



Fire Up the Dialogue

**DELIVERABLE D6.5 MID-TERM REPORT ON
COMMUNICATION, DISSEMINATION, WEBSITE,
HELPDESK AND USER ENGAGEMENT ACTIVITIES**





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List of Abbreviations

Abbreviation	Meaning
D	Deliverable
FAQ	Frequently Asked Questions
IA(s)	Innovation Action(s)
IWG	Insurance Working Group
KPI(s)	Key Performance Indicator(s)
LoF by Firelogue	Lessons on Fire powered by Firelogue
M	Month
NOA	National Observatory of Athens
TechMall	Technology Mall
WFRM	Wildfire risk management
WG	Working group
WP	Work package



Executive Summary

This document reports the Firelogue Communication and Dissemination actions carried out in the first twenty-four (24) months of project implementation in line with the “D6.1 Communication Strategy and Action Plan”; “D6.2 Dissemination Strategy and Action Plan”, as well as “D6.4 User Engagement and Dissemination Support tool strategy and set up. The main objective of this deliverable is to present the latest strategies developed by the Firelogue project. It also aims to showcase how the team has built upon their past approaches and maximized the impact of Firelogue through effective communication, dissemination, and engagement activities.

The report is structured into several chapters, each focusing on different aspects of the project's communication efforts. More specifically:

Chapter 1 - Introduction: Introduces the document and provides background information on its purpose and context.

Chapter 2 - Mid-term report on Communication Strategy: Presents an assessment of the communication strategy's progress and highlights what is new.

Chapter 3 - Mid-term report on Dissemination Strategy: Focuses on the strategy employed for disseminating information.

Chapter 4 - Platform: Dedicated to covering various aspects such as Promotion, Landing Page, Content, Contact, and technical details.

Chapter 5 - Conclusions and Next steps: Provides a summary of the findings and recommendations for future actions.

Annexes: Include additional supplementary information.



1. Introduction

This deliverable provides a comprehensive **overview** of the communication and dissemination actions undertaken by the Firelogue project, during the initial 24 months of implementation, as well as the progress related to the Firelogue platform. Aligned with the Communication and the Dissemination Strategy, outlined in deliverables D6.1 and D6.2, along with D6.4 User engagement and Dissemination Support tool strategy and set up, this document aims to showcase how the project maximized its impact through effective communication, dissemination, and engagement activities.

Throughout the project's duration, Firelogue pursued both communication and dissemination strategies concurrently to maximize synergies and enhance its visibility and outreach. The **main objective** of the communication and dissemination campaign was to effectively communicate Firelogue's goals and raise awareness about wildfires; Innovation Actions (IAs); the importance of the wildfire risk management in the next years, and new knowledge related to wildfires beyond the WildFire Risk Management (WFRM) community.



To **engage** diverse audiences effectively, Firelogue employed a range of dissemination tools and activities. These included the constant update of the Firelogue Website, the establishment of the 'Lessons on Fire, powered by Firelogue' Platform, the presentation of the project at conferences, events, and workshops, as detailed in the Dissemination Strategy and Action Plan 2 (D6.2) and others. The project successfully utilized these strategies to communicate its outcomes and objectives to a wide range of stakeholders. By tailoring approaches to different target audiences, Firelogue managed to increase uptake and foster strong networks between partners and external stakeholders.

In the **following chapters**, a detailed analysis of all the actions created the previous months can be found. From the key messages to the new moto, from social media campaigns to the participations and organisation of events, and from the website to the LoF by Firelogue platform the reader can explore all aspects of the Communication & Dissemination plan.

Below in Table 1 the Key Performance Indicators (**KPIs**) are presented. It becomes apparent that by Month 24, certain key communication objectives of the project have already been achieved, while others are on a promising trajectory. This table will serve as substantiating documentation to show the effectiveness of the communication plan's strategic implementation later on the document.



Table 1: Evaluation of KPIs as described in the Grant Agreement

Purpose	Indicator	Target (KPI)	Current Metrics (M24)
Increase awareness of scientific results	Scientific publications (cross-IA)	Papers: 5 Conference proceedings: 1 Book: 1	<p>Firelogue supported the IX International Conference on Forest Fire Research & 17th International Wildland Fire Safety Summit; selected articles of the conference have been published in the International Journal of Wildland Fire.</p> <p>Firelogue is further supporting joint conference participation and publication across the projects. Joint conference participation with the opportunity for joint publications/conference proceedings are:</p> <p> World Congress "Forest and Society towards 2050"</p> <p> ISCRAM 2024</p> <p>For the ISCRAM conference, Firelogue is hosting an entire Track, bringing together nine sessions on Integrated Wildfire Risk Management.</p>
	Presentations at International Conferences	20	39
	Articles in media and magazines	10	22
	Scientific publications in peer-reviewed journals	7	1
Target a wide range of audience using tailored communication tools	Number of visits to the project website	15.000 unique visitors	3.889 unique visitors
	Followers on social networks	1000	1.515
	Communication material produced	Printed: 1 brochure, 200 copies; Digital: 100 ebanners, e-news etc.)	Printed: 1.500 leaflets, 2 rollup banner, 550 lanyards; Digital: 80 ebanners as well as tailored e-leaflets for the Working Groups
	YouTube Video Channel views	>1000	629



2. Mid-term report on Communication Strategy

The Communication Action Plan implemented by Firelogue, was designed to achieve the project's main objectives. D6.1 "Communication Strategy and Action Plan" focused on developing a coherent communication strategy and action plan.

In the following chapters, the specific means employed to accomplish the objectives, outlined in the previous deliverable, will be analysed. This section aims to provide a comprehensive understanding of the strategies, methodologies, and actions undertaken to achieve the set goals within Firelogue. By exploring these details, the practical steps taken to drive progress, enhance collaboration, and advance wildfire risk management practices will be showcased.

2.1. What's new

The adaptation and evolution of a communication plan constitute a highly significant pillar of Firelogue. Therefore, in the initial year of the project, emphasis was placed on acquainting the community with the Firelogue project through participation in conferences, workshops, exhibitions, and other pertinent events. Once Firelogue's presence was established within the WFRM Community, the focus shifted to a more targeted approach, emphasizing on the project's insights.

In the current phase of the program, Firelogue's focal point is directed towards disseminating the "Lessons on Fire, powered by Firelogue" Platform, and promoting the five Working Groups (WGs). As dialogues are initiated with other projects and experts, the project's Communication Team has made changes to the motto. The former motto, "Let the dialogue begin," has been transformed into a more fitting one: "Fire Up the Dialogue." Additional information is available in Section 3.2.

Each year, new goals and approaches for the season are deliberated upon by Firelogue's communication and coordination teams, with the ultimate aim of highlighting key project topics and enhancing the WFRM Community.

To establish a recognizable and coherent image, Firelogue has developed a brand identity from the beginning of the project. Throughout the project, the brand identity was reshaped to more clearly and effectively communicate the project's core objectives and needs. It is applied across all communication means, serving to reflect the project's mission, core values, and vision. The overarching objective is to effectively communicate with the community and beyond, thereby raising awareness and fostering brand recognition over time. Monitoring metrics such as website traffic, social media engagement, and feedback have assisted Firelogue in measuring the impact and effectiveness of the brand identity strategy (Annex: New Logos and Presentation Templates).

Overall, a cohesive brand identity for the Firelogue project played a significant role in effective communication with the various target audiences. At conferences where Firelogue participated, there were many positive remarks regarding the consistency of Firelogue's visual environment, which has led to the recognisability of posts on social media. The stability in the graphic environment, combined with its adaptability to the project's evolution, has established credibility within the WFRM community. This trust is evident in the positive response of many WFRM community experts to participating in the project's videos.



2.1.1. Key messages and progress so far

The D6.1 “Communication strategy and Action Plan” report provided a detailed description of the project's communication strategy. The objectives that were set in the context of this strategy, as well target audiences have consistently guided Firelogue's communication plan, serving as its guiding principle.

Table 2: Key communication messages and implemented actions presents the key communication messages that have been identified as crucial for the communication strategy. These messages are tailored to target specific audiences, addressing their needs, interests, or concerns.

Additionally, the table includes a column that outlines the implemented actions corresponding to each key message. These actions refer to the concrete steps or measures taken to convey the communication messages to the target audiences. The purpose of this analysis is to provide a comprehensive overview of how the communication strategy has been put into practice, demonstrating the alignment between the identified messages and the corresponding actions.

Table 2: Key communication messages and implemented actions

	KEY MESSAGES	TARGET AUDIENCES	IMPLEMENTED ACTIONS
1	A one-stop repository for IAs publications, documents, and data – Both Firelogue Website and platform provide documents and information to any interested stakeholder.	<ul style="list-style-type: none"> Emergency management organisations Scientific community Policy making bodies Land management groups Environmental associations Society Industry, technology, and innovation 	Website and platform include: <ul style="list-style-type: none"> Event Calendar Case study map Project's Deliverables (after being accepted by reviewers) News and articles from Firelogue Partners, IAs and related projects Library section EU dissemination Platforms TechMall & WFRM Measures
2	A connecting link between stakeholders and citizens – Firelogue through social media, website and platform contributes as a connecting link	<ul style="list-style-type: none"> Scientific community Policy making bodies Environmental associations Media Society 	Firelogue is on Twitter, Facebook, Instagram and LinkedIn platforms creating informative content regularly. This includes: <ul style="list-style-type: none"> Polls, e.g., with questions about wildfires Facts, e.g., about wildfires, the impact to the environment and the society Posts related to Firelogue partners, Firelogue participation in events etc. Explanatory platform Posts
3	An informative platform for relevant and current wildfire related news – Firelogue by newsletters, conferences, workshops, articles etc. is an informative factor for wildfires.	<ul style="list-style-type: none"> Emergency management organisations Scientific community Policy making bodies Land management groups Environmental associations Industry, technology, and innovation 	<ul style="list-style-type: none"> Event calendar in website and platform News section open to all to upload in the platform Constant communicational support to the Fire-Related Events with posts, and promotional communication materials on the social media



4	A "firemap" of where and when to inform interested stakeholders.	<ul style="list-style-type: none"> Emergency management organisations Scientific community Policy making bodies Land management groups Environmental association Industry, technology, and innovation 	<ul style="list-style-type: none"> Map of the IAs' and related projects' cases studies has been developed on the website, accessible to all visitors. News section to provide information to related to IAs solutions Landscape Solution map
5	A Market Place of fire solutions and applications – Firelogue will create a Market for the Technologies IAs will develop.	<ul style="list-style-type: none"> Emergency management organisations Scientific community Policy making bodies Land management groups Industry, technology, and innovation 	<ul style="list-style-type: none"> TechMall including a list of the IAs technologies and services? WFRM measures including any processes, lessons learnt etc. related to wildfires Landscape Solution map as part of the LoF by Firelogue Platform

2.1.2. New moto

Firelogue initially adopted the motto "Let the dialogue begin," with the intention of fostering public engagement in wildfire-related discussions. However, as the community delved deeper into conversations and our collective knowledge expanded, it became clear that an updated motto was necessary. This new motto aims to better encapsulate the project's objectives and accomplishments, acknowledging that both the community and IAs have already taken significant steps towards initiating and advancing the dialogue. After discussions within the WFRM community and internal voting, unanimously the Firelogue consortium agreed with the new moto. Thus, the motto has been modified to **"Fire Up the Dialogue"**. The purpose of this change is to emphasize the project's commitment to stimulating dynamic and meaningful discussions through its actions and collaboration with the WFRM Community. What's more, by changing the motto to **"Fire Up the Dialogue"**, Firelogue aims to inspire engagement, encourage participation, and spark thoughtful exchanges among stakeholders, experts, and the wider public. To ensure effective dissemination of the updated motto, **"Fire Up the Dialogue"**, Firelogue has promptly incorporated it across all its social media platforms, official website, and its platform. This consistent branding strategy aims to reinforce the revised message and create a cohesive identity for Firelogue. The project remains dedicated to its role within the WFRM Community and is looking forward to the continued growth of impactful conversations.

2.2. Communication Tools

The communication tools during the first 24 months of the project were created in accordance with the "D6.1 Communication Strategy and Action Plan" and customized to address the requirements of each targeted audiences.



2.2.1. Website – newsletter

The website serves as the primary hub for accessing all information, news, and updates related to the various project activities. As detailed in D6.3, the website has been designed in a contemporary, professional, and appealing manner, enabling visitors and users to navigate its pages effortlessly and efficiently. Both dynamic and static elements have been thoughtfully incorporated to strike a balance between visual attractiveness and a polished appearance. The front-end comprises distinct and dynamic content sections, thoughtfully arranged to accommodate the content of each section. Visit Firelogue's website for further information [here](#).

Within the website, two new sections have been introduced:

- a. Working Groups' page: Firelogue comprises five Working Groups, and it was crucial to showcase them on the website. In the [Working Groups \(WGs\) subpage](#), you can find leaflets for each WG, along with short CVs and photos of their respective members. The leaders and co-leaders of each WG are prominently highlighted. In compliance with GDPR regulations, all participants have provided their consent.
- b. "Lessons on Fire powered by Firelogue" button: To facilitate easy access to the platform, a dedicated button has been added to the website's landing page. Additionally, the platform, "Lessons on Fire powered by Firelogue," is now accessible through the website's dropdown list. By clicking on either of these options, users can seamlessly navigate to the platform and explore its content.

Apart from the website, Firelogue utilizes newsletters as a communication tool to keep stakeholders informed about project progress, disseminate important information, and offer engagement opportunities. Further details regarding the published newsletters are provided below.

Furthermore, a project map was created, which is currently on the landing page of Firelogue's website (Figure 1) and a more detailed description can be found in D2.2. The map allows the users to easily determine which organisations are linked to which projects.



Firelogue Project Map

Selection criteria

The **organisations** are involved in at least two mapped projects related to integrated wildfire risk management. Depicted **projects** are European projects which have received EC funding and are addressing particular aspects of integrated WFRM. They are either ongoing or have been completed in the last two years.

Click on the node to learn more!

Deselect groups by unchecking the corresponding group in the legend.

Group: Firelogue partners, DG ECHO Fire Projects, Stakeholder Organisations, Horizon Europe, H2020 Fire Projects, IA Green Deal WFRM Projects, COST Action, Project FL, ERA-NET

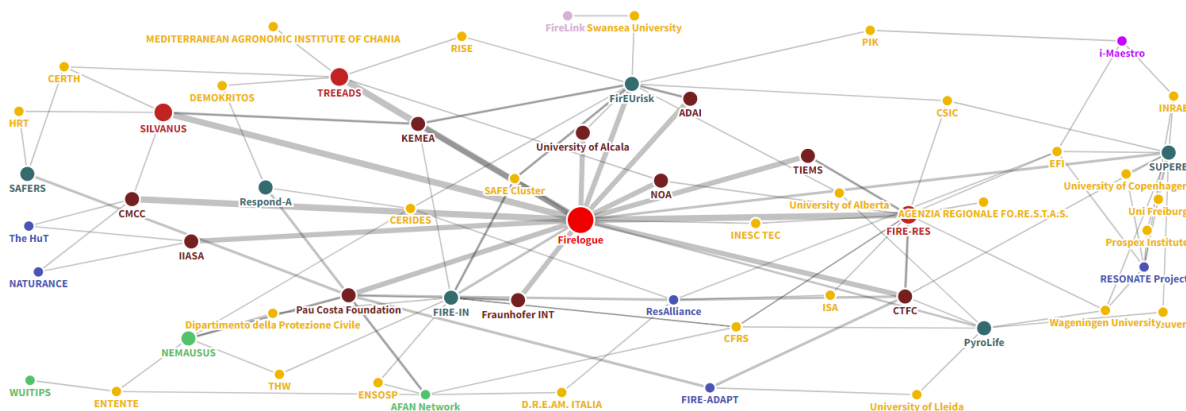


Figure 1: Firelogue project map

1. Infographic in 2022

The first informative document was an infographic. It contributed to the support of the communication efforts of Firelogue in June 2022. Its design, as can be found in the [website](#) and also below, showcased an appealing visual layout (Figure 2) and formatting that captured the attention of the recipients. The content of the newsletter provided comprehensive information about Firelogue and all related projects participating with the EUFireProjectsUnited Firelogue's initiative, analysed in Section 3.2 ([FIRE-RES](#), [SILVANUS](#), [TREEADS](#), [FirEURisk](#), [FIRE-IN](#), [FIRElinks](#), and [SAFERS](#)). It included general project details, case studies, common goals, and profiles of project partners, accompanied by relevant graphics and illustrations. To ensure broad distribution and engagement, all project partners actively provided content for the newsletter, as well as distributed it to their networks. The newsletters were distributed to various stakeholders, ensuring that recipients are well informed about the progress of the projects and related opportunities. Through the newsletter, Firelogue disseminated project updates, fostered engagement, and maintained regular communication with its stakeholders and partners.



Figure 2: The EUFireProjectsUnited infographic, uploaded on Firelogue's website

2. Newsletters in 2023

The **first Newsletter**, which can be found [here](#), was produced in early January 2023 in combination with the “Joint Dissemination Workshop” (see Section 3.2). Through the #EUFireProjectsUnited meetings (see Section 3.2), an opportunity was created for the participant projects to collect their efforts and current results in a documentation. Firelogue gathered and shaped this information in a neutral graphic space.



Then this collective newsletter was disseminated by Firelogue, and the other related projects, to their contact lists. The goal of this newsletter was to inform the WFRM Community about the existence of those projects, their accomplishments thus far, and their upcoming objectives and milestones.

Also, to highlight the importance of cooperation and synergy between the projects and to create a friendly environment for other projects to join the #EUFireProjectsUnited initiative (see Section 2.3). Through the newsletter and in combination with the “Joint Dissemination Workshop” two other projects ([PyroLife](#) and [FIRE-ADAPT](#)) became part of our collaborative effort.

