FIREfficient

Operational tools for improving efficiency in wildfire risk reduction in EU landscapes

This project is co-funded by the European Union

Operational tools for improving efficiency in wildfire risk reduction in EU landscapes

FIREfficient

Communication Plan

FOREST SCIENCES CENTRE OF CATALONIA

Generalitat de Catalunya
Departament d'Interior

PAU COSTA FOUNDATION

EFI

KING'S College LONDON
University of London

INDEX

1. Strategic overview and FIREfficient project objectives **2**

1.1. Background: Wildfire risk, new context new tools. The need of transferring the innovative knowledge available and of involvement of all actors 2

1.2. FIREfficient project motivation and objectives 3

2. Objectives and contents of the FIREfficient Communication plan **3**

3. Internal communication of FIREfficient project **4**

3.1. Project partners and organisation 4

3.2. Project actions responsible and interactions 5

3.3. Communication principles during the project implementation 6

4. External communication: FIREfficient Communication Strategy **9**

4.1. Situation analysis 9

4.2. Communication objectives 10

4.3. Target audience 10

4.4. Message 12

4.5. Communication plan 13

4.6. Implementation 14

4.7. Evaluation 16

1. Strategic overview and FIREfficient project

1.1. Background: Wildfire risk, new context new tools. The need of transferring the innovative knowledge available and of involvement of all actors

Wildfires are annually affecting thousands of hectares and are one of the major causes of wooded surface and forest functions lost all across Europe. **Under future climate change scenarios, all EU countries may undergo increased risk situations associated with fire affecting new areas that historically had not experienced significant impact from wildfire events and civil protection and global emergency management will therefore become increasingly important**. In this context, the footprint of high intensity and unprecedented wildfires is likely to increase, causing major socio-economic impacts.

Arguably, this may represent one of the most pressing challenges in both public safety and forest management today in many European regions. Characteristically, these high intensity large and/or widespread fires show very characteristic behaviours and extremely singular patterns of spread with simultaneity of ignitions. The need for defence and protection with regard to these fires grows constantly, easily overwhelming the resources and decision making channels available during suppression. The need for adapting current planning procedures and practices to these types of fires is obvious, but their current local frequency is low in any particular region, and every planning developer has difficulties to implement cost-efficient measures.

Therefore, **a cross-sectoral, transnational view is required to manage and make the best possible use of the available knowledge from the operational, scientific and technological sectors**. This should facilitate the transfer of key knowledge, best practices and "lessons-learned" to build the capacity of planning developers to adapt to this increasingly threatening situation.

In parallel, wildfire risk management strategies are currently experiencing significant improvement in efficiency and operational impact, primarily due to the targeted transfer of knowledge based on actual experience in various fields of fire prevention and fighting that are being shared between actors. **One of the most innovative knowledge in recent years is the development of anticipatory fire fighting and preventative strategies** based on detailed knowledge of fire behaviour patterns which offer a powerful tool for improving wildfire risk mitigation strategies from a cost-effective approach. These strategies are based on the prediction of risk at different spatial and temporal scales. These allow an effective use of available resources to cover locations in time and space offering more cost-effective potential for success (i.e. higher risk- higher potential for effective fire suppression). **Prior knowledge of potential future fire events in a territory allows the rational participation of the actors responsible for landscape management** (e.g. forestry and land planning administrations) in reducing fire risk and hazards.

The success, in some regions, of this new approaches integrating anticipatory fire fighting strategies into fire fighting plans and landscape management actions offers new possibilities in the applications of such approaches elsewhere in Europe. It is therefore important to mobilize available knowledge, provide new tools, and exchange experiences and the best technical innovations in fire risk management to save time in the learning process and to promote the participation of the actors involved in landscape management.

1.2. FIREfficient project motivation and objectives

The **FIREfficient** project **aims to establish a sustainable knowledge and "lessons-learned" platform for the use by stakeholders at European level dealing with innovative tools and practices for the integration of prediction of potential fire events into land-use planning for improving wildfire prevention and attenuating the impacts of fires on civilians and properties, from a cost-effective approach**.

