



CORE

sScience and human factOr for Resilient sociEty

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ABSTRACT

The overarching objective of the sScience and human factor for Resilient society (CORE) project is to make the social communities better prepared to face and overcome disasters, through a trans-disciplinary collaboration between scientific and societal areas, with a specific attention to the most vulnerable groups.

The success of CORE will greatly depend on an adequate, initiative-taking, and fruitful engagement approach with a wide range of stakeholders, to ensure the most efficient risk awareness and the most all-embracing and inclusive community resilience.

The potential benefits are multiple: raise the public interest and awareness on Crisis Management (CM) for a better community engagement; involve supportive Non-Governmental Organisations (NGOs) in the innovation process of CM; nourish technical development feedbacks with the Research area; guide the decision makers in implementing policy measures; ensure the usefulness and usability of CORE outputs to end-users, etc.

The present deliverable – Project Dissemination Plan (PDP) – aims at introducing the overall engagement approach that the CORE project will follow, that lays down the foundations of the Dissemination and Communication (D&C) activities.

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 the right time throughout the project lifecycle, with suitable 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.

On the first hand, the PDP considers the engagement process as a whole, presenting the most fundamental concepts and detailing the objectives for engaging with the CM environment. Such engagement process is overly complex and must take place at various levels and moments, with different stakeholders and through different mechanisms. This implies the need for a thorough mapping of the stakeholders, a detailed definition of key messages to be shared with the right stakeholders and the identification of adapted tools currently available to interact with them.

On the second hand, the PDP serves as a reference framework to evaluate the impact of D&C activities conducted until the termination of the project, also reflecting best practices and lessons learnt during the execution of the project. Therefore, the document also details the monitoring tools and mechanisms that have been set-up to measure the impact of the D&C activities conducted, and to enable the early identification of any possible deviation that may occur when the strategy unfolds.

Finally, it is to be noted that the PDP should serve as a guideline to the Consortium for the D&C activities to be conducted in the context of the CORE project.



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ACRONYMS

CM – Crisis Management

D&C – Dissemination and Communication

EC – European Commission

EU – European Union

EX. – Example

CORE – sScience and human factOr for a Resilient society

LoI – Level of Interaction

NGO – Non-Governmental Organisation

PDP – Project Dissemination Plan

PR – Press Release



INTRODUCTION

The goal of D&C activities is to achieve the widest possible awareness and external communication of CORE and its related topics.

Dissemination refers to the public disclosure of the results by appropriate means, including by scientific publications, and *communication* refers to the measures that promote CORE throughout its lifespan, which is mainly inform and reach out the citizens to show the activities performed, and the use and benefits of the project for them.

Not forgetting the internal communication of the activities and related coordination among partners to carry out all D&C activities.

The PDP shall be seen as a reference material to the CORE Consortium; it is split in five pillars to address the following questions:

- 1 – *WHAT?* to determine all the information and the key messages to be spread.
- 2 – *WHO?* to determine the target audiences and stakeholders to engage for community building.
- 3 – *WHEN?* to determine the different phases of the project's cycle and its related needed actions
- 4 – *HOW?* to determine the best tools, channels, and activities to conduct.
- 5 – *HOW MUCH?* to determine the relevant Key Performance Indicators (KPIs) to evaluate the effectiveness and quality of the D&C activities



Figure 1 - PDP's Pillars



1. *What?* Pillar: Key messages to stakeholders

Developing and transferring concise key messages is crucial to achieve a successful communication. Messages are the essence of what we want to communicate; they are the key points that we want to get across to key stakeholders who will better receive the messages when they are tailored specifically for their interests and needs.

Consequently, CORE aims at defining and customising the messages to be transferred according to the classification of these groups: simple, clear, straightforward text for the public, more scientific for academic community, more technical for end users, more pedagogical for local communities.

The message component of the PDP comprises the set of arguments, reasons, and facts to be used to convince the targeted audiences of the value in using CORE results.

Key messages are intended to deliver relevant and meaningful content suited to communicate the CORE value proposition to each of them. The table below presents the various key messages of CORE related to its milestones and the associated activities to convey them to the stakeholders.

It is important to note that the identification and reaching out to stakeholders is a collective and collaborative task and will be undertaken by all partners.

