



Project Deliverable

Project Number: 740575	Project acronym: FIRE-IN	Project Title: Fire and Rescue Innovation Network
----------------------------------	------------------------------------	---

Instrument: COORDINATION AND SUPPORT ACTION	Thematic Priority: H2020 SECURITY GM-21-2016
---	--

Title: D4.7 Initial Dissemination and Communication Strategy and Plan
--

Due date: Month 5 (September 30 th , 2017)	Actual Submission Date: Month 5 (September 29 th , 2017)
---	---

Start date of the project: May 1 st , 2017	Duration: 60 months
---	-------------------------------

Organisation name of lead contractor for this deliverable: CBSS	Document version: V0.1
---	----------------------------------

Dissemination level (Project co-funded by the European Commission within the Horizon 2020 Programme)		
PU	Public	
PP	Restricted to other programme participants (including the Commission)	X
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

**Abstract:**

The Initial Dissemination and Communication Strategy and Plan aims to ensure efficient communication of the project activities and results towards the existing networks of practitioners, research and industry communities in the civil protection field within the EU-28 and Associated countries as well as globally. It outlines the project dissemination and communication strategy, defines target audiences, core messages, channels and tools to assist all project partners in implementing their own dissemination and communication activities related to the project.

Authors (organizations):

Andriy Martynenko (CBSS)
Mariona Borràs Ruiz-Peinado (PCF)
Jean-Michel Dumaz (SAFE)
Marc Pattinson (INNO)

Reviewers (organizations):

Olivier Salvi (INEDEV)

Keywords:

Communication, Dissemination, FIRE-IN, Fire and Rescue

Disclaimer:

This document is provided with no warranties whatsoever, including any warranty of merchantability, non-infringement, fitness for any particular purpose, or any other warranty with respect to any information, result, proposal, specification or sample contained or referred to herein. Any liability, including liability for infringement of any proprietary rights, regarding the use of this document or any information contained herein is disclaimed. No license, express or implied, by estoppel or otherwise, to any intellectual property rights is granted by or in connection with this document. This document is subject to change without notice. FIRE-IN has been financed with support from the European Commission. This document reflects only the view of the author(s) and the European Commission cannot be held responsible for any use that may be made of the information contained herein.

**List of project participants**

Participant No.	Participant organisation name	Part. short name	Country
1 (CO)	Pôle de compétitivité SAFE CLUSTER (ex Pôle Pégase)	SAFE	France
2	Ecole Nationale Supérieure des Officiers de Sapeurs-Pompiers – French National Fire Fighter Officers Academy	ENSOSP	France
3	Italian Ministry of Interior	CNVVF	Italy
4	Bundesanstalt Technisches Hilfswerk	THW	Germany
5	Global Fire Monitoring Center	GFMC	Germany
6	European Virtual Institute for Integrated Risk Management	EU-VRI	Germany
	INERIS DEVELOPPEMENT (linked Third Party)	INEDEV	France
7	Fraunhofer INT	FhG-INT	Germany
8	Fire Ecology and Management Foundation Pau Costa Alcubierre	PCF	Spain
9	Catalonia Fire Service Rescue Agency	CFS	Spain
10	Scientific and Research Centre for Fire Protection	CNBOP	Poland
11	The Main School of Fire Services	SGSP	Poland
12	Council of the Baltic Sea States	CBSS	Sweden
13	Swedish Civil Contingencies Agency	MSB	Sweden
14	KEMEA	KEMEA	Greece
15	Czech Association of Fire Officers	CAFO	Czech Republic
16	inno TSD	inno	France



Contents

1. Introduction	5
2. Dissemination and Communication Strategy	6
2.1. Objectives of the dissemination and communication activities	6
2.2. Dissemination and communication target audiences	6
2.3. Core messages and content to be disseminated and communicated.....	8
3. External dissemination and communication	9
3.1 Project’s visual identity	9
3.2. Online Dissemination and Communication tools.....	10
3.3. Non-electronic Dissemination and Communication tools.....	11
3.4. Physical Interactive Dissemination and Communication.....	12
3.5. Recognition and visibility rules, disclaimer.....	13
3.6. Expected impact and monitoring of the dissemination and communication activities	13
3.7. Joint Dissemination and Communication Plan Table.....	15
3.8. Security and Ethics	16
4. Annexes.....	17
4.1. Target Audience Groups – results of the Key Stakeholder Mapping Exercise.....	17
4.2. e-Newsletter input template	20
4.3. Event participation template	21
4.4 FIRE-IN Visual Identity Package.....	21



1. Introduction

The present Initial Dissemination and Communication Strategy and Plan represents one of the key pillars of the FIRE-IN project's success, it will:

- (1) support the FIRE-IN network's core activities, assist the partners in promoting the project and its e-FIRE-IN platform to all relevant stakeholders as part of a community building exercise,
- (2) help attracting experts for the Associated Experts (AE) community,
- (3) inform and support the collaboration with the Research, Industry and Standardization bodies,
- (4) assure continuous sharing of project achievements among the Fire & Rescue communities in Europe and beyond and
- (5) support and provide project information to relevant policy makers at EU and National levels.