The newsletter was successful as it reached a great audience through the seven fire-related projects of the #EUFireProjectsUnited initiative, which distributed them to their contact lists. In the last meeting of July 2023, the #EUFireProjectsUnited initiative already agreed to create another yearly newsletter later on the year. This time the newsletter will be shared with the contact lists of ten fire-related projects as PyroLife and FIRE-ADAPT have joined Firelogue’s initiative.

In June 2023, **the second newsletter** was also created and disseminated widely, on contact lists and social media, focusing on promoting “Lessons on Fire powered by Firelogue” platform and the [Working Groups](#) (WG). This newsletter was a tribute to Firelogue project and provided a detailed analysis of each individual working group, their principles, actions and future goals. Through this newsletter, Firelogue aimed for its audience to better familiarize with the Project and the concept of the platform. A page of this newsletter was dedicated to an official presentation of the Firelogue Platform, explaining its features, content and services provided. The newsletter can be found [here](#).

2.2.2. Social Media

Over and above other social media (website, etc.), social media constitutes a powerful channel for the real-time, continuous engagement of the various stakeholders following the progress of the project. Moreover, through establishing a presence on the most relevant social media platforms, Firelogue has created a “dialogue” with the related target groups, as well as the general public. Firelogue has already launched several campaigns related to specific project activities, based on the key messages of the project. Firelogue’s social media platforms: [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) already have a number of followers that are strongly engaged, and the information shared had an impact on the target groups. All channels are monitored on a monthly basis, and the numbers of our followers and subscribers can be found in Table 3.

Additionally, information regarding more specialized statistical data can be found in **Annex**. Partners actively contribute by sharing relevant links or articles with the communication manager and promoting Firelogue's social media content on their own accounts. In addition, the partners have the opportunity to receive suggestions regarding interesting social media accounts they can follow.

Table 3: Number of followers and Subscribers on Social Networks

Followers/subscribers on social networks				
Date: 31/10/2023	LinkedIn	Twitter	Facebook	Instagram
Total: 1515	553	578	251	133



A detailed analysis of some of the campaigns conducted during the reporting period is provided below.

During the first year of the project, one of the primary objectives was to gain widespread recognition and promote the project's goals, partners, and objectives. This section provides an overview of the social media campaigns that were already implemented, as well as a glimpse into the future campaigns, as well as the future ones. In 2022, Firelogue implemented a series of social media campaigns to enhance its online presence and communicate with the target audience. Firelogue has already surpassed its KPI goal for social media followers (In total: 1000), counting over 1,500 followers (see Table 3).

Closed Social Media Campaigns:

a) Title: “Meet the Partners”:

One of Firelogue’s campaigns was titled “[Meet the Partners](#)” (see Section 6.3) and had the objective of introducing Firelogue's partners, highlighting their roles and contributions (e.g., [Meet CTFC](#), [Meet PCF](#)). The approach involved creating individual weekly posts featuring the logo of each partner, which were incorporated into the Firelogue Posts template. The post descriptions included [a link that directed users to the project's website](#), providing them with more information about the partner's general profile and their specific role within the project. This campaign aimed to establish a stronger connection between the project and its partners, while informing the audience about the diverse expertise and contributions brought by each partner. Find the graphic design content in Annex: Campaign Graphics – Meet the partners (examples). Each post from this campaign reached 500 to 1,200 Twitter impressions, marking a successful first campaign for the project and attracting up to 26 new followers in total.

b) Title: “Did You Know?”:

Another social media campaign implemented in 2022 by Firelogue was titled “Did You Know?” (See Section 6.4). This campaign aimed to inform the public about fire-related facts and increase awareness regarding the importance of wildfire management. The communication team then adapted the provided information into engaging and informative weekly posts, sharing interesting facts about fires and their impact (e.g. [post 1](#), [post 2](#)). Designed to capture audience’s interest, these posts aimed to guide the audience deeper into the topic and highlight the project's focus on fire-related issues. Each post also included links to the respective partners, allowing the audience to explore further resources and expertise related to fire management. Through this campaign, the aim was to disseminate valuable knowledge, raise awareness, foster a greater understanding of the complexities surrounding wildfires and make it clear through these campaigns that Firelogue is a fire-related project. This campaign was running in parallel with the “Meet the partners”, each post gathering 300 to 800 impressions on Twitter and collecting 17 new followers. Find the graphic design content in Annex: Campaigns Graphics – “Did you know” (examples).

c) Title: “Fire Polls”:





In the context of WP6, yet another social media campaign was created, titled; "Fire Polls" (see Section 6.5). The objective of this campaign was to increase user engagement and followers through interactive question-and-answer posts. The communication team, in collaboration with the partners, created thought questions related to fires and provided multiple possible answers for users to choose from (e.g. [poll 1](#), [poll 2](#)). Users were given 24 hours to vote to the poll. After 24 hours, the communication team shared the correct answer and provided statistics on user responses. This campaign aimed to foster engagement and interaction with the audience, encouraging them to participate in discussions and share their opinions on fire-related topics. The campaign primarily focused on the social media platform Twitter, leveraging its real-time nature and interactive features to enhance user engagement and expand the project's reach. By offering an interactive and informative experience, Firelogue aimed to attract a wider audience and promote a better understanding of wildfire-related issues. The social media campaigns implemented, proved highly successful, engaging with the audience and generating significant interest. The strategy of creating weekly posts featuring the logo of each partner, fire-related facts and fire-related questions, allowed us to encourage active participation and interaction. The campaigns received an impressive response, with numerous users actively engaging. By get to know the project, and also though learning and interactive by answering questions Firelogue succeed a 4,9% Engagement rate only on Twitter (*Between 3.5% and 6% is considered to be a high engagement rate*). Find the graphic design content in Annex: Screenshot of "Fire polls".

Ongoing Social Media Campaigns:

The ongoing campaigns described here below aim to continue promoting the project, its platform, and the activities of the Working Groups. By leveraging informative posts, the project intends to enhance user engagement, increase followers, and foster a sense of community among the WFRM Community and relevant stakeholders.

a) Title: "Ask an expert":

In addition to the informative posts, Firelogue is currently developing video series called "Ask an Expert." This series features renowned experts in the WFRM field addressing various fire-related topics and answering questions from the WFRM Community and beyond. By leveraging the expertise of these professionals, Firelogue aims to provide valuable insights, foster engagement, and facilitate knowledge exchange within the WildFire Risk Management Community. These series will be uploaded on Firelogue's YouTube Channel as a "List" and the link will be also shared through social media. The goal is to produce concise and targeted videos that provide straightforward answers, with the aim of creating engaging content for the general public.

b) Title: "Exploratory Posts":

In the near future, Firelogue plans to initiate a campaign to further enhance the communication of the platform and create Exploratory Posts. The objective of this campaign is to promote the use of the platform that Firelogue has launched in 2023 (Section 4), by providing comprehensive explanations of each function and sub-page. Recognizing the importance of visual content, the communication team will



develop respective explanatory posts that offer a better understanding of the platform's functionalities (e.g., [Events](#), [News](#)). These posts serve as a guide for users, walking them through different sections of the platform and highlighting key features and benefits. By leveraging the power of visual storytelling, Firelogue aims to engage its audience and encourage them to explore the platform's offerings with ease and confidence. These Exploratory Posts are a very important tool in promoting the platform and ensuring that users can make the most of its resources for effective wildfire risk management.

c) Title: **“Working Group Promotion”**:

As part of the communication campaigns that are prepared at the moment, Firelogue is implementing the Working Group Promotion initiative. The objective of this campaign is to increase awareness and provide information about the activities of the Working Group (WG). To achieve this goal, the communication team creates informative posts tailored to each WG, highlighting their specific objectives and ongoing initiatives. These posts aim to engage the target audience and promote a better understanding of the valuable contributions made by each WG within the Firelogue project (e.g., example). Through the Working Group Promo campaign, Firelogue aims to enhance visibility, encourage participation, and promote collaboration among stakeholders in tackling the challenges posed by wildfires.

2.2.3. Firelogue promotional material

One of the main goals of the Communication Strategy was to develop a comprehensive set of promotional and communication materials that catered specifically to the target audiences. This document provides an overview of the materials created and their intended purposes.

The communication material and their purposes are available to the consortium in TEAMS. This ensures easy access and facilitates internal communication and collaboration among consortium partners. Furthermore, all the communication material can be found on the [“Resources”](#) webpage. This centralized location ensures that interested parties, stakeholders, and the target audience can easily access and download the materials for further dissemination or reference.

Diverse types of promotional material were designed to be printed, as well as to be available in digital form on the project website. Partners are invited to share this promotional material on suitable occasions, thus putting Firelogue directly in the hands of the right set of the target audience.

The success of the project's outreach and promotional endeavours heavily relies on the availability of well-designed and purposeful communication material. The project aims to enhance visibility, engage the target audience, and create awareness about its goals and objectives by ensuring convenient access to these materials across various platforms and providing relevant items for dissemination.

These include:

- **Roll-up banners and lanyards**

In Annex: Roll up banners, there is a list of indicative materials that were created during the reporting period for dissemination purposes. These materials include leaflets, roll-up banners, lanyards, and posters. They were specifically designed to effectively communicate key project messages and engage with the target audience.



- **Leaflets**

As part of the promotional and communication materials for the Firelogue project, and in the context of WP6, leaflets were created to provide basic information about the project. The purpose of these leaflets is to efficiently convey the essential aspects and goals of Firelogue to a broad audience. Five hundred (500) copies of the leaflets were printed in the first round, ensuring a sufficient number for dissemination. Another five hundred (500) leaflets and one (1) banner as well as 200 Lanyards with the project's logo have been printed for the **9th International Conference on Forest Fire Research & 17th International Wildland Fire Safety Summit** and other important conferences in 2022. The distribution of the first round of leaflets focused on key project partners, including NOA, EDGE, and FRAUNHOFER, who played integral roles in the project.

In the second round, an additional 1500 copies of the leaflets were printed and distributed to a larger number of partners, enabling broader reach and visibility. These leaflets have been used in various conferences, meetings, and workshops related to wildfire risk management, ensuring that the project's message reaches relevant stakeholders and interested parties. The leaflets serve as a tangible and concise resource, capturing the essence of Firelogue and its significance in addressing the challenges posed by wildfires.

- **Templates for PowerPoint presentations**

The creation and implementation of the new templates (Figure 3) were undertaken to achieve a consistent and cohesive visual representation of the project's content, goals, and message. It is of paramount importance to maintain coherence with the project's brand identity within presentation templates. Thus, the new templates were designed carefully to align with the project's brand identity, incorporating various visual elements such as the logo, specific colours, typography, and overall design style associated with the project.

Consistency in brand identity helps to establish recognition and familiarity among the project's stakeholders, audience, and partners. By ensuring the templates adhere to the brand identity, the project's image, professionalism, and credibility are reinforced. Furthermore, these actions in maintaining brand coherence in presentation templates support the overall brand strategy of the Firelogue project. By the above-mentioned recognition, credibility, and effective communication is established visually. Find in Figure 3 and more detailed templates in Annex: New Logos and Presentation Templates.

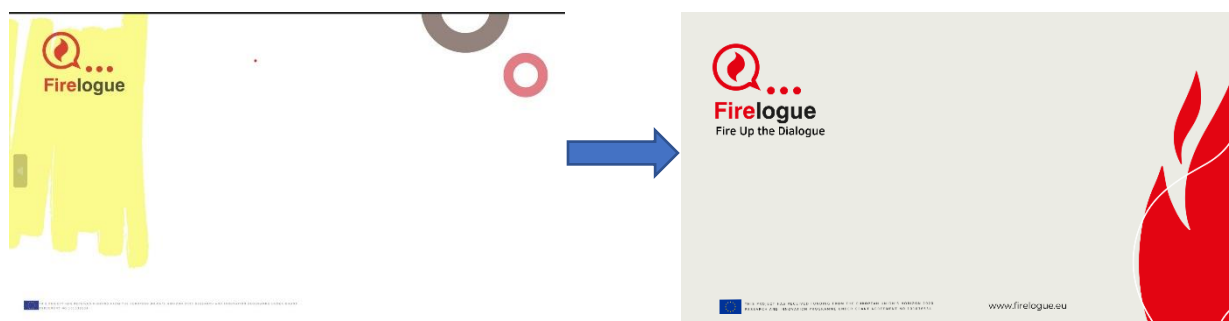


Figure 3: Previous template of presentations, compared to the new one



- **Deliverable templates**

In the same logic as above, the deliverable templates were created to match the brand identity of the project, and to create a coherence and professionalism by the use of visual elements such as logo, colours, typography, and overall design style associated with the project (Figure 4).



Figure 4: The first and last page of the deliverable templates

2.2.4. Press releases

Through WP6, Firelogue published a Press Release in [English](#) and partners translated the press release to their country languages to reach local stakeholders. The [English press release](#) was posted on BEYOND-Centre of Excellence website and as an official press release on the project's website ([news](#)). It was promoted also on social media and was published in partners' internal websites as well as on some local online newspapers.

For the Conference in Coimbra, a second press release was created and posted on the [website](#) highlighting Firelogue's actions there and the purposes of the conference.

In July 2023, a press release was created for the purposes of the Workshop in Solsona and was sent to a list of journalists in the EU. The press release caught the attention of media outlets, resulting in a notable TV contribution. It was officially uploaded [here](#).

Following the publication of the scientific paper titled "A framework for considering justice aspects in integrated wildfire risk management" ¹, all involved partner (i.e., IIASA, CTFC and FhG) issued press releases to highlight the significance of this paper. IIASA's [press release](#) gathered considerable attention, being featured in the Spanish newspaper 'La [Vanguardia](#)'. Similarly, FhG received a request for publication of their [press release](#) in a notable journal of the German Public Service. CTFC's [press release](#) was also

¹ Schinko, T., Berchtold, C., Handmer, J. et al. A framework for considering justice aspects in integrated wildfire risk management. Nat. Clim. Chang. (2023).

<https://www.nature.com/articles/s41558-023-01726-0>



widely circulated and received positive recognition in leading scientific publications, further amplifying the reach and impact of the research.

2.2.5. Videos

A [promotional introductory video](#) showcasing the Firelogue project was developed within WP6. Initially, it was launched through Firelogue's social media channels and distributed to all partners for dissemination within their networks and promotion at conferences, events, exhibitions, and other relevant platforms. In addition, a **thematic gif-short video** featuring wildfire-related images accompanied by explanatory captions was created to promote the project on Firelogue's social media channels as well as at conferences, events, exhibitions, and similar venues with more playful visuals to capture the regular audience. A third video was produced that showcases all the participating Innovation Actions collaborating with other fire-related projects. [In this video](#), Firelogue presents its purpose along with the objectives of each **#EUFireProjectsUnited** project (see Section 2.3). Another video was also created after the **Coimbra** conference, highlighting Firelogue's presence at the event, the participation of other IAs, the purpose of the conference, and emphasizing the significance of this meeting. Please find it [here](#). A fifth video was produced as an **explanatory** video for guidance to the new platform (Lessons on Fire powered by Firelogue). In this video, the viewer explores the platform visually guided by some pop up explanatory comments. Find the video [here](#).

Furthermore, in July 2023, a video was developed for the **Solsona** Working Group Workshop, which focuses on the current situation of fires in Europe, the purpose of Firelogue, and why the workshop with the working groups was conducted. The objective of this workshop was to facilitate open discussions about the situation, identify challenges, and find potential solutions for the coming years. [Find the video here](#).

All videos have been uploaded to [Firelogue's YouTube channel](#). The videos were marked with great success as, by Month 24 of the project, they have already accumulated over 500 views in total. This constitutes half of the view goal set by the KPIs, which is to surpass 1,000 views.

2.3. Communication with Innovation Actions

Throughout the initial 24-month period of engaging with IAs, [FirEURisk](#), [SAFERS](#), [FIRElinks](#) and [FIRE-IN](#), Firelogue has established regular online meetings on a quarterly basis. The primary objective of these meetings is to facilitate effective coordination of collaborative initiatives, provide comprehensive updates on project advancements, and foster the generation of innovative ideas. The overarching aim of these interactions is to enhance communication with stakeholders and devise creative dissemination strategies for the projects.

“#EUFireProjectsUnited” initiative

Firelogue aims to create a dialogue between EU Fire Projects to face the current and future wildfire challenges. To achieve that goal, Firelogue, united the three IAs ([FIRE-RES](#), [SILVANUS](#), [TREEADS](#)) with four ongoing fire-related projects ([FirEURisk](#), [SAFERS](#), [FIRE-IN](#) & [FIRElinks](#)) under the title “#EUFireProjectsUnited”. From April 2022 and every 3 months since then, the #EUFireProjectsUnited



gathers in an online meeting to discuss new topics in communication. Through the sharing of knowledge and experiences accumulated, along with the showcasing of innovative actions and products, #EUFireProjectsUnited will raise awareness and ultimately achieve a high impact on the WildFire Risk Management Community. In the previous months, the “#EUFireProjectsUnited” projects managed to collaborate for Joint Campaigns and shared event experiences.

Joint campaigns

On 4th May 2022, Firelogue had the first joint communication action with the projects under the hashtag #EUFireProjectsUnited. International Firefighters’ Day was chosen as the opportune occasion to launch the first joint communication activity on social media with common graphic designs, information about each EU fire related project. This initiative proved to be remarkably successful, garnering significant attention and engagement. Find the graphics and statistics in Annex: Joint Campaigns – Graphics & example of twitter engagement.

The next joint communication action was on **13th October 2022**, International Day for Disaster Risk Reduction with a graphic design (see Annex: Joint Campaigns – International Day for Disaster Risk Reduction) created by Firelogue and shared on twitter by all #EUFireProjectsUnited.

In the meeting of February 2023, it was clear that #EUFireProjectsUnited will continue this common action on social media thought out 2023, and graphic designs were created by Firelogue, ready to be shared, for various International Days related to Climate Change, Fires and Forest.