<i>Milestone</i> Key message	Activities
<p><i>CORE Kick-off Meeting</i></p> <p>A new project starts</p>	<ul style="list-style-type: none"> - Redaction of a Press Release to massively spread the word within Consortium's partners' networks, to be mentioned in topics-related specialized publications and to be presented to the public audience. - Creation of the CORE social medias for initiative-taking engagement with public bodies and related EU Projects, and attendance to online events, to create a promotional springboard and identify topics' scopes to have a better relevance and general echo when starting the activities. - Creation of the CORE website to ensure an efficient and specific showcase as online presence



	<p>- More concrete and accurate identification of the stakeholders to be reached in the frame of CORE; gradual selection of key messages and relevant tools, channels, and activities to generate engagement; progressive adjustment of timeline's phases; preparation of processes for very regular assessment of KPIs.</p> <p><u>Means of verification: Minutes of the meeting.</u></p>
<p><i>Safety culture measurement Toolkit</i></p>	<p>The Toolkit will measure how positive or negative safety culture is in the selected disaster scenarios:</p> <p>(i) definition of specific quantitative and qualitative indicators from different disaster scenarios, regional areas, practitioners, and citizens' categories.</p> <p>(ii) for providing a tailored comprehensive insight of areas of improvement and priorities of interventions.</p> <p>(iii) to build a positive safety culture in all investigated groups: concretely, assess preparedness, reaction, overcoming and learning local actions (in terms of plans and actual operations).</p> <p>For the successful production of the Toolkit, strong links with local communities of demo sites will be established, building connections with local rescue and civil protection agencies, public officers indirectly involved in disaster prevention and management, civil society associations.</p> <p><u>Means of verification: Readiness of the toolkit.</u></p>
<p>Case Study Comparative Analysis</p>	<p>Following an assessment of different natural and manmade disasters, an analysis will be undertaken to identify lessons learnt, patterns and trends highlighting best practice.</p> <p><u>Means of verification: Readiness of the analysis.</u></p>
	<p>Community resilience reflects the capability of a community to understand and anticipate the risk</p>



<p>Community Resilience Strategy</p>	<p>of a hazard, be prepared to response, and reduce the plausible impact and recover fast and better through adaptation practices and evolution.</p> <p>The CORE community resilience strategy will specifically address the preparedness of the identified vulnerable communities for an effective response to the recognized hazard cases. The CORE community resilience strategy will adopt a multi-branch approach to improve the functional organization in the vulnerable communities by integrating cultural and indigenous practices into the disaster risk governance structure in each context.</p> <p>Key activities under the development of the community resilience strategy can be listed as below, especially towards policy makers:</p> <ol style="list-style-type: none"> 1. Critical analysis of past disasters via the identified case studies on their disaster preparedness strategies 2. Analysis of vulnerable categories 3. Identification of cultural and heritage aspects 4. Formulation of risk governance strategy 5. Development of community resilience strategy <p><u>Means of verification: Production of the Report.</u></p>
<p>Procedures of Validation through Stakeholders Workshop</p>	<p>The Stakeholder Workshop will be organised to raise the awareness on CORE and gather end user requirements for the project case studies. Consequently, the consultation of a large range of stakeholders will serve the redaction of a Procedures Validation.</p> <p><u>Means of verification: Workshop effectively held jointly to the proposition of procedures.</u></p>
	<p>In the frame of the elaboration of a methodological framework to deal with the various kinds of relevant for disaster risk reduction information on social media about disaster risk reduction relevant issues.</p>



<p>Identified preferences on misinformation tools</p>	<p>(i) to analyse preferences, perceptions and views of various disaster risk reduction stakeholders and also of general public on features of tools to deal with misinformation and how these preferences are shaped by cultural backgrounds.</p> <p>(ii) to analyse potentials for co-development of tools to fight misinformation on disaster risk reduction relevant issues in social media together with various groups of disaster risk reduction stakeholders.</p> <p>The task will be based on various co-creation methods to collect inputs from disaster risk reduction stakeholders and rankings of various features of the online tools to combat misinformation according to preferences of various stakeholders' groups, not forgetting the general public as users and actors.</p> <p><u>Means of verification: Readiness of the Identification.</u></p>
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2. Who? Pillar: Stakeholder Engagement and Community Building

All the potential stakeholders that could influence or who could be affected by the project will be taken into consideration. Identifying the full spectrum of stakeholders, establishing their characteristics, interests and needs is indispensable to the development of an effective engagement process.

