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RESISTANT

Crisis Training Platform

Training and Knowledge Sharing Platform for First Responders and Educational Tools for students' and citizens' awareness and preparedness against Natural and Manmade Disasters and Risks

D4.1 RESISTANT dissemination plan

Workpackage: WP4 – Dissemination and Communication

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RESISTANT Project Profile

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Abbreviations and acronyms

Operational Objectives	OO
Augmented Reality	AR
Virtual Control Room	VCR
Non-governmental organization	NGO
Strategic Objective	SO
Expected Outcomes	EO

Executive Summary

RESISTANT is an 18-month duration project co-funded by the Union Civil Protection Mechanism Programme (UCPM-2020) under grant agreement no. 101017819.

The overarching objective of the RESISTANT project is to build the first European Crisis Training Platform to train first responders through threefold comprehensive training: educational training with the state-of-the-art knowledge in safety, including tools for characterisation of hazards and associated risks, operational training on mock-up real scale transport, and innovative virtual reality training reproducing the entire accident scenarios, intervention strategies and tactics, including the whole chain of command and communications between all members of the first responders team, facility managers, and public (e.g. volunteer fire fighters, school children, citizens with disabilities). RESISTANT will also put in place a virtual 'agora' for first and second responders, academia, market practitioners, volunteers and other civil protection stakeholders to share knowledge and exchange best practices, especially in cross-border crisis management. The 'agora' will facilitate discussion and contribute towards the development of a common prevention and protection culture.

The main purpose of this document is to ensure that the project outputs and tangible outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, via appropriate tools and channels, and that those who can contribute to their development, evaluation, uptake and exploitation can be identified and encouraged to proactively interact with the project on a regular and systematic basis. This document serves as a guideline to the RESISTANT Consortium for the Dissemination and Communication activities to be carried out in the context of this project. It provides a reference framework for evaluating the impact of communication and dissemination activities carried out until the termination of the project.

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1 Introduction

1.1 About the project

RESISTANT (Training and Knowledge Sharing Platform For First Responders and Educational Tools for students' and citizens' awareness and preparedness against Natural and Manmade Disasters and Risks) is an 18 months project that has been started on 01/01/2021 and is implemented by a consortium led by the International Hellenic University – IHU (Greece) in cooperation with the Association of officers and sub-officers with university degrees of Hellenic Fire Corps -E.P.A.Y.P.S. (Greece), Konnekt-able Technologies Limited, Greek Branch – KTGR (Ireland), Military academy „General Mihailo Apostolski“, Skopje – MAGMA (North Macedonia), Croatian Crisis Management Association – CCMA (Croatia), Evia Rescue Team – S.A.R. 312 (Greece) and Rescue Team DELTA – RTD (Greece). The project is co-funded under the **Union Civil Protection Knowledge Network: Network Partnership (UCPM-2020-KN-AG) call of the Union Civil Protection Mechanism.**

RESISTANT's aim is to build the first **European Crisis Training Platform** to train first responders through threefold comprehensive training:

- **educational training** with the state-of-the-art knowledge in safety, including tools for the characterization of hazards and associated risks,
- **operational training** on mock-up real scale transport, and
- **innovative virtual reality training** reproducing the entire accident scenarios, intervention strategies, and tactics, including the whole chain of command and communications between all members of the first responders' team, facility managers, and public (e.g. volunteer firefighters, school children, citizens with disabilities).

RESISTANT Operational Objectives (OO)

OO.1: Support civil protection and disaster risk management actors that promote and facilitate the development, dissemination, and exchange of knowledge, good practices and expertise.

OO.2: Update and expand a **training programme** through further development of emergency scenarios to reflect the latest state-of-the-art.

OO.3: Implement an **educational platform**, where educational and training programs for primary, secondary schools, residents of endangered areas, citizens with disabilities of the aforementioned areas and tourists, as well as, for municipalities' employees, could be demonstrated with the help of **Augmented Reality (AR)** Techniques.

OO.4: Mapping and status of current initiatives, procedures and resources for coordination, education and training for natural disasters and technological risk mitigation.

RESISTANT Strategic Objectives (SO)

SO.1: Support new and consolidate existing partnerships in civil protection and disaster risk management that **enhance cooperation and synergies** in prevention, preparedness and response.

SO.2: Establish a **European network of trainers for first and second responders**, supported by stakeholders from EU and beyond, to share best practices and facilitate dissemination of knowledge

and experience generated within the RESISTANT project and relevant follow-up projects from EU to national level.

SO.3: Educate and train tomorrow's responder trainers through established and regularly updated comprehensive educational, operational and virtual reality training.

SO.4: Establish strong links between first responders' activities from different countries and constituencies and research and educational projects; Valuing the responders' experience and their feedback to enrich and harmonise harm criteria, models for hazards and risk assessment, expand communications to other stakeholders, including but not limited to legislators, technology experts, insurance companies, citizens and students to raise awareness and increase preparedness.

RESISTANT Expected Outcomes (EO)

EO.1: The implementation of a Trans-European Network of trainers for first and second responders.

EO.2: Design and implementation of innovative training programs for natural disaster and technological risks prevention and mitigation especially focusing on cross-border events that will be implemented in Virtual Control Room (VCR) with an integrated state-of-the-art emergency management system.

EO.3: Implementation and deployment of a dual-purpose platform which will incorporate the training programs for natural disaster and technological risks prevention and mitigation along with a series of educational and awareness programs enhanced with AR techniques for students', citizens' and tourists' preparedness.