The Project seeks to build capacity for planning developers to enhance the transfer of best practices and lessons-learned in wildfires to planning practices and processes, through a set of knowledge management strategies, addressing four main challenges:

- To capitalize the knowledge, tools and procedures to improve fire hazard landscape resilience in the context of different socio-economic environments within the EU from a cost-effective approach.
- To consolidate the methodology, data sources and enhance the comparability of the results from prior fire event assessments.
- To strengthen the performance of existing successful tools and procedures applied at best practice sites, and to enhance their transfer capacity at EU level.
- To promote the transnational cooperation of competent bodies for moving towards a common basis for the management of wildfire risk across Europe.

Therefore, the Project actions are part of a sequential process of capitalization and transfer of knowledge and experiences structured in three phases: 1) Review and identification of innovative tools, processes and best practices, 2) Adaptation of the tools, methodologies and practices to the European context, and 3) Design of several products and a free-access platform for the capitalization and transfer of knowledge and experiences.

The general expected result is to structure relevant available information and construct and disseminate a common EU framework on innovative operational tools for improving fire risk assessment from a cost-effective approach. **Dissemination and communication activities** will be a centrepiece of the project, and will be addressed to the different actors that the project is targeting (e.g. fire-fighters, national authorities, scientists, forest managers, etc.). A set of outcomes will be developed in the form of an interactive web portal, e-learning tools or printed training materials, and information packages in selected languages.

The project is one of the 17 projects co-financed in *the Call for proposals 2013 for projects on prevention and preparedness in civil protection and marine pollution* from Directorate-General for Humanitarian Aid and Civil Protection - European Community Humanitarian Office (ECHO)

2. Objectives and contents of the Communication Plan

Project communication needs to be strategically planned and cooperatively and systematically implemented by all project partners. The purpose of the Communication Plan (CP) is to provide the basis for a joint understanding of the upcoming tasks and responsibilities of all partners involved and an overview of the strategic communication of the project. The CP defines how project partners will interact and network among themselves and with key stakeholders and other target audiences during the project implementation and for enhancing the dissemination of the project results.

In the first part the internal organization and communication within the partnership is defined as the project implementation needs a strong coordination among partners and actions. The use of the common corporate identity of the project is included in this chapter.

The external communication of the project is organized through the components of the systematic communication which compose the **FIREfficient Communication Strategy** (status quo, communication objectives, target audience, message, communication plan, implementation and evaluation).

The CP presents a systematic series of actions aimed at achieving the FIREfficient project objectives through the use of communication methods, techniques and approaches, utilizing the available resources within the project duration period.

3. Internal communication of FIREfficient project

3.1. Project partners and organisation

Project partners: The project foresees the participation of 5 partners linked to 3 countries (table 1) including institutions from the 3 main EU context (Mediterranean, continental and north) and different actors' profiles (operational, R+D and professional NGO's).

Table 1. FIREfficient Partnership, partner teams and contact person (cp)

Partner	Country	Profile
FOREST SCIENCES CENTRE OF CATALONIA - CTFC (Lead Partner)	SPAIN	R+D
EP_CTFC: Forest Policy and Environmental Governance unit: Eduard Plana (Coordinator, cp, eduard.plana@ctfc.cat), Míriam Aznar (cp, miriam.aznar@ctfc.cat) **MP_CTFC:** Sustainable Management unit: Míriam Piqué (cp, miriam.pique@ctfc.cat), Mario Bertrán (mario.bertran@ctfc.cat), Teresa Valor (teresa.valor@ctfc.cat) **JRG_CTFC**: Forest ecology unit: Jose Ramon González (cp, jr.gonzalez@ctfc.cat) **LLB_CTFC**: Biodiversity Lab unit: Lluís Brotons, Andrea Duane (cp, andreaduane@gmail.com) **Financial issues:** Marc Carrera, Dúnia Riu (cp, dunia.riu@ctfc.cat)		
DEPARTMENT OF INTERIOR FROM THE GOVERNMENT OF CATALONIA – INT-GRAF	SPAIN	Government
Edgar Nebot (cp, eneboth@gencat. cat) , Marta Miralles (cp, mmirallesb@gencat.cat), Marc Castellnou (cp, mcastellnou@gencat.net)		
EUROPEAN FOREST INSTITUTE - CENTRAL EUROPEAN REGIONAL OFFICE AND THE OBSERVATORY FOR EUROPEAN FORESTS – EFICENT-OEF	GERMANY	R+D
Daniel Kraus (cp, daniel.kraus@efi.int), Alexander Held (cp, alexander.held@efi.int)		
FIRE ECOLOGY AND MANAGEMENT FOUNDATION PAU COSTA ALCUBIERRE - PCF	SPAIN	NGO
Oriol Vilalta (cp, oriol@paucostafoundation.org) , Mariona Borràs (cp, mariona@paucostafoundation.org), Jordi Vendrell (cp, jvendrell@paucostafoundation.org)		
KING'S COLLEGE LONDON – KCL	UNITED KINGDOM	R+D
Thomas Smith (cp, thomas.smith@kcl.ac.uk) , Martin Wooster (cp, martin.wooster@kcl.ac.uk)		