These stakeholders will be differently engaged with the objective to improve the design, implementation and usefulness of the project activities and outputs: (i) providing general information about the project development, activities, and results, and specific insights to the project's work; (ii) informing, consulting, involving and even collaborating with some of them to consider their needs and requirements, and finally empowering them in the decision-making process to provide the appropriate knowledge to adopt CORE's outcomes.



Target Group	Rationale for engaging	Specific stakeholder
Press & Media	Multiply CORE outreach	See <i>Table 3</i>
Civil Society	Increase awareness on the importance and potential impact of innovation in CM and on building a community resilience	<ul style="list-style-type: none"> - General public including vulnerable people (i.e., European Disability Forum) - NGOs and INGOs like IFRC and other practitioners in the domain - High Schools and Universities
Public institutions	Make use of the CORE outputs to implement policies	<ul style="list-style-type: none"> - EU Agencies and Services: DG ECHO, DG CLIMA, REA, JRC, DG HOME, DG SANTE, RECOVER - International bodies: UNDRR and related services like ROECA, World Bank's GFDRR - Local, regional and national bodies such as local rescue and civil protection agencies
Scientific & Research community	Enhance the scientific value of CORE and exchange good practices, tools, methods, and contacts within the research community	<ul style="list-style-type: none"> - DRMKC and related entities like INFORM - International Science Council - UN Prevention Web



3. *When?* Pillar: Timeline of D&C Activities

Especially *Communication* activities will be conducted according to a “*key dates calendar*” set up internally to improve the visibility of the project. On the first hand, CORE social medias will take advantage of the trends, popular hashtags and important publications on crucial dates to boost the visibility of the project (see figure 2 here below, as an example; on the other hand, CORE will publish articles and relay news(letters) following the news stories.

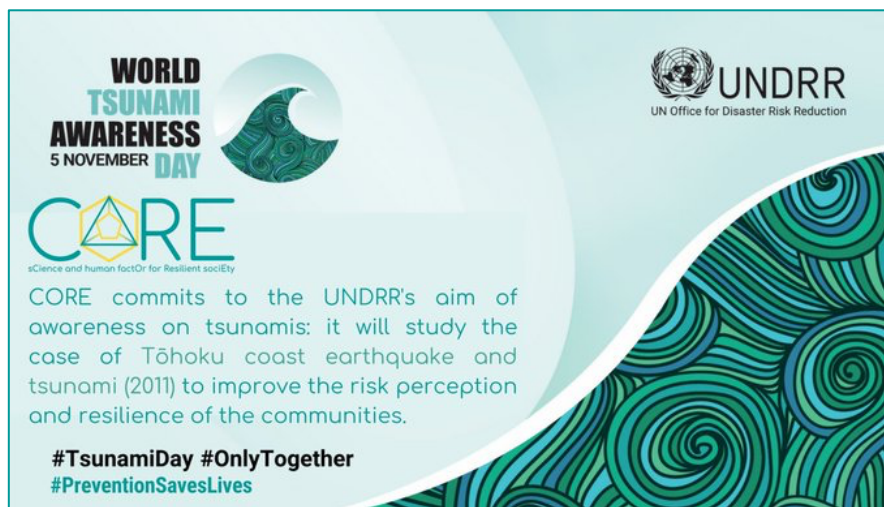


Figure 2 - Example of key date publication

Several key dates have been identified already and the key dates calendar will be update as it arises year after year: *International Day of Older Persons* (October 1), *International Day for Disaster Risk Reduction* (October 13), *International Shakeout Day* (October 20), *World Tsunami Awareness Day* (November 5), *Children's Day* (November 20), *International Day of Persons with Disabilities* (December 6), *Knowledge Network Day* (December 6), *International Day of Epidemic Preparedness* (December 27), *European 112 Day* (February 11), *International Women's Day* (March 8), *World Forest Day* (March 21), *International Day of Remembrance of and Tribute to the Victims of Terrorism* (August 21).

4. *How?* Pillar: Key D&C tools, channels, and activities

Here below are the means to conduct the D&C activities effectively and efficiently, for both *Communication* and *Dissemination*.

