



ELITE

Elicit to Learn Crucial Post-Crisis Lessons

DELIVERABLE D6.2

Dissemination plan

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1. DISSEMINATION STRATEGY AND OPPROTUNITIES

ELITE is short for *Elicit to Learn Crucial Post-Crisis Lessons*. The project's main objective is to establish a prototype of a publicly available web solution – a “living document” – which contains information about experiences and learning points from natural disasters in Europe, as well as social media features. The “living document” will be in the format of a Wiki. Wiki is a technology for creating collaborative websites.

The ELITE project aims to address issues relating to nautral disasters (more specifically forest fires, earthquakes and floods). The practical experience and outcomes from the project will be accessible for project beneficiaries and the wider crisis management community. It will be of value across different sectors and internationally.

A dissemination plan is crucial to organise the activities realized in the framework of a project in order to promote the project's results, development of the project and the dissemination of the scientific work produced in the project.

A successful dissemination will imply several aspects mainly connected towards improved national and European preparedness and response, improved safety for civilians, increased first responder and crisis management effectiveness, improved first responder safety during operations, and finally, increased situational awareness about natural disasters, consequences and how to handle the upcoming problems following such disasters.

To fulfil these aims, the ELITE project will apply various tools. Clear channels of communication between the project partners themselves, as well as with the wider crisis management community will play a crucial role in the success of the project.

The dissemination plan (D6.2) is produced as a part of the activities of Work Package 6 “Dissemination of lessons learned”, which also includes deliverables such as the Communication strategy description (D6.1), Dissemination progress report (D6.3), Handbook (D6.4), Association establishment (D6.5) and Dissemination and communication activities (D6.6).

By the end of the 13th month of the project , the Dissemination progress report will summarise the efforts made and results achieved with regards to the Dissemination plan of the project. Both documents are marked as Milestones in the Description of Work (DoW).

1.1. Consortium partners

To achieve successful dissemination of the ELITE project, all the consortium partners will contribute. The partners are from seven different countries and include first responders, academics, scientists and an education centre.

Project partners	Acronym	Country
UNIVERSIDAD DE NAVARRA	TECNUN	Spain
FORSVARETS FORSKNINGINSTITUTT	FFI	Norway
HOGSKOLEN I GJOVIK	GUC	Norway
FORSCHUNGSINSTITUT DES ROTEN KREUZES	FRK	Austria
INTERNATIONAL SEARCH AND RESCUE GERMANY	I.S.A.R. Germany	Germany
THALES RESEARCH & TECHNOLOGY	TRT	France
SZKOLA GLOWNA SLUZBY POZARNICZEJ	SGSP	Poland
ISTITUTO DI METODOLOGIE PER L'ANALISI AMBIENTALE - CONSIGLIO NAZIONALE DELLE RICERCHE	IMAA-CNR	Italy
ASSOCIAZIONE NAZIONALE DEI COMUNI ITALIANI DELL'UMBRIA	ANCI Umbria	Italy

Table 1. Consortium partners

1.2. Target groups

The ELITE project expects to have several target groups interested in the results of the project: crisis managers and first responders (end-users), researchers and the general public. The main target groups are in Europe, however, the findings may be of interest to actors outside the European community. Therefore, it is important to establish an effective, wide reaching communication strategy and a detailed dissemination plan.

Dissemination among the crisis managers and first responders will contain several phases. The first phase will be concentrated on building trust within the ELITE Community of Practice (CoP).¹

CoP users will act as selected representation of end-users, which will allow the development of best practices, guidelines and documents. Feedback received from these end-users will allow the project to adopt the developed tools and materials to the end-users real needs. The big number of end-users in the ELITE CoP will allow the integration of all their perspectives in the project's final results.

The second phase will be directed at adopting a viral marketing strategy. After successful dissemination of the results among the ELITE partners and the ELITE CoP, the living document (Wiki) and other project results will be accessible to the broader crisis management community.

Dissemination among researchers will be provided owing to the fact that ELITE project consortium includes academic institutions. Project results will appear in international journals and conferences, and this will guarantee that the international research community validates the scientific results achieved by the project.

Issues discussed in the ELITE project should also reach the general public. People must be aware of the main natural disasters and the ways how to prevent or deal with them. Therefore, articles will occur in some papers and videos will be uploaded to YouTube, TED and similar platforms. The ELITE project plans to publish papers with the results and findings from the ELITE project in national journals of the seven countries where the project has partners from, and create a YouTube channel where videos will be accessible to the general public.