Communication goals within partnership:

- FIREfficient project manager communicates effectively with all project partners on general project related issues.
- Project partners are well informed about the actual status and activities of the project.
- Project partners communicate actively with the other project partners and coordinate successfully their project related activities.
- The staff of the partner organization is well aware about the FIREfficient project, the general design and the actual status of implementation.
- The FIREfficient project creates a joint identity for the common goals among all participating project partners.

Directorate-General for Humanitarian Aid and Civil Protection –ECHO: The relevant ECHO Civil protection Call structures is the staff of the ECHO program in the office of Brussels, which include two officers assigned to the project and a contact point for administrative and financial issues as follow:

Desk 1. Thomas De Lannoy (ECHO). Email: Thomas.de-lannoy@ec.euorpa.eu Phone: +32 2 29-86796
Desk 2. Stanislavs Lisovenko. Email: stanislavs.lisovenko@ec.europa.eu Phone: +32 2 29-57226
Financial issues: Anna Szymanek, Danielle Moruzzi. Email: echo-finance-civil-protection@ec.europa.eu

Communication goals towards DG-ECHO Civil protection Call:

- The DG-ECHO Civil protection Call structures are well informed about the on-going activities of the project.
- There is a constructive dialogue between the responsible staff at project level of DG-ECHO Civil protection Call in order to assure a smooth implementation of the project.
- The DG-ECHO Civil protection Call structures dispose of adequate information about the project for further promotion of the FIREfficient project.