4.1 Communication

On the first hand, CORE will develop a *Communication*, given that it refers to the measures that promote the project throughout its lifespan - mainly inform and reach out the citizens to show the activities performed, and the use and benefits of the project for them.



Such communication covers a wide range of aspects: visual identity, online presence, non-electronic communication, events.

On the other hand, it is to be mentioned that CORE consortium established a communication process based on an Excel file to share information smoothly and clearly between the scientific partners and the ones in charge of D&C activities; the idea is to promote the best possible all the activities conducted under all the work packages.

4.1.1 Visual identity

The visual identity of CORE is both concentrated in and enhanced through its very bespoke and meaningful logo, a modern and synthetic video of presentation, and templates of presentations and of official documents used by the Consortium.

4.1.1.1 Logo

The CORE logo was designed in a very clean and eye-catching way to get easily, at first glance, the full name and acronym of the project associated with a creative geometric graphic design. It is a very strong way to be well identified and remembered by all the stakeholders that will be reached: **CORE** appears not only as an appealing design or acronym, but it also makes sense. Also, for some practical editing needs and material productions, a squared version was created.



Figure 2 - Main Logo



Figure 3 - Squared version of logo

About making sense and regarding more into details (geometrical design and colours), our logo contains the frame of CORE project, its essence:







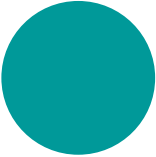



Geometrical representation	Meaning	Description
 <p>CORE</p>	<p>3 CORE's Goals</p>	<p>1 – Measure 2 – Control 3 – Mitigate</p>
 <p>CORE</p>	<p>3 CORE's Pillars</p>	<p>1 – Hard science 2 – Social Science 3 – Societal Acceptance</p>
 <p>CORE</p>	<p>5 CORE's Building blocks</p>	<p>1 – Safety Culture 2 – Social media support and threats to safety culture and community resilience 3 – Disaster scenarios, human behaviour, and disaster community identity as resilience factor 4 – Cascading effects 5 – Governance</p>
 <p>CORE</p>	<p>6 CORE's Use cases</p>	<p>1 – Earthquake 2 – Terrorist Attack 3 – Industrial Accident 4 – Flash Flood 5 – Tsunami 6 – Forest Fire</p>



Table 1 - Geometry of CORE's logo

Colour	Meaning	Web colours Codes
<p>illuminating Yellow</p> 	<p>Light Joy Autumn Attention Wisdom Wealth Resilience</p>	<p>PMS 113C C0 M13 Y71 K2 Hex #f8d948 R248 G217 B72</p>
<p>Turquoise / Teal</p> 	<p>Perseverance Tenacity Balance Rootedness with the environment Fertility Abundance Communication</p>	<p>PMS 7466C C90 M0 Y38 K0 Hex #009999 R0 G153 B153</p>
Secondary colours		
<p>Very Dark Grey</p> 		<p>C81 M76 Y71 K59 Hex #212121 R33 G33 B33</p>
<p>Graysh Cyan</p> 		<p>C28 M7 Y8 K0 Hex #B3CED6 R179 G206 B214</p>
<p>Very Dark Cyan</p> 		<p>C88 M40 Y55 K59 Hex #0A3736 R10 G55 B54</p>








<p>Moderate Blue</p> 	<p>C74 M20 Y8 K2</p> <p>Hex #3394B9</p> <p>R51 G148 B185</p>
<p>Moderate Cyan</p> 	<p>C61 M5 Y17 K1</p> <p>Hex #57B6C0</p> <p>R87 G182 B192</p>
<p>Cyan Lime Green</p> 	<p>C53 M4 Y35 K0</p> <p>Hex #74BDA7</p> <p>R116 G189 B167</p>
<p>Dark Grayish Cyan</p> 	<p>C54 M34 Y32 K2</p> <p>Hex #798B8E</p> <p>R121 G139 B142</p>
<p>Slightly Desaturate Cyan</p> 	<p>C48 M17 Y16 K1</p> <p>Hex #83ABB6</p> <p>R131 G171 B182</p>

Table 2 - Colours of CORE's logo

Finally, CORE's logo integrates the "*Comfortaa*" font (*Comfortaa Bold*; *Comfortaa Regular*; *Comfortaa Italic*) that is used for all the official redactions and public presentations. Such refined and original rounded font, as the name suggests, gives a certain sense of comfort to reading as well as a perception of care and generosity that are central in CORE project.