EO.4: Mapping of current activities in Croatia, Greece and North Macedonia in the areas of disaster management and disasters' education and training. A comprehensive report with data derived from the mapping training exercises will allow decision and policymakers to evaluate the current state, challenges and opportunities for collaborative disaster management across Europe. Results and the mapping itself will serve as a basis for collaboration, knowledge sharing/exchanging and training among the network member countries.

1.2 Purpose of the document

The present deliverable aims at introducing the Dissemination and Communication Strategy and related action plan. The main purpose of this document is to ensure that the project outputs and tangible outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, via appropriate tools and channels, and that those who can contribute to their development, evaluation, uptake and exploitation can be identified and encouraged to proactively interact with the project on a regular and systematic basis.

1.3 Work Package Objective

Deliverable **D4.1 - RESISTANT dissemination plan** is a deliverable of Work Package (WP) 4: **Dissemination and Communication**. The objective of WP4 is to maximize the impact of the project, ensuring proper dissemination and communication of the project results to raise awareness to the scientific and industrial stakeholders and, subsequently, generate demand and further adoption of the RESISTANT results.

1.4 Relation to other deliverable/Work Package

The activities described in Deliverable D4.1 will be implemented and reported in Deliverable D4.2-RESISTANT dissemination report, which will be released by Month 18 of the project (June 2022)

1.5 Intended audience

The intended audience of this deliverable consists of the following target groups:

- RESISTANT project partners and Advisory Board
- Civil protection and risk disaster management community from the countries that are members of the consortium as well as from all over the EU
- Members of the projects funded under the same call as RESISTANT project (Union Civil Protection Knowledge Network: Network Partnership (UCPM-2020-KN-AG), other UCPM funded projects and projects active in a similar field as RESISTANT
- European Commission/Project Officer at the Knowledge Network and Evidence-Based Policy (ECHO.B.3) Unit in the Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO) of the European Commission
- General public

1.6 Structure of the document

The structure of this document is as follows:

- Chapter 2 provides a general overview of the RESISTANT's Dissemination and Communication strategy
- Chapter 3 describes the target audience
- Chapter 4 presents the information to be distributed about the project
- Chapter 5 lists the key dissemination and communication tools and channels
- Chapter 6 describes the timeline of the dissemination and communication activities
- Chapter 7 presents the Key Performance Indicators for evaluation of the dissemination and communication activities
- Chapter 8 describes the rules and guidelines that all partners should be aware of when implement and report the dissemination and communication activities

2 Dissemination and Communication Strategy

The dissemination and communication strategy aims to inform, engage, and create awareness, promote information about the project, its aims, its outputs and impacts and the wider societal implications, promote the exploitation of the project's results and disseminate knowledge from the project.

RESISTANT aims to implement a dissemination and communication strategy with the following key characteristics: audience-driven, proactive, targeted & focused, interactive, with measurable performance and European visibility.

The dissemination and communication activities of the project during its lifecycle could be divided into the following three phases:

- **First Phase - Communication for Awareness** (1 January 2021 – 31 August 2021): It is focused on the general promotion of the project, ensuring that the project is appropriately recognized on a wide scale and securing the interest and engagement of key stakeholders. It entails establishing the project visual identity, developing the project website and the project's online presence on social networks and regular dissemination of the project news.
- **Second Phase - Communication for Action** (1 September 2021 – 31 March 2022): It involves the promotion of the interim results to the target audience, engagement with key stakeholders to motivate their participation in project activities (workshops, virtual agora); continue establishing contacts and relations with new stakeholders; initiate knowledge sharing among related projects.
- **Final Phase – Communication of Final Results** (1 April 2022 - June 2022): It involves the promotion of the final results, motivates further participation of stakeholders in the project events, promotes the exchange of experiences and knowledge sharing with related initiatives and take-up of the project results.

The purpose of the dissemination and communication strategy described in the current deliverable is to identify and organize successful communication and dissemination activities aligned with the project's goals.

This Dissemination and Communication Plan shall be seen as reference material to the Consortium. The plan is split to address the following questions:

- **Target audience (Who?)**
- **Information to be provided (What?)**
- **Key dissemination & communication tools & channels (How?)**
- **Timeline of Dissemination and Communication activities (When?)**
- **Key Performance Indicators (How much?)**

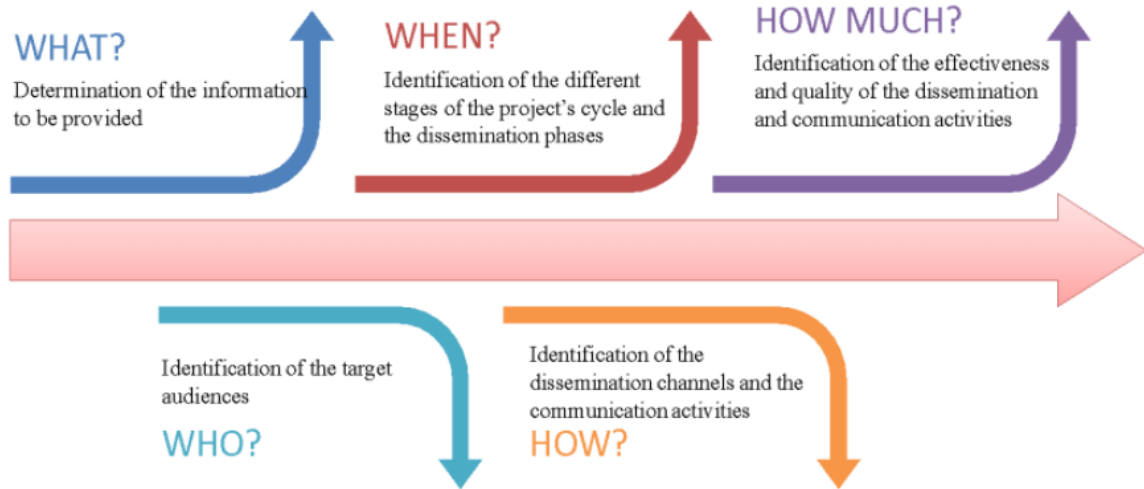


Figure 1: Five-step Dissemination and Communication strategy

3 Target groups (Who?)

Identification and categorisation of relevant stakeholders

The target groups that need to be kept constantly updated on the RESISTANT project achievements and engaged in different stages of the implementation via targeted communication and dissemination actions:

- **Practitioners:** firefighters, medical emergency services, law enforcement, civil protection. RESISTANT addresses both management staff (disaster management coordinators) as well as operational staff.
- **Scientific and Research community:** universities and research centres having a focus on disaster risk and crisis management, public or private associations in the field of civil protection and disaster management, think tanks, R&D departments of private companies.
- **Private sector:** industry organizations and SMEs developing technologies for first responders and crisis management.
- **Public bodies:** politicians, ministers, department directors, governance of crisis management centres with responsibilities in the area of civil protection and disaster management, EU Commission
- **Related projects and initiatives**
- **Trainers for first and second responders**
- **Civil society** (including general public and media)

These groups are classified into categories which present certain common characteristics according to their interests and foreseen roles in the project. This will in turn ease the definition of the type of interaction that can be established with them. This categorisation is used to prioritise stakeholders according to their importance and potential impact over the project. The prioritisation can also reflect the level of current engagement; for instance, there may be stakeholders that, despite being very important for RESISTANT, are already sufficiently engaged and thus invested resources shall be reduced and used to reach out to other stakeholders. Also, it is to be noted that some specific groups can emerge as particularly relevant at some point in time and some of the stakeholders may bring on additional groups.

a) Categorisation.1: Internal versus external stakeholders

Internal stakeholders are the organisations partnering in the RESISTANT initiative whose activities ultimately result in the delivery of the suggested methodology. These internal stakeholders are involved in the planning and development of the project activities and thus have a clear stake in its performance and realisation. In terms of the RESISTANT consortium, these include practitioners' organisations, universities and research centres, as well as industry organisations and SMEs.

External stakeholders are external to the project, for instance, they can be organisations or individuals that are not direct beneficiaries of the RESISTANT consortium, but that make use of the outputs developed by the project for their own purposes. These external stakeholders may not have necessarily heard about RESISTANT, but they can benefit from the project's outcomes or activities. Even if for most of them their role is more passive than for the internal stakeholders, it is to be expected that RESISTANT will have an impact on their work or lives. Also, as RESISTANT is a practitioner-need driven project, we can already distinguish four different types of external stakeholders depending on the level the project intends to engage with:

- The ones the project will inform to raise awareness about RESISTANT activities and results;
- The ones the project will inform and consult (one-directional) to provide specific insights to the project's work.
- The ones RESISTANT will inform, consult and involve (bi-directional) to make sure that their needs and requirements are considered and understood throughout the project duration;

- The ones RESISTANT will inform, consult, involve, collaborate with and finally empower, to partner in the decision-making process and finally provide them with the appropriate knowledge to possibly adopt RESISTANT outcomes.

b) Categorisation.2: Types of end-users

The end-users are the stakeholders who will use the knowledge and outcomes (as a whole or as components) generated by RESISTANT. End-users are the actors that first come to mind when trying to find the best ways to improve the design, conduct and usefulness of RESISTANT activities and outputs. The RESISTANT engagement strategy will therefore pay special attention to those stakeholders who are end-users of RESISTANT outputs and therefore at the epicentre of the present initiative. Going down into an additional level of granularity, focus will also be on stakeholders who are external end-users of the outcomes of RESISTANT. These types of users can be sub-categorised into seven (7) broad communities of relevance for RESISTANT:

- 1) Practitioners:** Are clearly the most involved and influent group of stakeholders in RESISTANT as the latter is practitioner-needs driven. The interactions and inputs from this target group are especially critical to ensure the relevance and usefulness of RESISTANT activities and results. It is possible to identify different types of individuals and organisations (including networks) that could belong to this group, whether they are partners of RESISTANT or not. These include:
 - i. Organisations:** First responders (fire fighters, law enforcement, emergency services, etc.), civil protection units and civil society organisations / NGOs, and networks;
 - ii. Individuals (experts):** person working as first responder, involved in the different phases of crisis management and at different levels in the chain of command.
- 2) Scientific and Research community:** It is important to reach out to them and ensure/facilitate their engagement to enhance the scientific value of RESISTANT and to exchange good practices, tools, methods and relevant contacts within the research community. As for the practitioners, it is possible to identify different sorts of individuals and entities that could pertain to this community, partnering or not in RESISTANT. These include:
 - i. Entities:** In addition to universities and research centres having a focus on disaster risk and crisis management, scientific and research work can be developed in other institutions, either public or private: Associations in the field of crisis management, think tanks, R&D departments of private companies, etc.
 - ii. Individuals (experts):** all types of researchers (Ph.D., postdocs, seniors...) working at universities or research centres, with a focus on disaster risk and crisis management. It could also involve other professionals like engineers and technicians supporting the scientific and research activities, developing the technology, the infrastructure, the methodologies, etc.
- 3) Private sector:** Here private sector encompasses industries, SMEs, investors, insurance companies, and start-ups promoting innovation and providing solutions that specialise in crisis management. Facilitating their engagement is of critical importance in order to enhance the commercial value of the project and to exchange tools, methods, best practices and contacts.
- 4) Public bodies:** This group includes individuals (experts) and organisations who work in the public sector and who can make use of the RESISTANT outputs for the achievement of their duties to serve society. These can include politicians, national ministry officials, department directors, managers of crisis management centres, funding agencies, EU Commission officials and procurement agencies etc. but also civil servants who are in charge of implementing those policies and who may wish to make use of RESISTANT to feed into their policy planning. Additional considerations can include:
 - i.** Geographical scope: local/national/regional/EU/ (international)
 - ii.** Different policies at several levels: local, regional, national, and at the EU level