This document sets out the overarching dissemination and communication structure for FIRE-IN, aiming to:

- Plan the overall dissemination strategy and intended main activities for dissemination and communication and the roles of different partners;
- Outline the objectives of the dissemination and communication activities;
- Describe the target audiences and core messages;
- Specify channels and tools to be used in promoting the project's results and outcomes.

This document will evolve in line with the development of the overall project work and activities in close collaboration with all work packages. It is written primarily as a guide for the FIRE-IN project partners to have a clearer understanding of the intended dissemination and promotion activities. The final version of this document will be written in M30 after the evaluation of the strategy, based on the monitoring of the performance indicators.

It is important to mention that the present document focuses mostly on the external communications and dissemination since the internal communication among the partners within the FIRE-IN consortium is well structured and covered by the other tasks of Work Packages 4 and 5.

The present document is a result of partner consultations, which took place both online in teleconferences and off-line in project meetings. *Horizon 2020 Communicating EU research and innovation guidance for project participants* was also used in the preparation process along with feedback received from the PO subsequent to the kick off meeting.



2. Dissemination and Communication Strategy

Dissemination in the context of FIRE-IN relates to the public disclosure of the results of the project, while communication is a promotion of the common action itself. While objectives, target audiences, core messages, channels and tools for dissemination and communication differ for obvious reasons, very often they might coincide as illustrated in the next chapters and in the Joint Dissemination and Communication Plan Table.

2.1. Objectives of the dissemination and communication activities

The objectives of the FIRE-IN Dissemination and Communication strategy are to:

- **Raise awareness:** Develop a high visibility for the FIRE-IN network (attracting a high number of stakeholders interested in Fire & Rescue technologies development, Associated Experts, etc.);
- **Promote:** Promote the innovative solutions and opportunities for the European Fire & Rescue community;
- **Inform:** Make the outcomes developed through the FIRE-IN network available to the different target and interest groups;
- **Engage:** Motivate the FIRE-IN network's target groups to provide inputs and feedback and interact with the consortium and the AE;
- **Exploit:** Enhance activities of the FIRE-IN network and provide opportunities for project results to be exploited and implemented by third parties/interest groups;
- **Deliver targeted impact** via, for example, the Requests for Ideas concept;
- **Support and inform relevant policy makers of project activities and main outcomes that might be useful for policy purposes.**

These activities will directly contribute to the sustainability of the FIRE-IN network, the implementation of the projects results and outcomes, and the replicability of the project methodology and processes.

Communication activities in the project aim at promoting the collaborative action and its impact to a wider variety of audiences, including general public. Communication activities should also demonstrate how this Horizon 2020 project contributes to resolving particular societal problems.

2.2. Dissemination and communication target audiences

Partners have identified 8 main groups of stakeholders to be targeted in the FIRE-IN network's activities, including:



Table 1. Target Audience Groups

Target Audience Group	Description
Practitioners	Practitioners, including public actors (fire and emergency services, local, national regional) and private actors (e.g. private fire services, ambulance services, private rescue services as automobile clubs, fire engineering companies, insurances, etc.) as well as associations (e.g. Federation of the European Union Fire Officer Associations) and NGOs, such as Red Cross & Red Crescent, Mercy Corp, Johanniter, Medecins Sans Frontière (MSF international), Sea Rescue Association (Royal National Lifeboat Institution, Société Nationale de Sauvetage en Mer...), ANIMS...
RTOs (Research and Technology Organisations)	Research and Technology Organisations (RTOs), will be involved in all key Work Packages either through their contribution to the Advisory Board or in responses to the Request for Ideas;
Risk Owners	Industry and industry association as Risk Owners, which are operators of hazardous installations and critical infrastructures;
Industries and Services to Industry	Industries and services to Industry, which are able to develop Innovative solutions, contribute to and respond to the CCC's and the Request for Ideas; business and innovation intermediaries.
Standardisation Bodies	European standardisation bodies such as European Committee for Standardisation (CEN), the European Committee for Electrotechnical Standardisation (CENELEC), ETSI (the European Telecommunications Standards Institute). International organisations, such as The International Organisation for Standardisation (ISO), the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU), national standardisation bodies, small business standards. In addition, certification bodies such as CEOC might be addressed at the later stage, if standards for performance testing are set-up.
Policy Makers and Programme Owners	All levels of policy making, from the EU level to municipalities and city councils, dealing with Fire & Rescue issues. National ministries/regional authorities responsible for defining, financing or managing programmes in relevant topics, carried out at national or regional level.
NCPs, other similar/parallel projects	Projects, similar to FIRE-IN, (such as SEREN4); H2020 and FP9 projects In particular ENCIRCLE project (DRS-05-2016, cluster to structure the CBRNe market), ResiStand project (for the standardisation activities), and the other GM21.
General public	