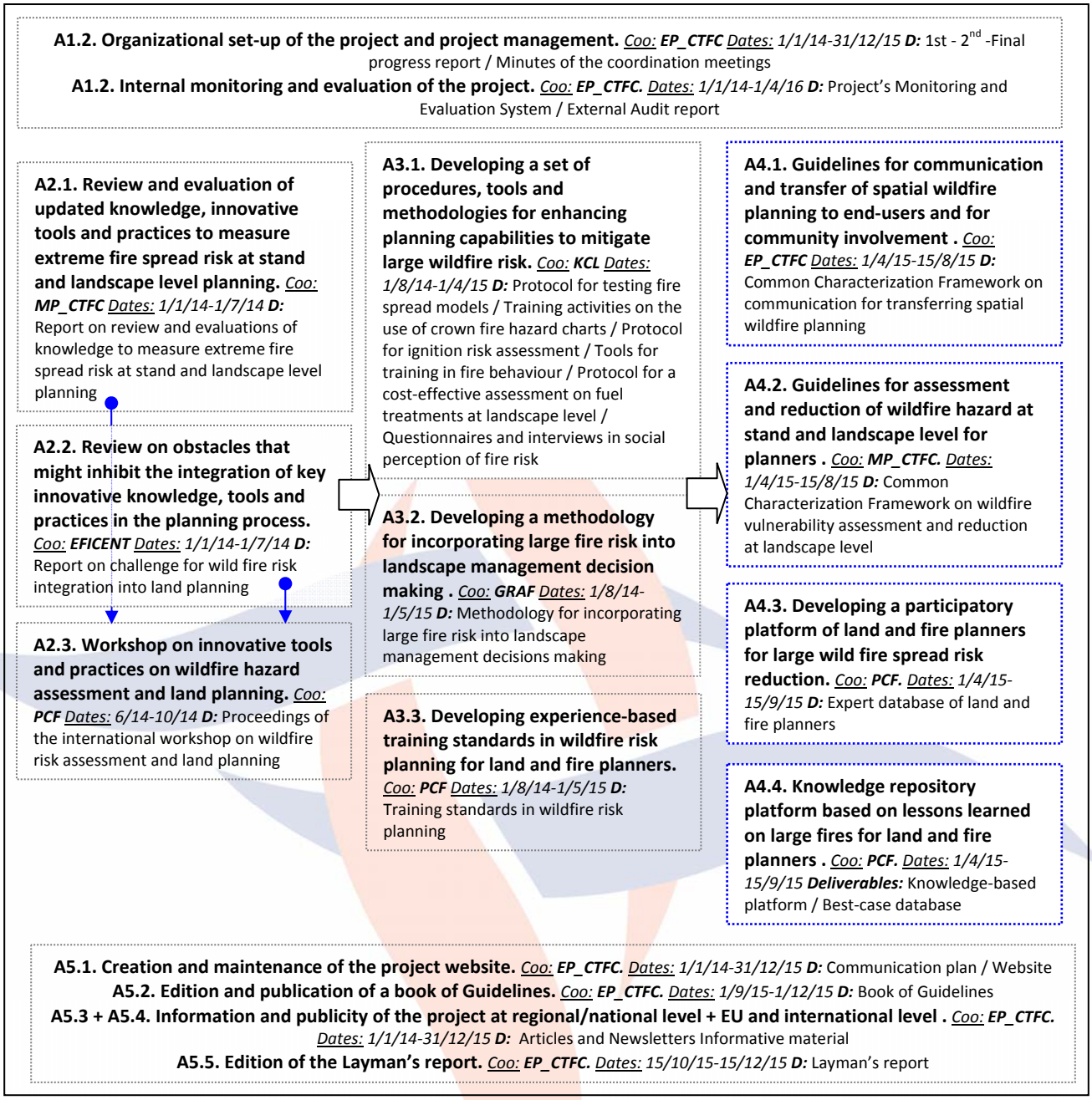
3.2. Project actions responsible and interactions

The FIREfficient project methodology includes a set of subsequent actions of capitalization, updating and edition of knowledge and tools (figure 1). This makes necessary a strong coordination between actions to achieve successfully the action plan of the project. The figure below identifies the interactions between actions and the partner responsible in each case.

According with the action plan, at least, the following interactions should be accomplished:

- The results of actions 2.1 and 2.2 should be presented in the international workshops (A.2.3).
- The methodologies developed during the actions 3 should consider the results of the reviews of actions 2.
- Knowledge of actions 3.1 will constitute the contents of the guidelines of actions 4.1 and 4.2.
- Knowledge of actions 3.2 and 3.3 should be integrated in the guidelines of action 4.2.
- The contents of guidelines of actions 4.1 and 4.2 will be edited through the book of guidelines of action 5.2.

Figure 1. Interaction of project actions (coordinator (Coo), dates and deliverables expected (D)). In blue, final results.

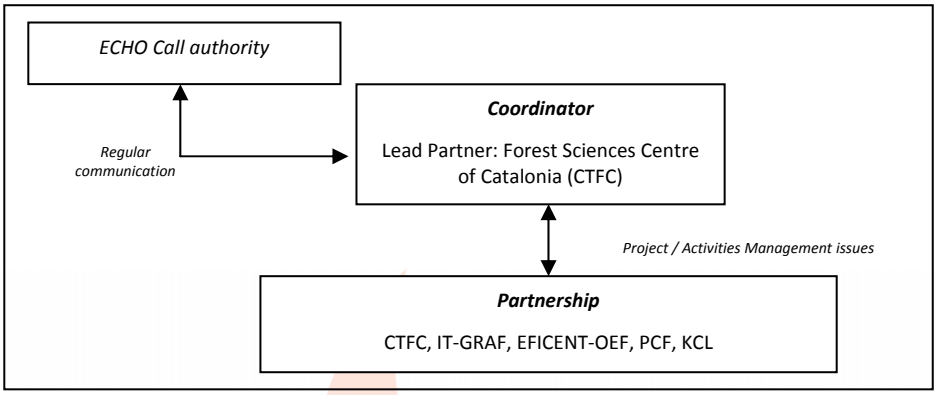


3.3. Communication principles during the project implementation

The internal communication of the project will be implemented through the FIREfficient governance model (figure 2).