- iii. Different objectives: funding agencies/operational agencies/policymakers/decision-makers
- 5) **Related projects and initiatives:** An important category of stakeholders' concerns EU projects and initiatives (past and present) involved in research, capacity building, training, and demonstration projects in the area of disaster risk and crisis management innovation. Their outputs and networks will be aligned with RESISTANT activities to exploit potential overlapping or complementary synergies.
- 6) **Trainers for first and second responders:** This group includes both educational and training institutions in Civil Protection and Disaster Management at a postgraduate level (higher education and vocational secondary educational institutions) and training departments of fire brigades.
- 7) **Civil society:** Individuals and entities belonging to civil society can also have a genuine interest in the Crisis Management domain. Their capacities to take full advantage of the outputs of the project, however, differ considerably from those in the other groups, as they do not necessarily have enough expertise or knowledge to use them adequately. Amongst individuals, students are an important target when unfolding outreach activities. Reaching out to them would contribute to increase awareness on the importance and potential impact of innovation in Crisis Management and raise early interest for a full engagement as they start their professional career. Citizens can also organise themselves through volunteer organisations and local, national or international networks as they have a special interest and commitment in crisis management. Providing citizens with information on recent developments in the field of Crisis Management and how this may affect their lives or environment can lead to a more informed community and society as a whole. In return, a more informed civil society can lead to better governance and transparency. Finally, certain organisations, such as NGOs, are also very reliant on Crisis Management innovation to support their work and can be extremely influential with regards to security and Crisis Management policy formation and implementation.

RESISTANT Priority groups and stakeholders mapping

First-tier key stakeholder group for RESISTANT are the ones, which have the biggest impact, such as practitioners, as well as those who are impacted most by the project themselves.

Table 1: First-tier key stakeholder overview

Stakeholder	Potential stakeholders
Practitioners	<ul style="list-style-type: none"> • International Forum for the Advancement of First Responder Innovation • EFRIM European First Responder Innovation Managers Platform • REDIRNET - Emergency Responder Data Interoperability Network National Red Crosses • National practitioners' organisations • National NGOs • National Crisis Centres • IFRAFRI - the International Forum to Advance First Responder Innovation • Federation of the European Union Fire Officers Associations
Scientific and Research community	<ul style="list-style-type: none"> • Research Group on Crisis Management - University of Adder • Crisis Management Working Group – Birmingham University • Institute for Crisis Research / Crisis navigator Consulting, Kiel / Hamburg • EARTO-European Association of Research and Technology Organizations

Public bodies	<ul style="list-style-type: none"> • UN International Strategy for Disaster Reduction (ISDR) • NATO - The North Atlantic Treaty Organization • Europol - The European Union Agency for Law Enforcement Cooperation • Frontex - The European Border and Coast Guard Agency • DG ECHO, HOME, RTD, JRC and SANTE
Related projects and (policy) initiatives	<ul style="list-style-type: none"> • The Community of Users initiative, initiated by DG HOME in 2014, provides an EU-level platform to facilitate linkages between various user groups and relevant EU-funded projects working on crisis management innovation. In addition to the provision of regular meetings, the Community of Users is developing mappings to link ongoing EU-funded projects against EU security and safety policies. These activities facilitate the identification of synergies between initiatives that may form the basis to discuss and tackle trends, needs, gaps, best practices, and lessons learnt. • The European Forum for Disaster Risk Reduction (EFDRR) serves as the regional platform for disaster risk reduction aiming to increase the ability to create a safer Europe by reducing risks and vulnerability and preventing the creation of new risks. One of its main goals is to assist Member States in implement the Sendai framework for disasters in order to reduce the risk of disasters and to prevent the creation of new risks. • Module Exercises are projects financed by the European Commission in 2017 and 2018 which were simulating five exercises for civil protection. In the scenario, a heavy earthquake with floods and mudslides occurred in the country of Modulistan. In this setting, different so-called modules can be trained: three types of search and rescue units, three types of medical units, assistance and support Teams and coordination teams of the EU.
Related projects and (policy) initiatives	<ul style="list-style-type: none"> • The Disaster Risk Management Knowledge Centre (DRMKC) is aimed at supporting the resilience to disasters of the EU and its Member States. The Centre attempts to improve the state's capacity to prevent, prepare and respond to emergencies by facilitating an exchange of knowledge and information between science and policy. • Within the European Union Civil Protection Mechanism (EUCPM), the Emergency Response Coordination Centre (ERCC) is specifically tasked with supporting a coordinated response to disasters both inside and outside Europe. It provides the EU Member States (MS) with a set of guidelines according to which they construct and design their national (policy) plans regarding crisis management. The MS carries the final responsibility for the execution of the frameworks while the mechanisms predominantly provide the parameters within which the MS can operate. • The projects funded under the "Union Civil Protection Mechanism Knowledge Network: Network Partnership (UCPM-2020-KN-AG)" call¹, which aim to strengthen and promote knowledge-building, partnership-building and networking under the Union Civil Protection Knowledge Network.