Each of these groups will be addressed with specific messages, specific offers and via specific channels, tools and where relevant bespoke services, tailored to their needs and ensuring programme impacts are delivered.

Each consortium partner will be responsible for reaching out to different groups as laid out in the Joint Dissemination and Communication Plan Table and ensure cultural and language barriers do not undermine the capacity to deliver impacts across Europe and all stakeholder/practitioner groups.



2.3. Core messages and content to be disseminated and communicated

Table 2. Core messages

Target Audience Group	Core message	Content
Practitioners	With FIRE-IN, you will get the latest technology at your fingertips. You will be informed of the latest research results, the latest development in standardisation. What you get from the project is proportional to your input: the more you give, the more you get. (<i>Message relevant to all Target Audience Groups</i>); FIRE-IN is the “One Stop Shop” for Fire and Rescue Innovation, Research and Standardisation	Project general information, thematic general information, Thematic Working Groups progress, Draft SRA, SRA
RTOs (Research and Technology Organisations)	Involvement with FIRE-IN will save costs for R&D and showcase your achievements. With FIRE-IN, the practitioners’ needs will be visible and aggregated, with a mid and long term visibility	Project general information, information on Common Capability Challenges (CCCs) and Future Capability Challenges (FCCCs), Request for Ideas process and results, Draft SRA, SRA
Risk Owners	FIRE-IN offers simplified access to state-of-the-art technologies, delivers R&D results based on your expectations. You may share to FIRE-IN your expectations concerning capability gaps and find potential solutions	Project general information, information on CCCs and FCCCs, Draft SRA, SRA
Industries and Services to Industry	FIRE-IN will keep you informed on the latest technologies and research and innovation progresses, involvement in the project will help you create a better offer for your clients	Project general information, information on CCCs and FCCCs, Draft SRA, SRA
Standardisation Bodies	With FIRE-IN findings standardisation bodies and their committees can easier address useful issues to develop the market, such as interoperability issues, performance specification for public procurers. With that later respect, industry might be interested to develop standardised test protocols to evaluate the performance of technological solutions.	Project general information, information on Draft SRA, SRA - standardisation recommendations
Policy Makers and Programme Owners	FIRE-IN will bring latest Fire & Rescue technologies to your doorstep and help you protect infrastructure and lives more efficiently. Best of European research and practice in your country/municipality/town. Ensuring synergies with other regional priorities such as those that feature in Smart specialisation strategies	Project general information, information on Draft SRA, SRA
NCPs, other similar/parallel projects	You do not need to reinvent the wheel. FIRE-IN sound methodology works. Build your project’s success on a sound knowledge base. FIRE-IN will help you to disseminate information on H2020 and FP9 to the	Project general information, information on Common Capability Challenges (CCCs) and FCCCs, Request for Ideas process and results, Draft SRA, SRA



	practitioners, industry, research, standardisation F&R communities and networks	
General Public	We deliver solutions to make the European societies safer! <i>It is important to illustrate and to give examples, show success stories!</i>	Project video, project general information, updates in social networks.

3. External dissemination and communication

The main goal of this section is to outline the key elements in the Dissemination and Communication although we acknowledge that some activities fall under both type of actions.

A broad range of dissemination and communication tools and channels will be used to effectively reach the targeted audience groups to maximize awareness of the overall project's work and outcomes. First of all, the main objective will be to ensure a brand identity for FIRE-IN. Both online (e-FIRE-IN platform, project website etc.) and offline channels (leaflets, workshops, conferences, etc.) will be used to disseminate FIRE-IN related activities and project actions. In addition, all the networks and multipliers channels will allow the partners of FIRE-IN to raise the visibility of the project achievements and to reach a critical mass of stakeholders to an efficient implementation of the project work plan.

