

Risk Awareness and Communication

- Risk awareness and risk perception
- Integrating the tourist community/multilingual guidance for self-protection/community protection
- Understanding local community risk perception starts by knowing their culture and ancient traditions and beliefs
- Better establish the narrative around extreme events and new response challenges related to them
- Develop better and effective strategies for informing the public aiming at:
 - Fuel management of properties before the summer season
 - Produce press notices informing about the dangers from fires during the summer
- Social media have great potential to survey and disseminate information in all phases of the wildfire crisis, particularly concerning the post-analysis of the fire incident. However, caution is needed with the source and usage of this information, mainly during the response phase to avoid the spreading of misleading and unreliable information and fake news
- Huge number of 112 calls can be a challenge → find other ways of informing the public and collaborate with journalists
- Promote cooperation across agencies and encourage partnerships with businesses, civil society, NGOs, and other stakeholders.
- Crisis communication must be tailored to the diversity of the exposed population, ranging from locals who are more or less familiar with wildfires to individuals travelling with language constraints as well as refugees or cultural groups with their own communication channels.
- The expansion of fire-prone conditions to novel territories and the increasing wildfire severity in traditional ones pose a dual challenge to the European dimension of an enhanced and effective wildfire risk culture.
- Disseminating the benefits of prevention may interplay with the private sector, highlighting the contribution of land management as a tool for citizens' and businesses' protection. In this regard, opportunities arise under Nature-based Solutions narratives to adapt business to climate risks.
- Specific need of targeting transboundary audience since wildfires are impacting more and more during the summer season and related economic activities.
- The need for investing in the cultural "process", given that behavioural changes take time and need to be fostered in a trusting way. Permanent programs and sufficient funding, as well as coherence and constant review and updates of messages are highlighted as key factors to support these medium to long term achievements.

- The changing wildfire risk landscape necessitates the adaptation of existing RA&C tools and targets.
- An EU-wide wildfire RA&C approach has the potential to add value to national/regional efforts, by expanding citizens awareness across boundaries and fostering the exchange of wildfire risk knowledge and communication as well as networking across agencies, authorities, and stakeholders.

Recommendations have been largely distilled from the following reports:

- European Commission, Joint Research Centre, Almeida, M., Ribeiro, L., Alves, D. et al. (2023) Analysis of 2021 critical wildfire events in the Mediterranean region. Publications Office of the European Union. <https://data.europa.eu/doi/10.2760/562495>
- Castellnou, M., Nebot, E., Estivill, L., Miralles, M. et al. (2022). FIRE-RES Transfer of Lessons Learned on Extreme wildfire Events to key stakeholders. Deliverable D1.1 FIRE-RES project. 119 pages. DOI: 10.5281/zenodo.10260790
- Plana, E., Serra, M., Nebot, S., Smeenk, A., Macri, P., Vendrell, J., Pronto, L., Canaleta, G., Gomes, J., Alfonso, L. (2024). Wildfire risk awareness and communication: Analysis of good practices. Union Civil Protection Knowledge Network. DOI: <https://doi.org/10.5281/zenodo.10817549>
- Pronto et al., 2023, Research for REGI Committee – Forest Fires of Summer 2022, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels. [https://www.europarl.europa.eu/RegData/etudes/STUD/2023/747280/IPOL_STU\(2023\)747280_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2023/747280/IPOL_STU(2023)747280_EN.pdf)