More specific the planed dates are:

- **21st of March – International Day of Forests** (done)
- **22nd of April – Earth Day** (done)
- **4th of May – International Firefighters Day** (done)
- **5th of June – World Environment Day** (done)
- **21st of September – Zero Emissions Day** (done)
- **13th of October – International Day for Disaster Risk Reduction** (done)
- **11th December – International Mountain Day** (pending for Month 26)

Joint events

The #EUFireProjectsUnited actively participated in various events and conferences, underscoring the significance of fire-related projects' presence in these events together. The first event was the “**Aerial Firefighting and Search & Rescue Europe Conference and Exhibition**” held in Nimes, France from 18th May – 20th May 2022, the primary objective was to introduce the Firelogue project to a specialized audience of Aerial Firefighting experts. All the IAs were represented and there was an open debate with the audience asking about our project activities.

Another event that IAs and FirEUrisk attended was “**The 19th International Conference on Information Systems for Crisis Response and Management (ISCRAM)**” took place from 22nd May – 25th May 2022.



The primary focus was on presenting the Firelogue project and establishing connections with the Innovation Actions.

[“Fire Ecology Across Boundaries”](#), held on 4th October 2022, featured a round table discussion centred around the concept of resilience and the feasibility of Global Dissemination (GD) expected impacts. This discussion involved the participation of the Innovation Actions, as well as other invited projects like [SAFERS](#) and [PyroLife](#). Additionally, a subsequent meeting was organized to introduce the Working Groups (WGs) of the Firelogue project.

[“The 9th International Conference on Civil Protection & New Technologies”](#), held from 29th September - 1st October 2022, in Thessaloniki, Greece, aimed to bridge the gap between civil protection authorities, first responder organizations, and scientists. The conference facilitated presentations of scientific studies and projects, alongside moderated discussions on wildfire management practices.

During [“The 9th International Conference on Forest Fire Research and the 17th International Wildland Fire Safety Summit”](#), which took place from 14th November – 17th November 2022 in Coimbra, Portugal (section 3), the Firelogue project conducted project presentations, coordinated sessions, and seized networking opportunities. The discussions during this event revolved around impact assessment, case studies, and fuel mapping.

The **Joint Dissemination Workshop**, organized by Firelogue and #EUFireProjectsUnited on 23 January 2023 provided an open dialogue and a space for EU research projects in Wildfire Risk Management (WFRM) to connect, exchange knowledge, identify potential areas of cooperation, and share their achievements. This workshop played a vital role in fostering networking and collaboration among the participating projects and [PyroLife](#) project along with [FIRE-ADAPT](#) join the #EUFireProjectsUnited initiative after this Workshop.

During the [International Wildland Fire Conference 2023](#), Firelogue organised a joint workshop with FIRE-RES and ResAllience a workshop on [“Solutions for Fire Resilient Territories in Europe”](#). [During the session, the Firelogue approach and the platform were presented.](#)

Lastly, at [“Research and Innovation Symposium for European Security and Defence \(RISE-SD 2023\)”](#), in Rhodes, Greece from 29-31 May, the Firelogue project collaborated with the IAs and [SAFERS](#) to conduct a wildfire risk management workshop. The Firelogue platform was disseminated following its launch in March 2023. The projects actively engaged with the audience, raising awareness about its work through their representation at the event's booth.

Next steps

Following the aforementioned events and campaigns, the foundations for our next set of common communication actions have already successfully been built. The primary objective is to foster collaboration and knowledge exchange among the participating projects. Leveraging the power of social media, #EUFireProjectsUnited continues to share updates, insights, and key findings across various platforms. Notably, Firelogue's social media presence has emerged as a pivotal network for communication between fire-related projects, facilitating information dissemination and enhancing project visibility.

#EUFireProjectsUnited continues to share common communication actions on social media and Firelogue's social media already considered as a network of communication between fire-related projects.





Two new projects join our efforts after the Joint Dissemination Workshop, [PyroLife](#) and [FIRE-ADAPT](#), and therefore are part of the #EUFireProjectsUnited.

#EUFireProjectsUnited will be involved in the FIRE-RES Open Innovation Challenge, an international competition that calls for innovative ideas, prototypes, close to market and market ready innovations in wildfire risk management that respond to specific challenges that different stakeholders are currently facing across Europe. More information can be found [here](#).

#EUFireProjectsUnited seek to initiate and facilitate a constructive dialogue with the WFRM Community, fostering collaborations and knowledge exchange. By engaging in discussions with experts, practitioners, and policymakers, Firelogue aim to drive advancements in wildfire research and management.

Through our common communication actions and active participation in scientific events, #EUFireProjectsUnited is successfully building a strong network of collaboration and knowledge sharing. In terms of conferences, an entire “track” binding together a range of sessions on integrated wildfire risk management was accepted for [ISCRAM 2024](#). Firelogue will take the lead in designing the track and its sessions and invite the IAs, FirEUrisk and other fire projects in contributing to the conference implementation.



3. Mid-term report on Dissemination Strategy

The Dissemination strategy has a primary focus of reaching both European and international audiences. It involves analysing the dissemination of project results, external meetings, conferences, and opportunities for spreading project information, all detailed in the dedicated section for the Dissemination Strategy. To ensure effective communication and dissemination efforts, regular monitoring and reporting are conducted.

The dissemination of project results is actively pursued on a European and international level. Throughout the project's duration, partners play a crucial role in this process. They are frequently requested to report on their dissemination activities, providing essential information on impact, audience, and promotional materials used. These reports are collected using the dissemination templates developed by WP6 (Annex: Deliverable Templates).

In D6.2, "Dissemination Strategy and Action Plan," a comprehensive dissemination plan was presented, ensuring that project outputs are appropriately disseminated to the relevant stakeholders. Additionally, the document includes information on key project events, partners' activities, and the defined medium objectives for the specified period, providing a clear and concise overview of the dissemination approach. In Annex: Table of Events, the table of the respective events can be found that Firelogue participated and the objective of the event, the communication actions-tools used, along with the stakeholders that Firelogue interact with in these events.

3.1. Organisation of conferences

IX International Conference on Forest Fire Research, Coimbra, Portugal

In 11-18 November 2022, the #EUFireProjectsUnited initiative marked a significant milestone by organizing its first in-person meeting at the IX International Conference on Forest Fire Research ([ICFFR](#)) held at Coimbra in Portugal. This event provided a valuable opportunity for Firelogue and other participating projects to come together and share their latest information and results. During the conference, Firelogue seized the opportunity to create a concise video that showcased the present and new insights gained through the collective efforts of the projects. The video aimed to communicate the key findings, innovative approaches, and noteworthy outcomes achieved by the participating projects within #EUFireProjectsUnited. Firelogue's video provided a comprehensive overview of the projects' contributions. It served as a tool for knowledge dissemination, enabling a wider audience to understand the collective efforts in wildfire research and management. By continuously sharing knowledge and collaborating, #EUFireProjectsUnited aims to drive positive change and improve the effectiveness of wildfire management practices. [Find the video here.](#)

3.2. Organisation of workshops

Wildfire Risk Management Project Clustering Event, Online

Firelogue successfully organized a highly anticipated Workshop, a Digital Annual Conference titled "Wildfire Risk Management Project Clustering Event" which took place on the 5th and 6th of April 2022. The primary objectives of this conference were to foster connections among European Union research





projects related to Wildfire Risk Management (WFRM), allowing them to connect with one another and discover potential areas of collaboration. Moreover, the event aimed to establish common goals and develop a shared plan for the upcoming years. Notably, this gathering boosted a strong line-up of participant projects, [FIRE-RES](#), [SILVANUS](#), [TREEADS](#), [FirEUrisk](#), [FIRE-IN](#), [FIRElinks](#), and [SAFERS](#), with an attendance exceeding 85 members. Spanning across two days, the event was jointly hosted by Firelogue and the European Commission. The first day was dedicated to facilitating discussions among project coordinators, focusing on high-level strategic cooperation. On the second day, project partners engaged in more detailed break out groups to identify specific actions. The event was successful, as it yielded numerous opportunities for joint actions and cooperation between the projects. The collaborative efforts resulted in the creation of a comprehensive Road Map. The Workshop's impact was further amplified through active promotion on social media platforms, including endorsement by the Commission's REA (Research Executive Agency).

Towards fire resilient landscapes in Europe, Hybrid

On 14-15 June 2022, Firelogue hosted a hybrid Workshop titled "Towards fire resilient landscapes in Europe" held in Solsona, Spain. The primary aim of this event was to explore the notion and significance of "resilient landscapes" within the context of integrated wildfire risk management and governance. As part of their contributions, Firelogue delivered a keynote presentation on wildfire risk governance, capturing the attention of the 30 participants, including members from the Scientific Community (such as higher education and research institutions) and Policy Makers. The overall feedback and impact of the gathering were highly positive, emphasizing the fruitful exchange of interdisciplinary knowledge, research, and practical insights pertaining to the concept of fire-resilient landscapes. Moreover, the workshop fostered collaboration between FIRE-RES and Firelogue, leading to the identification of potential members for Firelogue's Working Group on insurance.

Understanding Risk 2022, Online

On 28 November – 12 December 2022, Firelogue organized an online workshop under the "Understanding Risk 2022" conference in Florianopolis, Brazil. At this hybrid event, Firelogue had the opportunity to provide an overview of the Firelogue project and to introduce the Insurance Working Group (IWG) along with its objectives and anticipated outcomes. The presentation conducted by Firelogue served as a kick-off for the IWG. Approximately 100 people have participated in the event, including policy makers and members of the scientific community involved in higher education and research. The impact of the event was evident through the establishment of new networks and a significant interest generated towards the approach adopted by the IWG and the presentation delivered by Firelogue.

Joint Dissemination Workshop, Online

On 23 January 2023, a Joint Dissemination Workshop was organized successfully by Firelogue (see Annex: Joint Dissemination Workshop Graphic), which served as an opportunity for all the participating projects of #EUFireProjectsUnited (Section 2.3) to present their respective outcomes achieved thus far. The primary objective of this Workshop was to foster ongoing communication among the projects and extend invitations to participants from other projects to disseminate our actions. The Joint Dissemination Workshop, in January 2023, played a crucial role in maintaining collaborative ties among the projects





within the #EUFireProjectsUnited initiative. It served as a valuable opportunity for knowledge exchange, sharing of best practices, and promoting a cohesive approach to wildfire management. During the Workshop, each project had the opportunity to showcase their progress, highlighting the significant findings and actions taken. The workshop facilitated interaction and discussion among participants, fostering a spirit of collaboration and mutual learning. Through the Joint Dissemination Workshop, Firelogue and the participating projects demonstrated their commitment to transparency, knowledge sharing, and collective advancement in wildfire risk management. The event served as a reminder of the shared vision and collective effort invested in addressing the challenges posed by wildfires. The outcomes and discussions from the Workshop will serve as a foundation for future collaborations and continued progress within the #EUFireProjectsUnited initiative. By maintaining regular communication and engagement, the participating projects aim to maximize the impact of their actions and collectively contribute to improving wildfire management strategies.

3.3. Scientific Publications

During the reporting period, one (1) scientific paper was published. More specifically:

- Schinko, T., Berchtold, C., Handmer, J. et al. A framework for considering justice aspects in integrated wildfire risk management. Nat. Clim. Chang. (2023). <https://www.nature.com/articles/s41558-023-01726-0>

As also mentioned in Section 2.2.4, involved partners (i.e., IIASA, FhG and CTFC), developed press releases (e.g. [La Vanguardia](#), [IIASA](#) website) for this significant publication that gained notable coverage, as well as [the Tweet from IIASA](#) regarding the paper garnered significant engagement, achieving approximately 5.400 views, indicating a strong interest in the research on social media platforms, including also [Facebook](#) and [LinkedIn](#) posts. CTFC also published related tweets ([tweet 1](#), [tweet 2](#), [tweet 3](#)), as well as article in the [CTFC blog](#).

It should be also noted that two more scientific publications are under preparation:

- A paper related to the Context Paper on the Green Deal WFRM targets.
- A paper on assessing the science-policy interface in WFRM: “Uncovering the science-policy interface: applying bibliographic approaches to the wildfire risk management domain” by Schlierkamp, J.; Berchtold, C. et al. which has been accepted with minor changes for publication in Environment Systems and Decisions.

3.4. Publications on related websites, related blogs & magazines

In the following table, a compilation of publications associated with the Firelogue project is presented. These exemplary works have been sourced from specialized journals, blogs, and magazines, showcasing the project's significant impact in the domain of fire safety and management. Table 4 provides a detailed list of these publications along with their respective links for easy access.



Table 4: Publications and their respective links

Publication	Hyperlink
IIASA - Firelogue Project	Link
CMCC - Firelogue: Cross-sector Wildfire Risk Management	Link
Fraunhofer Institute – Firelogue	Link
Trilateral Research – Firelogue	Link
Maia-project - Lessons Learned - Webinar: Wildfires and Forest Management Part II	Link
FIRE-RES - EUFireProjectsUnited Newsletter	Link
NOA/Beyond EO Centre - Firelogue Project	Link
NOA/Beyond EO Centre - Firelogue Conference in Portugal	Link
INESC TEC - Analysis of Forest Fire Risk Management	Link
ESReDA: European Safety, Reliability & Data Association - Wildfire Risk Management	Link
Informationsdienst Wissenschaft – Firelogue and Article “A framework for considering justice aspects in integrated wildfire risk management” ²	Link
Agencia Guatemalteca de Noticias – Publication about integrated forest fire risk management	Link
Uralnews - Publication “A framework for considering justice aspects in integrated wildfire risk management”	Link
Crumpe - Addressing justice in wildfire risk management	Link
Sciencedaily - Addressing justice in wildfire risk management	Link
Regió 7 – Firelogue Solsona Workshop	Link
Canal Taronja – Firelogue Solsona Workshop	Link
Dasarxeio.com – Firelogue: Cross-sector Wildfire Risk Management	Link
Australian-French Association for Research and Innovation (AFRAN) – Firelogue Project	Link
IIASA - Article “A framework for considering justice aspects in integrated wildfire risk management”	Link
UNSPIDER - Office for Outer Space Affairs // UN-SPIDER Knowledge Portal	Link

3.5. Participation in other Conferences/ Workshops/ Exhibitions and events

During the span of 24 months, Firelogue actively participated in various conferences (Table 5 in Annex 6.11), expanding its network and engaging with relevant stakeholders. Apart from the abovementioned ones (in Section 3.1 and 3.2), the conferences Firelogue was involved in included the virtual [UN SPIDER Bonn International Conference and the Space-based Solutions for Disaster Management in Africa event](#) and **Regional UN-SPIDER Meeting of Experts “Space Solutions for Risk Reduction Management and Disaster Response in Latin America” CEPREDENAC para América Latina** (In November 2021) where

² Schinko, T., Berchtold, C., Handmer, J. et al. A framework for considering justice aspects in integrated wildfire risk management. Nat. Clim. Chang. (2023).

<https://www.nature.com/articles/s41558-023-01726-0>



Firelogue project was presented. The project also made appearances at notable conferences as [the 3rd International Conference on Fire Behaviour and Risk](#), [the 9th International Conference on Information Systems for Crisis Response and Management \(ISCRAM\)](#), [the 9th International Conference on Civil Protection & New technologies](#), and the [Fire and Climate 2022 conference](#). These conferences provided opportunities to present Firelogue to the WFRM communities, connect with relevant stakeholders, and interact with representatives from other projects. [The Fire Ecology across Boundaries](#) conference facilitated a round table discussion on the resilience concept and the feasibility of GD expected impacts, bringing together Firelogue and other invited projects like SAFERS and PyroLife. Another meeting introduced the working groups of the Firelogue project and focused on pathways for wildfire risk adaptation, emphasizing equity aspects of WFRM. Firelogue was also actively involved in the [FIRE-IN Final Conference](#), [the TIEMS 2022 Annual Conference](#), the [PyroLife 2023 Conference](#), the [Austrian Climate Days](#), [the 8th International Wildland Fire Conference](#), and the [RISE-SD 2023 conference](#). These events provided the space for presenting the Firelogue project and the Firelogue platform afterward, discussing its results and networks, disseminating information, conducting workshops on wildfire risk management, and engaging in social media campaigns. Through its active participation in these conferences, Firelogue successfully increased its visibility, shared its ongoing work, and connected with relevant communities and stakeholders.

Firelogue actively participated in various workshops, exhibitions, and fire-related events, further contributing to its engagement and dissemination efforts. One notable event was the [ARNHEM 2022 WG1 MEETING](#), where Firelogue presented its project and interacted with other fire projects like [FIRElinks](#) and [PyroLife](#). [The Aerial Firefighting and Search & Rescue Europe Conference and Exhibition](#) provided an opportunity to showcase the Firelogue project to a specialized audience, including aerial firefighting specialists and representatives from the Innovation Actions. [The Interschutz Exhibition](#) served as a platform to introduce Firelogue to the firefighting community, particularly in Germany. In June 2022, Firelogue participated in the **ROADMAP event**, which focused on the recording and review of good practices, recommendations, and lessons learned in prevention, preparedness, and response. This information was published in bulletins to support decision-makers in replicating successful procedures within the Firelogue project. **The Green Deal Board of Coordinators meeting** in June 2022 brought together all Green Deal Call-funded projects to exchange information on policy developments, discuss collaboration opportunities, and foster the establishment of a cohesive Green Deal Projects community. Another significant event was the workshop on communicating the importance of **Sustainable Forest Management** in preventing wildfires, which aimed to raise social and political awareness and develop general recommendations for strengthening wildfire prevention communication. Firelogue also made its presence felt at the [FirEURisk](#) annual meeting, where it briefly presented its objectives and distributed informational leaflets. Lastly, in June 2023, Firelogue participated in the **Skills for Clear Communication of Sustainability** event, which aimed to gather insights for creating guidelines on effectively communicating sustainability. Through these workshops, exhibitions, and events, Firelogue actively contributed to knowledge sharing, collaboration, and awareness raising within the fire management community. Furthermore, on 12 September 2023, Firelogue presented at the UN-SPIDER Regional Support Offices Meeting the platform, reaching an audience of 22 [Regional Support Offices](#) (e.g., Greece, Algeria, Austria), and ensuring an article on the UN-SPIDER Office for Outer Space Affairs [website](#).



