al. 2021](#)). From the communication point of view this is a huge asset, because it helps in the definition of engaging and attractive key messages to target the FirEURisk project's stakeholders.
- **Stakeholders:** The FirEURisk project has multiple stakeholders and target audiences (presented in section 4 of this document) which can be challenging from the point of view of prioritising and putting enough focus on all of the different groups. The most challenging stakeholders, that need particularly carefully planned targeting, are listed below.
 - A key stakeholder in this project are policymakers. Understanding the political context in which decisions regarding climate action and wildfire and disaster risk reduction are made is a clear challenge from the communication point of view. There are five main factors that need to be considered when designing the communication actions to target policymakers:
 - Identifying the key players (individuals or groups involved in the policymaking process),
 - the role and power of each of these players,
 - understanding their position towards policymaking on wildfire and disaster risk management,
 - and the public perception regarding the policies on this topic.
 - Timing is also an issue when trying to influence science-based decision-making.

The process of influencing political decision-making is a complicated matter even on a national level, and furthermore the broad international scope of the project makes reaching out to this key stakeholder group particularly complicated. However, recognising these possible pitfalls and challenges is the first step towards successful communication towards policymakers.

- Another important stakeholder group of FirEURisk includes civil protection agencies. Here, one of the key issues to consider is how to engage these stakeholders in a way that ensures their willingness to accept potential novel solutions or information created within the project. Based on the project partners' previous experience from communicating related topics to groups such as firefighters and first responders, it can be challenging to convince these professionals with

established and deeply rooted practices to reconsider their way of doing things.

- Members of the general public, particularly those living in areas that are prone to wildfires, need to be made aware of the project outcomes in order to support their preparedness and resilience to these kinds of disasters. In addition to reaching out to currently vulnerable communities, it is important to raise awareness amongst the wider society, as the risk of wildfires can be present in the future also in countries in which wildfires have until now been more a rarity than a given. Special attention has thus to be paid to the communication efforts aimed at this stakeholder. Paid and organic campaigns on social media will be designed to reach out to a large group of people as possible in the pilot sites but also, if possible, more widely in the member states of the EU. Content in social media as well as in different multimedia materials, such as animations, videos, and brochures will be translated to diverse languages whenever needed. If required, other more direct methods, such as face-to-face meetings, will be organized in the pilot site countries and regions to reach people that are exposed to the risk of wildfires but are less familiar with the internet and social media.

2.2 Internal context

The consortium gathers 38 partners from diverse sectors of society: research centres, national weather services, national civil protection agencies, fire and forest departments, natural parks and protected area managers, decision makers, forest owners and companies. As many of the project partners represent the end-users of the FirEURisk innovations, their knowledge and expertise are key for the success of the project, also from the communication point of view. The initially identified internal resources available from the point of view of communication are the following:

- The variety of partners provide the consortium diverse knowledge about different nuances and details that can be valuable for the project. They also have important networks that can be leveraged to facilitate external communications.
- Most of the project partners are public institutions and research centres, which means that they have communications departments that can help amplify the FirEURisk message across Europe and beyond in multiple different languages to reach a wide range of people both in and outside Europe.
- Many of the partners of the consortium have extensive experience and background knowledge from similar EU projects on the topic of wildfires.
- The FirEURisk communication partner Scienseed has relevant technology to advance the communication efforts of the project. An example is a community building software developed by the company that can support gathering a large population of key followers around the project accounts on social media as well as conducting comprehensive analyses for gaining appropriate understanding of the follower communities.
- The project partners located outside of Europe (Bushfire and Natural Hazards CRC Ltd in Australia, and University of Alberta in Canada) help broaden the scope of the project. Wildfires aren't restricted to

certain parts of the world, which makes the participation of partners with state-of-the-art expertise from other continents in the consortium a valuable asset.

2.3 SWOT analysis for the communication plan

In addition of listing the most relevant actors and factors regarding the internal and external context of the project, an initial analysis of the diverse strengths, weaknesses, opportunities, and threats (SWOT) has been created (see Table 1 below) to understand the possibilities and risks related to the project as well as their potential impact the designed communications actions.