¹ <https://www.resistantproject.eu/related-projects/>

Trainers for first and second responders	<ul style="list-style-type: none"> • National Training Coordinators² • Joint Chemical, Biological, Radiological and Nuclear Defence Centre of Excellence (JCBRN Defence COE) • Hellenic Fire Academy • National School of Civil Protection, Spain • Training departments of fire brigades • ICDO- International Civil Defence Organisation
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Second-tier key stakeholders are those who could have a high impact for the project but might not (yet) be interested in the project or even be unaware of its existence.

Table 2: Second-tier key stakeholder overview

Stakeholder	Potential stakeholders
Private sector	<ul style="list-style-type: none"> • European organisation for Security • Inter System interoperability for TETRA-TETRAPOL Networks (ISITEP) • Business Europe • startups.be • EUROCHAMBERS • DIGITAL Europe • Insurance Europe • BIPAR

Third-tier stakeholders are individuals or organisations which mainly have a limited impact but might be interested in the developments and output of RESISTANT.

Table 3: Third-tier key stakeholder overview

Stakeholder	Description	Potential stakeholders
Volunteer networks	Volunteers as members of civil society, with a special interest and commitment in crisis management. In particular, citizen networks of first responder volunteers and lay-people. They are mostly organised in broader local, national or international networks.	<ul style="list-style-type: none"> • Red Cross EU • EU Aid Volunteers • VoluntEurope • URBACT: Resilient Europe • European Union Agency for Network and Information Security
Specialised media	Media companies in the field of crisis management including scientific journals.	

² https://ec.europa.eu/echo/sites/default/files/training_coordinators.pdf

4 Information to be provided (What?)

Content is crucial in successful dissemination and communication, it has to be aligned with audience classes and differs from general public to decision-makers to training providers. The objectives of this content will be:

- **Awareness.** It is important to develop content for those target audiences that do not require detailed knowledge of the project, but it is helpful for them to be aware of the activities and outcomes. Creating such an awareness message of RESISTANT work will help build a wide recognised identity and profile. The general public and public administration need general information that is easy to understand.
- **Understanding.** It is important to develop content for those audiences that need to be targeted directly because they can benefit from what the RESISTANT project has to offer. Creating such content will help build a deeper understanding of the project's work.
- **Commitment and Action.** It is important to develop content for those audiences that are in a position to adopt or use any approach/output offered by RESISTANT project. Creating such content will help those people that are in a position to act in some way. Decision-makers need information that relates to their policymakers (e.g., how and to what level do measure contribute to their policy goals)

Information to be disseminated:

- **Project objectives, expected outcomes, project consortium, funding programme**
- **Project achievements:** Anything that has been achieved and how it was achieved. Examples: completion of project events, deliverables, tasks, work packages, milestones
- **Project results:** New knowledge items, new products/services that RESISTANT will deliver. Examples: public deliverables, good practice and methodologies applied for implementing and delivering the project results
- **Lessons learnt (bad or good ones):** Anything related to the project that is useful for third parties to become aware and either endorse or avoid.

For each target group, relevant messages are listed in the following table:

Table 4: Messages for target groups

Target group	Messages
Practitioners	<ul style="list-style-type: none"> • Your role is fundamental to provide both inputs and feedback about the progress of work in this project. • We value your experience and feedback to enrich and harmonise harm criteria, models for hazards and risk assessment • The 'Agora' will underpin knowledge sharing towards best practice and avoidance of error repetition. • RESISTANT will help to give recommendations that will improve the cooperation of the first responders in case of future incidents and could lead to a new generation of commonly agreed protocols, methods and tools for first responders.
Scientific and Research community	<ul style="list-style-type: none"> • Establish strong links between first responders' activities from different countries and constituencies and research and educational projects
Public bodies	<ul style="list-style-type: none"> • RESISTANT allows you to evaluate the current state, challenges and opportunities for collaborative disaster management across Europe

	<ul style="list-style-type: none"> RESISTANT approach could be integrated in the relevant local training process in civil protection and disaster management
Private sector	<ul style="list-style-type: none"> Being an end user-driven consortium, RESISTANT will increase the chance that the recommendations and the uptake or industrialization of the results will be implemented in the future by Industry By making an inventory of strategic innovation agendas, RESISTANT will save financial means, increase the innovation pace and create a bigger target group for the industry to develop new services and products.
Related projects and initiatives	<ul style="list-style-type: none"> RESISTANT facilitates cooperation with peers, knowledge sharing and synergies
Trainers for first and second responders	<ul style="list-style-type: none"> Setting up of Trans-European Network of trainers for first and second responders Facilitate and improve the efficiency of the local training process, to underpin the introduction of the technology in training and exercises to support the operational capacity of first and second responders RESISTANT training materials are transferable to the pan-European context RESISTANT is creating new tools for joint training of first responders (police officers, fire brigades, civil protection, public health authorities) as well as for raising awareness and educating civilians (students, citizens, tourists etc.)
Civil Society	<ul style="list-style-type: none"> The public from Europe should be informed about ongoing activities, project concepts and objectives and their benefits to society (e.g. contributing to EU member state security, resilience and response by supporting the fight against crisis and disaster management).