4. Platform

As outlined in “Task 6.3: User engagement and Communication Booster”, WP6 has successfully developed the “[Lessons on Fire powered by Firelogue](https://lessonsonfire.firelogue.eu/)” platform. This platform serves as a crucial one-stop shop for various WFRM stakeholders, facilitating direct communication among them and more specifically among involved partners of the three Innovation Actions. Additionally, it acts as an interface, establishing a connection between Firelogue, all WFRM related projects, external parties and stakeholders, particularly at the EU level. The platform can be accessed through the link <https://lessonsonfire.firelogue.eu/> but also a user can be redirected from the Firelogue’s website, enabling interested parties to easily access relevant information, IAs’ outcomes and results, Working Groups’ information as well as resulting recommendations. The Lessons on Fire powered by Firelogue platform is built on an open software solution, ensuring the ability to be used again in the future, in the context of different projects.

Firelogue’s platform was based on the existing platform “Lessons on Fire”, developed by [PCF](#) partner in 2015, to lay the groundwork for the new platform called “Lessons on Fire powered by Firelogue” or “LoF by Firelogue”. This transition ensured that users previously subscribed in “Lessons on Fire” were informed by an email and were given the opportunity to continue their engagement on the new platform while adhering to data protection and transfer regulations.

4.1. Promotion

The newly launched platform, “Lessons on Fire, powered by Firelogue,” was promoted already through several strategic initiatives. Different channels were utilized to generate excitement and engagement among the target audience.

The choice of International Forest Day on 21st March as the **launching day** was symbolic and highlighted the importance of understanding fire and its ecological role. Through the effective utilization of its strong **social media** presence, Firelogue engaged the online community with purposeful content. Posts were carefully crafted to capture attention, featuring visually compelling images, thought-provoking captions, and informative snippets related to fire-related knowledge. Platforms such as Instagram, Twitter, and Facebook were used for the dissemination of these posts, ensuring a broad reach among the target audience. The strategic use of **hashtags** related to fire, education, and environmental conservation further enhanced the visibility of Firelogue’s messages, motivating users to explore the educational offerings of the newly launched platform. The Platform was presented in the “Research and Innovation **Symposium** for European Security and Defence ([RISE-SD 2023](#))”, in Rhodes, Greece from 29-31 May, as well as virtually in **UN-SPIDER Regional Support Offices meeting** on 12th September 2023. The presentation offered an in-depth exploration of the platform’s features and benefits, getting feedback from the audience basically regarding the sustainability of the platform after the project ends. Firelogue partners explained that the platform will be maintained by PCF as it was the case for the Lessons on Fire platform. Finally, the platform has been presented to the Working Group’s Workshop in **Solsona** to experts of five (5) different expertise: Environment, Infrastructure, Civil protection, Societal aspects and Insurance. An audience of 60 participants got familiar with the platform and were encouraged to register. Understanding the power of visual storytelling, a captivating [YouTube video](#) to demonstrate the material and all the possibilities





provided by the platform was created. By sharing the video across all social media channels as well as the “Firelogue” website, the viewers were encouraged to sign up.

A high degree of importance was placed on the existing user base of “Lessons on Fire” (LoF) platform. To ensure a seamless transition to the new platform, **personalized emails** were sent to its previous LoF users. These emails introduced the upgraded platform and emphasized the benefits it offered. By seeking consent from users to migrate their accounts, Firelogue fostered trust and facilitated continued engagement within its dedicated community. Additionally, plans are in place to further promote the platform once we have more input in functions such as TechMall and WFRM measures as well as other new assets to showcase, which is expected towards the end of the year.

4.2. Landing Page

The homepage features the newly combined logo (see Figure 5) and a brief overview of the platform's content. Upon scrolling, visitors find the "About" section, which provides a more in-depth explanation of the platform. Instead of creating a separate page solely dedicated to describing the platform, it is encouraged that users explore and engage with it first-hand. Within this description, three key concepts commonly used in the platform are introduced to make users familiar with these concepts: the "Three Phases of Fire", as described in the Call; the "WFRM Community", and the "#EUFireProjectsUnited", described in Section 2.3.

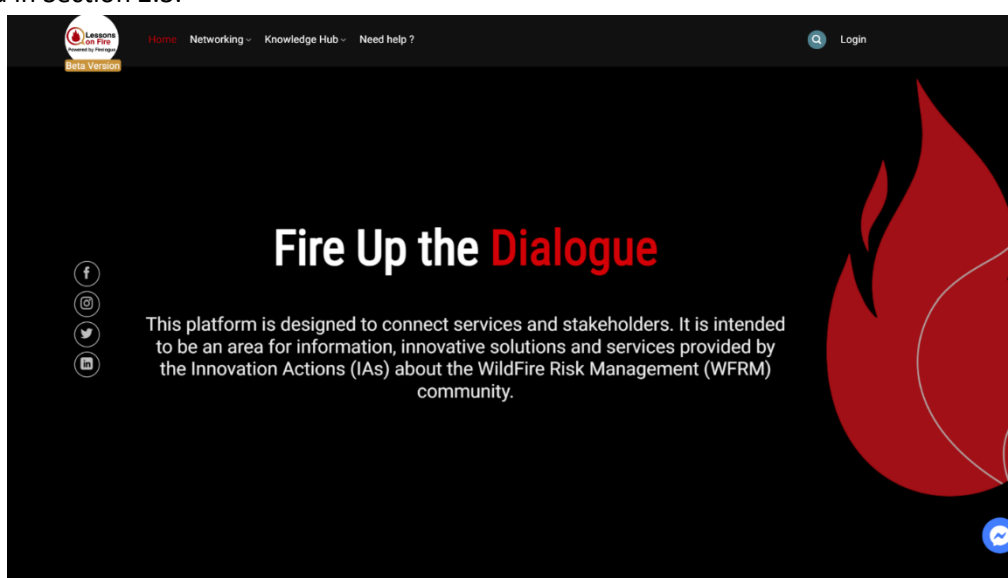


Figure 5: “Lessons on Fire powered by Firelogue” Platform Homepage

In the landing page and after the “About” section, the user is encouraged to register and become a member and then use the advantages of a registered member; which include uploading a file to the Library or an Event to the calendar, features that will be explained below. Additionally, project’s tweets are presented in the landing page of the website straight from Twitter, so users are encouraged to create a tweet using #Firelogue in order for their post to be visible on the website next to the twitter section on the landing page.



4.3. Content

“Lessons on Fire powered by Firelogue” is presented in two main pages; Networking & Knowledge Hub. Each page is devoted to one of the platform pillars: 1) Networking with stakeholders, experts and other projects while sharing existing or 2) new “Knowledge” with the WFRM community, thus creating a repository of information and building an online WFRM Community. In the following Diagram (Figure 6), an overview of the platform is presented, showcasing all its potential through the pages and subpages.

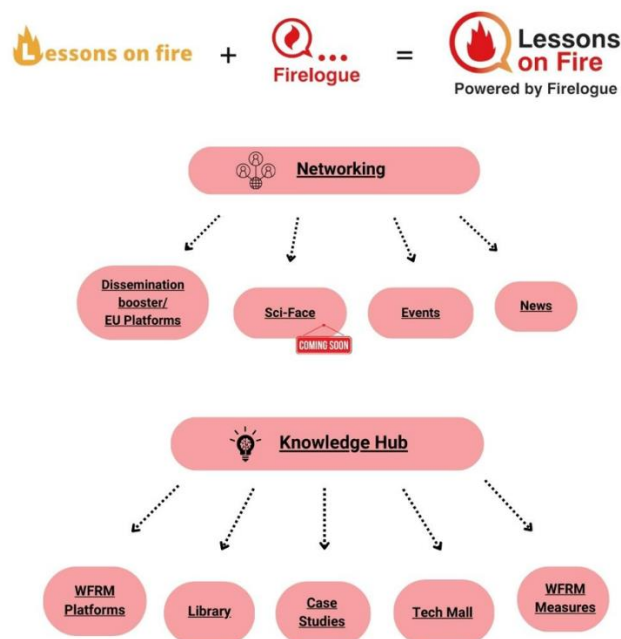


Figure 6: An overview of all the platform's Webpages and Subpages

Networking Page

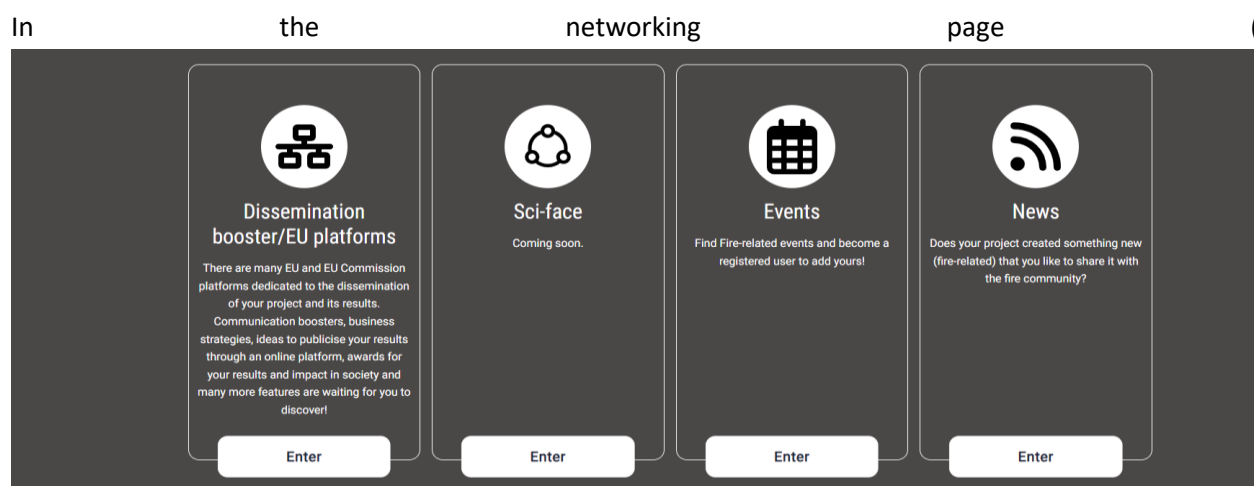


Figure 7), the users can stay up to date and in touch with other scientists and stakeholders, get informed about fire-related events (conferences, workshops, etc.) and the latest news. By registering, users gain



the advantage of uploading their information on the networking page and sharing documentation with the WFRM community.

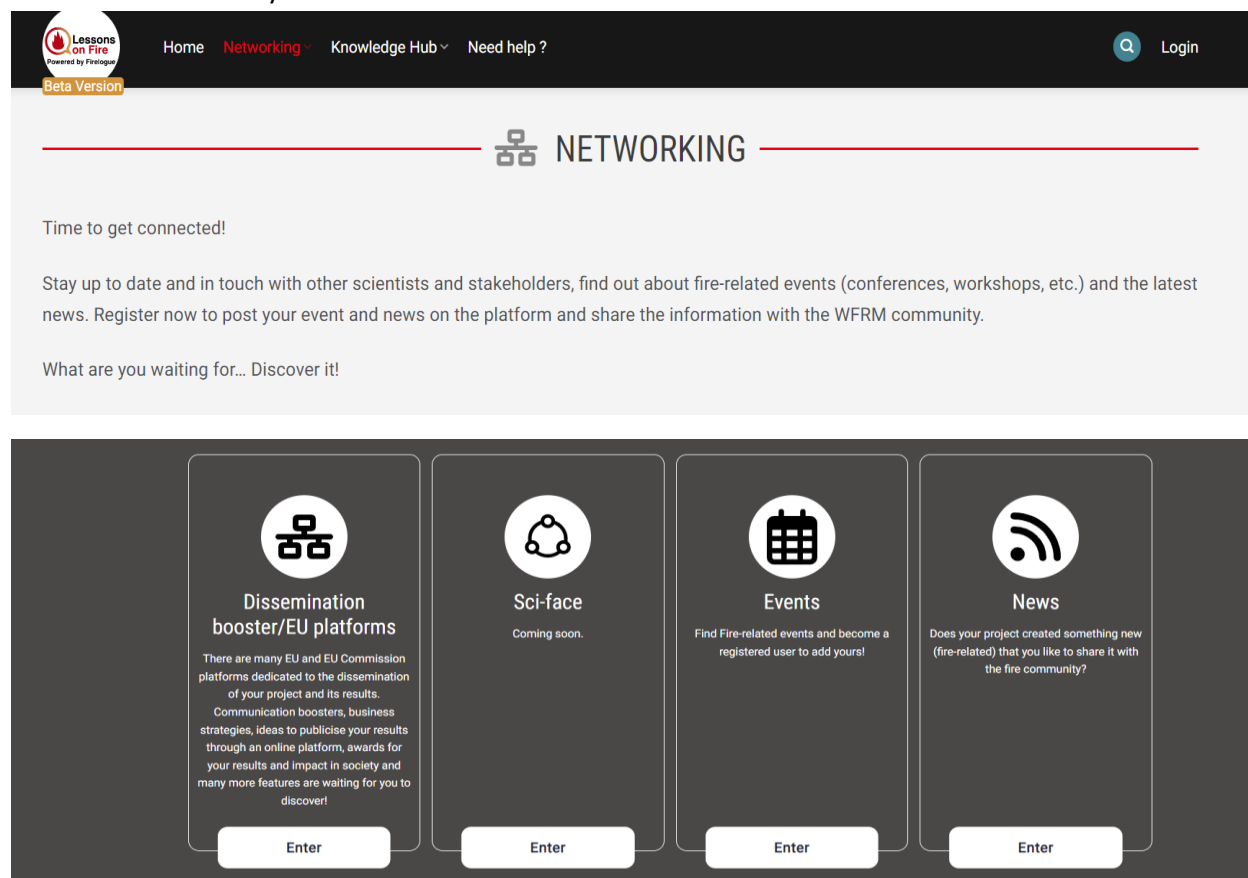


Figure 7: The "Networking" Webpage

The Networking page contains of four subpages:

1. Dissemination Booster/ EU Platforms

The most usable EU platforms dedicated to the dissemination of existing EU projects have been gathered by Firelogue. Examples of available features include communication boosters, business strategies, ideas for online platform promotion, and recognition awards for societal impact. Among these features, Firelogue's platform includes a dedicated subpage for the Dissemination and Exploitation Booster services, fostering collaborative efforts among projects to identify a shared portfolio of results and provide recommendations for effective dissemination and exploitation (Figure 8).

The goal of this subpage is to enhance the effort that the EU Commission has made by creating platforms to boost the funded projects and their results. Under this scope, Firelogue gathered these platforms to create a space of general information and opportunity for the WFRM Community to get familiar with existing platforms and give briefly the necessary information of each platform in a leaflet-like form.

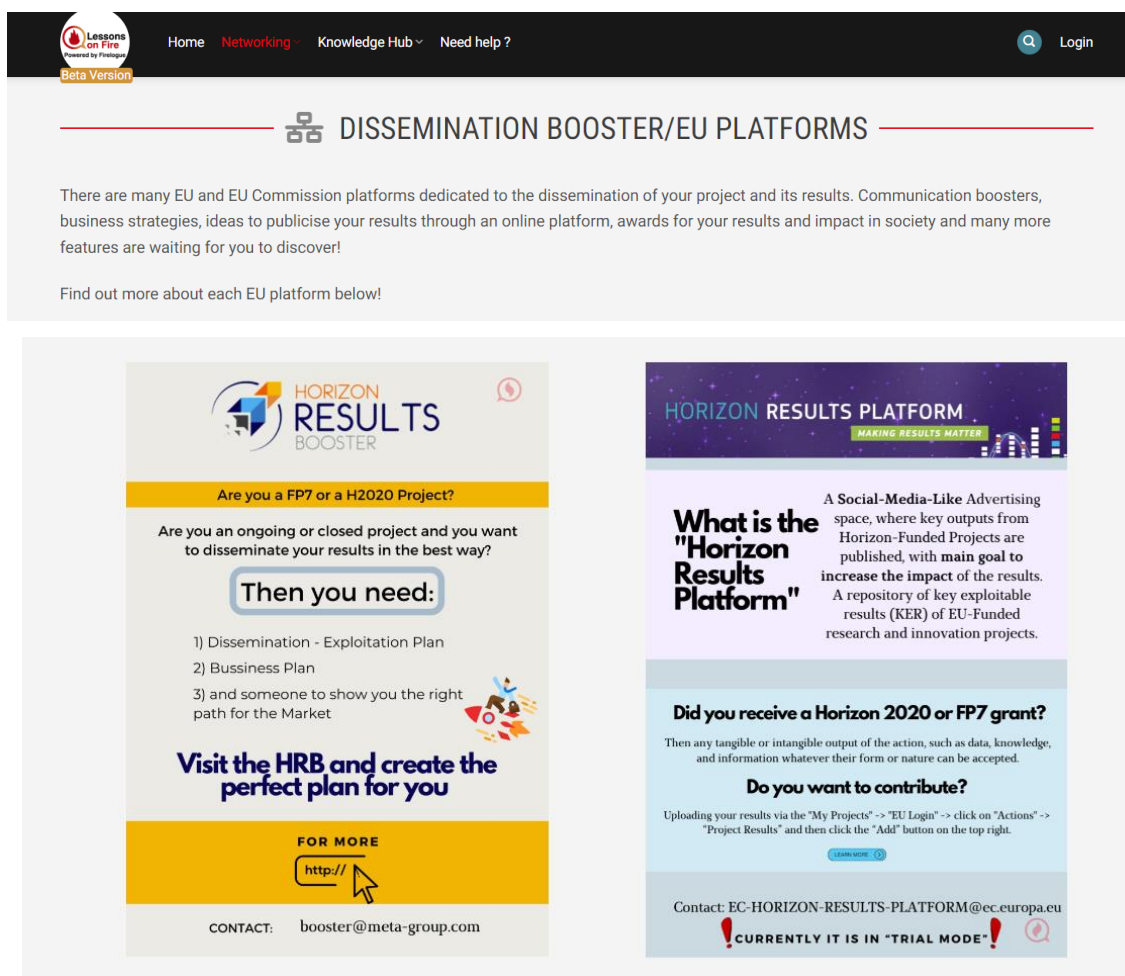


Figure 8: "Dissemination Booster/EU platforms" Webpage

2. Sci-Face

This sci-face page is currently under development and will be launched in 2024. Firelogue, through this webpage, aims to establish an online pool that displays contact and general information of fire-related experts and stakeholders. The objective is to foster a welcoming environment and provide a contact list for individuals within the WFRM community. The goal of this subpage is to create an online space, where WFRM experts and stakeholders will become approachable and available to the WFRM community. In this way, the community will have a repository of experts to reach and Firelogue will be one-step closer to the online WFRM community goal.