4.1.1.2 Templates of presentation and official documents

The project, starting from the definition of the visual identity, has also created the templates for the presentations and for the official documents. All the



partners are expected to respect the guidelines to communicate on CORE in a harmonized way.

The templates reflect the project colours palette and the selected font: the aim is to make all the CORE material identifiable and recognizable.

4.1.2 Online presence

CORE online presence is ensured by the implementation of a website, social medias, news(letters) and a promotional presentation video, described here below.

4.1.2.1 Website

CORE's website is thought and designed to be a pivotal platform of the online dissemination and communication activities that will be run by the consortium. The aim is to provide an in-depth overview of the project's purpose, activities, and consortium partners, with a video library and several direct links to the CORE different social media accounts as well as a newsletter subscription option through which the website's guests can find out about the latest news and activities of the project's progress.

The CORE website has been launched in December 2021 and is modern and dynamic, being a 'digital anchor' for project content and the pillar of the dissemination and communication strategy.

To increase the efficiency and reach of the CORE communication and dissemination activities, the website's content will be continuously updated and developed as the project unfolds. Its social media section (on the left upper part of each page) does not only serve as a connecting point between the various social platforms in which the CORE partners and participants will be active, but also as a platform that can portray the project's activities, findings, and milestones in real time.

More precise information on the project website is given in *D8.3* (<https://www.project-core.eu>).

4.1.2.2 Social medias

As there is a need to communicate as simple, quick, and cheap as possible to reach and raise awareness to the public, and because they tend to foster more personal exchanges, proximity and adhesion, the social media will be a core piece of our online communication. Not forgetting that they provide new opportunities for citizens and stakeholder groups to be informed.

More specifically, Twitter and LinkedIn will be actively used to enhance the CORE's online presence by:

- Building relationships and engaging with relevant stakeholders on a regular and sustained basis to inform them about the CORE latest activities and achievements while stimulating dialogue between the project consortium and the outside world.



- Providing relevant stakeholders and the Crisis Management community at large with the latest news and issues in the field of crisis management in Europe, to be perceived as an entry point channel in the field.

The Twitter account (@CORE_EU_H2020) will be used to give the public a glimpse of CORE's current activity, namely when publishing articles, giving interviews, organising, or participating at events. External stakeholders at large will be engaged thanks to regular uploaded contents, emphasizing the latest news related to the project as well as the latest trends and developments in Crisis Management, including resilience related contents. Relevant, carefully chosen, and updated hashtags will be used to increase the visibility of the tweets. At *Month 6*, 56 followers are connected to CORE that tried to connect online as much as possible with related EU projects.

The LinkedIn account (@CORE EU-funded Project) will be extensively used to promote the projects' activities in relation with mainly professional networks, policymakers, practitioners, and related EU projects. It will be used to raise awareness about CORE main achievements as well as to target experts and professionals in Crisis Management and collect their feedback on specific issues. At *Month 6*, CORE profile has 100 relations, trying to connect online as much as possible with related EU projects.

4.1.2.3 Newsletters

CORE newsletters will be made to raise interest in the projects achievement and encourage dialogue with external stakeholders, as well as to inform about important news in the field of disaster risk reductions related to civil resilience.

A total of 6 newsletters are foreseen, covering mainly the following topics:

Newsletter n°	Main feature	Delivery time
1	General concept of CORE	December 2021
2	General overview of conducted work	June 2022
3	Project midterm results	December 2022
4	Case Study Comparative Analysis	June 2023



5	Community Resilience Strategy	December 2023
6	Project results	June 2024

4.1.2.4 Press releases

The CORE Press releases (PR) will be used to inform all the targeted groups of stakeholders about the project's progress, following the project milestones. They will contribute to raising interest in the project activities, driving traffic in the website, and then strengthening the impact of CORE on targeted stakeholders and the public in general. The first PR announcing the project kick-off was issued in early October 2021 (available at <https://www.euproject-core.eu/achievements/press-kit.html>).