5 Key Dissemination and Communication tools and channels (How?)

5.1 Dissemination and Communication channels

5.1.1 Social media channels

Digital and social media have tremendous potential for reaching some of the targeted audiences and engaging people with the RESISTANT brand. Social and digital media are particularly powerful in helping to create 'communities of support for the project. The consortium will also engage the utilisation of social media for the dissemination of information, and thus created Facebook, LinkedIn, YouTube and Twitter accounts from where public important information will be disseminated. The addresses of these accounts are:

Table 5: Social Media URL

Social media	URL
Facebook	https://www.facebook.com/resistantprojecteu
Twitter	https://twitter.com/project_eu
YouTube	https://www.youtube.com/channel/UCCnmzPnQ3frZIQa9jcOFTw
LinkedIn	https://www.linkedin.com/showcase/resistant-project/

5.1.2 Digital publishing platforms

ISSUU and SlideShare will be used to distribute project information such as public deliverables and promotional materials (leaflet, newsletters, and press releases). Project account on these two digital publishing platforms have been created on May 2021 and the 1st Newsletter has been disseminated.³

5.1.3 Project workshops

RESISTANT is planning to organize four (4) workshops with the aim to organize a cluster of interesting projects. Fostering mutually enriching exchanges with interlinked programmes, initiatives and organisations will be a priority for the RESISTANT consortium. The clustering projects will have the opportunity to inform on their latest progress, discuss on the latest developments and trends, critically discuss the presented results and more importantly to seek and establish synergies. These will be online events.

5.1.4 Public events

Targeted events (academic, commercial and socio-economic conferences and workshops, EU organised events, trade fairs and exhibitions) will be attended by project partners where they will use innovative ways, including video and digital media, to communicate the project and its results. One of such events is the **INTERSCHUTZ 2022**⁴

³ see: <https://issuu.com/resistantproject/> and <https://www.slideshare.net/resistantproject/newsletter-1-248487164>

⁴ <https://www.interschutz.de/en/>

5.1.5 Journals, magazines and websites

RESISTANT Consortium aims at publishing featured articles about the project in topic-specific journals, magazines and websites. A list is currently being established and will be regularly updated.

Table 6: Journals, magazines and websites

Title	Topic	Website
Prevention Web	Knowledge Sharing Platform on Disaster Risk Reduction by the UNDRR	https://www.preventionweb.net/english/
Emergency Management Magazine	Emergency Management	http://www.emergencymgmt.com
Crisis Response Journal	Emergency Management	https://www.crisis-response.com/
Sapeur-pompier magazine	Firefighters of France	https://www.pompiers.fr/magazine

5.1.6 Media

In addition to submission of press releases in Pan-European media, RESISTANT Consortium aims at setting up interviews with national and local media from the countries of the members of the consortium. At the same time, journalists will be invited to attend the project workshops. A list of traditional and online media is currently being established and will be regularly updated. It includes local, national and Pan-European media.

5.1.7 RESISTANT partners' communication channels and tools

All project partners will use their communication channels and tools (websites, social network profiles of the organizations, e-newsletters, magazines, regular meetings with collaborators, etc.) to disseminate the project results.

5.2 Dissemination and Communication tools

5.2.1 Project website

A dedicated website with project information, objectives, results, partners and events was launched on January 2021 and it is accessible at <http://www.resistantproject.eu/>.

The project website includes the '**Agora**', a forum for **civil protection stakeholders** to exchange views, knowledge, experiences and search for synergies and future collaborations. It is an online community supported by a forum with the following discussion categories:

- **Training:** the forum users could discuss issues related to the training of the first responders such as training gaps analysis; training curricula and approach; disaster management training for volunteers; cross-border and multinational training activities; experiences from table-top and real-life training exercises etc.
- **Equipment:** the forum users could discuss the needs of first responders related to personal protective equipment and how it can be improved to limit casualties and damage to society.

- **Technology:** the forum users could discuss technologies needed for first responders' safety, efficiency and effectiveness and existing new technologies for first responders; technologies used in all four phases of disaster management preparedness, mitigation, response and recovery.

Any other issues related to the three selected forum discussion categories are welcome, too. The forum discussions are private; therefore they are not visible to the visitors of the RESISTANT project website and only logged-in members can see them. The forum is by invitation only, therefore, those that accept invitation can register as members of AGORA community.

A "Related projects" page was created to present the other projects funded under the "Union Civil Protection Mechanism Knowledge Network: Network Partnership (UCPM-2020-KN-AG)" call as the RESISTANT project.

RESISTANT Training Platform will be accessible from the project website and will contain training materials for first responders and civilians (children, adolescents, adults, and people with disabilities).

RESISTANT Observatory will be also accessible from the project website and will present existing initiatives and training infrastructure in the civil protection field. The website will also serve as an instrument to measure the project's online presence and visibility, by using external analytics software (e.g. Google Analytics) in order and track the traffic on the RESISTANT website.

The RESISTANT website will showcase any project-related activities and will be regularly updated taking into consideration project progress, newly provided outputs, participation in third party events and/or events organised by partners, published articles, press releases, etc. The URL of the project website will be advertised in all promotional materials and presentations of the project.

5.2.2 Newsletter

Seven Newsletters will give regular updates on project progress and developments. The first issues of the Newsletter will focus on presenting information such as the general concept of the project (Newsletter #A1), the defined use cases of the RESISTANT project (Newsletter #A2), vision statements (Newsletter #A3), the determining technical objectives (Newsletter #A4), as well as similar information. The next issues of the newsletter will specifically inform interested stakeholders of the implemented results (Newsletter #B1) and their expected and potential applications (Newsletter #B2). Further to this, results from the application of the developments on the RESISTANT use cases will also be advertised (Newsletter #B3). All newsletter issues will be available on the project website and will be also submitted to subscribers.

5.2.3 Leaflets

A leaflet in digital form to promote AGORA was developed and submitted together with a personalized letter to the main target groups with tips and statements to the project, its aims and benefits, including an invitation for the utilisation of a specialised part of the project website (AGORA forum).

An informative leaflet to provide insight into the main information and objectives of the project, both digital and printed, will be created to be circulated electronically or printed for public events. The leaflet will be downloadable from the project website.