3. Events

In this section, Firelogue has created an online calendar of fire-related events where a registered user can upload and promote their event/workshop/conference etc. (Figure 9). This subpage contains an online form where the user can fill the requirements and give the necessary information to promote a fire-related event on the LoF by Firelogue calendar. The goal of this subpage is to create a calendar of fire related events to help the projects and any user of the WFRM community to explore interesting events and happenings through the year and to promote a project event.

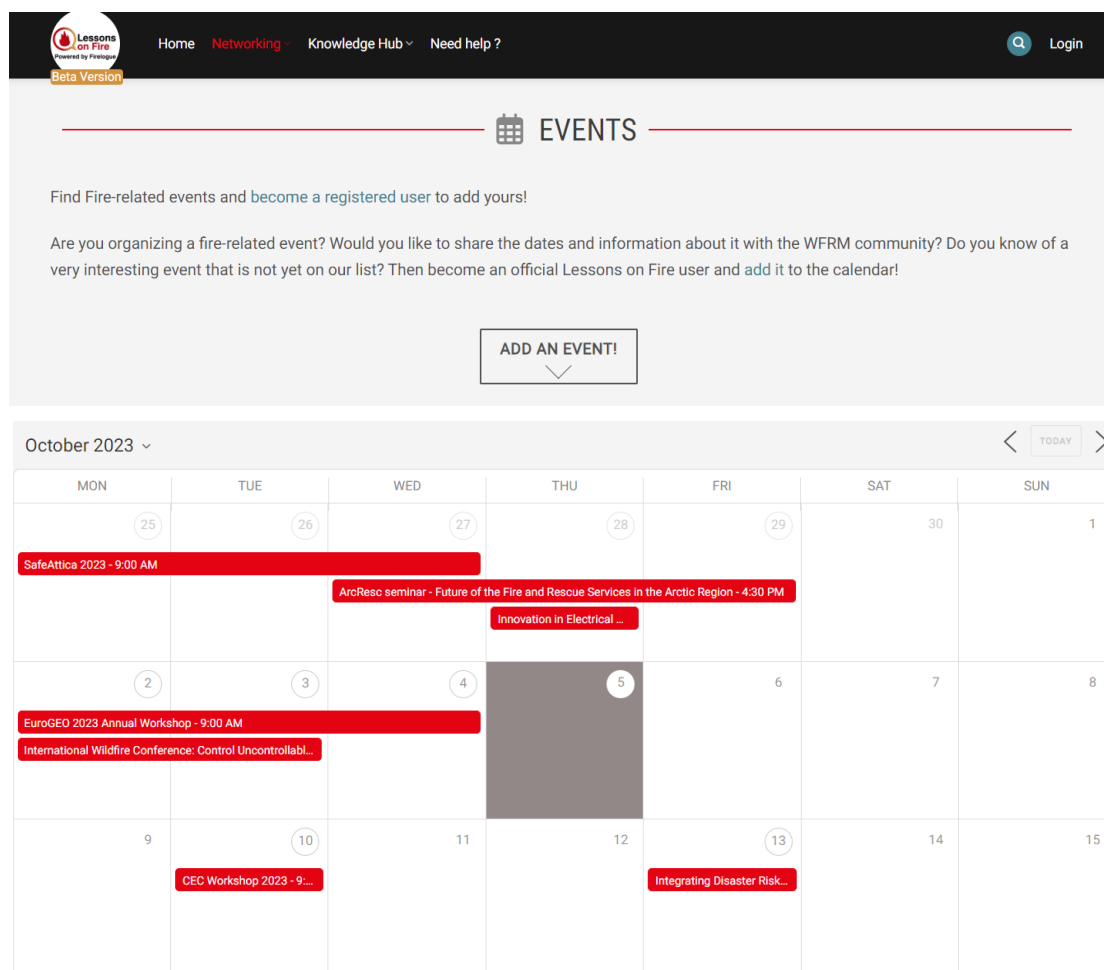


Figure 9: The "Events" Webpage

4. News

The "News" subpage (Figure 10) has the goal to become a page of fire-related news from Europe and all over the world. This subpage contains an online form where the registered users can fill and give the necessary information about anything they want to communicate within the WFRM Community. Also all users (registered and non-registered) can stay up to date with fire-related news. The platform has become a reference point for users that wish to find all the information they seek, fathered in one place.

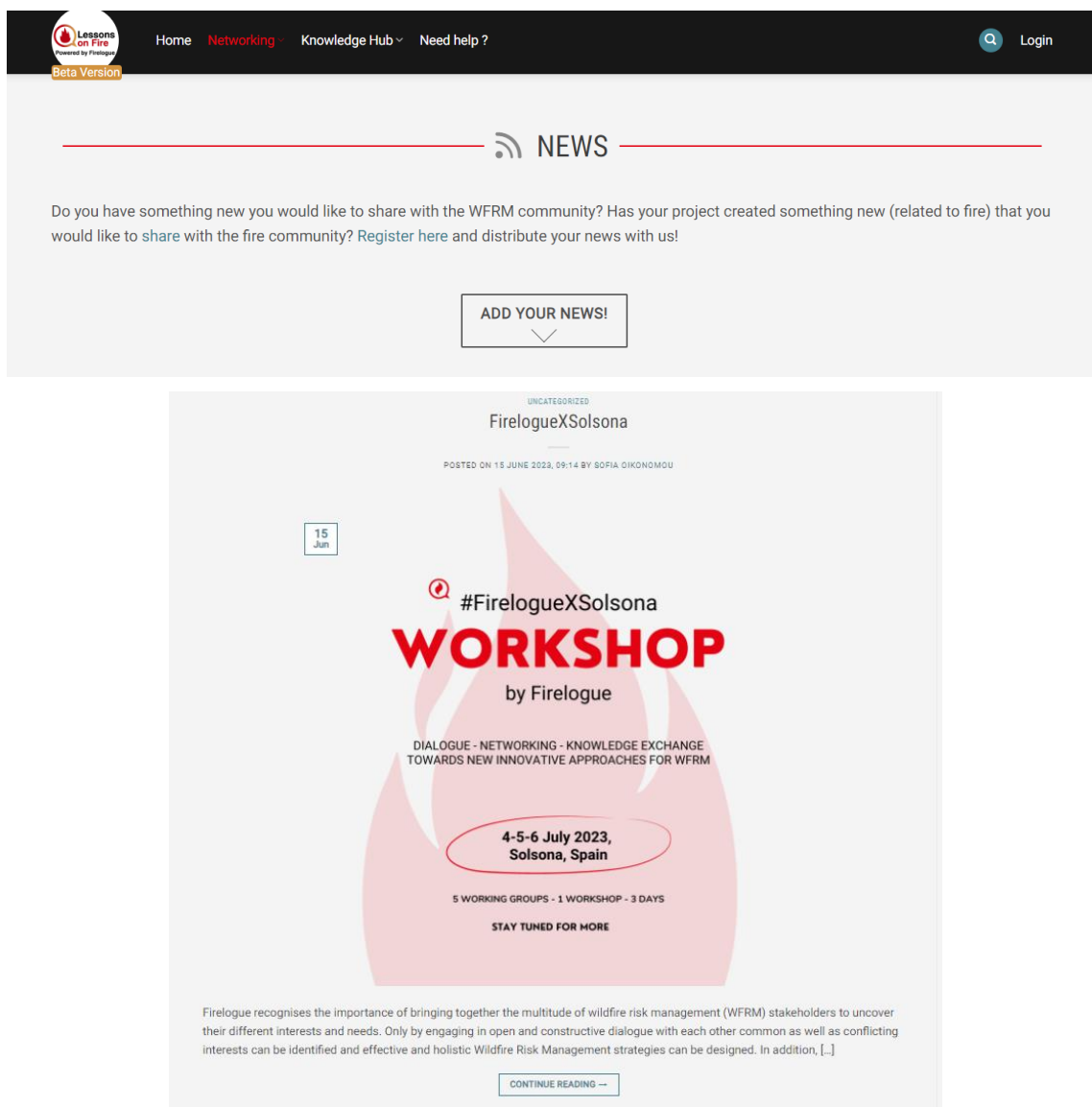


Figure 10: The "News" Webpage

Knowledge Hub Page

The Knowledge page serves as a repository of any kind of fire-related knowledge. The goal is to provide documents, technologies, existing fire related platforms and ongoing case studies. Upon registering, users are given the opportunity to upload information on the knowledge page and share documentation with the WFRM community.

The knowledge Hub consists of five (5) subpages:

1. WFRM Platforms

This subpage (Figure 11) contains description of other existing platforms devoted to fire-related detection, data reservation, satellite images of landscape mapping though the years, lessons learned, forecast (seasonal, monthly, yearly), smoke and fire detection systems, as well as many



other features. Each platform is categorized based on the Three Phases (as identified by the Call: Phase A – Prevention and Preparedness; Phase B – Detection and Response; Phase C – Restoration and Adaptation), the link for the original platform is given with a contact person for directly communication with an expert.

Forest Fire Information System

BEYOND Center for Earth Observation Research and Satellite Remote Sensing operates the Forest Fire Information System. Our Center is responsible for providing a range of rapid satellite-based active fire detection and burned area assessments products covering the entire region of Europe, Balkans, North Africa, the Black Sea, and the Middle East around the clock: on a 24-hour basis, 7 days a week and 365 days a year.

The Center processes satellite data gathered by the acquisition station operating in BEYOND's facility at Pentell, as well as the Hellenic Mirror Site. Through the offered capability for processing in Real Time of SUOMI-NPP, NOAA-20, MODIS, and S-2 data, reliable and updated information on forest fires is provided on a daily basis, assisting the fire services and crisis management centers of the EU and the neighboring regions. This information includes critical maps, data on the location and scale of individual fire outbreaks, as well as descriptions of the magnitude of the hazards. The service is also providing useful statistics on the affected areas in terms of Land Use/Land Cover types per fire event, country, year, etc.

The diachronically collected information as above is organized in well-structured and dedicated data cubes for further exploitation and study of the fire behavior and proneness for fire ignition in the entire Mediterranean ecosystem.

Phases: **Phase B – Detection and Response, Phase C – Restoration and Adaptation**

Contact: Stella Gitsou

Fire Exchange Platform (FIEP)

The Fire Exchange Platform (FIEP)'s objectives are to stimulate cooperation among the Member States as well as to allow the exchange of best practices and lessons learnt between the Member States and relevant stakeholders in the field of fire safety.

The areas of collaboration that the FIEP members pinpointed are:

- Fire Safety Engineering: Use of fire engineering approach in building regulation
- Data Collection: Common terminology and fire statistics (Supported by the European Parliament)
- Lessons Learned: Exchange of experiences from fire accidents (Project team 1)
- New Products: Regulatory approach for new products and high-rise buildings (Project team 2)
- Fire Prevention: Application of fire prevention principles (Project team 3)

Phases: **Phase A – Prevention and Preparedness, Phase B – Detection and Response**

Contact: [Fire Safe Europe](#)

[View Service →](#)

Figure 11: The "WFRM Platforms" webpage

2. Library

The "Library" section is an open library of fire-related sources. This section (

Figure 12)

Figure 12: The "Library" Webpage was initially part of the Lessons on Fire platform. Firelogue, updated with all the necessary new privacy and policy terms, transferred the documentation through APIs from the Lessons on Fire platform to the new platform LoF and it already consists of 559 files. In the library, each user can upload fire-related documents, such as academic papers, articles, research papers etc., as well as have access to a plethora of other related papers. The files are categorized based on specific criteria (tagging system) that can make the filing more



specific and easier for the user to find it. This tagging system is also used as a “quick search” as the user can search by the following categories:

- Keywords
- three phases of fire: Phase A – Prevention and Preparedness; Phase B – Detection and Response; Phase C – Restoration and Adaptation
- document type
- topic, e.g. Climate change and wildfire risk, Cost-effectiveness assessment, Fire behaviour patterns and fire typologies, Fire ignition and spread models, Fire impacts assessment, Fire service needs and emergency management, Fuel management, Perception, culture of risk and communication, Prescribed burning, Restoration of burnt areas, Risk assessment and planning, Risk governance, Wildland urban interface).

Figure 12: The "Library" Webpage

3. Case studies

The "Case Studies" section (Figure 13) presents an interactive map that showcases ongoing case studies and pilots conducted by various initiatives such as [FIRE-RES](#), [SILVANUS](#), [TREEADS](#), [FirEURisk](#), and [SAFERS](#). The map features pinpoint markers placed on a world map, with each pin displaying the corresponding project's logo to indicate the location of the case study or pilot.



Users can click on these pins to access detailed information about the study, including its start date, target activities, main topics covered, and the technologies employed. In order to upload a new case study or pilot, a comprehensive form is provided below the map, requiring all the necessary information. The form includes mandatory fields where the dedicated person needs to input the title, associate the project involved in the case study or pilot, provide a brief description, and mark the location on the map. In order for a new project to be added in the form's list and on the map, an e-mail needs to be sent by the coordinator of the project at info@firelogue.eu, and to designate a person of the project to be responsible to upload the needed information.

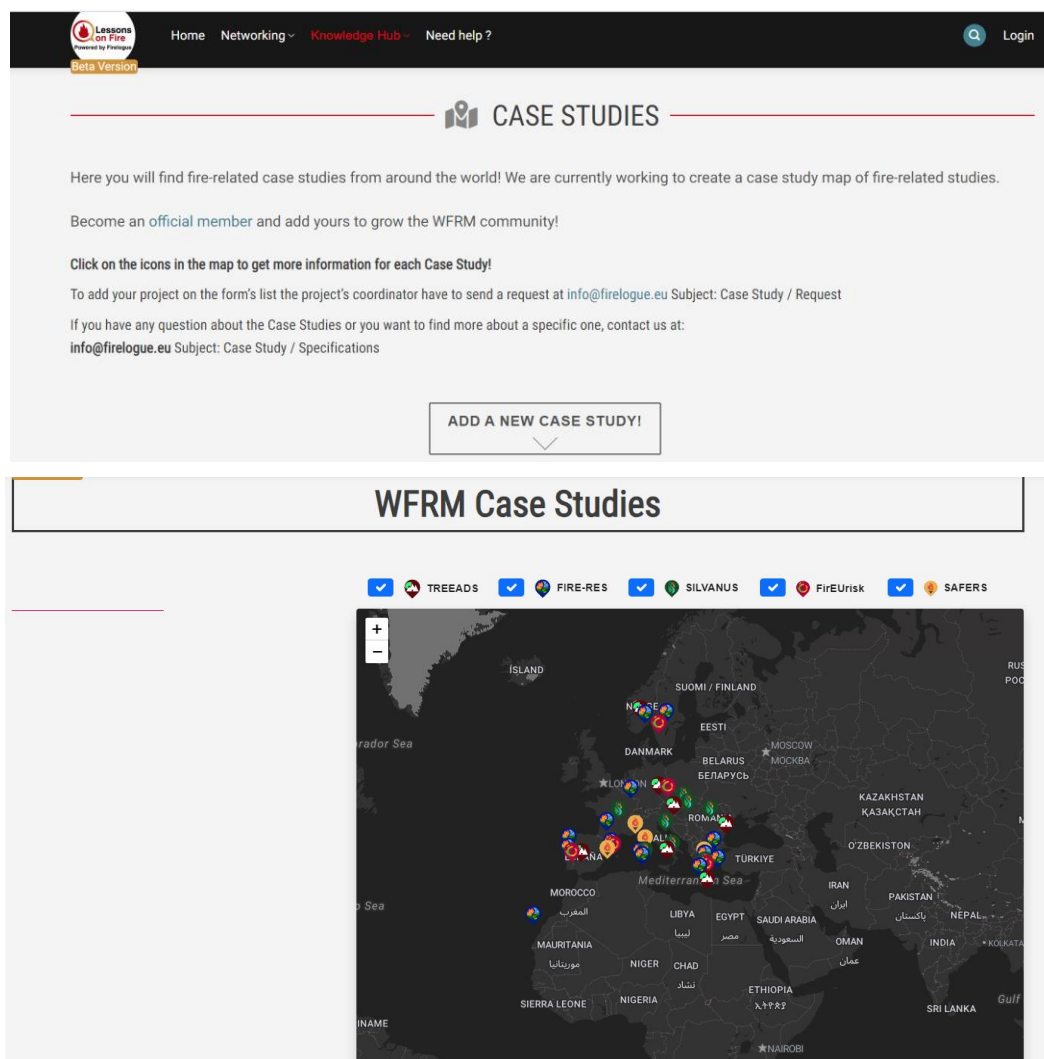


Figure 13: The "Case Studies" Webpage

4. Technology Mall (TechMall)

One of the activities of Firelogue is the collection of technology solutions. This collection of knowledge, insights and solutions will be done in a standardized way by using the table given in this section. In this way efficient information of various results are incorporated into the Firelogue platform. The surveyed WFRM projects could benefit from this data collection by expanding their



outreach, increasing publicity, as well as enhancing network-building opportunities. This compilation will make relevant stakeholders aware of what novel technologies and services are available on the market and the respective contact person is. The “Associate project” section in the form contains only Firelogue’s IAs. In the years to follow, any project or stakeholder can fill the form and upload their respective technology (Figure 14). The TechMall's blueprint entails the commencement of the incorporation of the evolving technologies of the IAs in the year 2023, with the objective of getting the first input before the 2nd Clustering event scheduled for November 2023 in Brussels.

