



D7.1

Dissemination Activities Report – Issue 1

| | |
|----------------------------------|--|
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List of Acronyms

| | |
|---------|---|
| AVA | Avanti Communications LTD |
| CA | Consortium Agreement |
| CIMA | Centro Internazionale in Monitoraggio Ambientale – Fondazione CIMA (CIMA Foundation) |
| CRI | Associazione della Croce Rossa Italiana (Italian Red Cross) |
| CTTC | Centre Tecnològic de Telecomunicacions de Catalunya (Catalan Technological Telecommunications Centre) |
| DLR | Deutsches Zentrum für Luft- und Raumfahrt e.V. (German Aerospace Center) |
| EC | European Commission |
| EKUT | Eberhardt Karls Universität Tübingen |
| FBBR | Frederiksborg Brand og Redning (Frederiksborg Fire and Rescue Service) |
| GA | Grant Agreement |
| ICGC | Institut Cartogràfic I Geològic de Catalunya (Catalan Institute of Cartography and Geology) |
| INT | Departament d'Interior – Generalitat de Catalunya (Catalan Government – Department of Interior) |
| IPR | Intellectual Property Right |
| MoM | Minutes of Meeting |
| PB | Project Board |
| PC | Project Coordinator |
| PCF | Fundació d'Ecologia del Foc i Gestió d'Incendis Pau Costa Alcubierre (Pau Costa Foundation) |
| QMR | Quarterly Management Report |
| SFRS | Scottish Fire and Rescue Service |
| SPH | Space Hellas S.A. |
| TL | Task Leader |
| TM | Technical Manager |
| ToC | Table of Contents |
| TSYL | Tecnosylva S.L. |
| UNISTRA | Université de Strasbourg (University of Strasbourg) |
| WP | Work Package |

WPL Work Package Leader

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Executive Summary

The Initial Dissemination and Communication Strategy Plan has the purpose of ensuring efficient communication throughout the project life. In order to reach this, it explains how to promote HEIMDALL and its results. Specific communication objectives will be defined related to the proposal itself, with a defined and detailed target through some channels-online and offline-identified by specifying the messages for each audience.

This document details measurable actions, both traditional and innovative. This communication plan is related to other areas of impact, dissemination and exploitation of the results, so there is a link between them.

1 Introduction

The Initial Dissemination and Communication Strategy and Plan aims to ensure efficient communication of the project activities and results towards the existing networks of practitioners, research, industry communities and society within the EU-28 and associated countries as well as globally. It outlines the project dissemination and communication strategy, defines target audiences, core messages, channels and tools to assist all project partners in implementing their own dissemination and communication activities related to the project.

The present Initial Dissemination and Communication Strategy and Plan represent one of the key pillars of HEIMDALL's project's success, it will:

- 1) Implement the actions written in the present document within the established set timing
- 2) Attract general public, experts, new users and experts attention's
- 3) Support and provide project information to relevant policy makers at EU and National levels

This document sets out the overarching dissemination and communication structure for HEIMDALL, aiming to:

- Outline the objectives of the dissemination and communication activities;
- Describe the target audiences and core messages;
- Specify channels and communicative products to be used in promoting HEIMDALL itself, the project's results and outcomes.

This deliverable will evolve in line with the development of the overall project work and activities in close collaboration with all work packages. Moreover, it is important to mention that the present document focuses mostly on the external communications and dissemination.

The present document is a result of partner consultations, which took place both online in teleconferences and off-line in project meetings. *Horizon 2020 Communicating EU research and innovation guidance for project participants* was also used in the preparation process [2].

2 Dissemination and Communication Strategy

Dissemination in the context of HEIMDALL relates to the public disclosure of the results of the project, while communication is a continue promotion of the common action itself. While objectives, target audiences, core messages, channels and tools for dissemination and communication differ for obvious reasons, very often they might coincide.