The following guidelines will be observed by the consortium, at the time to redact a PR (and promote it):

- **Relevant information:** the information put forward must be carefully selected to ensure the raise of interest among the identified publications and broadcast organisation.
- **Title:** the title must be eye-catching and explicit.
- **Length:** the PR should not exceed an A4 page, if possible.
- **Reading friendliness:** the information must be clear, concise, and straight to the point.
- **Contact to medias:** journalists shall be contacted to ensure a good rate of publications in various medias.

4.1.2.5 Project videos

At least three videos will be produced and shared as they are a modern and effective way to communicate about the project: both on a CORE's Youtube channel and website to strengthen the online presence, and during the events where CORE project will be presented, to share about the main activities and its related main outcomes.

The first video will raise awareness about CORE's scope, objectives and challenges it attempts to address (the script is written and was recently submitted for production for a release planned on Q2 2022).

The second video will illustrate the progress of the project (planned to be delivered *Month 20*).

The final video will be a technical one to summarize the CORE results.



4.2 Dissemination

The dissemination comprises both offline and online activities, as well as the organisation of events. The use of CMINE platform (the Crisis Management Innovation Network Europe) will be used to get even more involved in related activities and ensure a better visibility of the project.

4.2.1 Online dissemination

On the first hand, some sections of the website refer to scientific results (Achievements > Public deliverables and Achievements > Publications) to ensure the basic online dissemination.

On the second hand, the CORE online presence will be ensured by the dissemination of the project's outputs to general and specialised media. It will help us to increase the awareness of CORE in the crisis management field and the public in the EU institutions, by a positive media coverage at local, national and EU levels.

Communicating to the community of crisis management and resilience, and to the public, the major outputs of CORE as potential benefits for the wider EU civil protection community, the Member States and EU citizens, will strengthen the public understanding of the importance of preparedness and disaster risk reduction in crisis management, build a shared understanding among stakeholders, and therefore maximise the project's expected impact.

The table here below summarizes the list of online media that was established at the launch of CORE and that will be updated as it arises. It includes European and international generic and specialised media.

Online media / Website	Topic
European level	
Open Research Europe¹	Generic
Horizon Results Platform	Key Exploitation Results
European Open Science Cloud	Generic

¹ Considering that the publications must be original and not published elsewhere.



Public Safety Communication Europe	Public Safety Innovation
Crisis Response Journal	Human-induced disasters or natural hazards
International level	
Zenodo ²	Generic
PreventionWeb ³	Disaster risk reduction

Table 3 – Identified Online Media

As in Horizon Europe, the EC requires that all peer-reviewed publications resulting from project funding are open access (OA), i.e., freely available online with no restrictions on use, by depositing them in a repository. Peer reviewed articles will be made Open Access immediately after publications.

4.2.2 Offline dissemination

The offline dissemination comprises the public deliverables and the project publications.

4.2.2.1 Public deliverables

The CORE's public deliverables will be key documents to disseminate our findings as they contain detailed insights on results. Once submitted and approved by the EC, they will be readable online on CORDIS portal. Additionally, they will be uploaded on CORE website, promoted on social media, published as much as possible in online media, to make the CORE's results accessible to the public the largest possible.

4.2.2.2 Project publications

Each time the CORE project will produce key findings, the CORE consortium commits to release tailored publications showcasing project outputs in open access and peer-reviewed journals or specialised magazines.

² As Zenodo works like an open access repository without check or peer-review, public deliverables will be published with priority.

³ Related to the United Nations Office for Disaster Risk Reduction (UNDRR), an effort will be made to show adherence to the Sendai framework and enlarge our targeted audience.



Here below is the preliminary list of identified scientific publications that will be updated as it arises.

Online media
<u>International Journal of Disaster Risk Reduction</u>
<u>International Journal of Emergency Management</u>
<u>Frontiers in Environmental Science</u>
<u>Frontiers in Earth Science & Frontiers in Public Health</u>
<u>Environment and Behaviour</u>
<u>International Journal of Disaster Resilience in Built Environment</u>
<u>Theoretical Issues in Ergonomics Science</u>
<u>Applied Ergonomics</u>
<u>International Journal of Human Factors and Ergonomics</u>

Table 4 - Identified Scientific Publications

4.2.3 Dissemination *via* events

Two kinds of events will be considered for the dissemination *via* events: CORE events, and third-party events. The CORE's ones will constitute the main project's engagement activities; external ones will contribute to find and bind ties with the participants and enhance the promotion of CORE's activities and outcomes.