According the small and operative number of partners, the participation of all partners is expected in the coordination meetings and communications are held with the contact(s) person(s) of each partner.

Figure 2. Governance model of FIREfficient project



In order to ensure and facilitate the communication flow within the partnership, the following communication principles are applied within the project:

- The official language of the partnership is the English. For local events and national promotion of outputs, the partners can translate the materials into their local language in the line with the budget allocated to translations into local languages.
- The preferential form of written communication is electronic mail.
- The minutes of all formal meetings of the project shall be made available in writing no later than three weeks after the date of the meeting. Before every meeting responsible person for minutes will be assigned.
- All written documents shall use the corporate identity of the project.

Communication flow with the partnership: Each partner should identify the main contact person who is involved in the project activities. More than one person is possible for partner and they will be considered at the same level. In the case of any changes of contact persons the partners need to immediately inform the LP. The project mailing list includes all the contacts of all partners.

Communication with the DG-ECHO Civil protection Call: Only the lead partner (LP) directly communicates with the DG-ECHO Civil protection Call authority. All questions that partners have should be addressed at the LP who will, if necessary, forward the questions to DG-ECHO and send the answers back to partners.

Partnership meetings: Partnership meetings are very important tool for project communication. Among others, obligations of partners are the following:

- Be present at all project meetings (with the person in charge of the project activities).
- Participate in the preparation of the meeting minutes of each project meeting (especially actions leaders) which will be encompassed into final project minutes by the lead partner.
- Sign the attendance list.
- Pay their travel costs (plane tickets, per diems), accommodation costs and meals (except the ones organised by the organiser of the meeting if any) to attend project meetings and events on project level.
- All other organisational matters are set by organising partner and LP.

The organising partner has to:

- Organise and pay for the rental of conference room as well as all other costs connected to the organisation of a project meeting/event (printing of materials, audiovisual equipment, laptops, catering etc.).
- Suggest most appropriate hotels (close to the meeting point) and airlines or other ways (local transport etc.) of reaching the place.

Giving directions on work: Responsible for actions are obliged to give directions on work to respective partners that are assigned to their tasks and activities. All responsible have to coordinate their work and instructions with actions coordinators and LP. When the directions are set they are send to respective partners. The directions have to be send to partners so that there is enough time that they can fulfil the work. The deadlines have to be set reasonably and reminders about the deadlines have to be send one week before the deadline and additionally if that is necessary. Every partner is obliged to respect the deadlines, because this is crucial to fulfil the tasks and activities.

Corporative identity: All partners should use the templates of the project provided by the partner responsible of the Communication Plan (figure 3). These templates should be used in all internal documents as well as in the edition of the deliverables. At the same time, the general rules of the use of EC logo of the *Call for proposals 2013 for projects on prevention and preparedness in civil protection and marine pollution* from Directorate-General for Humanitarian Aid and Civil Protection - European Community Humanitarian Office (ECHO) has to be considered in all communications and publicity of the project.
http://ec.europa.eu/echo/funding/opportunities/calls/2013_call_prevprep_cp_marine_pol_en.htm

Figure 3. Example of the FIREfficient logo and templates

4. External communication: FIREfficient Communication Strategy

4.1. Situation analyses

The following challenges and need have been identified concerning the main target groups of FIREfficient project, where communication activities should significantly contribute to the successful implementation of the action plan and of the project results dissemination.

Civil protection and wildfire services:

- Knowledge platforms should be promoted to enhance the exchange of lessons learned on the extreme wildfire events management between EU regions, from those where the extreme events are occurring towards the territories where they will occur in the context of global change.
- A common scheme of civil protection and global emergency management should be promoted to enhance the transnational effective cooperation.

Spatial and urban planners:

- There is a strong need to acknowledge, realise and promote the most innovative knowledge on fire behaviour patterns and fire events prediction and;
- Provide them with the necessary tools for mainstreaming this knowledge in the spatial planning reducing the territory and infrastructures vulnerability towards the potential future fire events.