3.1 Project's visual identity

A visual identity is crucial to communicate a unified image and message of the project because it ensures the recognition of the project and its materials. Furthermore, following the project's brand identity in every communication and marketing material will also improve the project's image in the eyes of the target audiences and the project partners.

Project visual identity includes the following products, developed by a graphic designer under CBSS supervision:

- FIRE-IN logo – which reflects the identity of civil protection: triangle and circle and the project's triple helix: research (represented by a looking glass), industry (cogwheel) and practitioners (fire-fighter's hand) – all connected in a common effort. 8 European stars symbolise the connection to EU and the 8 countries, participating in the project,
- FIRE-IN Colour scheme – orange and blue, representing the traditional colours of the civil protection,
- The project's Power Point presentation template,
- The project's Word document template,
- FIRE-IN leaflet template,
- FIRE-IN e-Newsletter template,
- Email signature,





- FIRE-IN rollup.

Selected elements of the visual identity are presented in the Annex 4.4 FIRE-IN Visual Identity Package.

3.2. Online Dissemination and Communication tools

e-FIRE-IN platform – project’s main dissemination tool

The e-FIRE-IN platform has been designed to act as a main repository and interaction tool for the FIRE-IN project outputs and resources. It will offer a first and key access point for interested stakeholders. e-FIRE-IN platform will be developed and managed by ENSOSP. It is aimed to become a EU-wide point of reference for information related to Fire & Rescue. The platform will provide seamless interaction for practitioners, interactions with RDI and standardisation bodies, as well as serve as a tool for Request for Ideas, research and innovation monitoring, results publication and events organisation. e-FIRE-IN platform will exist as a registration-only forum, while also being linked to the public website of the project. A report on the development of the e-FIRE-IN Platform and a toolkit for the portal users will be submitted as a deliverable in M20 of the project.

Public website

Open informational website of the project, which will be used for promotion, providing general information about the partners, activities and results of the FIRE-IN and offering regular news updates as the project progresses. The website will be developed and maintained by ENSOSP while CBSS will be responsible for gathering the content and regular updates. All partners will be asked to provide input for the website regularly. While being the main channel for communication, the website plays a big role in the initial dissemination of the project results to the potential Associated Experts.

Preferred domain names: www.fire-in.eu, www.fireinproject.eu

If possible, FIRE-IN partners will include project’s updates in their individual corporate websites and provide links via the networks that they manage or are active in.

Other relevant web platforms

The results of the project will be available in the community FIRE-IN Project of the LESSONS ON FIRE site, a platform that allows generating debates, sharing quality information, finding documents in an organised way, finding expert people and/or asking a professional opinion about forest fires risk in the Europe. Link: <http://lessonsonfire.eu/en/community/fire-project>

Short video about the project

In order to attract attention of the relevant stakeholders, the project will produce a short video film, which will be placed on the public website and on the e-FIRE-IN platform. Depending on the budgetary constraints the video can be produced either “in-house” with available devices and software. It is important that the film tells a story and uses imagery of innovative technologies and cooperation in progress.

e-Newsletters

The project will have its own regular e-newsletter, designed and maintained by CBSS, with 10 issues during the project duration, to disseminate to its networks and participants. CBSS will request updates from the relevant partners 1 month in advance in the format, presented below in the Annex 4.2.

If possible, FIRE-IN partners will include project’s updates in their corporate newsletter.



Webinars

Online sessions to present FIRE-IN (activities, results) and attract users / contributors to the platform will be included into the functionality of the e-FIRE-IN platform. The frequency of the webinars will be defined according to the project development and the wish to interact with the stakeholders on precise topics.

Direct emails

A dissemination mailing list will be made by CBSS and SAFE, including the Associated Experts and relevant stakeholders registered in the website and e-FIRE-IN platform. This list will be used for the e-Newsletter sharing as well as for main project events (annual conference, Draft SRA, SRA, main results).

The partners are encouraged to implement the FIRE-IN signature (see Annex 4.4 for email signature template) in their corporate email.