Table 1. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • The amount and variety of stakeholders in the consortium helps in spreading the FirEURisk messages. • The consortium has strong expertise from similar projects and initiatives and good networks to relevant institutions and actors around Europe and globally. • The importance of communication for the success of the project is widely acknowledged across the consortium. • Many end-users of the project are involved in the consortium as third parties or partners. 	<ul style="list-style-type: none"> • The key communication materials need to be translated into a number of European languages, which can slow down the publication of certain materials. • There are many different stakeholders and target groups that need to be made aware of the project. If prioritising isn't done, the societal impact of the project can remain shallow. • The vast number of partners in the consortium can present challenges for internal communication and decision-making.
Opportunities	Threats
<ul style="list-style-type: none"> • The project deals with a topic that usually gains a lot of media attention and interests the general public, which is a great starting point for communication. • Success of the project depends largely on communication and dissemination. An active promotion of the project and its outcomes can help in creating wide-reaching impact across society. 	<ul style="list-style-type: none"> • The project topic is annually in the media, which can make it difficult to get wide-reaching media visibility for FirEURisk. • Reaching relevant stakeholders in different countries might be challenging because of language issues. • The space obtained by the coronavirus pandemic in the media may create difficulties to reach wide external visibility for FirEURisk, at least during the first months of the project.

After analysing the balance of these different visions involved in the project, we believe that the strong expertise of the consortium in similar projects and the fact that all partners recognise the importance of communications for the success of the project will be key to overcome challenges that, for example, the multitude of stakeholders around and within the project can create. In addition, special attention will be paid to the multilingual approach of the project that can affect the success of some of the communication efforts.

3 Strategic guidelines for communication

Before moving on to explain the envisioned concrete communication actions to be completed within the project, the goals and mission of the project communication plan are presented in this section. All communication actions in the FirEURisk project will follow these guidelines, to ensure that the planned actions are focused, influential and well aligned with the overall project aims.

Communication mission:

To raise awareness among the project stakeholders on the importance of taking a comprehensive approach to wildfire risk management.

Communication goals:

- To raise public awareness on the risks posed by extreme wildfires in wildlands and in urban areas that are in or near wildlands.
- To promote a new culture of wildfire risk assessment, reduction and adaptation in light of global and climate changes.
- To highlight the potential and foster the acceptance of the solutions developed by FirEURisk in the context of wildfire risk reduction and adaptation.
- To show how European collaborations promote innovation and make a positive impact on European society.

4 Stakeholders and target audiences

FirEURisk has a variety of stakeholders (audiences that the desired impact is achieved with) and target audiences (audiences that the project is communicated to), each with different interests and profiles, that are considered while developing and updating the communication plan.

Below, in Table 2, we define the relevance between each of the stakeholders and target groups, their interests towards the project, as well as the specific channels, materials and actions envisioned for reaching them in the most efficient and timely manner. The different challenges related to the communication towards some of these audiences have been explained in the situation analysis in section 2.

In addition to the channels and actions listed below, all stakeholders will be reached out to via social media (Twitter, LinkedIn, and YouTube), the project website, a motion graphic animation, video(s), and brochure(s). More detailed descriptions of the different channels, materials and actions are provided in section 5.

Table 2. Stakeholders & target audiences of the FirEURisk project

Stakeholder/target audience	Example profile	Relevance for FirEURisk	Stakeholder/target audience's interest for FirEURisk	Channels, materials & actions
Policy and regulation makers (EU, national & regional level)	Policy makers working amongst EU forest policy and risk management policies, land management regulators	Policy makers on different levels have direct influence over regulations on forest use and management.	FirEURisk can provide them with recommendations and tools for improved policies regarding wildfire risk management.	Policy briefs and factsheets, infographics, webinars, round-table discussions
Scientific community	Researcher working in a related project funded in the Green Deal Programme.	Fostering collaborations within the EU as well as internationally, attracting external knowhow to benefit the project.	Receiving new holistic information about wildfire risk management, building collaborations with the diverse stakeholders in the FirEURisk consortium.	Direct contact, research papers, newsletter, infographics, webinars, round-table discussions, conferences