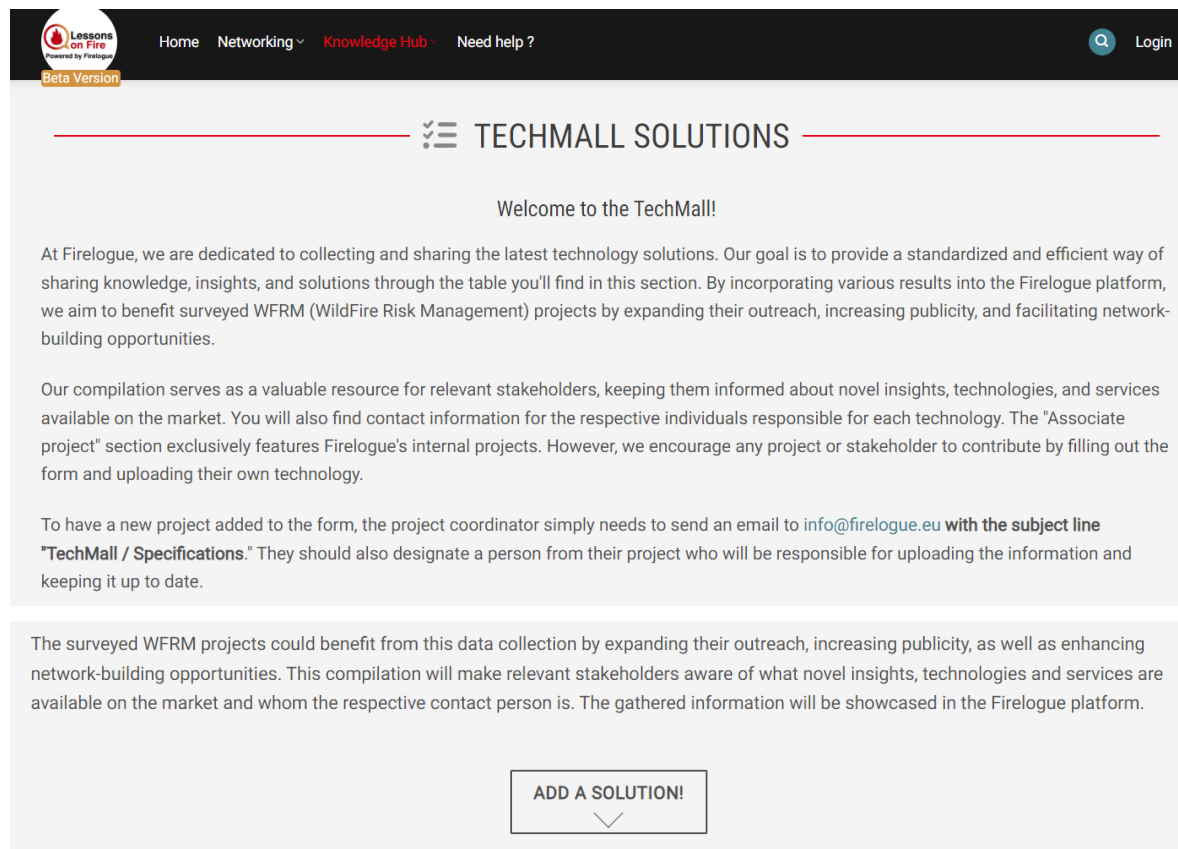


Figure 14: The "TechMall" Webpage

5. WFRM Measures

This section focuses on non-technological measures implemented during fire situations. It encompasses a range of WFRM (Wildland Fire Risk Management) solutions presented in various formats, including standard operating procedures (SOPs), policy recommendations, land management approaches, strategies for engaging end-users, and more. To ensure consistency, this knowledge, findings, and solutions will be compiled using a standardized table provided. By incorporating the landscape solutions offered by the Lessons on Fire (LoF) platform, the new LoF by Firelogue platform takes a proactive approach in establishing a strong foundation for future information provided by the relevant initiatives in the coming years. To add a new project to the form, the project coordinator is required to send an email to info@firelogue.eu with the subject



line "WFRM Measures / Specifications." Additionally, they should designate a responsible person from the project who will be responsible for uploading the information and keeping it updated as needed (Figure 15). This function has already been enriched with input from Lessons on Fire (LoF), as it contained the registration from the LoF's solutions map that formerly had information about solutions established within the context of WFRM.

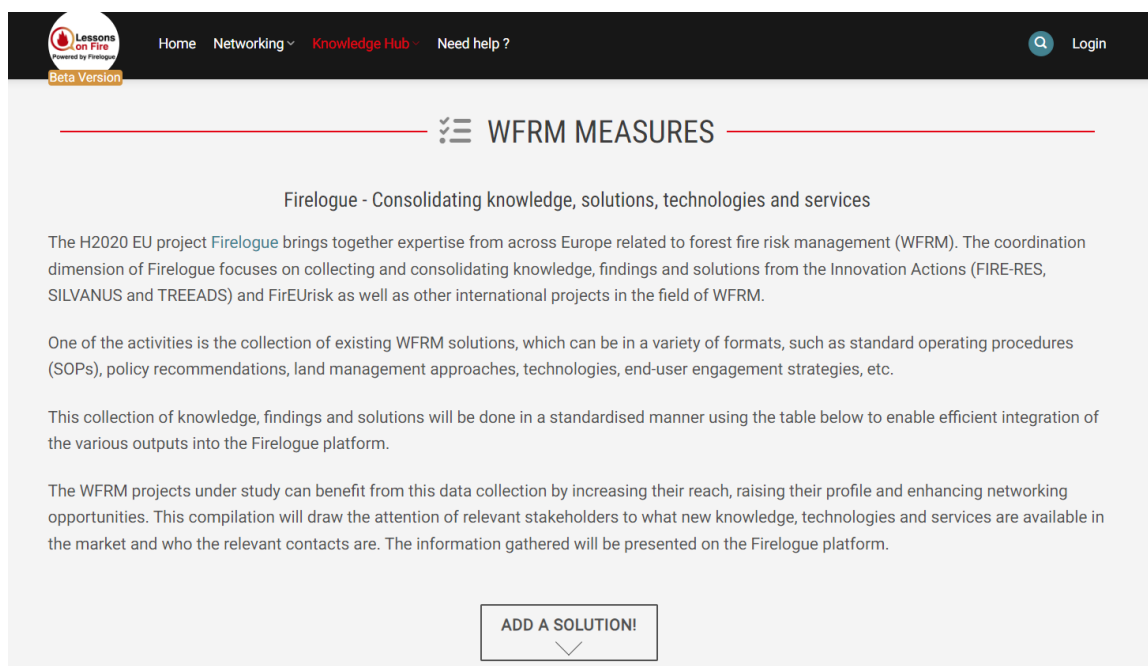


Figure 15: The "WFRM Measures" Webpage

Contact

In an attempt to escape the trivial use of the simple 'helpdesk', an environment that users will be able to ask questions more targeted and addresses them directly to the specific contact point was created (Figure 16). Thus, immediate and direct answers were provided to resolve their issue (FAQs) and became an easy-to-use channel of communication between the various stakeholders of the project. Furthermore, the user can contact Firelogue directly through "messenger chat" on Facebook, which is available also on the platform in the right part of each page.



✉ CONTACT US

For any information or clarification do not hesitate to contact us. We will be very happy to answer back!

Your name *

full name

E-mail *

email@example.com

Organization

organization name

Your message *

Message

☐ I have read, understood and accepted the [Privacy Policy](#) and [Terms and Conditions](#)

SEND MESSAGE

Figure 16: The Contact Form

The social media of the project are located in the footer of the platform and under the FAQs of the “Need help” section.

4.4. Technical details

The platform's launch involves the comprehensive development of a modular web portal, crafted with open architecture, progressive enhancement, and responsive web design standards in mind. It adheres to open architecture principles, progressive enhancement, and responsive web design standards, providing a range of functionalities, including:

- Straightforward navigation services to facilitate user access and browsing.
- Appropriate metadata attributes to enhance visibility and indexing by search engines.
- Real-time content presentation to ensure timely and up-to-date information delivery.
- Integration with social networks, e.g., Facebook and X (formerly Twitter), enabling seamless connectivity.
- APIs that enable seamless integration with third-party applications, e.g. from the Lessons on Fire platform.
- Communication and interaction with third-party applications based on international standards like XML, SOAP, etc.
- Availability for popular mobile operating systems such as iOS and Android, as well as compatibility with popular web browsers.
- User management functionality to handle user accounts and access privileges.



- Design and development of a content management system (CMS) tailored for classified users, along with the creation of personalized input interfaces.
- Definition of roles and responsibilities for different members, such as registered users and administrators. Registered users create content, administrators review it and oversee the entire process.
- Implementation of an approval chain where content needs to be reviewed and approved by specific individuals before it can be published. This ensures quality control and adherence to editorial guidelines.
- Organization of the content into categories and tags to improve navigation and user experience.
- Managing images, videos, and other media assets through a structured workflow, from uploading to embedding in content.
- Incorporation of custom workflows to determine the next steps based on specific criteria. For instance, content might move to the "Editing" stage only if it meets certain quality standards.



5. Conclusions and Next steps

The elements of the strategic communication plan presented herein will be updated and enhanced as the activities of the **project progress**. Our aim is to ensure the positive impact of Firelogue communication and dissemination activities, as it is formulated in the goals of the project. Communication and dissemination activities will continue to be designed, to ensure that each type of stakeholder is reached and provided with information and materials. Reports on communication and dissemination activities, as well as more detailed presentation of the proceedings of events, conferences, workshops etc., will continue to be provided regularly. In the meantime, the Communication Team will continue to request from the project partners to provide information on their activities to monitor and potentially boost communication output.

The **main objective** of WP6 “Dissemination and Insight Upscaling”, is to ensure that the impact of the Firelogue project will be maximized through an effective campaign of communication and dissemination activities. The tools developed as part of the communication strategy were and will be leveraged in a holistic approach. In Table 1 in Section 1, summarised the KPIs versus current metrics and demonstrates the effectiveness of the strategic implementation of the communication and dissemination plan. Through Firelogue’s presence in conferences and events, an audience of more than 1.900 WFRM experts, scientists, and people from the industry and civil society, policymakers, and the general public has been reached (see Annex: Table of Events). Also, through social media analytics, more than 16.000 people have reached the social media or interfered with the website and the platform.

The **upcoming objectives** for the next phase of the project encompass several key aspects. First and foremost, Firelogue seeks to expand the communication of success stories on a broader scale, highlighting the positive impact achieved thus far. To achieve this, promotional videos and new project campaigns on social media will be created, emphasizing the project's notable features, benefits and new achievements. Furthermore, the project will continue to disseminate its services and knowledge through dedicated communication initiatives, ensuring wider accessibility. This will be accomplished through various means such as exhibitions, conferences, and webinars, all aiming to raise awareness. As the project advances, regular updates will be made to the Firelogue website and platform, thereby enhancing the user experience. Lastly, a comprehensive project online brochure or leaflet will be recreated to provide the latest information of the project, the platform and the Working Groups if needed.

In conclusion, the accomplishments of the first 24 months of the project served as the foundation for Firelogue's communication strategy for the next period, with a **shift in focus** towards the promotion of the platform and the raising of awareness about the activities of the Working Group. The primary objective is to engage the WFRM community and a wider audience by utilizing impactful social media posts. The features and benefits of the platform will be effectively showcased to generate interest and encourage active participation from stakeholders. The collaborative nature of the project will be highlighted, with emphasis placed on the collective efforts of the Working Group and their commitment to wildfire risk management. Firelogue aims to establish itself as a trusted source of information,



innovative solutions, and services within the WFRM community through strategic messaging and targeted dissemination.





6. ANNEXES

6.1. Annex: New Logos and Presentation Templates



Figure 17: Logo

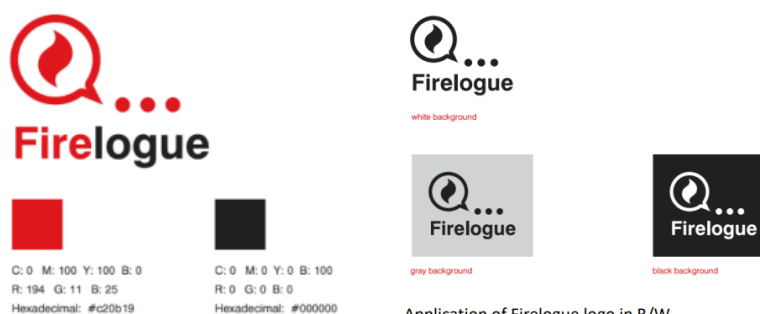


Figure 18: Logo colors



Figure 19: Old vs New Presentation Templates



Figure 20: Post Templates

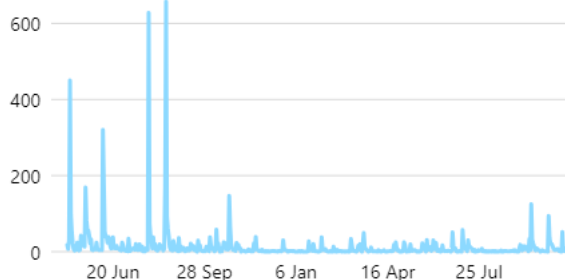


6.2. Annex: Statistic Data of social media

Reach

Facebook reach ⓘ

3,783 ↑ 93.1%



Instagram reach ⓘ

490 ↑ 48%

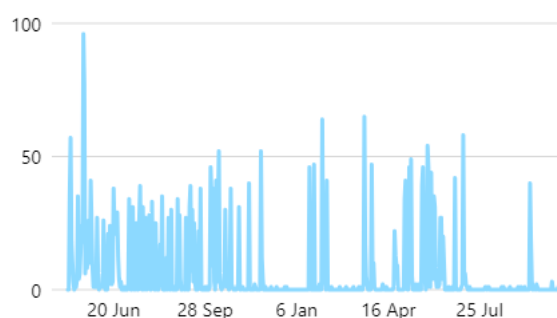


Figure 21: Reach on Facebook and Instagram from May 2022 to October 2023

Your Tweets earned 11.7K impressions over this 91 day period



YOUR TWEETS
During this 91 day period, you earned 125 impressions per day.

Engagements

Showing 91 days with daily frequency

Engagement rate
4.9%

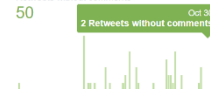


Link clicks
74



On average, you earned 1 link clicks per day

Retweets without comments
50



On average, you earned 1 Retweets without comments per day

Figure 22: Reach in Tweets



Oct 29, 2022 - Oct 28, 2023 ▼

Follower highlights ?

552

Total followers

203

New followers in the last 365 days

Oct 29, 2022 - Oct 28, 2023 ▼

Highlights

Data for 10/29/2022 - 10/28/2023

712

Reactions

3

Comments

61

Reposts

Oct 29, 2022 - Oct 28, 2023 ▼

Visitor highlights ?