Forest and natural areas managers:

- More efforts in disseminating the updated knowledge on fire behaviour patterns should be done among forest and natural areas managers for an effective integration of fire risk in the forest management plans (reducing the capacity of the landscape of sustaining high intensity wildfires).
- The use of available tools for assessing the forest stand vulnerability to crown fire risk should be promoted among end-users.

Public and legislative bodies:

- The cross-sectorality of the wildfire risk management should be better integrated in the policy making process of the land and human activities planning and, at the same time, interaction between them and the increase or reduction of the fire risk should be balanced.
- Tools and protocols for an effective participation of all actors involved should be promoted within the public bodies.
- A protocol to assess the economic impact of the several wildfire risk management strategies and how are they connected in terms of cash flow (alternatives for reducing landscape vulnerability of extreme fire events - prevention infrastructures - fire suppression strategies) should be defined to help the policy making process from the cost-effective approach.

Citizens and society:

- A better understanding of the sociology of risk culture is necessary for an effective communication strategy to enhance the social awareness towards wildfire and for reducing social vulnerability in front of extreme fire events.

4.2. Communication objectives

The communication objectives should be simple, achievable and measurable. Three FIREfficient communication objectives have been defined:

1.- To inform on FIREfficient project: call, objectives, partnership, actions and expected results.

2.- To promote and disseminate the outcomes of the project to end-users and transferring the:

- Knowledge and tools on prediction of wildfire for fire and land planners; Which are? How can contribute in reducing territory vulnerability? How can be used by fire and land planners? How better integrate fire risk assessment in the land planning? How motivate the participation of all actors involved?
- The lessons learned and transferring knowledge platform.

3.- To influence decision- and policy makers target groups on:

- A better understanding on the cross-sectoral dimension of the wildfire risk management.
- The common challenges all around Europe on the wildfire risk management within the changing scenarios of wildfire risk in the context of climate change and land use changes.
- The need of an effective cooperation, transfer and mainstreaming of lessons learned between regions and countries.

4.3. Target audience

FIREfficient target audience is those key actors at regional, national and EU level within the wildfires risk management. This includes institutions on the fields of:

- Civil protection and wildfire services (CPWS).
- Spatial and urban planning (SUP).
- Forest and natural areas management (FNAM).
- Risk culture and communication (RCC).
- Research and development (R+D).

On each field, the needs and demands of the public and legislative bodies as well as the private sector and citizens (especially those more exposed to the wildfire risk) are considered.

The following is an indicative list of some of the key actors of the target audience of the FIREfficient project. Each partner will contribute in the identification of the key actors, both at regional/national of the own country but also from other EU countries if possible. Finally, international institutions and networks where to disseminate the project results should be identified as well.

The list will be organised in a excel file and should be used also for the constitution of the database of experts of action 4.3.

Table 2. Target audience of FIREfficient project

Institution	Thematic	Territory	Contact/Address
European institutions			
Departments (Directorates-General DG) - Humanitarian Aid and Civil Protection (ECHO)	CPWS	All EU	…
DG for Regional and Urban Policy (REGIO)	SUP	All EU	…
DG - Agriculture and Rural Development (AGRI)	FNAM	All EU	…
DG – Environment (ENV)	FNAM	All EU	…
DG - Joint Research Centre (JRC)	CPWS, R+D	All EU + Mediterranean	…
European Environment Agency (including the European environment information and observation network -Eionet and European Topic Centre on Climate Change impacts, vulnerability and Adaptation -ETC/CCA)	FNAM	All EU + International	…
….			
State Administrations			
Ministry of Agricultura, Alimentación y Medio Ambiente (MAGRAMA)	CPWS, FNAM	Spain	…
…			
Local and Regional Authorities			
Diputació de Barcelona (DIBA)	SUP, FNAM, RCC	Catalonia, Spain	…
Department of Interior de la Generalitat de Catalunya (DI)	CPWS, RCC	Catalonia, Spain	…
Department of Agricultura, Ramaderia, Pesca, Alimentació i Medi Natural de la Generalitat de Catalunya (DAAR)	FNAM, RCC	Catalonia, Spain	…
….			
Other public and semi-public bodies			
Working Group ''Forest Fires'' – Committee on Mediterranean Forestry Silva Mediterranea (SILVAMED) – FAO	CPWS, FNAM, RCC	Mediterranean	…
European Forest Institute (EFI, central office and regional centres)	R+D	Europe	…
…			
Private sector			
The Confederation of European Forest Owners (CEPF)	FNAM	Europe	…
The Association of Mediterranean Forests Owners (ARCMED)	FNAM	Mediterranean	…
…			
General Public and Media			
Earth Journalism Network (EJN)	RCC	International	…
Asociación de Periodistas de Información Ambiental (APIA, Spain)	RCC	Spain	…
Jose Luís Gallego, Environmental Journalist	RCC	Spain	…
…			
Specific partners			
University Politècnica de Catalunya. ETSAB – Escola Tècnica Superior d'Arquitectura de Barcelona (Master d'Arquitectura del Paisatge)	SUP	Spain	…
…			