Blogs

CBSS together with other partners involved in dissemination and communication activities will identify and map out blogs of the partner organisations and other relevant and invite project partners to disseminate project results through the blogs. Examples of the blogs:

FuegoLab (Forest Fires, SP): <http://fuegolab.blogspot.com.au/>

PCF Blog: <http://www.paucostafoundation.org/blog/>

Social media

Creating a social media presence for FIRE-IN is crucial to increase the project visibility, and thereby a strategy in different social networks, e.g. Twitter, Facebook and LinkedIn, has been developed to:

- Provide information about FIRE-IN
- Disseminate, results, materials and information.
- Share and advertise FIRE-IN's events, such as demonstrations and conferences.
- Share and advertise news and events that can be interesting for the different stakeholders

Pau Costa Foundation will be responsible for creation of the social media profiles for the project. The profiles will include:

- **Twitter** (@FIREINProject) - project's partners should use the following hashtags and handles #FIREINProject, @EU_H2020. The login details will be distributed to 3-4 responsible persons who will ensure Twitter coverage at all events and during important milestones of the project. The account should be updated at least once a month.
<https://twitter.com/FIREINProject>
- **Facebook Page** (Fire-In H2020 Project) – the same rules apply as for Twitter
<https://www.facebook.com/fireinproject/>
- **LinkedIn profile**
www.linkedin.com/in/fireinproject

3.3. Non-electronic Dissemination and Communication tools

Leaflet

CBSS in collaboration with T4.3 partners will design a project leaflet in English and distribute it on the public website, e-FIRE-IN platform as a PDF file, as well as through emails to all the partners.



CBSS will also print the English version of the leaflet and distribute 1000 copies to the partners initially. Project partners are encouraged to use the electronic leaflet template and to translate it into national languages to achieve wider distribution/impact within their respective ecosystems.

Rollup

CBSS in collaboration with T4.3 partners will design a project rollup based on the project's visual identity and distribute the design template to all the partners. CBSS will print one rollup for use in FIRE-IN main events. Project partners are encouraged to use the electronic template in order to translate it into national languages and print as necessary.

Publications

CBSS in collaboration with T4.3 partners will map the relevant EU Fire & Rescue, research and industry magazines, newspapers and other publications and regularly propose to them information on the project regarding the main actions/results.

Souvenirs/gadgets with FIRE-IN logo

CBSS will scan the market for potential project's merchandise and propose a souvenir/gadget (closely related to the project's core activities) to distribute among stakeholders during events organised by FIRE-IN or its partners. It will provide an important visual anchoring to the project's purpose and results.

3.4. Physical Interactive Dissemination and Communication

Annual dissemination workshops

Organised each year of the project duration (5 times) in a relevant place, these events will contribute to project's results dissemination to both the physical attendees and online attendees by providing full information of the project progress and results and offer an important forum for interaction. The audience should be a mix of the different target audiences of the project, including policy-makers / research funding organisations at national and European level to ensure exploitation of project results and recommendations. They will also provide an ideal opportunity to engage with the other SEC21 project partners.

Conferences, seminars, other events

This channel of dissemination will offer a chance for personal interaction in innovation, technology and scientific conferences, trade fairs and exhibitions and in face-to-face meetings with relevant stakeholders such as researchers and entrepreneurs, but also with national innovation, trade and funding agencies. The participation in external events will increase the Network's visibility and impact, develop synergies with related initiatives and programmes. Each project partner has a budget to attend such events and will therefore be expected to produce a short note/news item for the FIRE-IN web site/platform as part of the communication and dissemination actions. CBSS will track these events as



part of the strategy monitoring process. In particular, FIRE-IN intends to be active in the Community of Users (<https://www.securityresearch-cou.eu/>) and interact with the organisers for the preparation and organisation of workshops during CoU conferences.

Anyone participating in an event and communicating information concerning FIRE-IN or results obtained within FIRE-IN, either directly or indirectly, should inform the Project Coordinating Officer and the Project Manager in advance of the event's details as shown in the template (see Annex 4.3 Event participation template). This information will be shared with the TWG leaders that will select the relevant events, according to the thematic they lead, in order to avoid duplication of participation if not needed, and to highlight the events that are the most related to the works done by the project.

Liaisons with other EU Projects

Liaisons with other on-going EU Projects will be identified in order to create bridges with similar initiatives and to exploit the results in coherence with the other projects, in particular those active in the Community of Users (CoU). These opportunities will be discussed and reviewed with the EC PO.

3.5. Recognition and visibility rules, disclaimer

All communication items and publications must include recognition of financing by the European Union and include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740575" as well as the EU emblem, as shown below:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740575

The EU cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:

"This publication has been produced with the support of the European Commission. The contents of this publication are the sole responsibility of <name of the author/beneficiary/implementing partner> of the FIRE-IN project and can in no way be taken to reflect the views of the European Commission."

3.6. Expected impact and monitoring of the dissemination and communication activities

Dissemination and communication activities of the project will be monitored according to the performance indicators below. T4.3. partners will gather information needed for the evaluation through electronic tools, such as Google and Twitter Analytics and through internally circulated dissemination and



communication activity reports. All the partners are obliged to report their dissemination and communication activities on the project's Netboard platform in the Management section – Dissemination.