5.2.4 Project video

An official technical video of RESISTANT demonstrating the project results will be filmed according to the concept scenario and will then be distributed through appropriate media. The aim of the video is

to raise awareness among the general public as well as among specific interest groups about the project results.

5.2.5 Press releases / media articles

Two press releases will be issued to announce important news and achievements of the project. All press releases will be uploaded to the project website. One press release will be issued in December 2021 to announce the launch of the RESISTANT Observatory and to present other project outputs such as AGORA and the Training platform. Another press release that will be issued in June 2022 will summarize the use cases implemented by the project and the results of their evaluation. The press releases will be in English language and will be submitted to Pan-European media. Partners from the pilot countries (Greece, North Macedonia and Croatia) may translate the press releases in order to be submitted to media in their countries.

5.2.6 PPT presentations

PowerPoint (PPT) presentations will be the main instruments for communicating the value of the project to public events and workshops where interested parties will be participating.

5.2.7 Deliverables

The public deliverables will be available on the project website for knowledge and results sharing with people interested in RESISTANT. RESISTANT public deliverables are:

D2.1 First Report on RESISTANT's observatory – it will analyse European and national research projects regarding their technical innovations, their tactical and operational recommendations and their potential to develop new guidelines and operational procedures within the field of emergency and crisis management. Additionally, this document presents existing technologies for emergency management (e.g. data mining and analysis tools in case of Natural Disaster Management) and for the training of first responders as well as a word cloud of interconnected key indicators, which are relevant for the operations in case of natural disasters.

D2.2 Second Report on RESISTANT's observatory - will present a comparison of national experiences and lessons learned in Croatia, Greece and North Macedonia during various incidents. Investigating reports on various incidents in the partnering countries will give an insight into lessons learned and lessons not learned. Comparing these national experiences with the experiences of the international partners will help to develop a vision of what the differences and overlap in experiences are. National experiences in the case of natural incidents will be examined and compared including interconnected key indicators like evacuation plans, dealing with volunteers and improving the resilience of the citizens. Finally, this deliverable will update the information provided in D2.1 regarding the software tools that are currently available for the training of the first responders and emergency management (e.g. data mining and analysis tools for Natural Disaster Management).

D2.3 Third Report on RESISTANT's observatory - will present the current activities in Croatia, Greece and North Macedonia in the area of disaster management, and disaster education and training and to make an inventory of strategic innovation agendas in these countries. The aim is at understanding the current activities – initiatives, procedures, and resources – that are being held, or planned, in the RESISTANT network's participating countries in the area of disaster management. A special focus will be to investigate how first responder organizations could better work together with society in general and specific on how they could improve the cooperation with volunteers. Finally, this deliverable will update the information provided in D2.1 and D2.2 regarding the software tools that are

currently available for the training of the first responders and emergency management (e.g. data mining and analysis tools for Natural Disaster Management).

D2.4 RESISTANT's educational and training infrastructure – it will present the RESISTANT's educational and training infrastructure that mobilise the existing emergency management infrastructure of the International Hellenic University (IHU) enriched with Konnekt-able Technologies Limited, Greek Branch's (KTGR) COncORDE emergency management platform.

D3.1 RESISTANT Use case guidelines and User's Handbook – present the RESISTANT's pilot use cases, the guidelines for use cases implementation and management, the evaluation methodology and instruments for the use cases to assess the impact of the project to its target communities as well the User's Handbook for the **COncORDE platform**.

D3.2 RESISTANT use case Implementation and Evaluation Report – it will present the results of the overall assessment and evaluation of RESISTANT. The evaluation activities will be focused on the correct application of the RESISTANT training infrastructure, equipment and uniform.

D4.1 RESISTANT dissemination plan – the current deliverable

D4.2 RESISTANT dissemination report – it will report the dissemination and communication activities implemented during the project and will assess the efforts of the consortium in carrying out these activities.

D4.3 Website and Online dissemination and communication infrastructure - it is meant to lay out the architecture and design of the RESISTANT project website.

5.3 Project's visual identity

RESISTANT aims to maintain a consistent and distinctive project identity. This will make it recognizable and provide it with visual coherence concerning other similar projects. Branding is necessary for the establishment of the project's visual identity and its successful communication with the external world. Therefore, RESISTANT plans to set up a coherent and homogeneous brand identity by designing a project logo and templates for the project materials (deliverables, leaflets, PPT presentations, newsletter).

5.4 Visibility of funding

All dissemination and communication activities (including at conferences, workshops, in information material, such as leaflets, presentations, etc., in electronic form, via social media, etc.) will display the EU emblem and the following accompanying text:



Funded by
European Union
Civil Protection

5.5 Disclaimer excluding Commission responsibility

Any communication activity related to the project will indicate the following disclaimer: "*The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility. The European Commission does not accept any responsibility for use that may be made of the information it contains.*"

6. Timeline of Dissemination and Communication activities (When?)

The timeline of the dissemination and communication activities is presented in the following table where it is indicated what should be done, when and who is responsible.