731

Page views

279

Unique visitors

21

Custom button clicks

Figure 23: LinkedIn Analytics



6.3. Annex: Campaign Graphics – Meet the partners (examples)



Figure 24: Examples of the "Meet the Partners" campaign



6.4. Annex: Campaigns Graphics – “Did you know” (examples)

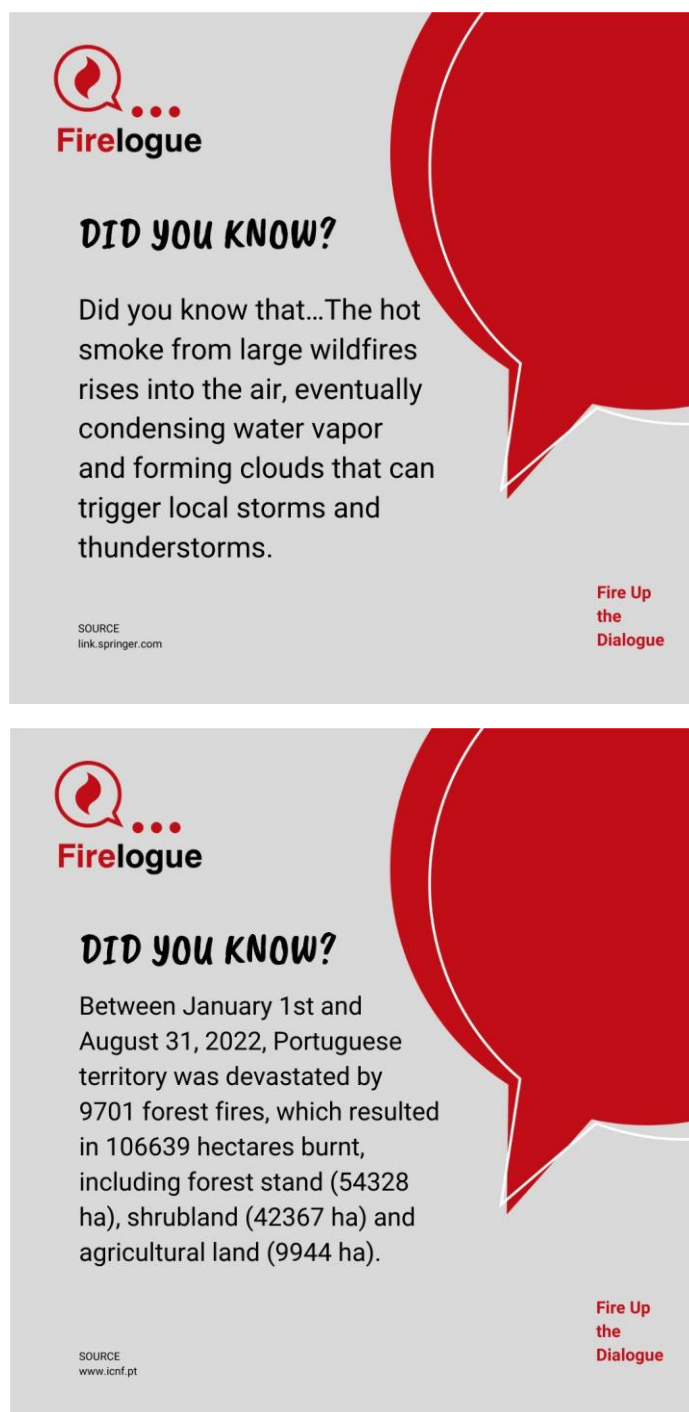


Figure 25: Examples of the "Did you know" campaign



6.5. Annex: Screenshot of “Fire polls”

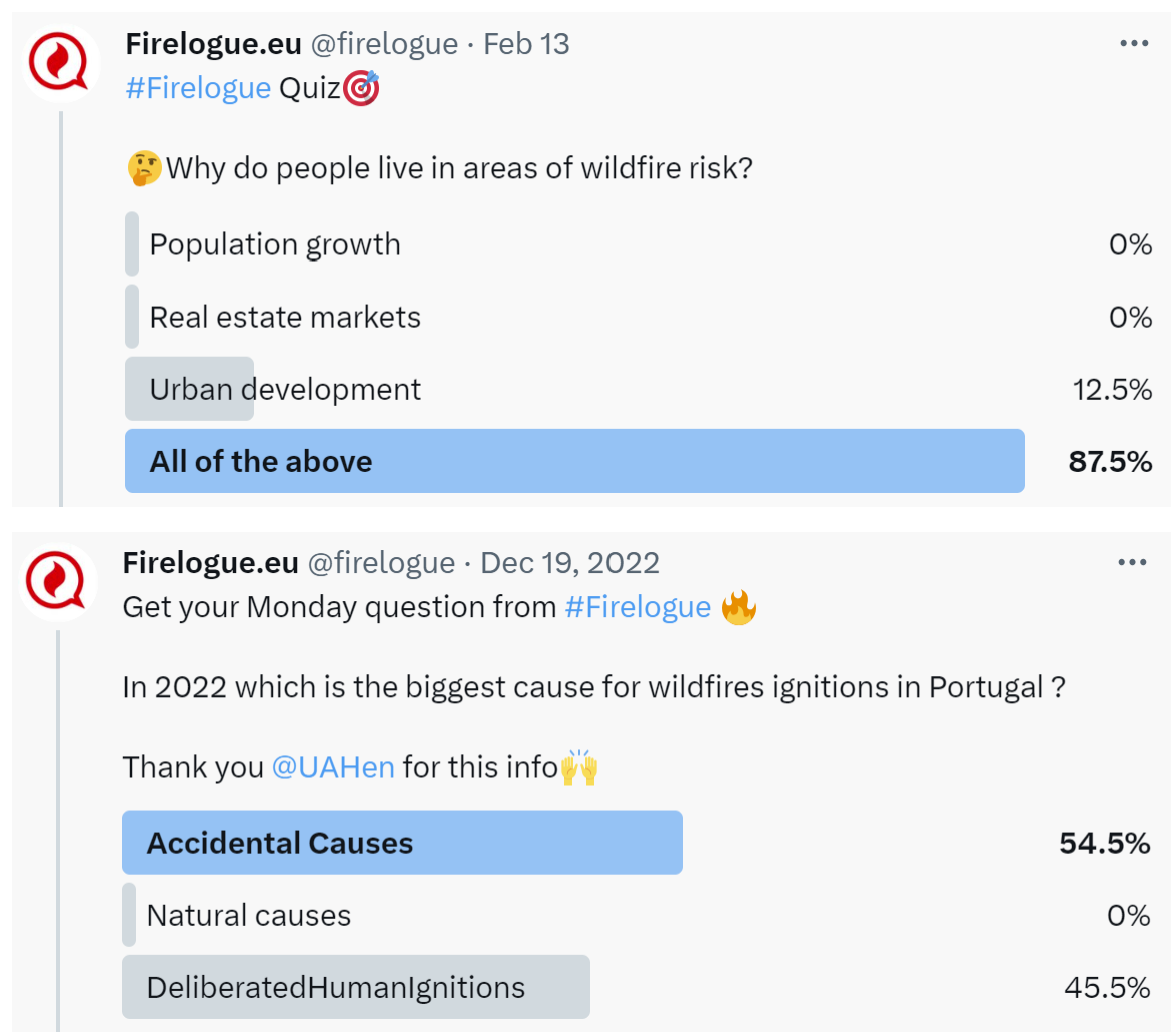


Figure 26: Screenshots of engagement / “Fire poll” campaign



6.6. Annex: Roll up banners

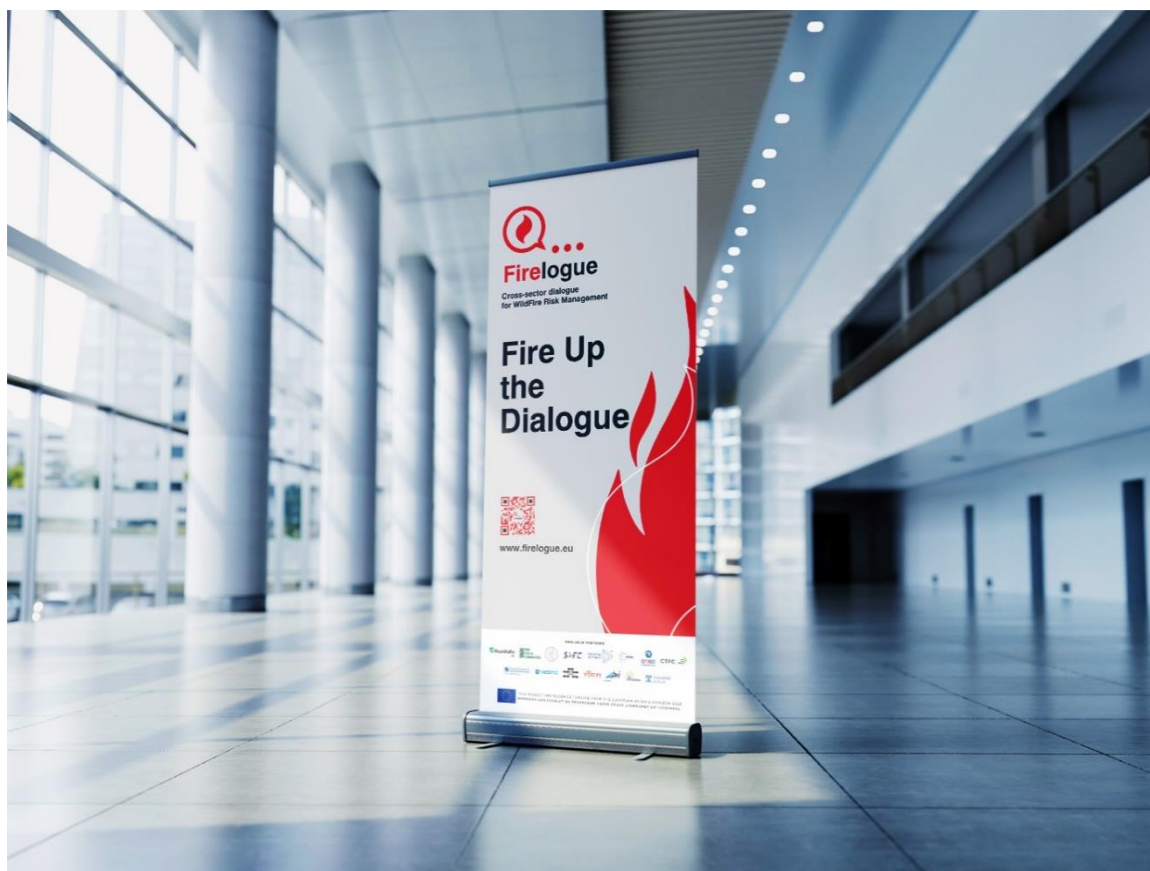


Figure 27: Communication Material - Roll up Banner / Lanyard



6.7. Annex: Joint Campaigns – Graphics & example of twitter engagement



Figure 28: Posters of Joint Posts



Figure 29: Posters for Joint Posts



6.8. Annex: Joint Campaigns – International Day for Disaster Risk Reduction

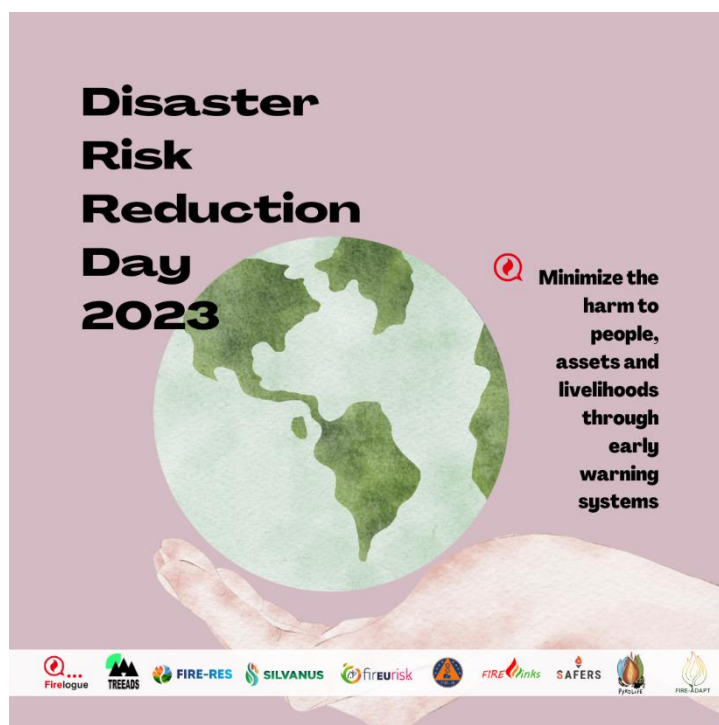


Figure 30: Disaster Risk Reduction Day 2023 Poster



Example of the twitter engagement of the Joint Posts Campaign:

Tweet activity



	Impressions	1,788
	Total engagements	117
	Detail expands	58
	Likes	24
	Retweets	16
	Media engagements	10
	Profile clicks	8
	Hashtag clicks	1
	Impressions	1,736
	Total engagements	82
	Detail expands	27
	Likes	18
	Retweets	16
	Media engagements	7
	Link clicks	7
	Follows	3
	Profile clicks	3
	Hashtag clicks	1

Figure 31: Twitter engagement over two Joint Posts



6.9. Annex: Deliverable Templates



Figure 32: Deliverable Templates



6.10. Annex: Joint Dissemination Workshop Graphic



Figure 33: Post for Joint Dissemination Workshop



6.11. Annex: Table of Events M1-M24

Table 5: Tracking form used by Firelogue consortium between M1 and M24

REPORT - FEEDBACK ON DISSEMINATION & COMMUNICATION ACTIVITIES / Events					ACTIVITY								
REPORTED DATE	PARTNER	Type of Event	RELATED LINKS	Interaction formats	TITLE OF EVENT	DATE(S) & LOCATION OF ACTIVITY	OBJECTIVES OF ACTIVITY/MAIN OUTPUT	IAs attendee	DESCRIPTION OF ACTIVITY	Number of persons reached	Primary Type of audience	Secondary Type of audience	FEEDBACK & IMPACT
19/11/2021	FHG	Participation to a Conference	https://www.un-spider.org/news-and-events/news/un-spider-bonn-international-conference-16-18-november-2021	Networking events - Others	UN SPIDER Bonn International Conference (virtual), Space-based Solutions for Disaster Management in Africa: Networks and Information, Technologies in times of crisis	17/11/2021	Presentation of Firelogue; Enlargement of Firelogue network	n.a.	International Conference	digital participation - potentially 100	Other	Scientific Community (Higher Education, Research)	Great audience and several requests for being informed about Firelogue afterwards, specifically from Africa
26/11/2021	PCF	Participation to a Conference	https://www.un-spider.org/news-and-events/event/un-spider-regional-de-sinopos-de-conv	Networking events - Others	Regional UN-SPIDER Meeting of Experts "Space Solutions for Risk Reduction Management and Disaster Response in Latin America" CEPREDENAC para América	23-25/11/2021	Presentation of Firelogue; Enlargement of Firelogue network	n.a.	Regional stakeholders' meeting	30	Policy Makers	Civil Society	Great audience and several requests for being informed about Firelogue afterwards
16/09/2022	FHG	Organisation of a Workshop	n/a.	Digital Annual Conference (Clustering event)	Wildfire Risk Management Project Clustering Event	5-6/04/2022	Connect EU-research projects in WFRM, create a space for them to get to know each other and identify areas of cooperation; identify common goals and a shared plan (Road Map) for the coming years	DRYADS, FireRES, SILVANUS, FireLink, FIRE-IN, FireLinks, SAFERS	Meeting with EC - Clustering	85	Scientific Community (Higher Education, Research)	Policy Makers	Great success, number of possible joint actions and possibilities of cooperation identified, creation of a RoadMap document as a result
16/09/2022	FHG	Participation to a Conference	https://www.icfb2022.it/en/home-en/	Networking events - Project presentation	3rd International Conference on Fire Behavior and Risk	03-06/05/2022	To present Firelogue project to the WFRM communities and to connect with possible relevant stakeholders, meet representatives of the IAs	FireLink, FireRES	International Conference	about 40	Scientific Community (Higher Education, Research)	Civil Society	Little feedback, expressed interest to get involved in Firelogue activities by someone who was already involved during proposal phase (Letter of interest)
13/05/2022	FHG	Participation to an Event other than a Conference or a Workshop	https://firelinks.eu/en/arnhem-2022-wg1-meeting/	Networking events - Project presentation	ARNHEM 2022 WG1 MEETING	11-12/05/2022	Presentation of Firelogue; interaction with other Fire Projects such as Firelinks, PyroLife	SILVANUS	Project meeting and synergies with other projects	30	Scientific Community (Higher Education, Research)	Industry	Good feedback and requests for further collaboration
08/02/2022	PCF	Exhibition	https://www.aerial-firefighting-europe.com/about	Networking events - Project presentation	Aerial Firefighting and Search & Rescue Europe Conference and Exhibition	18-20/05/2022, Nîmes (France)	To present Firelogue project to the audience (specialists on Aerial Firefighting) the along with the IAs	FIRE-RES, SILVANUS, DRYADS, FireLink	General presentation of the Firelogue project scope in the slot dedicated to EU-funded projects. All the IAs were represented and there was an open debate with the audience who asked us about our project activities.	70	Other	Industry	Presentation of the Firelogue project and roundtable along with representatives of the above projects
16/09/2022	FHG	Participation to a Conference	https://isicram2022.e-nit.it/	Networking events - Project presentation	9th International Conference on Information Systems for Crisis Response and Management - ISICRAM	22-25/5/2022	Present Firelogue project, connect with IAs.	SILVANUS, FireRES, DRYADS, SAFERS, aqua3S		30	Scientific Community (Higher Education, Research)		Very good discussion on possibilities of Firelogue platforms as well as ethical implications of data collection in research
08/02/2022	PCF	Participation to a Conference	https://fireandclimate.conference.com/pasadena/	Networking events - Project presentation	Fire and Climate 2022	23-27/05/2022, Pasadena (USA)	To present Firelogue project	NO	Presentation of the Firelogue project	50	Scientific Community (Higher Education, Research)		The presentation served to give visibility to the Firelogue project beyond Europe in the scope of an International Conference with representatives from the fire community across the world.
08/02/2022	IIASA	Organisation of a Workshop	https://fire-res.eu/	Networking events - Project presentation	Towards fire resilient landscapes in Europe	14-15/06/2022, Solsona (Catalonia, Spain) & online	To examine the concept and the role of "resilient landscapes" in integrated wildfire risk management and governance.	FIRE-RES	Firelogue presented work on wildfire risk governance (keynote)	30	Scientific Community (Higher Education, Research)	Policy Makers	The meeting was a good exchange of interdisciplinary knowledge and research, as well as practice, on the concept of fire resilient landscapes. It furthered collaboration between Fire-RES and Firelogue. Particularly members for the Firelogue WG on insurance were identified.