Table 3. Performance indicators

Dissemination and communication channels and tools	Performance Indicators							
e-FIRE-IN Platform	150 registered participants expected by M18 (end of the first cycle). Target to 500 to 800 participants Promote Request for Ideas							
FIRE-IN Public Website	1000 unique visitors expected by M18 (end of the first cycle)							
Project events Workshops Webinars	Target indicator	Target indicator	Target indicator	Target indicator	Target indicator	Target indicator	Target indicator	Target indicator
	> 60% Practitioners	> 15% RTOs	> 5% Risks Owners	> 15% Services to Industry	> 5% Standardization Bodies	> 3% Policy makers	> 3% other projects	
	Number of participants at annual workshop 70 (physically) + 100 (remote) - 5 annual workshops							
Participation in external events	Contribution to external events organised by the European and National organisations Target indicator: M1-M12: at least 9 contributions M13-M24: at least 10 contributions M25-M36: at least 9 contributions M37-M48: at least 10 contributions M48-60: at least 10 contributions							
Annual Dissemination Event	Five high profile events will be organised to share and disseminate results Invitations will seek to open attendance beyond the project activities Engage with other SEC21 projects Target new actors, gather new participants to the AE network							
Publications	Publications in blogs, website, on the platform or groups like LinkedIn but also off line journals Target indicator: Articles and online contributions made on and offline > 1 per month							
Outreach - overall	Over 1000 stakeholders covered by each outreach campaign, via FIRE-IN partners' outstanding network and dissemination strategy targets							
International Advisory Board	High level and respected experts will carry FIRE-IN message to their own networks and enhance credibility and sustainability of FIRE-IN actions and long term results							
FIRE-IN Twitter	Number of Twitter followers > 200							
FIRE-IN Facebook page	Number of people reached per month >100							
FIRE-IN LinkedIn	Size of the LinkedIn Group > 200							



3.7. Joint Dissemination and Communication Plan Table

Table 4. Joint Dissemination and Communication Plan

Channels/Tools	Activities	Responsible for actions	Deadline/Desired frequency
Online tools			
e-FIRE-IN Platform	<i>Development and management of the platform, thematic groups facilitation</i>	ENSOSP	Ongoing
Public website	<i>Updating static content</i>	CBSS	At the launch
	<i>Dynamic updates</i>	CBSS	Monthly and as information comes
Other relevant web platforms	<i>Placing content</i>	All T4.3 partners	Quarterly
Video film about the project	<i>Filming and editing</i>	CBSS	M12
	<i>Uploading</i>	CBSS	M12
E-Newsletters	<i>Design template</i>	CBSS	M5
	<i>Collecting input with a story template</i>	CBSS	Twice a year
	<i>Sending out</i>	CBSS/ENSOSP	Twice a year
Webinars	<i>Facilitating webinars</i>	ENSOSP	Synchronized with the project cycles (CCCs and FCCCs definition periods, request for ideas and Draft SRA / SRA periods)
Direct mails	<i>Sending out emails with general information/specific results</i>	CBSS	The same frequency as e-Newsletter and for interim and final results
Blogs	<i>Posting about the results of the project on relevant blogs</i>	All partners	Twice a year
Non-electronic tools			
Leaflet	<i>Designing a template, producing English text</i>	CBSS	M5
Rollup	<i>Designing a template, producing English text</i>	CBSS	M5
Souvenirs/gadgets with FIRE-IN logo	<i>Proposing a suitable solution</i>	CBSS	M12
Social Media			
Facebook	<i>Opening and maintaining the group</i>	PCF	M6
Twitter	<i>Opening and maintaining the account</i>	PCF	M6



Linked-In	<i>Opening and maintaining the account</i>	<i>PCF</i>	<i>M6</i>
Physical interactive tools			
Conferences/seminars	<i>Gathering the conclusions</i>	<i>Partners participant to the events, coordination by CBSS</i>	<i>Two weeks following the event</i>
FIRE-IN workshops	<i>Gathering the conclusions</i>	<i>CBSS with T4.3 partners</i>	<i>Once per year</i>
Traditional Media			
TV/Radio (incl EURONEWS)	<i>Engaging with the media</i>	<i>the partner in the country where an event takes place</i>	<i>If possible - once during project's duration</i>
Newspapers	<i>Engaging with the media</i>	<i>the partner in the country where an event takes place</i>	<i>Once a year</i>
Specialised publications/journals	<i>Publishing in Scientific journals</i>	<i>all partners, coordination by CBSS</i>	<i>Once a year</i>

3.8. Security and Ethics

The dissemination actions have to comply with the security and ethics rules described in D5.1 Quality Assurance Plan. It concerns in particular the information related to CBRNE and terrorism and the management of the personal data.