4.2.3.1 CORE events

CORE events are thought as a dissemination support to CORE objectives; they will help to spread our outputs to the appropriate target audiences, facilitate valuable feedback from relevant stakeholders and provide ground for discussion and brainstorming.



4.2.3.1.1 Online meetings and webinars

Given the Covid-19 situation and related sanitary measures uncertainty and to compensate for the potential impossibilities of physical meetings, the CORE consortium will organise online events to disseminate the project's results and keep the public updated on CORE latest results and achievements. Unless the situation changes and the consortium agrees on another way, webinars will be organised every 6 months, the first one on Q2 2022 to present CORE, its objectives, ambitions, and progress, as well as the issues highlighted by the very recent Report *Climate Change 2022: Impacts, Adaptation and Vulnerability* released by the Intergovernmental Panel on Climate Change (IPCC).

4.2.3.1.2 Clustering workshops

CORE aims at playing a leading role, by bringing together several other European projects that work in the scientific subjects and challenges it addresses. CORE consortium will contact relevant projects to be part of cluster of interests, organise and host the following meetings, workshops for the community.

Such clustering workshops will give the opportunity to the projects to inform the audience on their latest progress, to discuss on the latest developments and trends, discuss the presented results and generate synergies.

4.2.3.1.3 Final technical workshop

A final technical event will be organised the third year of the project (2024), few months before the project ends, to summarise the CORE technical results.

4.2.3.1.4 Final conference

The CORE's final conference will be organised to conclude the three years of project, and present a summary of its results, gather the wider European DRR and Resilience Community and provide a platform of discussions to the sustainability of the project.

4.2.3.2 Third-party events and exhibitions

The CORE consortium identified a preliminary and indicative list of main third-party events and exhibitions at which CORE project could be presented to reach specific stakeholders, raise awareness on the addressed issues and gain visibility in general. The list should be updated as it arises, with the effort of all the partners, and will be a basis for dissemination planification each start of year.



Date	Name	Topic
2022	International Emergency Management Society (TIEMS) Conference	Crisis Management
2022	European Forum for Disaster Risk Reduction	Disaster Risk Reduction
2022	CERIS - DISASTER RESILIENT SOCIETIES Cluster Conference	Disasters & Resilience
21-23 September 2022	Conference of the International Society for Integrated Disaster Risk Management (IDRiM)	Disaster Risk Reduction
23-27 May 2022	European Geosciences Union (EGU) Conference	Earth science
22-25 May	International Conference on Information Systems for Crisis Response and Management (ISCRAM)	Crisis Management
20-22 April 2022	Human Factors and Ergonomics Society Europe Chapter (HFES) annual Conference	Enhancing Safety Critical Performance
11-12 May 2022	PSCE annual Conference	Public Safety and Innovation

4.2.4 Cooperation and synergies with projects and initiatives

Cross-promotion and synergies with related on-going EU-funded projects (especially with Cluster DRS01) and other initiatives will be sought and developed all through during the project's activities and its duration. Fostering mutually enriching exchanges with interlinked programmes, initiatives and organisations will be a priority for the CORE consortium.



The objectives of such cooperation are as follows:

- Identify synergies
- Foster connections with other communities that would be difficult to reach otherwise
- Create long-term research collaboration
- Increase project visibility
- Maximise project impact
- Peer-review project results
- Share knowledge on Crisis Management related topics
- Share experience, best practices and lessons learnt on challenges encountered
- Avoid work duplication
- Identify new options for the sustainability of the tangible project results
- Networking

Here below are the preliminary lists of related EU-funded projects identified in first months of CORE; the lists will be updated as it arises, also with other initiatives, either they are local, national or European.

Acronym / Website	Full title
LINKS	Strengthening links between technologies and society for European disaster resilience
ENGAGE	Engage Society for Risk Awareness and Resilience
RESILOC	Resilient Europe and Societies by Innovating Local Communities
BuildERS	Building European Communities' Resilience and Social Capital
HERoS	Health Emergency Response in Interconnected Systems
EuroSEA	Towards a user-focused, interdisciplinary, and responsive European ocean observing and forecasting system
RISE	Real-time earthquake risk reduction for a resilient Europe



<u>MEDEA</u>	Mediterranean practitioners' network capacity building for effective response to emerging security challenges
<u>RiskPACC</u>	Integrating Risk Perception and Action to enhance Civil Protection-Citizen interaction
<u>PERISCOPE</u>	Pan-European Response to the Impacts of COVID-19 and future Pandemics and Epidemics
<u>ROADMAP</u>	European observatory on disaster risk and crisis management best practices
<u>NET-CBRN-REACT</u>	Developing Union Civil Protection Knowledge Network partnership among EU, European Neighbourhood Policy countries and international organisations
<u>INDIMA</u>	Integrated Disaster Management – go digital
<u>HEUREKA</u>	Civil Protection Knowledge Partnership Platform- Middle East
<u>DiMaND</u>	Disaster Management Network in the Danube Region
<u>ARTION</u>	Disaster Management Artificial Intelligence Knowledge Network
<u>AFAN</u>	Enhancing the Fire Analysis Network

Table 5 - EU-funded projects

5. How much? Pillar: Key Performance Indicators

A series of Key Performance Indicators (KPIs) is defined to evaluate the overall impact of the project outreach activities, in addition to monitoring tools like Google Analytics, Twitter Analytics, LinkedIn Analytics.



Activity	Measurement	Target (M18)	Target (M36)
Website	Number of visits	7500	15 000
Twitter	Number of followers	200	400
LinkedIn	Number of relations	250	500
Newsletter	Number of subscribers	150	300
Media outreach	Press releases issued	4	8
Scientific dissemination	Contributions in scientific literature	5	15
Event dissemination	Webinars conveyed	3	6
Event dissemination	Third party events attended	20	40
Final Conference	Number of participants	-	100

Conclusion

The PDP gives CORE project a solid framework, a useful roadmap, and a practical toolkit to efficiently communicate and disseminate its activities and results (cf. the five pillars).

The CORE Consortium will use such Plan as an initial strategy (regularly checked and updated in accordance with the needs of the project) to be turned into more specific strategies as they arise, concrete and effective D&C materials, precise targeting of stakeholders, to fit with the objectives of CORE project.

The present deliverable outlines all the activities to be performed together with monitoring indicators. An updated version will be released at month 36, showing all the performed activities.



ANNEX I: CORE logo



ANNEX II: CORE newsletter (#1) template



NEWSLETTER

DECEMBER 2021

Dear Reader, please find our Newsletter (December 2021) to share with you our latest news and to keep you updated on CORE activities, for a resilient society:

-  **CORE Kick-off - September 2021**
-  **JRC Report on Forest Fires - October 2021**
-  **Council's conclusions on Resilience - November 2021**
-  **CORE at PSCE Conference in Brussels - November 2021**
-  **Union Civil Protection Knowledge Network - December 2021**
-  **Towards a CORE Community Resilience Strategy - December 2021**



CORE project is launched!

Last 30 September and 1 October 2021 in Napoli (Italy), the CORE consortium was ready to participate in the **Kick-off meeting** hosted by ISSNOVA with the joint organization of the University of Salerno, coordinator of the project. The meeting counted peak of 40 representatives of the 19 members that form CORE Consortium and has been held in a mixed form, online and live, due to the COVID emergency.

CORE (sScience and human factORs for Resilient sociEty) is an EU project funded by the European Commission under Horizon 2020 Programme. Its main objective is to **make the social communities better prepared to face and overcome disasters, through a trans-disciplinary collaboration between scientific and humanistic areas**. Defining at best the expected scenarios and the difficulties of individuals and socio-economic structures is essential to make recoveries more effective and efficient. In addition, a particular attention will be paid to the most vulnerable groups during such disasters: the disabled, the elderly, people in economic difficulties, women and children.

Our Press Release



JRC published its Report on Forest Fires

Last 29th of October, the Joint Research



The Council adopted conclusions on resilience and crisis response

Last 23rd of November, the Conclusions,



CORE

sScience and human factOr for Resilient sociEty



UNIVERSITÀ DEGLI STUDI
DI SALERNO

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Institute for Sustainable Society and Innovation

ETH zürich



University of
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Inspiring global professionals



HANKEN



PSCEurope
Public Safety Communication Europe

Science
Ethics
Institute for Science & Ethics



MTO Safety

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