2.1 Objectives

The objectives of the HEIMDALL Dissemination and Communication strategy are:

- **To raise awareness** within practitioners and beyond about the great advance and importance that HEIMDALL represents to be able to deal efficiently with hazards and collect data of past hazards events.
- **To improve:** Immediate cooperative situation assessment and strategic response planning activities and short & long-term preparedness activities.
- **To promote:** Promote the innovative solutions and opportunities, such as the data base
- **To engage:** Motivate HEIMDALL network's target groups to provide inputs and provide additional hazards, apart from floods, wildfires and landslides
- **To support and inform** relevant policy makers of project activities and main outcomes that might be useful for policy purposes, and in large extent to offer more security to the society
- **To implement** HEIMDALL as the main tool to help plan the response of professionals facing natural disasters

These objectives are the HEIMDALL's compass to orientate its communication and dissemination plan. These activities are the pillar to the sustainability of the project itself even after the end of the life project. We take care very much in consideration the Communication part to spread HEIMDALLs message into the general public. The communication strategy will contribute to demonstrate how this project is aimed to resolve particular societal problems, security and risk events and avoid great natural, material and human disasters.[6]

2.2 Dissemination and Communication Target audiences

HEIMDALL is a product that is aimed primarily at practitioners. However, and no less important, there are other groups that are well linked to the main group. For instance, policy makers, who have the capacity to included HEIMDALL, in the best scenario, to their own Agenda and as a result to standardized emergencies practices. On top of that, the society is the one who plays a fundamental role in the whole project. All these efforts invested to build HEIMDALL are focused to provide greater security in the face of multi hazards, as well.

Precisely, partners have identified 7 main groups of stakeholders which will be addressed HEIMDALL's Communication and Dissemination Plan (Table 2-1) [5]

Table 2-1 HEIMDALL Target audiences

| Target Audience Group | Description |
|---|---|
| 1.-Practitioners | Police Emergency medical services Civil protection (local, regional and national) Private & Public rescue services Company Insurances Municipal authorities Preparedness organizations at different levels Command & Control centres Fire Service Geological Surveys |
| 2.-Industries and Services to Industry | Safety engineering & companies International Association for Fire Safety Engineering |
| 3.-Policy Makers and Programme Owners | All levels of policy making, from the EU level to municipalities and city councils. National ministries/regional authorities responsible for defining, financing or managing programmes in relevant topics |
| 4.- Other similar/parallel projects | COOPEREM, FIRE-IN, DRIVER +, IN-PREP, MEDEA |
| 5.- Academia | Researchers and Students Research Centres Universities, Private and Public labs |
| 6.- Media | Scientific Media Media in general |
| 7.- Society | General Audience |

Each of these groups will be addressed with different channels, messages and within a determinate timeline of the project tailored to their needs. Some groups will be specially stressed out in a precise moment of the project itself and other throughout all the project life.

Each partner will be responsible to ensure cultural and language barriers do not undermine the capacity to deliver impacts across Europe and all stakeholders groups.[5]

2.3 Target and Channels

Once we have identified the 7 groups to whom the product will be addressed, we will describe in which channel the relevant information will be communicated for each specific group. In the follow table it is outlined the main communication channels. (Table 2-2) [3]

Table 2-2 HEIDMALL Communication channels

| Target | Specify target audience groups | Online & offline Channels |
|-------------------------|--|--|
| 1.-Practitioners | Police Emergency medical services Civil protection (local, regional and national) Private & Public rescue services Company Insurances Municipal authorities Preparedness organizations at different level Command & Control centres Fire Service | F2F (Forums, Conferences, Workshops, Exhibitions and Seminars) Simulation/ Demonstration Leaflets, Posters & Roll-ups Social Media (YouTube, Twitter and LinkedIn) Webinars Newsletters Specialised operational journals/magazines Press Releases Web-sites and Blog |

| | | |
|---|---|---|
| <p>2.Industries and Services to Industry</p> | <p>Safety engineering & companies</p> <p>International Association for Fire Safety Engineering</p> | <p>F2F (Forums, Conferences, Workshops, Exhibitions and Seminars)</p> <p>Demonstration/ Simulation</p> <p>Leaflets, Posters & Roll-ups</p> <p>Social Media (Twitter, and LinkedIn)</p> <p>YouTube (Webinars, Promotional Videos, Interviews)</p> <p>Newsletters</p> <p>Specialised operational journals/magazines</p> <p>Press Releases</p> <p>Web-sites and Blog</p> |
| <p>3.-Policy Makers and Programme Owners</p> | <p>All levels of policy making, from the EU level to municipalities and city councils</p> <p>National ministries/regional authorities responsible for defining, financing or managing programmes in relevant topics</p> | <p>F2F (Forums, Conferences, Workshops, Exhibitions and Seminars)</p> <p>Demonstration</p> <p>Leaflets, Posters & Roll-ups</p> <p>Social Media (Twitter Integra)</p> <p>YouTube (Webinars, Promotional Videos, Interviews)</p> <p>Newsletters</p> <p>Specialised operational journals/magazines</p> <p>Press Releases</p> <p>Web-sites and Blog</p> |