4. Annexes

4.1. Target Audience Groups – results of the Key Stakeholder Mapping Exercise

As envisaged in the project application, the partners conducted a key stakeholder mapping exercise in order to map out potential target audience groups for dissemination and communication. The results presented below are not a comprehensive list, but an example to inspire other project partners in their search for organisations and networks to engage. The list will be amended as the project progresses.

Table 5. Key Stakeholder Mapping

Target Audience Group and description	FIRE-IN Partner responsible for engaging respective target group	<u>Examples</u> of the target audience groups
Practitioners	<i>All FIRE-IN Project Partners</i> <i>CFS and TWG A partners; CNVVF and TWG B partners; GFMC and TWG C partners; THW and TWG D partners; CAFO and TWG E partners; SAFE and T4.2 partners for existing networks for practitioners</i> <i>PCF to set up accounts on social media</i>	Associated experts in TWGs Associated Experts - Thematic A Associated Experts - Thematic B Associated Experts - Thematic C Associated Experts - Thematic D Associated Experts - Thematic E Local/regional level National/Member Associations of the Federation of the European Union Fire Officer Associations Fire Services of big cities in Germany (in Germany fire fighters are organized on a communal level) in Berlin, Hamburg and Frankfurt/ Main THW experts, who bring in operational expertise (individual experts will be addressed in the TWG D at the respective time) Institut Feuerwehr NRW (Nordrhine Westfalia) Public Health England Frederikssund-Halsnaes Fire and Rescue (Demark) SDIS11 (France, Aude) SDIS13 (France, Bouches-du-Rhône) SDIS2B (France, Corse) DREAM (Italy, Toscana) Plan Infoca (Spain, Andalucía) Servicio Forestal Aragón (Spain, Aragón) Servicio de Montes (Spain, Asturias) Gobierno de Cantabria (Spain, Cantabria) GEACAM - INFOCAM – JCCM (Spain, Castilla La Mancha) Consorcio Bomberos Valencia (Spain, Comunitat Valenciana) Servicio Forestal Baleares (Spain, Illes Balears) Servicio Forestal de Gran Canaria (Spain, Islas Canarias) Bomberos de Madrid (Spain, Madrid) Bomberos de Navarra (Spain, Navarra)



		<p>South Wales FRS (United Kingdom, Northumberland) West Wales FRS (United Kingdom, West Wales) Union of the Baltic Cities (UBC) – Safe Cities/Sustainable Cities Commission (100 member cities in the BSR) CPMR – Baltic Sea Commission</p> <p>Country/national level German Fire Fighter Association THW headquarters (section for training and third country projects) All German relief organisations such as Johanniter Unfall Hilfe Bombers d'Andorra (Andorra) UK Fire and Rescue Service (United Kingdom) Northern Ireland Fire and Rescue Service (Ireland, United Kingdom) Forestry Commission (London, United Kingdom) CFOA (England)</p> <p>Practitioners existing networks Council of the Baltic Sea States (CBSS) Civil Protection Network (CPN) Council of the Baltic Sea States (CBSS) Expert Group on Nuclear and Radiation Safety (EGNRS) Policy Area Secure Steering Group, in the EU Strategy for the Baltic Sea Region (representing 8 member states, member organizations and expert groups and observers)</p> <p>Public procurers</p>
Risk Owners	<i>INEDEV, TWGs leaders, CBSS</i>	<p>Industry like electricity companies (regionally operating) Water supply industries (regionally) Communes in North Rhine Westphalia Red Electrica de España (Spain) Compact of Mayors in the Baltic Sea Region</p>
Research and Technology Organizations – RTOs	<i>KEMEA and WP3 partners, CBSS</i>	<p>Fraunhofer VVS Fraunhofer in general EARTO and EARTO organisations Universities of Berlin, Frankfurt, Köln, Paderborn, Stockholm as well as the United Nations University (based in Bonn) DWD (Deutscher Wetterdienst) CNet EOS European Technology Platform on Industrial Safety and Security Luxembourg Institute of Science and Technology (LIST) CREAF (Spain, Catalonia) Meteogrid (Spain, Madrid) King's College London (United Kingdom, London) University of Turku (Åbo Akademi) University of Tromsø, Arctic University of Norway Laurea University of Applied Sciences University of Lapland Institute for Security and Development Policy Lund University European CBRNE Center in Umeå</p>
Services to Industry	<i>KEMEA and WP3 partners</i>	<p>Companies, industry organisations (EOS ...) Private companies for logistical matters such as flood prevention tools etc.</p>