Communication goals towards target groups:

- The target audience is identified on the basis of the type of results to be disseminated.
- The target audience should be involved in the mailing actions and results dissemination.
- When relevant, target audiences are actively involved in actions and public events related with FIREfficient.
- Special attention is done to the media during the project actions.
- National potential end users of the FIREfficient results are identified by each partner and the results of the projects are disseminated among them.

4.4. Message

Sending the message is important to be clear, concise, comprehensible and credible (the 4 c). It is also necessary to adapt the message in terms of contents, forms and level of language to the target group.

The main messages of the FIREfficient project are as follow:

"Without adapting and transferring the available tools and lessons learned, integrating the expert knowledge on wildfire risk and emergency management into the land and spatial planning, and the effective participation of all actors involved, the problematic of recurrent extreme wildfire events will not be addressed in a sustainable manner from the social, economic and ecological perspective within the ongoing process all around Europe of climate change and land use changes"

Why the lessons learned approach is necessary?

- Wildfire risk management strategies are currently experiencing significant improvement in efficiency and operational impact. The success in some regions of new knowledge offers new possibilities in the applications of such approaches elsewhere in Europe.
- Under future global change scenarios, all EU countries may undergo increased risk situations associated with fire affecting new areas that historically had not experienced significant impact from wildfire events. The lessons learned in "traditional" high fire risk regions can be useful for others.
- The need for adapting planning procedures and practices to the new situation of fires events is obvious, but their local frequency is low in any particular region. It is therefore important to mobilize available knowledge and tools, and exchange experiences and the best technical innovations to save time in the learning process.

How the integration of the expert knowledge on wildfire into land planning can improve the prevention and civil protection strategies?

- Detailed knowledge of the specific fire behaviour patterns on each territory offers powerful information to the spatial and urban planner for reducing the inhabitants and infrastructures vulnerability from a cost-effectiveness perspective.
- This knowledge consists in the capacity of prediction of the upcoming fire events according the specific characteristics of the territory which allow a more efficient use of the available resources for the prevention and civil protection strategies and the risk mitigation measures implementation.
- Building up a common vision between wildfire and land planners increases the transferability and mainstreaming of the innovative knowledge of wildfire risk management.

Why is necessary the participation of all actors involved?

- Wildfire risk is a cross-sectoral issue where several actors in the field of civil protection and emergency services, natural resources conservation and environmental goods and services use, settlement and infrastructures planning and social awareness are involved, both private and public institutions, from the local to the regional, national and international level.
- Prior knowledge of potential future fire events in a territory allows the rational participation of the actors responsible for the territory management and use in reducing fire risk and hazards.

How is the climate change and land use changes affecting wildfire risk all around Europe?

- Land use changes linked to rural depopulation usually causes an increase of the amount of biomass and therefore the high intensity fire events. The climate change with the increase of temperature and reduction of humidity goes in the same direction. In this context, the footprint of high intensity and unprecedented wildfires is likely to increase, causing major socio-economic impacts.
- Arguably, this may represent one of the most pressing challenges in both public safety and forest management today in many European regions. The need for defence and protection with regard to these fires grows constantly, easily overwhelming the resources and decision making channels available during suppression.