First responders (e.g. civil protection, fire officers, forest department pilots, military)	Fire officer in a Portuguese town, working in local civil protection.	First responders have first-hand experience from wildfire risk management and training. They can apply the FirEUrisk solutions in practice.	Having clear, consistent and efficient protocols about wildfire prevention, preparedness, and management.	Training materials and operational guidelines, training on our pilot sites, newsletter, press actions (see section 5), webinars, round-table discussions
Landowners and managers (e.g. private and public landowners, forest managers, land tenants, local authorities)	Forest manager in Germany. Makes decisions about the use and management of certain forested areas.	Land managers have direct influence on land use and management. They can implement the wildfire risk management system on their lands.	Receiving valid assessments on the effects and costs of different management options, understanding which ones work best for them.	Newsletter, press actions, webinars, round-table discussions
Local communities affected by wildfires	Citizen living in a peri-urban area in Greece, in which wildfires occur regularly.	Testing and assessing communities' vulnerability and coping capacity in the case of wildfires and strengthening their adaptive capacities and overall resilience at the wildlife-urban interface (WUI).	The solutions designed in FirEUrisk can help reduce the impacts of wildfires on local communities.	Training materials, preparedness and safety measures, press actions, infographics
General public (e.g. citizens of urban and rural communities, teachers and local leaders)	Citizen in Sweden who has seen and read news about wildfires but doesn't have personal experience on the topic.	Raising awareness around the project topics in Europe, also in areas in which the risk of wildfires isn't currently very high. Wildfires affect more and more countries and thus reducing their impacts will benefit a vast amount of people.	Staying safe. Understanding how to act in the case of wildfires. Recognising the circumstances in which wildfires occur and thus being able to avoid (causing) them.	Press actions, infographics

Civil society (e.g. professional bodies, scouts, foundations, training centres, charities, NGOs)	Training centre for first responders in Southern Spain.	They can channel the outputs of the project in the training they provide.	Minimising the impact of wildfires in their area of operation. Providing the best possible training, incl. protocols and strategies that have been proven to work efficiently, to first respondents.	Training materials and operational guidelines, press actions, webinars, round-table discussions, training on our pilot sites
Industry (e.g. pulp and paper, communication and power, house construction, tourism, insurance, equipment developers)	Large company working in the pulp & paper industry located in Portugal, but with international sales	Ensuring the exploitation of the project outcomes and the development of novel industrial innovations; building new collaborations.	Understanding the economic impacts of wildfires and how to prevent and prepare for them supports efficient production planning and helps in securing income & jobs.	Guidelines on the protection of industrial areas, campsites and power lines, infographics, webinars, round-table discussions, conferences

The relevance of the different target and stakeholder groups may vary during the course of the project, which is why their priority can also change as FirEURisk moves forward. The importance of each stakeholder will be continuously monitored, and emphasis in the communication efforts will be adjusted accordingly.

5 Channels of communication

The multitude of stakeholders and target audiences identified for the project requires using a variety of channels for reaching out to them. In this section we describe the key communication channels and materials used in the project.

5.1 Website

The project website will function as the homebase for all FirEURisk related information, materials and resources. Different audiences will always be encouraged to visit the website for more insights and details about the project. All the multimedia materials produced within the project, as well as relevant information for press actions, will be published on the project's website. In addition to more static, general information (what FirEURisk is about, who are the project partners, how the project will progress), the website will include a blog/news section, explaining interesting news and activities completed within FirEURisk as well as other societal topics and phenomena surrounding the project. The blog will be updated regularly, at least 4 times per year during the first year of the project and revised based on the results and updates from the project in the further versions of the communication plan. In addition to this rhythm of publication of blogs, the website will be updated on a monthly basis, including adding of resources and published materials, media hits, and newsletters on the web, as well as maintaining an actively updated social media plug-in on its home page.

5.2 Social media

Social media is a key channel for promoting FirEURisk, particularly because of the international nature of the project. As the project's stakeholders and audiences are located in different countries around Europe and beyond, social media is one of the best ways of targeting people across country borders. In addition, information about different natural disasters (wildfires included) is often quickly spread on social media, which makes these channels great for gathering relevant data about communication related to the project topics. A comprehensive social media strategy will be created at the beginning of the project, in which the uses of different channels and the audiences targeted via these channels are described in more detail.