		Technosylva (Spain-USA) Vallfirest (Spain, Catalonia) Medi XXI GSA (Spain, Valencia)
Standardisation Bodies	<i>INEDEV and WP3 partners</i> <i>Olivier SALVI</i>	European Standardisation Organizations - ESOs (CEN, CENELEC, ETSI), National Standardisation Bodies Small Business Standards DIN CEN TC 391 CEOC
NCPs and other SEC-21 projects	<i>J-M DUMAZ and Olivier SALVI</i>	GM21 projects with RTO participation (approachable via EARTO SRG) NCPs; NCP projects (SEREN4); H2020 and FP9 DRS and SEC-GM projects coordinators I-LEAD, ILEAnet, eNOTICE, DAREnet SAYSo, NetRelief HEIMDALL NETRISKWORK ENCIRCLE DRIVER+ IN-PREP SAT4Alps
Associations and NGOs	<i>THW, CBSS</i>	German Platform for Disaster Risk Reduction International Security Competence Center (ISCC) Norden Association The Finnish National Rescue Association (SPEK)
Policy Makers and Programme Owners	<i>SAFE and T4.3 partners</i>	EU, National and Regional representatives German Ministry of the Interior National coordinators in Ministries for Foreign Affairs for the EU Strategy for the Baltic Sea Region NordForsk – Nordic Council of Ministers (NCM) Council of the Baltic Sea States (CBSS) Committee of Senior Officials (CSO – representatives from Ministries of Foreign Affairs from the 11 CBSS Member States) Interact Interreg – Baltic Sea Region European Commission DG REGIO, ECHO and CLIMA
General Public	<i>SAFE and T4.3 partners</i>	Pau Costa Foundation



4.2. e-Newsletter input template

**A short and “to the point” headline: e.g.
”Radio overload in rescue operations can
be solved by an innovative device ”**

A picture illustrating the story, a logo (if applicable). Preferably in high resolution



Couple of paragraphs answering questions: Who? What? Where?

Why? You can also include a [link to a website](#) for further reading

Describe what problems are being targeted and, most importantly: **what kind of impact** these common action/event has on the F&R community, society and the Europe as a whole.



4.3. Event participation template

Name of the event	
Partner responsible/involved	
Planned date of the event	
Actual date of the event	
Type of audience (target audience groups), number of participants	
Countries addressed/represented	
Type of involvement (presentation, speech, etc.)	
Title of presentation/publication (if applicable)	

4.4 FIRE-IN Visual Identity Package

Visual identity package presented below contains the following:

- FIRE-IN logo
- FIRE-IN Colour scheme
- The project's Power Point presentation template
- The project's Word document template
- Email signature

FIRE-IN Visual Identity Package, accompanied by individual files of the different versions of the logo and templates will be uploaded to the shared documents section of the project's Netboard.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740575

FIRE-IN Visual Identity Package

FIRE-IN Visual Identity Package

- 01 Logotype
 - 02 **Protective field**
 - 03 Colours of logotype
 - 04 Colours inversion / one colour version
 - 05 Black&white version
 - 06 Lettering
 - 07 Scaling logotype
 - 08 PPT template
 - 09 Email signature template
 - 10 Word template
-







#DE7723



#28447F





	C 0%		C 100%
	M 65%		M 78%
	Y 94%		Y 20%
	K 0		K 5%

	R 222		R 40
	G 119		G 68
	B 35		B 127

	
#DE7723	#28447F



readability limit



15 mm



20 mm



25 mm

AKU&KAMU
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+

ASAP
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+



FIRE-IN

FIRE AND RESCUE INNOVATION NETWORK



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740575

Andriy Martynenko / 27.09.2017



www.fireinproject.eu

Project Manager
Jean-Michel Dumaz
jean-michel.dumaz@safeccluster.com



www.fireinproject.eu

Project Manager
Jean-Michel Dumaz
jean-michel.dumaz@safeccluster.com



Project Manager
Jean-Michel Dumaz

jean-michel.dumaz@safeccluster.com

Facebook, Twitter : @FIREINproject
LinkedIn : fireinproject

www.fireinproject.eu



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740575

2017XXXX Leading partners meeting minutes

Participants

Name (Organisation)
Name (Organisation)
Name (Organisation)
Name (Organisation)
Name (Organisation)

WP1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

WP2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

WP3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum