Project Number 700099
Call: H2020-DRS-01-2015

Project Title:

ANYWHERE

EnhANcing emergency management and response to extreme
WeatHER and climate Events

Subject:

**Deliverable 8.1:
Communication, Dissemination and Training Plan and Material**

Dissemination Level:

PU   Public

Delivery date: **30ᵗʰ September 2016**
Month: **Month 4**
Organisation name of lead contractor for this deliverable: **UPC-CRAHI**

Document Information

Title	**Communication, Dissemination and Training Plan and Material**
Lead Author	Irene Marente
Contributors	Mauro Bianchi, Daniel Sempere-Torres
Distribution	PUBLIC
Document Reference	CRAHI-INF-2016-04

Document History:

Date	Revision	Prepared by	Organisation	Approved by
30.09.2016	Rev_1_0	Irene Marente	UPC - CRAHI	Daniel Sempere-Torres
30.09.2016	Rev_2	Irene Marente	UPC - CRAHI	Daniel Sempere-Torres

Related Documents:

This report and others are available from the **ANYWHERE** Project Website at: http://www.anywhere-h2020.eu/

© Members of the **ANYWHERE** Consortium

Summary

This document provides a holistic description of the **ANYWHERE** project's Communication and Dissemination Plan, including the Training activities. It explains the communication and dissemination strategy and identifies the relevant dissemination objectives, activities and tools.

The communication level will target essentially the scientific and the civil protection/first responders sectors as well as the policy maker community, whereas dissemination activities will be mostly directed at non-specialists and the wider public.

The plan will take into special consideration the high-impact weather and climate events context as a sensitive issue in the EU. Specific tools have been selected in order to address to different target groups in the most suitable way. This communication plan includes a calendar of actions and the timeline for the use and the dissemination of the material produced.

Table of Contents

1 Purpose and Scope of the ANYWHERE Communication and Dissemination Plan

This plan is designed to ensure that the results of the project will be appropriately communicated and disseminated to the targeted audience. The plan includes the identification of the relevant stakeholders and how the project results will be shared with them.

This document describes the actions, which are established to coordinate the main communication strategy. It is oriented to serve as a guideline for the partners in orienting their activities towards the target audience and beyond the stakeholders directly involved in the project. It also identifies relevant organisations, projects and events with which synergies can be developed.

The achievement of the described activities will be assured as follows:

- Content generation: UPC-CRAHI including material received from relevant partners identified in Work Package 8 (WP8) description (CFR, ECMWF DGPCE, CIMA, AIRBUS, UNIGE). All the remaining partners will also be involved and active in this WP accordingly to the number of Person Month they have allocated.
- Content management: UPC-CRAHI and members from the most active partners involved in WP8.
- Content repository and layout: UPC-CRAHI.
- Content dissemination: UPC-CRAHI with special support of KAJO, and the rest of partners.
- Content localization: If necessary, specific adaptation of the communication material in terms of language and content will be executed with the support of local partners of the Consortium.

2 Dissemination objectives

The dissemination activities of ANYWHERE are intended to enable the project to reach all categories of potentially relevant targets. Given that high-impact weather and climate events are affecting the society in an increasing way, these targets range from civil protection, policymakers and first responder stakeholders in the field of Weather Emergency Management, up to the public at large. All the activities will be carried out in tight cooperation with relevant technical and first responder partners.

The dissemination activities have the following objectives:

1. To manage the communication network of ANYWHERE, both internally and externally;
2. To ensure the appropriate and timely implementation of activities in order to reach the objectives of the project for every partner involved;
3. To disseminate the results of the project;
4. To create a dedicated website for ANYWHERE project with public and private sections;

5. To participate in relevant related events and conferences to promote the project, the research performed and the results achieved;
6. To foster overall knowledge management within the Consortium, e.g. via the exchange and dissemination of project results through the website;
7. To liaise with other related projects in Europe by establishing synergies with other consortia and raising awareness;

3   Dissemination actions

In order to achieve the above-mentioned objectives, the WP8 leader will work together with all WP8 partners for the execution of the following dissemination activities, including:

- Plan and development of the corporate identity for presenting **ANYWHERE** results, also after the end of the project;
- Set up of the appropriate communication material to be distributed;
- Set up and management of the website;
- Set up of the promotional activities of **ANYWHERE** through appropriate channels;
- Establishment and monitoring of media relations;
- Support the participation of partners in other organised events;
- Creation of networks of partners to strengthen and raise interest in the project;
- Impact assessment.

4   Communication and dissemination supervision

The WP8 leader, UPC-CRAHI, will supervise the actions mentioned above. Its main functions are the following:

- To agree on a communication and dissemination strategy and plan and to monitor its implementation;
- To oversee the creation and maintenance of the project website as well as for reviewing all the material for publication;
- To take decisions when needed on the execution of the Communication and Dissemination Plan.

5   Stakeholders' analysis for dissemination actions

The purpose of the Communication and Dissemination Plan is to facilitate the exchange of information, to support the creation of links and cooperation frameworks with stakeholders, enterprises and policymakers, as well as to disseminate the project results, inform to potential users about the benefits of the project and promote the market uptake of the results and developments of **ANYWHERE**.

To maximize the outcomes, the project should succeed in involving the stakeholders in its activities and events, keeping them continuously informed about the main achievements of the project paying attention to their differing levels of knowledge.

On the basis of these considerations, the target groups involved in the dissemination actions are the following:

- **First responders** (Civil Protections and First Responders institutions) are key actors in the dissemination chain and activities because they are the users of the developments, and they have a privileged contact with the general public through their specific channels to communicate with population. In many cases they are the trusted authority.
- **Members of the scientific community** (e.g. academy, researchers, PhD students) are fundamental actors that have a deep knowledge of the processes and can have a positive influence on the dissemination of the results of the project.
- **Policymakers and LEAs** (at national and European level) must be involved in the process, since they have a major role in shaping future regulation in favor of the adoption of tools to support decision making facing high-impact Weather and Climate emergencies.
- **Industries, business associations and SMEs** have to be involved as group of interest for the results as key agents for the market uptake, able to support the maximization of societal and economic impacts.
- **Other EU-funded projects and stakeholders' organisations** will be addressed in order to find synergies and implement cooperation between them and **ANYWHERE** in a coherent manner appropriate to the goals of the project.
- **Media and journalists** (both specialised and generalist) will be kept informed with clear messages about the project's progress that can be able to reach large public through a clear analysis and objective information.

6   Contacts and mailing lists

In order to reach coherent and homogeneous stakeholders within each country / region or pilot areas **ANYWHERE** project is addressing its communication to, the WP leader will prepare a list of target categories to be reached (a simple table with definitions). Then each partner will be responsible to disseminate the project content and information following the table targets and by using its own connections and channels as well as networks in its geographical area of origin. Partners will then report to the WP leader with the quantitative figures of stakeholders contacted and involved (see section on Impact indicators and assessment).

7   Dissemination strategy

As mentioned in the DoA, **ANYWHERE** project will adopt selected dissemination actions through efficient and effective communication methods in order to achieve the objectives of the project. These actions will be planned through a dedicated strategy according to the different stakeholders.

Direct and indirect means of communication will be used during the different project phases and these will determine the creation and use of different communication and dissemination tools.

7.1 Direct communication

The direct communication actions foresee:

- Direct mailing (e.g. of press releases, project information, news, updates);
- Direct distribution to stakeholders of the communication material (e.g. brochures, information sheets and other information material prepared during project events and other activities and directly distributed to each participant);
- Direct presentations of the project to the target groups (e.g. during conferences, workshops and events attended and at the final conference);
- Invited presentations of project results to specific policymakers groups (i.e. DG-ENV Working Group F, etc...)
- A set of different audio-visuals;

This activity will be executed under the direction of the Communication and Dissemination WP leader, nevertheless the direct distribution foresees the contribution of all partners during events and meetings.

The project presentations will be done during European events on themes linked to the object of the project.

7.2 Indirect communication

Indirect methods of communication will be used to circulate information about the project activities, plans and results achieved. These methods encompass access by stakeholders to the following tools created in order to attract attention and stimulate the target audience to seek more information on their own initiative:

- The **ANYWHERE** project website: the primary medium of communication about the activities and results of the project.

- Large circulation of the **ANYWHERE** information material will be made available in conferences and organised events. These materials may also be translated into each partner's local language if needed.

- **ANYWHERE** articles and publications: to be published in the press (scientific journals for scientific public or general publications for the public at large).

- Participation of the **ANYWHERE** Project in events at European level as the Community of Users (CoU) or the Flood Risk 2016 at the Disaster Risk Management knowledge Centre (DRMKC) will contribute actively to this indirect communication process.

Some of the above elements are described in the following sections in more detail.

8 Project identity and brand

The preparation of the project identity is led by the AP leader.

Initially a project logo have been set up to be used as basic project identity. In the course of the project a full corporate image will be developed. This image will be designed and thought for branding the outputs of the projects (mainly services) following a commercial / marketing approach. This corporate brand will smoothly take over the project logo and will not necessarily quote the project acronym nor the shape and the colours used in the project logo. The brand will be then present in every communication material produced.

9 Project communication and dissemination tools

The following tools have been identified and are developed to facilitate the communication and dissemination actions of the project. Other tools may be added over the course of the project according to perceived needs and following the suggestions from the **ANYWHERE** consortium partners.

The adoption of new tools will be decided by the consortium. It could be possible that the creation of synergies and cooperation with other platforms and networks or similar initiatives and projects will require specific communication tools to be developed.

All communication tools will be produced in English. Partners are responsible for customizing the communication and dissemination material in their own languages for a local audience if necessary.

At least, we consider the following specific communication tools to be developed for the successful achievement of the project communication objectives:

- Project presentations on various supports (e.g.: brochures, posters, roll-ups etc.) and other marcom materials.
- Project website.
- Project short news stories, press releases and pre-structured media info.
- Audio-visuals.

9.1 Project presentations on various communication supports

Project presentations can take the form of leaflets, brochures or any other paper supports of this kind. The type of support used will be decided accordingly to its adequateness to the communication action it will be used for. All of them will nevertheless use the project identity or the later brand mentioned in the above point 8. They will make creative use of colours and images in order to attract the attention of the reader. They will contain useful and descriptive information on the issues the project is addressing, the project activities and services and the solutions the project is proposing, the work on the pilot areas, contact details and any other useful information. Electronic downloadable (from the website) versions will be also available.

The presentation material will be used and distributed at main project events, workshops, media events, etc. and at the final conference (probably with revisions to reflect project results). Information material will also be distributed at other events and meetings, which the partners will attend and participate in and thus present and promote the project to relevant stakeholders.

Other communication material will include posters, standardized PPTs, roll ups and any other similar support, which are commonly used tools during any kind of events, to promote and raise awareness around a subject. Posters and roll ups will be designed in particular to promote **ANYWHERE** project participation in events organised by the project partners and in third-party events.

Finally, marcom ("marketing-communication") materials such as small give-aways will also be produced as communication support.

9.2   Project website

The project website will be used as the main dissemination channel towards and for the stakeholders and the general public interested in the project achievements. It will also act as a communication/dissemination channel for projects' results and for involving and enlarging the stakeholders' community and the SME and Industry Collaborative Network, and as gateway to the Market development and support

The project website will be designed to include: (i) Interface with the **ANYWHERE** social network pages (Facebook, Twitter); (ii) Video Streaming facilities; (iii) Project's public results, press releases, on **ANYWHERE** related topics; articles and interviews around the project and related topics.

All partners are required to include a reference to the project and provide links to the project site on their respective websites.

The website setup and maintenance will be coordinated by UPC, with the cooperation of all other partners for content provision and site population. It is foreseen that the website will be regularly updated until the end of the project and it will be maintained on line for two years following the end of the project.

The website is the backbone of project communication and is divided into two parts:

- a public area opened to be browsed by any public;
- a private area reserved for consortium members. It has 8 main sections, containing both general information about the project and specific information and materials made available for download.

The following image shows the main current interface of the project website:
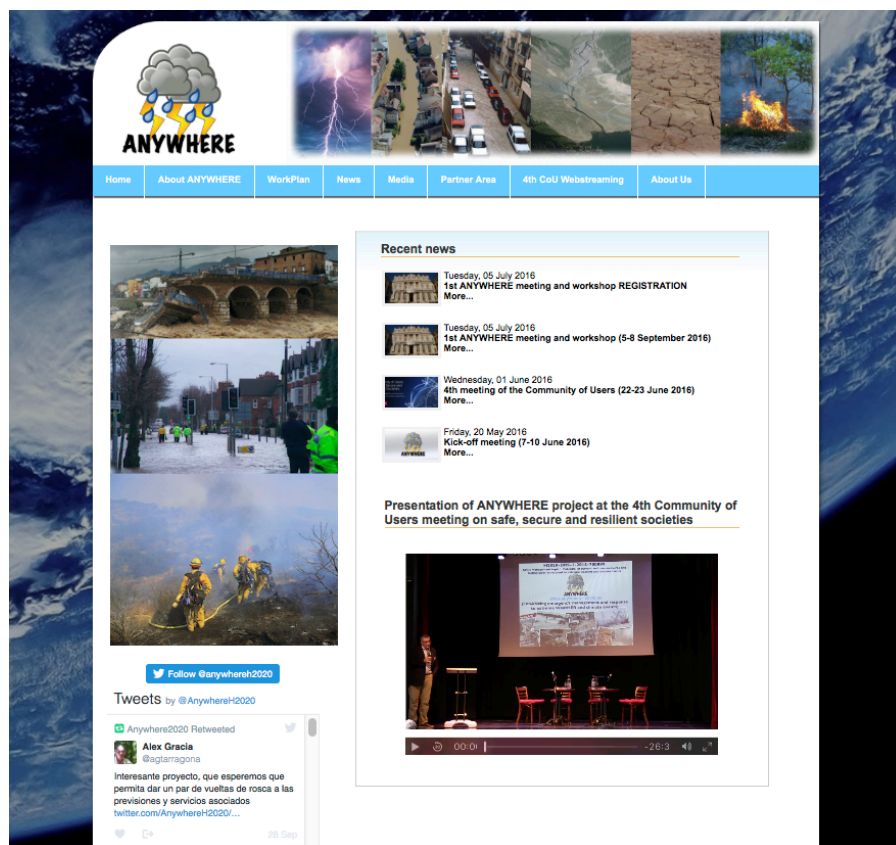
Figure 1: Main interface of the ANYWHERE Project website

The current structure is the following:

Public:

- **Home:** The project events and activities will be included in this area as recent news, and it will be constantly updated. This section also serves as a host / entry page for the social media.

- **About ANYWHERE:** This section contains the information about the project and lists the challenge, the objectives of the research, and the expected impact.

- **Work Plan:** This section summarizes the global view of the work plan, a brief information of each work package and shows the implications of each partner in the work plan.

- **News:** This area is dedicated to news, press releases during the project's activities.

- **Media:** Within this section downloadable material is available concerning important project activities or publications.

- **Community of Users:** This section is dedicated to the meetings of the Community of Users on Safe, Secure and resilient Societies (CoU) and it is linked to the CoU web streaming pages to be used as a webinar.

- **About us:** This section presents the consortium, a brief curriculum of the Project Coordinator, and a section of Photo Gallery.

Private:

- **Partner's area:** This section is built to share working documents, deliverables, reports, minutes and other official documents for project management and consortium purposes. Access to the private area is granted only to project partners. All partners can add documents, create folders and send alerts and notifications. There is also a searching tool, which enables to find users by specifying one or more required criteria.

9.3   Other online tools: Social Media

From the beginning of the project, social media will be explored and set up (such as Facebook or Twitter) in order to disseminate relevant news about the project and its objectives as well as to spread information about on going events more widely, at different levels and to different target audiences.

All partners are required to be pro-active and use these pages (posting messages, tweets, re-tweets, pictures, answering to queries, questions, etc.) as well as promoting and linking these social pages to the ones developed by their own organisations (if these have such tools).

9.4   Short news, press releases and press contents (media kits)

During the course of the project, short news, press releases and press content will be prepared with information coming from all partners. A particular care will be used for the preparation of this information, and the content produced will be first agreed at internal level under the responsibility of the WP Leader. Short news, press releases and what we call "press contents" will be regularly produced by the WP leader. The main information foreseen will be on project developments and preliminary results, or announcements and updates on organised and attended events, as well as scientific papers published.

"Press contents" are intended to be some *ad hoc* information prepared in advance to the benefit of the press / journalists. This information might take the form of interviews (a set of general questions and answers, or more specific questions and their related answers,), or can take the form of small "success stories" (example weather events and related consequences and reactions), or of short descriptions of facts, or of technical explanations, consequences, etc.

Then journalists will have access to this content and will be free to use it as guide or as extra sources of information useful for completing or for starting their articles. Pictures and other visual material will be also available. "Press contents", news, press releases and any other useful material will be prepared and bundled into specific packages (media kits) that will be available mainly to the media and press and in particular at the occasion of the foreseen encounters with media (see following section Encounters with Media).

Press releases will be mainly targeted to both general and specialised journalists and media organisations according to the specific topic.

The press content and materials will be uploaded in the private section of the project website in order that all partners will be able to use them.

A part of the same information will be re-treated and published in the public area of the project website within the section news (in the social media sections as well).

9.5 Scientific articles and publications

The WP8 leader will particularly promote and distribute information about scientific articles produced and published by the scientific partners and will announce their publication largely through the mentioned communication channels.

Nevertheless, in the case of information created by the scientific partners, a preliminary check with the project coordinator will assure the agreement around the content inserted and give green light for dissemination.

Copies of the scientific papers will also be accessible in the dedicated area on the ANYWHERE website.