¹ Community of Practise (CoP) is a group of people who share a common interest and who expand their knowledge and expertise in this area by sharing insights, tools, lessons learnt, experiences and best practices.

1.3. Dissemination tools

In order to inform the society about the project as well as its outcomes, the ELITE project uses different tools and channels of dissemination. The most important source for any information about the project is the ELITE project website, which aims to keep both, project partners as well as the general public, up-to-date with the project.

1.3.1. ELITE homepage

The project website will be launched and will continuously be updated during the whole project. It can be available at: www.elite-eu.org.

The main goals of the project website are:

- To provide information on the project's activities, progress and outcomes;
- To offer to project partners access to all documentation and deliverables produced in the course of the project;
- To provide information about project partners and their contact details;
- To give information about project events (meetings, conferences, workshops).

Hence, the website will contain: main objectives (start page with basic information about the project); partners involved (list of all project partners including links to their institutional website); work plan (short summary of each Work Package and mention of the WP leader); public outcomes (deliverables, presentations, fact sheets, articles and press releases, etc.); calendar of events (basic information on internal and external events); press (contact information for journalists and people interested to report about the ELITE project. A selection of images to be re-used for promotional purposes); and contact information (contact information of project coordinator).

Websites of consortium members will also contain information about the ELITE project and its development.

1.3.2. Printed publications

In addition to the project website, the ELITE project will be disseminated externally applying other tools, such as scientific and promotional materials. Reports, articles, newsletters and flyers will create awareness about the project and will be distributed among a wider audience.

A handbook including key results will be written in order to disseminate issues discussed in the project, to share experiences of the experts, and to spread the information to the target audience. In addition to the handbook multimedia materials will be created to support the theoretical material. A handbook could be used complementary to the living document and can be helpful in environments with poor ICT and infrastructure. The handbook will consist of several modules, and every module will include questions at the end for revision purposes.

1.3.3. Events, seminars, workshops, conferences

Other important methods of disseminating the project results are international workshops, seminars and conferences organized by the ELITE project group. Workshops, meetings, seminars will be organized to raise awareness about projects aims, activities and progress, to discuss the direction of research, development and other issues of interest among the consortium members and wider community. They will also be a good opportunity to organize trainings on discussed topics and to invite experts to share experience and knowledge.

A final international conference which will be held in Poland will be aimed at distributing lessons learned on three disasters as well as to share experience of international experts in that field.

The events will be published in the calendar of the ELITE project website and in partners' websites as well as in other media. All presentations will be made available on the project's website.

1.3.4. Social Media

A Twitter account will be created to distribute information on the project among the broader audience. In that way, the project will become visible to crisis management organizations and the scientific community which can participate and contribute to its development.

A LinkedIn group will serve to provide communication between project members, especially to connect people from different workshops. By using LinkedIn the workshop participants will be able to share practices and lessons learned on the issues discussed. The group is called FP7 EU ELITE Elicit to Learn crucial post-crisis lessons. LinkedIn contains professional profiles with online CVs, so that one can find people who are dealing with different tasks in the field of crisis management.

A Wikipedia article will be created to provide information about the project. A Wikipedia article will be created to provide information about the project and to share lessons learned discussed during the workshops, meetings and conferences.

Videos will be uploaded to YouTube and are foreseen to promote materials on disasters elaborated by the ELITE project group.

2. DISSEMINATION PLAN ACTIVITIES

Table 2 shows the dissemination plan of the ELITE project.

Some channels of dissemination, (two first workshops) have already been established because the ELITE project has run since January 2013.

Channel of dissemination	Partner responsible	Timing	Purpose and type of dissemination activity
Creation of Twitter account	ISAR	June 2013	Twitter account will be created to distribute information on the project among the target groups and broader audience.
The ELITE homepage	TECNUN	January 2013	<p>The project website will be launched and will continuously be updated along the whole project. It can be available at: http://www.elite-eu.org</p> <p>The main goals of the project website are:</p> <ul style="list-style-type: none"> ➤ To provide information on the project's activities, progress and outcomes; ➤ To offer to project partners access to all documentation and deliverables produced in the course of the project; ➤ To provide information about project partners and their contact details; ➤ To give information about project events (meetings, conferences, workshops).