The project has accounts in Twitter, LinkedIn and YouTube. Even though Facebook was also considered as a potential social media channel to be created for the project, it was finally rejected because it was recognised that the key stakeholder groups targeted are most present in Twitter and LinkedIn. During the project the situation will be re-evaluated with the help of thorough social media community analyses. In case there are clear gaps in reaching the desired target groups, additional social media accounts can be created for the project. Updates on social media will be given at least twice a week, starting during the first year of the project, with an aim to build a community of at least 5000 followers by the end of the project.

The purpose of each of the chosen social media channel is explained below.

5.2.1 Twitter

The aim of the FirEURisk Twitter account ([@FirEURisk](#)) is to generate interest around the project topics and reach out to (potentially) interested stakeholders. As Twitter is an extremely up-to-date social media channel, particularly when it comes to topical events such as natural disasters, it will be used to stay on top of current wildfire related conversations and to promote the progress of the project on a weekly basis. An editorial calendar will be created for each month, including content about both FirEURisk as well as related topics. In addition to content publication, regular community management will be done to foster interaction and engagement amongst the project's followers. The project's Twitter account is used to reach out to most of the target audiences. Also, to serve the aim of promoting the project research and activities, all partners' accounts will be followed, and their project-related tweets will be retweeted by the project Twitter account.

In addition, the possibility of using an already existing Twitter account called [@AgainstDisaster](#), which is run by Scienseed and focuses on disaster risk reduction (DRR), will be explored for communicating the FirEURisk topics in a popular and engaging way. All FirEURisk tweets will be systematically retweeted from the Against Disasters account. As of 2021, the account has more than 6,000 followers interested in DRR, which makes it an efficient channel for reaching out to an already engaged audience.

5.2.2 LinkedIn

The FirEURisk LinkedIn account will be used particularly to reach out to industrial and in some cases academic stakeholders, share information about open job positions within the project and promote FirEURisk's innovation potential. Other content topics include interesting project phases, findings and activities or events.

5.2.3 YouTube

All audio-visual materials produced in FirEURisk, such as the initial motion graphic animation to present the project and the final video to wrap the project up, will be uploaded to the project's YouTube channel. The links to the different materials will be distributed via Twitter and LinkedIn, and the videos will also be embedded on the project website.

5.3 Press actions

As disaster risk reduction is a topic that is relevant for an increasingly large number of people in Europe and globally, FirEURisk has good possibilities of attracting visibility in the press. International media coverage can support reaching a wider audience, which is why special attention will be paid on press efforts within the project.

A comprehensive press strategy will be drafted for FirEURisk during its first year and updated regularly as the project progresses. The strategy will include an analysis of key moments and seasons during which the project topics will most likely gain attention in the media. Summers are a good example of such timely periods, given that a majority of wildfires take place during warm dry seasons.

Press releases will be written and distributed along newsworthy events. Contacts to relevant journalists and media outlets will be built from the outset of FirEUrisk to ensure mutually beneficial press relations throughout the project. A press kit, including a brief text presenting the project, a factsheet, images and an infographic to provide material to interested media outlets and journalists, will also be prepared and published on the project website during the first year of the project.

5.4 E-newsletter

An e-newsletter gathering relevant project updates and information about FirEUrisk will be designed during the first year of the project. Interesting news and findings related to the project topics could also be covered in the newsletter. Subscription to the newsletter will be promoted via social media and the consortium's networks. The newsletter will be sent out at least once a year.

5.5 Printed and audio-visual materials

A number of materials to present the project and its findings will be created in FirEUrisk. During the first six months of the project, a motion graphic animation, a brochure and an infographic poster have been designed. Brochures and reports will be designed throughout the project as necessary. A final video will be created towards the end of the project to summarise the progress and achievements of FirEUrisk.

6 Communicating key messages

As the different audiences of the project come from various fields and sectors of society, same types of communication and messaging will not be effective for different groups. That is why we have defined different key messages for each of the previously presented stakeholder groups. Even though there are materials and communication actions that are targeted to more than one stakeholder group at a time, the take-home-messages for different audiences, described below in Table 3, will be considered when completing the varied communication efforts of the project.

Table 3. Key messages for different target audiences

Audience	Key messages
Scientific community	<ul style="list-style-type: none"> The FirEURisk consortium brings together pioneering institutions in the field of wildfire science from around the world. A comprehensive strategy, combining good practices on wildlife risk management from around the world, will be developed within the project.
First responders	<ul style="list-style-type: none"> The FirEURisk project supports improved preparation, prevention and management of wildfires. It aims to minimise human casualties and environmental losses. First responders' expertise and first-hand experience from managing wildfires is key for the creation of best possible wildfire management strategies within the FirEURisk project.
Landowners & managers	<ul style="list-style-type: none"> FirEURisk provides research-based information about the impact and costs of different management and policy options, ecological vulnerability of areas, and interactions between wildfire load hazard and forest management. FirEURisk will provide guidelines on the management of rural areas and the restoration of burned areas to minimise the risk of wildfires considering future scenarios due to climate and other changes.
Local communities affected by fires	<ul style="list-style-type: none"> Adoption of the FirEURisk outcomes can reduce the impacts of wildfires on local communities. A smartphone application will be developed in FirEURisk to help improve wildfire risk awareness in wildfire risk areas.
General public	<ul style="list-style-type: none"> More and more areas in Europe will face wildfires in the future. The FirEURisk project is developing tools for more efficient wildfire risk assessment, reduction and adaptation. The FirEURisk project is developing a smartphone application that will help improve wildfire risk awareness in wildfire risk areas.
Civil society	<ul style="list-style-type: none"> The FirEURisk project aims for reducing the impact of wildfires on humans, infrastructures and the environment. It supports improved preparation, prevention and management of wildfires. The support of the civil society is key for the implementation of the FirEURisk solutions in practice.

Policy & regulation makers	<ul style="list-style-type: none">• The FirEURisk project supports improved preparation, prevention and management of wildfires. Its outcomes could minimise human casualties, as well as infrastructural, environmental and economic losses.
Industry	<ul style="list-style-type: none">• The FirEURisk project entails a lot of innovation potential: its results and outcomes can be exploited for the creation of relevant novel technologies, tools and services.• FirEURisk enables improved preparation to and management of wildfires threatening industrial areas and can thus reduce their economic impacts.

7 Actions & KPIs

To ensure a timely and effective implementation of the different communication actions, a set of Key Performance Indicators (KPIs) to monitor the success of the actions needs to be put in place. Only by following the accomplishment of these KPIs it can be ensured that the project communication plan is fulfilling its goals and, if needed, corrective actions are taken.

Table 4. Communication actions and KPIs

Activity	Action	Quantity/frequency	Creation KPI	Impact KPI
Communication plan	Creation of plan	1	Delivered by the end of M6 (Sep 2021)	-
	Revisions of plan	4 (once per each project year)	Updated plan delivered: 1) by the end of M24 (Mar 2023) 2) by the end of M48 (Mar 2025)	-
Communication analysis	Analysis	At the beginning of the project	Analysis conducted by M12	
Press	Press strategy	1 (+ annual revisions)	Has been created by M6 (Sep 2021)	-
	Contacts to consortium partners' press offices	Database of 38 contacts	All partners to be contacted by end of M6 (Sep 2021)	All contacts have responded with the contact information of press/comms

	Dedicated/tailored journalist database	In addition to existing media databases of each partner, Scienseed will create dedicated database of >100 contacts relevant to FirEUrisk (min. 90 general media contacts + min. 10 specific media contacts focusing on DRR, climate or the environment)	Database has been created by end of M5 (Aug 2021)	Dedicated/tailored journalist database
	Press releases	12 press releases to be sent to the media (journalist databases)	3 press releases to be sent each year (includes international press releases about the whole project and partner institution press releases containing FirEUrisk-related news of local/national scope)	>50 media appearances
	Press reactions	Yearly monitoring of current news (wildfire, policy...) to establish media relations (e.g. story pitches, interview opportunities...)	Google alerts for relevant news keywords created by M6 Contacting of journalists is dependent on current affairs.	Press reactions
Visual ID + applications	Visual ID	1	Designed by KOM (Apr 2021)	-
	Powerpoint & Word templates	1/template	Created by KOM (Apr 2021)	-
	Poster template	1	Created by KOM (Apr 2021)	-

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Project website	Creation of website	1	Website has been published in M6 (Sep 2021)	5,000 visits in total throughout the project (200 visits per month by the end of the project)
	Website maintenance	Continuous		
	Blog posts	4 per project year	4 blogs published each project year	1,000 visits to blog posts in total throughout the project
Social media (SM)	SM strategy	1	Created by M6 (Sep 2021)	
	Setup of SM channels: Twitter, LinkedIn, YouTube	At the beginning of the project	Set-up done by M6 (Sep 2021)	At least 5,000 followers in total by the end of the project
	SM campaigns	At least 4 in total (once a year)	4 campaigns throughout the project	At least 50,000 impressions in total
	Regular community management	Continuous	Posting of original content, at least: - 2 Tweets/week (starting with this rhythm during the first year of the project) - 1 LinkedIn post/month	Around 0,2-0,4% engagement rate per month on Twitter Around 0,5-1 % engagement rate per month on LinkedIn
Audiovisual materials	Motion graphic	1 at the beginning of the project	Has been delivered by M6 (Sep 2021)	2,000 views in total for the videos by the end of the project
	Final video	1 at the end of the project	Delivered by M48 (March 2025)	

Printed materials	Infographic poster	1	Has been delivered by M6 (Sep 2021)	- Poster presented in 3 conferences or meetings - 800 visits online by the end of the project
	Brochure	1	Has been delivered by M6 (Sep 2021)	800 visits online by the end of the project and a suitable number printed and distributed according to partner requirements
Newsletter	Template	1	Created by M9 (Dec 2021)	
	Sending the newsletter	Once per project year	4 newsletters throughout the project	- 150 subscriptions by the end of the project - An average opening rate of 20% - An average click-through rate of 2-3%
Networking	Liaisons with other EU funded projects	During suitable milestones	At least 6 projects/initiatives/similar liaised with by the end of the project	
Events (roundtable discussions, conferences, webinars)	Liaisons with other EU funded projects and stakeholders	The public agenda events such as webinars, roundtable discussions, industrial events will be organised throughout the project duration	The number of events will be concreted as the project proceeds	At least 20 participants/registrations per event

The impact of the different actions and their KPIs will be closely monitored throughout the project. More information about the monitoring routine can be found in section 10.

8 Timeline and phases of communication

8.1 Phases of communication

1st year: Project presentation

The first year of the project will focus on introducing the project to different audiences. The project presentation phase includes the creation of a distinctive visual identity, setting up the communication infrastructure (website, social media channels, newsletter) as well as the design of presentation materials (motion graphics, poster infographics, brochure) for the project. In addition, an advanced communication analysis will be conducted to study the issues affecting the communication activities in the field of wildfire risk perception and communication.

2nd and 3rd year: Report on project activities

The actions in this second phase aim at building continuous awareness around FirEUrisk and reporting about its progress. This phase focuses on the creation of several regular communications actions, such as the implementation and monitoring of a comprehensive social media strategy, as well as the maintenance and publication of content, such as blog posts, on the project website. In this phase different press actions will also be completed, including producing and distributing press releases as well as writing articles in suitable newspapers, magazines and online science dissemination platforms upon noticeable project achievements. On-demand materials will be created for organised events as necessary.

4th year: Final events and project results

Activities in this final phase are dedicated to explaining the overall results and performance of the project as well as maximising the implementation of FirEUrisk outcomes, methods and procedures. To achieve this different multimedia materials will be created to present the project outcomes to the different stakeholders. These include a final video, brochures, policy briefs and recommendations, a layman report as well as a final social media campaign, among others.

8.2 Timeline of communication actions throughout the project

ACTIVITY	ACTIONS	YEAR 1 (2021-2022)				YEAR 2 (2022-2023)				YEAR 3 (2023-2024)				YEAR 4 (2024-2025)			
		01-03	04-06	07-09	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33	34-36	37-39	40-42	43-45	46-48
		APR MAY JUN	JUL AUG SEP	OCT NOV DEC	JAN FEB MAR	APR MAY JUN	JUL AUG SEP	OCT NOV DEC	JAN FEB MAR	APR MAY JUN	JUL AUG SEP	OCT NOV DEC	JAN FEB MAR	APR MAY JUN	JUL AUG SEP	OCT NOV DEC	JAN FEB MAR
Communication strategy	Creation of strategy	DEL m06															
	Revisions							DEL m24									DEL m48
Communication analysis																	
Press	Press strategy																
	Content database																
	Press releases																
Visual ID + applications	Visual ID																
	PPT & Word template																
	Poster template																
Website	Creation of website																
	Maintenance of website																
	Blogs																
Social Media	Creation of channels																
	Regular																
	Campaigns																
Newsletter	Setup & Templates																
	Sending out newsletter																
Multimedia materials	Motion graphic	DEL m06															
	Poster infographics, brochure	DEL m06															
	Final video																DEL m48

DEL= Deliverable

8.3 Timeline of communication actions for first year

		YEAR 1 (2021-2022)											
		01	02	03	04	05	06	07	08	09	10	11	12
		APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
ACTIVITY	ACTIONS												
Communication strategy	Creation of strategy						DEL						
	Revisions												
Communication analysis													
Press	Press strategy												
	Press releases												
Visual ID + applications	Visual ID												
	PPT & Word template												
	Poster template												
Website	Wireframes												
	Content Layout												
	Copywriting												
	Maintenance of website												
	Blogs												
Social Media	Creation of channels												
	Regular (editorial calendar +community management)												
	Campaigns												
Newsletter	Setup & Templates												
	Sending out newsletter												
Multimedia materials	Motion graphic						DEL						
	Poster infographics, brochure						DEL						

DEL= Deliverable

9 Compatibility of communication actions with internal project communication

Given the size of the project consortium, diverse nature and the involvement of a plethora of stakeholder groups as part of the partners, it is crucial to identify the points of interaction between the internal project communication and the external communication actions detailed in this report.

As a general guideline, all internal project communication is to be carried out through channels established in accordance with the project's management principles. In particular, the use of emails for conversation between partners and a dedicated Sharepoint platform for the exchange of material is being followed for FirEURisk and the same will be used for conveying the timely communication actions by Scienseed to the consortium and for material revisions.

To streamline the process of revision of certain key communication materials developed by Scienseed that concern some or all partners of the consortium, it has been established that these materials will be shared with the members of the project's Steering Committee (SC) for their approval prior to their widespread dissemination and submission, if any, to the European Commission. Additionally, this communication plan and its future versions will be shared with other members involved with developing the project's dissemination and exploitation plan in order to harmonise the two documents.

10 Impact & monitoring

This communication plan is a living document - it will be revised regularly and modified whenever necessary. Official revisions will be delivered to the European Commission in months 24 and 48 of the project (March 2023 and March 2025, respectively).

Monitoring of communication actions and their impact will be done at following intervals:

- Monthly by the communication leader Scienseed at internal meetings, during which the actions of the previous and upcoming month are revised and defined.
- Quarterly as part of the periodic reporting to the consortium and the commission to revise the previous three months.
- Annually at the project's general meeting with the consortium to revise the previous year and review and plan the actions for the upcoming year.
- At the end of each reporting period (months 18, 36 and 48) where a detailed look at the actions and their impact are presented to the commission for review.

To ensure that the communication actions are in line with the goals of the project and that their performance can be thoroughly monitored, each action will be given concrete objectives and key performance indicators before their completion. The following questions will be considered for each action:

- Which overall communication goal(s) does the action/material advance?
- What are the objectives of the particular action? (Considering the S.M.A.R.T principles a.k.a Specific, Measurable, Achievable, Relevant, Time-focused)
- What are the target groups of the given action/material?
- How do we know the action/material has been successful, i.e., what are its KPIs?

11 Conclusions

This document D6.6 “Communication plan” has presented the initial plan for communicating about the FirEURisk project to external audiences. It will function as the basis for all communication endeavours regarding the project and guide the partners of the consortium in their communication actions during the four years of the project.

A communication plan is a constantly living document. This plan will be regularly monitored and updated as the project progresses, to ensure efficient, timely and engaging communication about FirEURisk to its different stakeholders and target audiences.

12 References

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