10 Project communication activities

10.1 Organisation and/or participation in events and awareness raising activities

ANYWHERE partners will make efforts to be invited as speakers to deliver presentations at relevant conferences and events on the **ANYWHERE** project. UPC-CRAHI will monitor the events that will be held at European level related to the project area (attracting mainly researchers, technicians, first responders, stakeholders and policymakers) and will propose possible options for dissemination of results to the other partners. Several weeks in advance of the event/conference, the partner(s) concerned will be given a clear indication about the precise location of the event/conference and the time allocated to speak.

The partners of the **ANYWHERE** consortium are especially encouraged to participate at scientific conferences, but also at stakeholder's conferences, commercial fairs and at public oriented sessions. It is expected that consortium partners should take part in major conference at European level every year, and take part to a high number of scientific events on a national or regional basis, including when relevant, public meetings or other types of events directed to a larger audience. This will provide an opportunity to develop and strengthen also synergies with other organisations involved in similar research or projects.

Presentations will focus on the results already achieved by the project and those which are still expected. The WP leader will prepare PPTs templates that then will be filled and / or completed by the partner responsible for that presentation. In practice, the first such presentation will be prepared jointly by the partners and the WP leader and this will become a standard presentation which will evolve and be adapted as the project progresses and according to the nature of the event at which it will be delivered.

The WP 8 leader will make available other communication materials allowing the partner to use a coherent range of communication actions (See section 9.1 above) and will provide communication material to convey clear information in the presentation and elsewhere at the event if appropriate (e.g. posters, leaflets, information sheets).

Activities in this task will include also the participation in events targeting different groups of potentially interested stakeholders and the general public. Partners will also link to national / regional public and private organizations which are promoting / debating or that are regularly active or responsible in the area of the project and its subject.

Events organised at European level by the European Commission and other European institutions in Brussels will also be monitored to be adequate for an active participation from the project side (e.g.: the annual event called *"European week of Region and Cities"* organised by the European Committee of Regions in synergy with all the EU institutions in Brussels, see http://ec.europa.eu/regional_policy/regions-and-cities/2016/index.cfm. Other examples are related and linked to the ones organised within the framework of the following European Commission Directorates:

The Emergency Response and Coordination Centre (DG ECHO), the ones of DG HOME (in particular for the Community of Users), DG ENVIRONMENT (in particular the ones related to the "working group F"), DG CLIMA (Climate Adapt), the Disaster Risk Management Knowledge Centre of JRC, but also with the UNISDR (United Nations International Strategy for disaster Reduction) and with RCC (Regional Cooperation Council) with which a common demonstration should be set up.

Partners will constantly monitor other relevant initiatives and will participate in as many events as possible within the limits of the budget constraints.

10.2 Encounters with Media

This activity encompasses the following: to regularly organise private meeting with small groups of journalists (about a dozen of journalists from written press and or audio-visual and or other media) for the duration of about two hours where in a very informal way explanations, examples, videos, interviews etc. are provided them. The "media kit" foreseen in the above section 9.4 will be particularly used. Meetings will be set up around a "hot" subject of that period of time and the participation of specific project partners or "media attractive speakers" (reputed people, companies, politicians etc.) will be encouraged. These encounters can be coupled with "media visits on sites" (e.g.: at a response centre) or with simulations shows.

10.3 Encounters with Policymakers

To reach policymakers from a project as **ANYWHERE** requires the organization of specific events.

A set of events will be organized ranging from the attendance to policymakers meetings to present the project results (i.e. meetings of Working Group F, DG-ENV or Climate Adapt, DG CLIMA), to the organization of thematic side events around existing meetings (i.e. CoU, DG-HOME; Civil Protection Forum, DG-ECHO), to the organization of specific meetings with policymakers.

Among these, we will explore the possibility of co-organizing a science-policy interaction meeting in the premises of the European Parliament under the auspices of a relevant Member of the European parliament (MEP) active in the themes of security and emergency response.

10.4 Project workshops, conferences and training activity

Workshops:

Workshops will be organized in order to present the work carried out in the project, in particular, the developments and results expected or gathered in the pilot sites, and disseminate the progress of the project to the local stakeholders and end users, with particular emphasis on national, regional and local civil protection, agencies and first responders, as well as candidates to take part in the **ANYWHERE** SME and Industry Collaborative Network. Conferences from selected experts will be combined with sessions of open discussion.

The following calendar of workshop is foreseen:

- Month 4: 1st Workshop in Genoa (Italy). Objective: Create a co-ownership atmosphere for innovation together with stakeholders, enterprises and partners.
- Month 16: 2nd Workshop in Helsinki (Finland). Objective: Present the first version of the tools and platform and get the feed-back of the stakeholders, enterprises and partners.
- Month 30: 3rd Workshop in Barcelona (Spain). Objective: Present the operational use of the platform and developments in the project demonstrations Pilot sites, and use them as show room of the project.