Websites of partner institutions	All participants	To be discussed during the third ELITE workshop	Websites of consortium members will also contain information about ELITE project and its development to make it vivid for broader community. The events published in the calendar of the ELITE project website will be also published in partners' websites as well as in other media.
Sharepoint	TECNUN	January 2013	In order to provide effective internal communication among ELITE consortium members a sharepoint has been created, where presentations, reports and other useful materials will be available for all members.
Facebook page	FFI	October 2013	A Facebook page will be created. Facebook is more interactive and there are more experts on facebook compared to LinkedIn. Weekly updates will include relevant news related to crisis management, important events and new ELITE reports. In this manner one can keep the end-users and customers close. The different functions within facebook will be used to build audience. For example by connecting to other facebook pages related to emergencies; INSARAG, OCHA etc. In this way the ELITE project can enter the emergency and crisis management networks and reach the same audience. Another feature is inviting well known people to "like"/follow the ELITE page (f. ex the key note speakers from the workshops). This will draw other people to the ELITE facebook page and make people aware of this project and its aims.
Linkedin group	ISAR	April 2013	Linkedin group will serve to provide communication between project members, especially to connect people from different workshops. Using LinkedIn they will be able to share practices and lessons learned on the issues discussed. The group is called <u>FP7 EU ELITE Elicit to Learn crucial post-crisis lessons</u> .

Wikipedia article	To be discussed during the third ELITE workshop	To be discussed during the third ELITE workshop	A Wikipedia article will be created to provide information about the project and to share lessons learned discussed during the workshops, meetings and conferences.
Youtube	To be discussed during the third ELITE workshop	To be discussed during the third ELITE workshop	Videos will be uploaded to promote materials on disasters elaborated by the ELITE project group.
The first ELITE workshop	ISAR	16-17 April 2013	A scenario-based workshop was dedicated to sharing and gathering information about common practice, lessons learned and experiences on forest fires.
The second ELITE workshop	ISAR	25-26 June 2013	The workshop was dedicated to sharing and gathering information about common practice, lessons learned and experiences on earthquakes. Experts from crisis management organizations were defining problem areas and solutions to these problems.
The third ELITE workshop	ISAR	8-9 October 2013	The workshop will be focused on issues related to floods. With the information and knowledge collected from the experts and participants one may identify the major problems faced by most end users.
The fourth ELITE workshop	ISAR	January 2014	The workshop entitled "Holistic perspective – all three natural disasters" will summarise information gathered during previous workshops and will allow the participants to share opinions, best practices and solutions. A table-top exercise will be also be organized to give participants the chance to apply the gained knowledge in practice.

Final conference	SGSP	June 2013	A final international conference will be held in Poland. The aim is to distribute lessons learned on the three natural disasters, as well as to share the experiences of international experts in emergency preparedness field. Moreover, during the conference recommendations for organizational development within the crisis management will be addressed. Recommendations will address the national level within the EU Member States, as well as the European level.
Articles	All partners	to be discussed during the third ELITE workshop	Scientific articles touching upon the issues of the three main disasters discussed in the ELITE project will be published in thematic journals and newspapers. This is done to promote the results of the project and help people find solutions in case of emergencies.
Handbook	SGSP	to be discussed during the third ELITE workshop	A handbook including key results will be written in order to disseminate issues discussed in the project, to share the experiences from the experts, and to spread the information to the target audience. In addition to the handbook multimedia material will be created to support the theoretical material.
Leaflets and flyers	to be discussed during the third ELITE workshop	to be discussed during the third ELITE workshop	Leaflets and flyers could be designed to provide the most important information to the end-users.
Presentations	to be discussed during the third ELITE workshop	to be discussed during the third ELITE workshop	Presentations will be created by lecturers from partner institutions to disseminate the ELITE project results to students who work and study this topic.

Newsletters	TECHUN/FFI	Quarterly	Newsletters are used to inform, support contact and engage people who have participated in the workshops or shown interest in the project. This is to ensure that ELITE CoP continues to stay involved. Newsletters will be distributed quarterly and will be sent by e-mail to all members of the CoP who participated in the workshops.
Living document/ Wiki	TECNUN	June 2014	The living document (Wiki) is the main product of the ELITE project and it will be a platform where people working in the field of emergency preparedness, contingency planning and crisis management can share experiences, lessons learned and good practices.
Information letters	All participants	to be discussed during the third ELITE workshop	Information letters will contain the most important information about the ELITE project, contact details, website address as well as the calendar of upcoming events. Such letters will be sent to local organizations dealing with emergencies, Headquarters of Fire Service, governments and others to reach end-users and to provide them with information needed.

Table 2. Dissemination plan

3. CONCLUSIONS

The dissemination plan describes the tools, activities and means of cooperation, which will ensure that the ELITE project results and the content itself will be disseminated widely and effectively to the different target groups. Project partners are required to actively support the dissemination efforts coordinated by WP leader.