| | | |
|--|--|--|
| 4.- Other similar/parallel projects | COOPEREM, FIRE-IN, DRIVER +, IN-PREP, MEDEA | F2F (Forums, Conferences, Workshops, Exhibitions and Seminars) Demonstration Leaflets, Posters & Roll-ups Social Media (Twitter and Integra) YouTube (Webinars, Promotional Videos, Interviews) Newsletters Specialised operational journals/magazines Press Releases Web-sites and Blog |
| 5.- Academia | Researchers and Students Research Centres Private & Public Universities and Labs | F2F (Forums, Conferences, Workshops, Exhibitions and Seminars) Demonstration Leaflets, Posters & Roll-ups Social Media (Twitter and LinkedIn) YouTube (Webinars, Promotional Videos, Interviews) Newsletters Specialised operational journals/magazines Press Releases Web-site and Blog |
| 6.- Media | Scientific Media Media in general | Press Releases Promotional Videos Interviews Videos Social Media (YouTube, Twitter and LinkedIn) Museums: Exhibitions in public and private institutions |

| | | |
|--------------------|--|---|
| | | Web-site and Blog |
| 7.- Society | Media in general Public Exhibitions | Press Releases Promotional Videos and Interviews Social Media Museums Exhibitions in public and private institutions Media (Radio, Online newspapers and magazines) Web-site and Blog |

2.4 Target and Core Messages

Through communication channels there will be a message tone appropriate to the specific target. In the follow table, some messages are presented which serve to illustrate the orientation of the messages. (Table 2-3) [4]

Table 2-3 HEIMDALL core messages

| Target Group | Core Message | Content |
|--|--|--|
| Practitioners | A tool tailored to your needs! | Project general information, Results updates Groups Progress Demonstrations/Simulation (in situ, images and videos) |
| Industries and Services to Industry | The innovative solutions that offer HEIMDALL are a plus for your F&R clients and your business solutions | Project General Information Results updates Demonstrations/Simulation (in situ, images and videos) |
| Policy Makers and Programme Owners | Building a safer future for our society | Project General Information Results updates Demonstrations/Simulation (images and videos) |
| Other similar/parallel projects | The piece that complement your project | Project General Information Results updates Demonstrations/Simulation (in situ, images and videos) |
| Academia | The data base for natural disasters that you have always wished! | Project General Information Results updates Demonstrations/Simulation (in situ, images and videos) |
| Media | Responding efficiently towards multi-hazard | Project General Information Results updates Demonstrations/Simulation (in situ, images and videos) |
| Society | HEIMDALL delivers solutions to make the European societies safer! | Video Interviews Promotional Videos Demonstrations/Simulations (in situ, images and videos) |

2.5 Communicative Products

To deliver the core messages to the target audience it is planned to use the following products (Table 2-4):

Table 2-4 HEIMDALL communicative products

| Product | Task | Responsible | Material needed | Impact | Associated Message | Timing |
|--|-------------|------------------|---|-------------------|---|--|
| Video Interviews (General & Technical) | T7.1 | PCF & EKUT | Expert people, General Audience/Camera | N° displays/likes | <p>General Videos: Simplify concepts towards non-experts understanding</p> <p>Technical Videos: Update HEIMDALL's new results</p> | From 02/25/202 videos will be upload monthly |
| Promotional Video | T7.1 | PCF & EKUT | Expert people, General Audience/Camera/Storyboard | N° displays/likes | Hazards, Efficiency in the response | From 02/20/2019 |
| Webinars | T7.1 | PCF | Expert people, Camera | N° displays/likes | Provide technical knowledge to non-technical audience | 2 videos will be upload monthly |
| Technical Videos (Fire simulator or | T7.1 & T5.2 | DLR-KN-COS & PCF | Expert people, Camera | N° displays/likes | Inform end-users about the potential of a | 03/15/2019 Every 2 months |

| | | | | | | |
|------------|------|-----|--------------------|--------------------------------------|--|---------------------------------------|
| Drones) | | | | | swarm of autonomous drones for wildfire monitoring and hotspot detection | |
| Brochure | T7.1 | PCF | Icons, paper print | Hand out n° x of brochure out of n°x | HEIMDALL outline | Ready to distribute to Each F2F |
| Roll-ups | T7.1 | PCF | Icons/paper print | N° of usings (Where?) | Leaflet Info + Building Process+ Hazards Images | From 02/25/2019) Each F2F |
| Posters | T7.1 | PCF | Icons/paper print | N° of usings (Where?) | Leaflet Info + Building Process+ Hazards Images | From 02/25/2019) Each F2F |
| Newsletter | T7.1 | PCF | Icons/MailChimp | N° sharing/likes | Information about events, results, planning conferences, Agenda.... | Every 3 months |
| Blog | T7.1 | PCF | | N° sharing/likes | Information about hazards, about HEIMDALL, events, consortium... | Once a week (From 02/15/2019 onwards) |

| | | | | | | |
|----------------|------|-----|--|--------------------|--|---|
| Case Studies | T3.3 | PCF | D3.1; D3.2; D3.3 | - | Methodology to analyse case studies in HEIMDALL serves to standardize the process to gather and report information and data from incidents across EU | Once a month (From 02/15/2019 onwards) |
| Press Releases | T7.1 | PCF | Press Contacts (each region/company its own) | Media Publications | Depending on the particular information | Promote the project Demonstrations events (From 03/01/2019) |

3 Offline Communication and Dissemination

The offline communication and dissemination that will be used to visualize HEIMDALL are: Logo, brochure, roll-up and posters

3.1 Project's visual identity: Logo

HEIMDALL has been designed according to the 5 following criteria's

- Readable - up to the smallest size
- Scalable - to any size required, Reproducible - without material restrictions
- Distinguishable - both positive and negative
- Memorable - that impacts and does not forget. The logo transmits the image of the essential of our product.

The logo is kept in a simple design with focus on the circle, symbolizing the gathering of elements in response planning strategies and making them play together as a whole and also symbolizing the collaboration between the many different partners of the project. The dots represent the 14 partners.



Figure 3-1 HEIMDALL Logo (Annex I)

3.2 Brochure

The brochure contains the main characteristics of the project, such as its timeline, partners and the principal message and objective of the project. It has been designed to transmit ideas very graphically (see Annex III).

3.3 Roll-Up and Poster

In line with the brochure will be created diverse roll ups and posters, explaining briefly what is the project plus the follow-up of the HEIMDALL product. The process will be described graphically until the end of the product, with some images of the use of the practitioners. Different roll ups will be created throughout the project life depending on the new advances that have been made in HEIMDALL.

4 Online Communication and Dissemination

4.1 Public Website

The website will be developed and maintained by DLR while PCF will be responsible for gathering the content and regular updates. All partners will be asked to provide inputs for the website regularly. Likewise, the platform will contain all the communication and dissemination activities. Social networks, the blog, YouTube content, the entries to be made, images of the events that will be attended and information about HEIMDALL and the partners participating in the project [2].

This is the web link: <http://heimdall-h2020.eu/>

4.1.1 Blog

PCF together with other partners involved in dissemination and communication action will write and map out blogs of the other partner organizations (e.g. <http://www.paucostafoundation.org/blog/>).

In the blog you will have from very general contents of HEIMDALL to more specific ones, especially those that will be discussed in the Webinar videos. Both the blog of the web platform itself and the blogs of each of the partners, will serve to have greater knowledge of the HEIMDALL monitoring.

4.1.2 Promotional Video, E-Newsletter and Webinars

A promotional Video about HEIMDALL will be developed in the next few months so that it is ready in a penultimate demonstration. As well as a e-Newsletter, which will be published every 3 months. The template of the newsletter is shown in the Annex II E-Newsletter Template.

4.1.2.1 Webinars

Webinars are a fundamental part of the dissemination part, therefore twice per month a webinar video will be published in HEIMDALL YouTube channel.

Five webinars have been carried out and are already available in YouTube. The following table summarizes the webinars, the ones already published and the ones scheduled up to June 2019 (M26).