At the occasion of these workshops, all the communication material available will be used, *"ad-hoc"* communication materials and content will be set up, the website will promote the workshop. Encounters with the media will be organized (media kits will be available), if available the videos will be projected but surely video production will be assured at that event.

The organization of each workshop will be under the responsibility of the local partner in charge of it, who will work in very close collaboration with the WP8 leader for communication matters. The local partner will also ensure the needed communication support in the language of the pilot concerned.

Training sessions:

Two training activities for about 150 participants will be organized at month 33 by the Spanish Civil Protection (DGPCE), and at month 38 by CFR. The first training session will be organized in Madrid and the second one will be organized in Brussels in the same week of the final conference event (see the below section 10.5 of this document).

The purpose of the training activities will be to demonstrate the interest of the results and developments produced in **ANYWHERE**, to present the project developments using the most significant events registered at the pilot sites as examples.

The targets of the participants are: risk management decision-makers, first responders, LEAs, professional meteorological forecasters, potential developers of new tools.

Ad hoc training material will be set up by DGPCE, CFR and UPC-CRAHI in coordination with the partners leading the developments and the platform implementations, as well as with the partners operating at the pilot sites. Dissemination of the activities will be done by the consortia, and locally through all partner's contacts.

The promotional campaign for recruiting trainees will start at least 6 months in advance from the training dates and it will be under the responsibility of the task leaders DGPCE and CFR assisted by UPC-CRAHI. In particular the social media Twitter and Facebook will be intensively used. All the partners will promote the two training sessions with their own channels as well.

10.5 Final conference and fair in Brussels

At the end of the project (M38), a final conference and fair on *"Disaster risk and crisis management in the context of high impact weather and climate emergencies"* will be organized in Brussels, Belgium. The **ANYWHERE** project intends to organize this conference in collaboration with the European Response Coordination Centre (ERCC, DG-ECHO), the Community of Users for Safe, Secure and resilient Societies (CoU, DG-HOME), and the Disaster Risk Management Knowledge Centre of JRC.

Stakeholders from all over Europe, including first responders, scientists, national policy makers and representatives and other relevant representatives of the sector, will be invited to join the event.

The objective will be two fold: (i) give an overall vision the scientific and technical results and developments produced in the project, and (ii) exhibit and demonstrate the innovation results developed in the project, with strong emphasis on their innovation and market potential.

In parallel with this final conference and fair, a major effort will be carried out to maximize the communication impact, and the appeal for policymakers.

The previous contacts with MEPs active in the themes of security and emergency response will be used to explore the possibility to host, at least part of the events in the premises of the European Parliament, under the auspices of the most adequate EP Committee or one of the Vice Presidents.

All the available contacts will be explored to organise a joint press conference in which a selected "success story" of the project could be presented jointly by a MEP, a regional/national authority with participation of a representative of a First Responder partner and of various stakeholders (industry and SME included). The purpose will be to present a position paper (or a list of a recommendations etc.) on the need of adopting measures to raise awareness and protection of the population during weather induced emergencies tested and validated during the **ANYWHERE** project.

In this case EP press and media facilities are planned to be used (e.g. webcast session via Europarl TV, or other live streaming) and a short TV debate organised at the EP TV studios.

Additionally the possibility to host a poster exhibition on the topic in the European Parliament large facilities (mainly large public corridors and bridges), showing the issues and the opportunities created by the project results. A reception and a gala dinner may also close the day, and the opportunity of being organised within the EP premises will be also explored.

Suitable communication material to convey clear information (e.g. posters, leaflets, conference kit, press kit, invitation, agenda, etc.), detailed information about the project results will be accessible to all participants and *ad hoc* communication material prepared as appropriate to ensure high visibility.

The organisation will need to start enough in advance to arrange the location and the detailed program as well as the participants' invitations and security, the speakers

and other logistic issues. The preparation of the event is foreseen to start in month 30.

Ad hoc invitations will be set up by UPC-CRAHI who is responsible for all the communication material and program, as well as the contacts and media relations to promote the event prior the event. Project partners will closely collaborate to disseminate the event within their national and regional main authorities.

10.6 Synergies with other projects and initiatives

The **ANYWHERE** project foresees establishing synergies with other projects dealing with topics related to the risk management during high-impact weather and climate emergencies. A exploration of the projects covering this area funded under the former FP7, and specially the H2020 running projects, will be carried out to identify common interests in sharing information, promotion and activities.