Task	Sub-task	Responsible	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
			2021												2022					
Project visibility	Logo	KTGR	X																	
	Template deliverables for	KTGR		X																
	Template Newsletter for	KTGR			X															
	Template for PPT presentation	KTGR			X															
Project website	Design, develop and launch the site	KTGR	X																	
	Set a Google Analytics account for the project website	KTGR		X																
	Create Privacy Policy and Terms of use	KTGR			X															
	Design and create AGORA (private space)	KTGR		X	X															
	Design and create Related projects page	KTGR				X														
	Design and create Training Platform pages	KTGR					X	X												
	Design and Create Observatory pages	KTGR												X	X					

	Posting news about the project, evaluate regularly the website analytics, SEO	KTGR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Social media	Create accounts and post new about the project /reshare posts	KTGR		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Newsletter	All partners provide content for Newsletter	MAGMA			X			X			X			X		X		X		X
	Create the content for the Newsletter	MAGMA			x			x			x			x		x		x		x
	Submit to subscribers and publish it on the project website	KTGR			x			x			x			x		x		x		x
Leaflets	Leaflet for promotion of AGORA	KTGR			X															
	Informative leaflet of the project	KTGR						X												
	Printing the informative leaflet when necessary	IHU						X	X	X	X	X	X	X	X	X	X	X	X	X
Project video	Production of the video	MAGMA																X		
	Dissemination of the video	MAGMA																	X	
Project Workshops	Organization of four workshops	EPAYPS									X			X			X			X
Dissemination on partners'	All partners disseminate the	KTGR			x															

own communication channels	project on their channels (websites etc.)																				
Dissemination via digital sharing platforms	Create project account on ISSUU and SlideShare	KTGR					x														
	Upload project material on ISSUU and SlideShare	KTGR					x	x			X			X	X	X		X			X
Press releases	All partners contribute to issuing press releases/ translation of them	KTGR												X							X
Articles in topic-specific journals, magazines and websites	All partners contribute /submission of articles, translation of them if necessary	KTGR								X	X	X	X	X	X	X	X	X	X	X	X
Project event within INTERSCHUTS 2022	Organize and implement the event	EPAYPS																			X
Presentation at public events	All partners will identify potential events in their countries where they can present the project and its results	KTGR	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Deliverables	All partners contribute/provide	IHU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

	feedback deliverables to																			
Monitoring of project information on Internet	All partners monitor media and websites in their countries	KTGR							X	X	X	X	X	X	X	X	X	X	X	X

The timeline of publication of public deliverables on the project website depends on the delivery deadline, which is presented below:

Year	Delivery deadline	ID	Description	Editor	Nature	Dissemination Level
2021	30 January 2021	D4.3	Web-site and Online dissemination and communication infrastructure	KTGR	OTH	PU
	30 June 2021	D2.1	First Report on RESISTANT's observatory	KTGR	R	PU
		D2.4	RESISTANT's educational and training infrastructure	KTGR	R+DEM	PU
		D3.1	RESISTANT Use case guidelines and User's Handbook	KTGR	R	PU
	D4.1	RESISTANT dissemination plan	KTGR	R	PU	
	31 December 2021	D2.2	Second Report on RESISTANT's observatory	KTGR	R	PU
2022	30 June 2022	D2.3	Third Report on RESISTANT's observatory	KTGR	R	PU
		D3.2	RESISTANT use case Implementation and Evaluation Report	EPAYPS	R	PU
		D4.2	RESISTANT dissemination report	KTGR	R	PU

7. Key Performance Indicators (How Much?)

A series of Key Performance Indicators (KPIs) are detailed below. They will be used to evaluate the overall impact of the project dissemination and communication activities.

Table 7: Key Performance Indicators

How	Why	What	Target KPI
RESISTANT Website	General information	Posts on Latest News page, public deliverable uploaded	25% growth in website traffic yearly
Public events	Promotion & Networking	Attending conferences, seminars, webinars, and exhibitions	5 speaker slots
Publications	Dissemination of innovation	Publication to journals, magazines, specialized websites Two press releases	> 2 articles accepted
Online publishing	Social Awareness	References in partners' institutional websites, newsletters, social media accounts throughout project lifetime > 8 publications distributed via digital publishing platforms	≥8 references online > 250 views / publication
Social Media	General information	Weekly posts and shares	200 likes / shares/followers
Workshops	Information broadcasting/networking	RESISTANT hosted Workshop	4 workshops with 20 -30 participants each
Newsletters	Wide Awareness	Newsletter publication and submission to subscribers	7 newsletters / >100 subscribers

The measurement of these indicators will be made via the Google Analytics tool for the project website, via Facebook Insights and Twitter Analytics tool for the project accounts on Facebook and Twitter, through direct observation of likes/downloads/shares on the other social media accounts (LinkedIn and Youtube) and on digital publishing platforms (ISSUU and SlideShare) and through lists of participants and media monitoring.

8. Rules and guidelines

The rules and guidelines that all partners should be aware when implement and report the dissemination and communication activities are:

- KTGR is responsible for coordinating the whole dissemination and communication process and keeping partners informed.
- Promotional materials, articles, press releases and newsletters shall be previously internally reviewed by the consortium before sending for publication/uploading them on the project website.
- Partners are responsible for the translation and submission of the press releases that will be submitted to the media in their countries.
- All partners will monitor the project coverage in media from their countries (printed articles/audio-visual announcements about the project) following the press releases submitting and interviews in media.
- All presentations at events shall be made on the PPT template created for this purpose.
- All partners are responsible for identifying events in their countries where they can present the project.
- Organizing events like workshops, presentations within third party events shall be previously announced to KTGR in order to be disseminated on the project website and social media; Some brief information will be submitted by the partners to KTGR in order to be published on the project website site together with PPT presentations and any accompanying publications that should be uploaded on the website.
- In the case of organizing press events, a list of participants (with information such as name, job title and employer) should be circulated at the beginning of the event. At the same time, feedback from the audience may be collected at the end of the event based on short, previously prepared questionnaires carefully adjusted to the particular event and its target audience.
- All public events shall be accompanied by printed leaflets that should be distributed to event's participants.
- Partners should collaborate to produce articles that will be submitted to topic-specific magazines and journals.
- All activities shall be always reported to KTGR and the project manager afterwards.