REPORT – FEEDBACK ON DISSEMINATION & COMMUNICATION ACTIVITIES / Events					ACTIVITY										
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16/09/2022	FHG	Exhibition	https://www.interschutz-tz.de/	Networking events – Project presentation	Interschutz Exhibition	20-25/08/2022, Hannover, Germany	Introduce Firelogue to (mostly German) firefighting community	FIRE-IN	Shared information booth with Fire-In project	50	Other	Industry	Very little, barely any interest in research project, luckily good chance to connect with Fire-In project and its partners (possibly also benefit from their validation)	Roll-up banner and leaflets	
19/09/2022	FHG	Participation to a Workshop	ROADMAP (a3.u)	Networking events – Workshops and roundtables	ROADMAP	Jun-22	Recording of ROADMAP project results, i.e. the collection and review of good practices, recommendations and lessons learned in the areas of prevention, preparedness and response, which have been published in regular bulletins to support decision-makers to be able to reproduce the most promising procedures in Firelogue.	ADAI, DG-ECHO	Participation in final workshop and social dinner	30	Civil Society	Policy Makers	Collaboration between the members and advisors of the ROADMAP project, ADAI and the integration of parts of the ROADMAP legacy	--	
22/06/2022	PCF	Participation to a Workshop	n/a	Meetings with the EC – Green Deal Board of Coordinators	Green Deal Board of coordinators	Jun-22	Bring all Green Deal Call funded project together to receive information on recent policy developments, take stock of ongoing project clustering activities, discuss cross-cutting opportunities and challenges, identify cooperation actions, and foster the establishment of the Green Deal Projects community. Moreover, during the meeting the ongoing and future support activities of the GD-50 will be outlined	SILVANUS, TREETADS, FIRE-RES	Firelogue presentation	50	Scientific Community (Higher Education, Research)		Scaled-up Firelogue approach to the coordination level of all the GD projects. Not fully clear what benefit GD might bring to CSAs (since there is very little thematic work shared between projects under GD). Boundaries between GD and CSAs should be made clear	PPT	
27/09/2022	PCF, CTFC, FHG	Participation to a Conference	https://fireecology.org/calendar/entries/fire-ecology-across-boundaries	Networking events – Roundtable / Panel discussions	Fire Ecology Across Boundaries	4 Oct 2022	Round table discussion about resilience concept, the feasibility of GD expected impacts and how IAs and other invited projects (SAFERS, PYROLIFE) are approaching both in the frame of the GD Call. Additional meeting to introduce WGs of Firelogue project was host later	FIRE RES, SYLVANUS, TREETADS (SAFERS, PYROLIFE)	Firelogue prepare (PCF, CTFC, NDA) and moderates (E. Plana, CTFC, Maite from FHG took notes) the round table. An informal meeting was organised later with the IAs and invited projects (Pyrolife) to present and comment WGs tool of Firelogue	40	Policy Makers	Scientific Community (Higher Education, Research)	Several positive feedbacks from the audience about the relevance and interest of the discussion. Very good feedback from IAs (and Pyrolife) about W/G concept and fruitful ideas for their implementation	Social media posts	
	Networking events – Roundtable / Panel discussions			5-6 Oct 2022		Roundtable on pathways for wildfire risk adaptation	SYLVANUS	Brief introduction of the topic by Eva and then moving on to 2 statements by Francesco Seijo and Celia Garcia Feced on socioeconomic drivers of future wildfire risk and needs for adaptation, then the discussion was opened up to the audience.	30	Scientific Community (Higher Education, Research)	Policy Makers	Relevant insights on the drivers of wildfire risk in the Mediterranean and needs for effective adaptation and risk management and communities of practice.			
						Discuss equity aspects of WFRM	Roundtable speakers from FIRE RES (E. Plana, C. Colaco)	Roundtable discussion on equitable WFRM, incl. through insurance; W/G prelauncher	40	Policy Makers	Scientific Community (Higher Education, Research)	Highly positive reaction from the audience about the relevance (and innovation) of the topic; some participants expressed interest in W/G participation	Social media posts		





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10/10/2022	KEMEA	Participation to a Conference		Networking events - Others	9th International Conference on Civil Protection & New technologies	28.09-01.10.22	Conference aiming to bridge the gap between civil protection authorities, first responder organizations and scientists. The results of scientific studies and projects have been presented and discussions on wild fire management practices have been moderated.	SILVANUS, FIREURISK, FIRE-RES, FIRE-IN	Disseminating of Firelogue activities within FIRE-IN booth, "recruiting" attempts for WGs	75	Policy Makers	Scientific Community (Higher Education, Research)	Stakeholders interested in WG participation, to be eventually recontacted	triptych
20/10/2022	NOA, EDGE	Participation to a Conference	https://www.tiems.info/index.php/tiems-2020-virtual-annual-conference-videos	Webinars - Project presentations and discussions	TIEMS 2022 Annual Conference	October 17th - October 21st, 2022, Atlanta, Georgia, USA	Panel Presentations And Discussion On The Fire-Res And Firelogue EU Projects	FIRE-RES	•Overview of the FIRELOGUE Project •Presentation of the Civil Protection Working Group and its Focus and Expected Outcome •Presentation of the FIRELOGUE Wildlife Knowledge and Communication Platform - Mariza	41	Scientific Community (Higher Education, Research)	Industry	Stakeholders interested in the project and the platform	presentation
21/10/2022	FhG	Participation to a Conference		Networking events - Others	FIRE-IN Final Conference	20. & 21.10.2022, Nîmes, France	Firelogue Project presentation and discussions about FIRE-IN exploitation of results and networks (landscape fire working group)	N/A	Presentation of the Firelogue project Exchange with partners from FIRE-IN & NEMALUSUS (DG ECHO Project for Wildlife Centre of Excellence)	50	Scientific Community (Higher Education, Research)	Civil Society	Stakeholders interested in the project; further discussion about the exploitation of FIRE-IN results planned	presentation
21/11/2022	EDGE	Organisation of a Conference	https://www.adai.pt/pt/eventos/home/index.php?target=home&event=4&delLanguage=2	Networking events - Others	9th International Conference on Forest Fire Research & 17th International Wildland Fire Safety Summit	14 - 17 November 2022 - Coimbra, Portugal	Project presentations, Coordination of sessions, networking. Discussion about the impact assessment, case studies, fuel map.	SILVANUS, FIRE-RES, FIELURISK, TREEADS	Presentation of the Firelogue project, Exchange with partners from IAs and FIELURISK, Dissemination activities, interviews for an after-conference-video, panelists in important sessions	200	Scientific Community (Higher Education, Research)	Policy Makers	Strong networking, other projects interested in the project, fruitful discussions about the impact assessment, case studies, fuel map	Leaflets, banner, lanyards, promo-videos on TV
01/12/2022	IIASA	Organisation of a Workshop	https://understandingrisk.org/22-agenda/	Webinars - Project presentations and discussions	Understanding Risk 2022	Webinar & Florianópolis, Brazil	Firelogue Project presentation and introduction (kick-off) of the Insurance Working Group	N/A	•Overview of the FIRELOGUE Project •Presentation of the Insurance Working Group and its Focus and Expected Outcome •Presentations by members of the Insurance Working Group	100	Policy Makers	Scientific Community (Higher Education, Research)	Network building, strong interest in the approach taken by IwG & Firelogue	presentation
23/10/2023	EDGE	Organization of a Workshop	https://civil-protection-knowledge-network.europa.eu/events/eu-firesprojectsummit-joint-dissemination-workshop	Networking events - Workshops	Joint Dissemination Workshop	Zoom Webinar	Connect EU-research projects in WFRM, create a space for them to get to know each other and identify areas of cooperation; identify their achievements, networking, find areas of collaboration	TREEADS, SILVANUS, FIRE-RES, FIELURISK, FIRE-IN, FIRELINKS, SAFERS, PYROLIFE, FIRE ADAPT	3 projects presented their one year results and after the presentations we had a fruitful discussion based on questions given by the projects and the participants	140	Scientific Community (Higher Education, Research)	Policy Makers	Strong networking, other projects interested in the project, fruitful discussions - Several positive feedbacks from the audience about the relevance and interest of the discussion. Very good feed-back from IAs (and Pyrolife) about Wg concept and fruitful ideas for their implementation	Social media posts (promotion also by the EU Commission)





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21/02/2023	CTFC & VOST	Participation to a Workshop	https://blog.ctfc.org/en/wildfires-can-be-extinguished-in-winter-through-sustainable-prevention/	Networking events - Workshops	Communicating the important role of Sustainable Forest Management to prevent wildfires	7-9/2/2023, Barcelona	Raise the social and political awareness in order to develop general recommendations to strengthen the communication related to wildfire prevention and the associated importance of SFM	N/A	3 days workshop organised by Forest Europe, CTFC, EFI and Pau Costa Foundation. The workshop included 3 sessions about (1) Understanding the wildfire risk management cycle and its communication; (2) Communicating wildfire risk prevention; and (3) Effective and innovative communication with stakeholders	45	Media	Scientific Community (Higher Education, Research)	More than 40 participants (communicators and forest experts), great interaction and interest. (Including here the link from Forest Europe: https://foresteurope.org/why-should-we-talk-about-wildfires-in-europe-in-february/)	Firelogue leaflets
21/02/2023	CTFC	Participation to a Conference	https://pyrolife.lesonsonfire.eu/pyrolife-2023-conference-the-four-axes-of-diversity-of-wildfire/	Networking events - Others	PyroLife 2023 Conference: the four axes of diversity of wildfire	14-16/3/2023 Barcelona	Get to know the novel research conducted by the 14 PyroLife research projects and discuss the education and training of future generations of fire scientists.	N/A	Three years after the launch of the PyroLife PhD training program, we will meet in Barcelona to share the early stage researchers' results and experiences on Integrated Fire Management through presentations and panel discussions, share ongoing work from external experts, and discuss fire education in a dedicated workshop	30	PyroLife PhD students, supervisors, wildfire experts	Scientific community (Higher Education, Research)	Strong networking, interest in the poster presentation, conference participants interested in project, potential follow-up through leaflets	Firelogue leaflets and poster presentation
M. Lucrecia Pettinari	UAH	Participation in activities organised jointly with other EU project(s)	FIUrisk	Networking events - Others	FIUrisk annual meeting	27-29/3 Spain	Short presentation of Firelogue general objectives and hand over of leaflets during the FIUrisk annual meeting	Those who are also part of the FIUrisk consortium	During the FIUrisk 2nd annual meeting, which took place in Lleida (Spain) on 27-29 March 2023, Firelogue was briefly presented, especially related to the joint activities with FIUrisk, and leaflets of Firelogue were handled to the participants.	70	Scientific Community (Higher Education, Research)	Industry	Around 70 people were present. The idea was that all of them became aware of the links between Firelogue and FIUrisk.	Firelogue leaflets and short oral presentation
13.-14. 04. 2023	IIASA	Participation to a Conference	https://occa.ac.at/di-ologformateloesenst-chiscbet-klimatag/klimatag-2023	Networking events - Others	Austrian Climate Days	12.-13.4. 2023	Presentation of ongoing Firelogue work to Austrian climate research community	none	Presentation titled: A just transition towards integrated wildfire risk management Presentation titled: Drivers of future wildfire risk across Europe under the Shared Socioeconomic Pathways	140	Scientific Community (Higher Education, Research)	General Public	Engagement of audience in the discussion for questions & feedback	none
16-19 May 2023	FHG	Participation to a Conference	https://www.wildfire2023.pt	Networking events - Workshops	8th International Wildland Fire Conference	16-19 May, Porto, Portugal	Dissemination of Firelogue results	FIRE-RES	During the 8th IWFC several workshop and poster presentations were implemented. Joint workshop on resilient landscapes by Firelogue, FIRE-RES, ResAlliance; Workshop on Justice in WFRM by VIG Environ (Eduard, CTFC) and Insurance (Teresa, IIASA)	400	Scientific Community (Higher Education, Research)	Policy Makers	About 30 people attended the workshop; overall more than 1500 attendees at the conference	Banner; flyer; QR Code for platform
29-31 May	FHG	Participation in activities organised jointly with other EU project(s)	Home - Research and Innovation Symposium for European SECURITY and Defense 2023 (lisec-sd2023.eu)	Networking events - Others	RISE-SD 2023	29-31 May, Rhodes, Greece	Implementation of a wildfire risk management workshop jointly with the IAs and SAFERS	SAFERS, TREEADS, SILVANUS, FIUrisk	Workshop consisting of three panels (Integrated Wildfire Risk Management; Wildfire Action Plan/Wildfire Peer Review Assessment Framework; Innovative Technologies) with Key Notes from FIUrisk (Domingos), DG ECHO and REA	150	Scientific Community (Higher Education, Research)	Media	About 25 participants were physical present in the workshop; initial discussions on the panel topics have been facilitated across the projects to integrate their results	Banner; flyer; lanyards
	NOA	Participation to a Conference		Networking events - Others			Dissemination Firelogue platform after launch on March 2023		presentation on "Lessons on Fire by Firelogue platform: gathering and promoting wildfire risk management project results"		Civil Society		About 40 participants joined the session of the presentation. Question has been asked "How could WFRM Community remain a valid community for the upcoming Common posts, empowered relations with partners, more than 6.000 impressions on twitter, 10-40% engagement rates (clicks, retweets, replies, follows & likes)	
	EDGE	Communication Campaign		Networking events - Others			Social media campaign, representing the project at the booth		3-day campaign / Social media posts devoted to this event and networking with Communication Teams from other fire-related projects.		Policy Makers			





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06/06/2023	FHG	Participation to a Workshop	https://ec.europa.eu/research-and-innovation/en/strategy/strategy-2020-2024/environment-and-climate/european-green-deal/green-deal-projects-support	Networking events - Others	GD-SD Board of Coordinators Meeting	05/06/2023	Networking with SUBERB & RESONATE on forest restoration, providing input for case studies mapping (FIRELOGUE volunteered to co-lead the task)	TREADS	<p>Brief update from WG facilitators on WG activities:</p> <p>Clean Energy - Garance Breuil</p> <p>Climate Change and Biodiversity - Beatriz Mayor</p> <p>Food - Roxana Vilcu</p> <p>Knowledge and Citizens - Pouyan Maleki and Nicoletta del Bufalo</p> <p>Urban Environment and Mobility - Ed Eyton</p> <p>Breakout sessions (in person):</p> <p>Mapping of case studies - Beatriz Mayor, Matthew Collings</p>	? 3 Directly 20+ in the BG group	Policy Makers		<p>Result from the Break-Group on Case Studies Mapping. Not reinvent the wheel! Create a platform with a multitude of information (partners, TRL, stakeholders...) not only geography to provide highest level of exploitability. Also strongly focussing on case study sustainability! Sebastian proposed annual exchange to learn from common challenges</p> <p>Further Coffee-break networking with:</p> <p>RETHINKACTION (Information-driven climate adaptation pathways) (Gema Hernandez Moral)</p> <p>SUPERB (Restoring biodiversity and ecosystem services) (Magda Bou Dagher Kharat)</p>	platform/web site as QR code
14/06/2023	CTFC	Participation to an Event other than a Conference or a Workshop	https://webs.uab.cat/transmedia/greenweek2023/	Webinars - Project presentations and discussions	Skills for clear Communication of Sustainability	7th of June from 12.00 to 13.30 CEST, Online	Following the webinar, the gathered insights will be used to create a simple document that can serve as a set of guidelines for effectively communicating sustainability.	n/a	Representatives from five Horizon 2020 projects, including GreenSCENT, Rethink Action, Firelogue, Mediaverse, and I-CHANGE, will showcase practical demonstrations of how sustainability can be effectively communicated through various mediums such as videos, images, written content, and other forms of communication, tailored to different target audiences	150	General Public	General Public	Explore possible future join sessions about communication	social media posts
17/07/2023	CTFC	Participation in activities organised jointly with other EU project(s)	https://maia-project.eu/knowledge-base/get-involved-in-maia-webinars	Webinars - Project presentations and discussions	MAIA	14-Jul	Share EU funded projects related to wildfire risk / Look for synergies across CSA (possibility of having a MAIA-FIRELOGUE-Other CSA webinar was commented)	SILVANUS (SAFER)	10' presentation from each project, showing main contributions to the matter. It was followed by 2 rounds of questions from the coordinators, answered by all of us. Emphasis on Firelogue contribution connecting knowledge across disciplines and territories to move forward to integrated WFRM was done. WGs and the Platform was disseminated.	15 (1)	General Public	General Public	Explore possible future join webinar across CSA	social media posts
09/08/2023	CTFC	Participation to a Conference	Eugeo 3th Congress - Association of Geographical Societies in Europe (eugeo3thcongress.eu)	Networking events - Others	EUGEO Congress - Geography for our common future	4-8 Sep. 2023, Barcelona	Present results of Firelogue, specifically: Just Transition into WFRM (task 4.1)	None	10 minutes presentation into a specific Session related to Wildfire topics		Scientific Community (Higher Education, Research)			
12/09/2023	NDA, EDGE, FHG	Participation to a Workshop		Networking events - Others	Virtual UN-SPIDER Regional Support Offices Meeting	12-Sep	present the Firelogue project and platform to the UN-SPIDER community	n/a	presenting Firelogue project and firelogue platform to the Virtual UN-SPIDER Regional Support Offices Meeting	22	Civil Society	Scientific Community (Higher Education, Research)	Informing un-spider about the objectives of the projects and promoting the registration on the platform, there was a question if there are any quality check and about sustainability after the project ends.	ppt



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11/09/2023	KEMEA	Exhibition	https://www.thessaloniki-fair.gr/en	Networking events - Others	9th THESSALONIKI INTERNATIONAL FAIR	11-Sep	Provide exhibition visitors/participants with information about the Firelogue project and platform	SILVANUS	Provide information about the Firelogue project and the Firelogue platform to those attending the exhibition.	123,864	General Public	Customers	Society	Industry Technology and Innovation		Informing about the Firelogue project and the Firelogue platform to those attending the exhibition and promoting the registration on the platform.	Firelogue leaflets
27/09/2023	FHG	Participation to an Event other than a Conference or a Workshop	N/A	Webinars - Project presentations and discussions	Webinar Agenda UK National Fire Chiefs Council	18-Sep	Share with the UK National Fire Chiefs Council information about Firelogue	FIRE-RES	Firelogue was presented and Mari Rosell Ibarz representing FIRE-RES introduced the Polygon approach for managing wildfire risk by the Catalonia Fire Service was introduced	40	Other	Policy Makers	Emergency Management organisations			Audience were National Fire Chiefs. Feedback was very good; several expressed the wish to get in touch again at a later stage	
27/9/2023	NOA, KEMEA	Participation to a Conference	https://safeattica2023.ind.eu.php/en/	Networking events - Project presentations and discussions	Safe Attica 2023 – 10th international conference on Civil protection & new technologies	25/9–27/9	Presentation of the Firelogue project, the infrastructure working group and the platform to the audience of the SafeAttica International Conference	SILVANUS	Presenting Firelogue platform and the infrastructure WG	150	Scientific Community (Higher Education, Research)	General Public	Scientific Community	Society	Emergency Management organisations	Provide information about the aims and objectives of the project, about the infrastructure of the working group and the results of the Solsona workshop, about the objectives of the LoF powered by Firelogue platform and promote the registration on the LoF platform and the project in general	ppt