The Community of Users (CoU - DG HOME), will serve as a platform to create these synergies with other related projects and stakeholders. At the moment the project **ANYWHERE** has already organized a side event on the 4th CoU meeting (held in Brussels last June 2016) and has opened relationship with some other European initiatives and projects. It is intended that the project participate in CoU future meetings (in September 2017) to continue expanding the connection with other related projects.

All the partners will do their best to establish synergies with other similar projects and initiatives, and to develop actions in order to give the project as much visibility as possible. This will be done throughout the project lifetime, but particular attention will be given to this activity during the mature phases of the project.

10.7 Audiovisual production

A set of videos presenting the most relevant aspects of the **ANYWHERE** project will be produced. These videos will be addressed to broad audiences and general public.

The videos will focus on the impacts of severe climate and weather events, as well as the tools and methods used in the context of civil protection and first-responders to face these issue, and on the **ANYWHERE** developments, products and services. The videos will also provide guidance to increase self-preparedness and self-protection to the population.

The experiences gained from the demonstrations on the pilot sites of the project will be used as illustrative examples and "success stories".

The videos will be made available online through the project website, and also be embedded in the project presentations to be shown at events and conferences by all partners.

In detail, the videos should have the following goals and format:

1. A general project video with the goal of informing the media (but also the citizens and stakeholders) on the project. It should be not longer than 10 min duration video summarizing the main aspects of the project. The core idea is

to "reconstruct" a severe climate and weather emergency that had a high impact in the media and to show that the support to a better management of the emergency provided by the **ANYWHERE** tools and services would have considerably reduced the consequences on the population and the economy.

2. A set of several short clips (duration 60/90 seconds) summarizing the benefits of the use of the project tools during high-impact weather and climate emergencies occurred during the project demonstrations. In practical terms: to produce videos on 3-4 situations on "success stories" where the use of the **ANYWHERE** platform and tools at the pilot sites have had a significant impact in the improvement of the response and risk management. These reports will be sent to the media.

3. The production of short clips (2-3 minute clips) focusing on the main project partners explaining briefly their activity in the project with a particular emphasis and focus on their interaction with the stakeholders and first responders in their countries. These clips have the objectives of giving visibility to the single partners. This material will be also posted in the website.

4. The production of videos reportages during the project workshops. These will be of about 2-3 minutes long each and they will summarize the workshop content, the activity performed there, the interaction among the participants, with short interviews, feedbacks, comments, voice off, etc. The purpose being to focus on the people that take part to the workshop. The videos will be edited during the workshops allowing the participants to watch them on the last day. These videos will be also particularly useful for reinforcing the project team spirit.

All the videos will be posted at the project website, on YouTube and Vimeo, and will be also used for marketing and commercial promotion of the products and services provided by the project.

11 Media relations

Information concerning **ANYWHERE** project will be distributed in the form of single press releases or single news sent by e-mail to national, European and other international media. Information can be sent to media also in the form of a pack of information under the so called "media info packs" (see above section 9.4) or at face to face meetings with journalists at the occasion of the so called "encounters with media" (see above section 10.2).

Other communication tools developed by the project will also be offered to the media, including:

- Information sheets, leaflets, etc. to support the presentation and distribution of the press releases distributed electronically or via printed materials;
- The **ANYWHERE** website, containing updated content;
- Articles for publication specifically related to the innovative aspects of the project related issues.

Journalists and media in general will be informed about project activities and invited to project events. Each project partner will use its own media contacts and will be responsible for regular updates and management. The lists should include national, European and other international contacts from both the general and specialised media, including those focused on the project subjects, as well as the ones with prominent sensitivity to the consequences climate change. Those contacts will regularly receive information about the **ANYWHERE** developments and activities, as well as about the project results. They will be mainly the addressees of short news and press releases. Each partner will be responsible to monitor and evaluate the impact of their works and relations with the media they are in touch with.

12 Impact indicators and assessment

The impact that the communication activities will have on communicating the project, the work carried out and its results will be assessed through appropriate analysis using quantitative and qualitative indicators.

Preliminary informal results on these indicators will be taken into consideration during the project development for a possible amendment and adaptation of this communication and dissemination plan.

The following indicators for measuring the impact of the communication and dissemination activities will be used:

- The number of website visitors;
- The number of conferences that partners attend to present **ANYWHERE** and the number of people / organisations that have been reached;
- Circulation of information via other websites and networks;
- The number of events and raising awareness activities organised by **ANYWHERE**;
- Contacts involved and networks building;
- Publication of articles in scientific journals and their circulation figures.
- Publication of press articles

While not all the above criteria can be tracked quantitatively, all partners will be responsible to keep detailed records of all activities they have carried out in order to report as much information as possible about the impact made by **ANYWHERE**.