4.5. Communication plan

The communication plan of the project consists in 15 communication activities organised in 3 main measures:

- Project dissemination and project actions publicity (8 activities)
- Project outputs dissemination (3 activities)
- Key stakeholders involvement (4 activities)

Each communication action is related with one of the communications objectives (chapter 4.2):

1.- To inform on FIREfficient project
2.- To promote and disseminate the outputs of the project to end-users
3.- To influence decision- and policy makers target groups

Table 3. Communication activities of FIREfficient project and their relation with the Communication objectives (CO)

Measures	CO	Means	Timing	Resources
Project dissemination and project actions publicity	1, 2	1. Edition the project Website	All along the project	Project website
	1	2. Publicity of the project in partner's website		Partners website
		3. Publicity of the project in partner's newsletters		Partners newsletters
		4. Publicity of the project in other newsletters		Partner network newsletters
		5. Publicity of the project in events		Partners participation in events
	1, 2, 3	6. Press release and media		Mailing and media participation
	1	7. Edition of poster of the project	In the beginning of the project	Poster
		8. Edition of leaflets of the project		Leaflets
Project outputs dissemination	1, 2, 3	9. Dissemination of the book of guidelines	Calendar of action 5.2	Mailing
		10. Dissemination of the Knowledge platform	Calendar of action 4.4	Mailing
		11. Publication of project results in specialized articles	Once results are achieved	Edition
Key stakeholders involvement	1, 3	12. International workshops	Calendar of action 2.3	All requirements needed for the action development
	3	13. Questionnaires and interviews	Calendar of actions 3.1-.3	All requirements needed for the action development
		14. Practical training in pilot sites	Calendar of action 3.1	All requirements needed for the action development
	1, 2, 3	15. Database of experts	Calendar of action 4.3	On line platform

4.6. Implementation

All communication activities will be implemented by all the partnership. All partners have the responsibility of the dissemination of the project and outcomes inside each own region and country.

Those partners from the same region or country should coordinate the dissemination activities.

All partners should coordinate the dissemination activities at others EU countries and EU level.

Table 4. Calendar of implementation of the communication activities of FIREfficient project

Communication activities	2014												2015											
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Measure I. Project dissemination and project actions publicity																								
1. Edition the project Website																								
2. Publicity of the project in partner's website																								
3. Publicity of the project in partner's newsletters																								
4. Publicity of the project in other newsletters																								
5. Publicity of the project in events																								
6. Press release and media																								
7. Edition of poster of the project																								
8. Edition of leaflets of the project																								
Measure II. Project outputs dissemination																								
9. Dissemination of the book of guidelines																								
10. Dissemination of the Knowledge platform																								
11. Publication of project results in specialized articles																								
Measure III. Key stakeholders involvement																								
12. International workshops																								
13. Questionnaires and interviews																								
14. Practical training in pilot sites																								
15. Database of experts																								

4.7. Evaluation

A set of indicators has been defined for the evaluation of the communication plan.

Table 5. Set of indicators for the evaluation of the FIREfficient communication plan

Communication activities	Indicator	Desirable result
Measure I. Project dissemination and project actions publicity		
1. Edition the project Website	Nº of visits	5000
2. Publicity of the project in partner's website	Nº of project information host in the websites	5
3. Publicity of the project in partner's newsletters	Nº of project information announcements	10
4. Publicity of the project in other newsletters	Nº of project information announcements	5
5. Publicity of the project in events	Nº of project information announcements	10
6. Press release and media	Nº of articles and participations in the media	5
7. Edition of poster of the project	Poster	1
8. Edition of leaflets of the project	Leaflets	500
Measure II. Project outputs dissemination		
9. Dissemination of the book of guidelines	Nº of senders	250
10. Dissemination of the Knowledge platform	Nº of senders	500
11. Publication of project results in specialized articles	Nº of articles	5
Measure III. Key stakeholders involvement		
12. International workshops	Nº of participants	200
	Nº of target audience involved	7
13. Questionnaires and interviews	Nº of key actors interviewed	15
14. Practical training in pilot sites	Nº of assistance	40
15. Database of experts	Nº of experts included	50