A specific tool in the intranet will be developed and set up to help the partners to declare these activities and update the indicators.

13 Timing

The present plan is valid for the period of the project activities from 1st October, 2016 until the end of the project, foreseen in Month 39. Nevertheless, an updated may be needed depending on the evolution of the project. In this case, it new version or a second plan will be prepared.

At the end of the project a Final Report on Dissemination and Communication activities (Deliverable 8.4) will be produced.

Additionally, a specific training plan will be developed in advance for the two training activities foreseen in month 33 and at month 38.

The below GANTT chart defines in detail how the communication tools and activities are designed during the different phases of the project. After the set-up of the project identity and the website, a calendar of activities and events is established and supported by a series of promotional actions. The WP leader, jointly with the rest of the partners involved, will monitor the plan and all the partners will contribute to its implementation.

14 Gantt chart

The table below shows a tentative calendar of actions and events for the ANYWHERE project. It includes details of the timeline for the organisation of project events and the attendance of partners to other events already planned in the sector. The list of events is proposed by all the partners and will be regularly updated with contributions from all the partners.

All partners will us the project intranet webpage to update their contributions any time there is a new important event to add. Although the efficiency in gathering the information and in distributing it to the other partners depends on the willingness of each partner within the consortium, this activity will be beneficial for the entire consortium as a whole. So the WP leader will do its best to encourage the partners to support these updates.

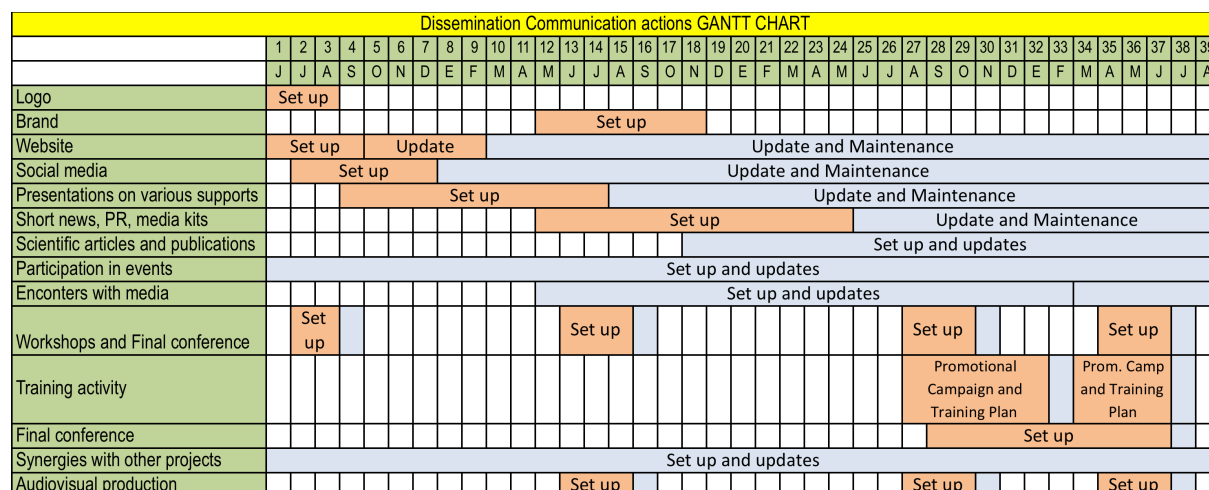| Dissemination Communication actions GANTT CHART																																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
	J	J	A	S	O	N	D	E	F	M	A	M	J	J	A	S	O	N	D	E	F	M	A	M	J	J	A	S	O	N	D	E	F	M	A	M	J	J	A
Logo	Set up																																						
Brand												Set up																											
Website	Set up			Update			Update and Maintenance																																
Social media		Set up				Update and Maintenance																																	
Presentations on various supports				Set up					Update and Maintenance																														
Short news, PR, media kits								Set up							Update and Maintenance																								
Scientific articles and publications												Set up and updates																											
Participation in events	Set up and updates																																						
Encounters with media	Set up and updates																																						
Workshops and Final conference		Set up											Set up													Set up							Set up						
Training activity																											Promotional Campaign and Training Plan						Prom. Camp and Training Plan						
Final conference																												Set up											
Synergies with other projects	Set up and updates																																						
Audiovisual production												Set up												Set up								Set up							

Figure 2: Dissemination and Communication actions GANTT CHART