Table 4-1 HEIMDAL Webinars calendar

| Webinar Title | Partner responsible | Date | Abstract |
|-------------------------------|---------------------|------------|--|
| HEIMDALL Concept Presentation | DLR-KN | March 2018 | The main objective of this webinar is to introduce the HEIMDALL project and system to all relevant stakeholders (practitioners, industry and research community). The webinar will include an overview of the main scenarios being addressed, emphasizing the requirements targeted by the |

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| | | | system and which build up the HEIMDALL service portfolio. Finally, the webinar will introduce the system architecture designed for the provision of the intended services. |
| HEIMDALL Introduction to Landslides | ICGC | February 2018 | Is the terrain stable? What can make it unstable? We will learn about the types of instabilities, their triggering factors and how landslide hazard is assessed. Landslides are different than the other two phenomena involved in HEIMDALL (forest fires and floods), and these differences will be emphasized. |
| HEIMDALL Methodology to Analyse Use Cases | PCF | April 2018 | This webinar will introduce the methodology to collect data from specific events such as forest fires, floods and landslides to a broader audience. This webinar will emphasize the need to establish a common methodology among emergency services at European level to extract data (fire behaviour, means deployed, flood evolution over time, population affected, etc.) to be used for technical developers, researchers, etc. |
| HEIMDALL – IN-PREP Cooperation | External partner (ICCS) | May 2018 | This webinar will introduce the scope of the IN-PREP and HEIMDALL projects, emphasizing the synergies between them and the common objectives. The webinar will detail the joint activities planned for the first cooperation year. |
| HEIMDALL Landslide Case Studies: Introduction to Monesi di Mendatica Landslide and Barberà de la Conca | CRI CTTC ICGC | March 2019 | Through this webinar, two case studies on landslides will be presented: Monesi di Mendatica (Italy) and Barberà de la Conca (Spain). This case studies will serve as a basis to deploy the 2 nd HEIMDALL Demonstration |
| The HEIMDALL Platform from a Civil Protection point of view | FBBR | May 2018 | This webinar will present the potentialities of use and needs expected to be covered by the HEIMDALL Platform from a Civil Protection point of view. |

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| The HEIMDALL Platform from a Command and Control Centre point of view | SFRS | June 2019 | This webinar will present the potentialities of use and needs expected to be covered by the HEIMDALL Platform, from a Command & Control centre point of view. |
|---|------|-----------|---|

4.2 Social Media

Creating a social media presence for HEIMDALL is crucial to increase the project visibility, and thereby a strategy in different social networks, e.g. Twitter and LinkedIn, has been developed to:

- Provide information about HEIMDALL
- Disseminate, results, materials and information.
- Share and advertise HEIMDALL events, such as demonstrations and conferences
- Share and advertise news and events that can be interesting for the different stakeholders
 - **Twitter** (@HeimdallProject) - project's partners should use the following hashtags and handles
#HEIMDALLProject, @EU_H2020

<https://twitter.com/HeimdallProject>

- **LinkedIn profile**

[HEIMDALL Project/H2020](#)

5 Interactive Dissemination and Communication

5.1 Conferences, Forums, Exhibitions and other events

The conferences, forums or exhibitions will be a very good opportunity to disseminate and communicate about the product and its innovations that exist at that moment. They will also serve to create networking and establish links with experts and relevant stakeholders. Likewise, the participation of international conferences will make HEIMDALL even more visible and as a result, a greater impact will be created. Each project partner has a budget to attend such events and will therefore be expected to produce a press release for the HEIMDALL website as part of the communication and dissemination actions [4].

Furthermore, there will be an innovative aspect in relation to HEIMDALL communication. There will be an exhibition in diverse museums and public and private institutions to reach a wider sector of the population. PCF will be responsible to organize the exhibitions, therefore the first one will be hosted in Spain and later on the same replica will be made in different countries.

5.1.1 Repository of dissemination activities

The following table (Table 5-1) (EU Documents/Brochure) shows the potential dissemination actions identified from beginning of the project, until 31st December 2018 (M20).

Table 5-1 HEIMDALL Dissemination activities

| Activity | Poster, paper or presentation | Type | Dates | Location | Partner | Website | Audience |
|---|-------------------------------|------------|----------------------|--------------------|---------|---|----------------------|
| Aerial Firefighting Europe 2017 | | Conference | October 17 -18, 2017 | Nimes, France | PCF | https://www.aerial-firefighting-europe.com | End users |
| National Cohesive Wildland Fire Management Strategy Workshop | | Workshops | March 26-29, 2018 | Reno, Nevada (USA) | PCF | | End users |
| The Fire Continuum Conference Preparing for the Future of Wildland Fire | | Conference | May 21-24, 2018 | Missoula (USA) | PCF | http://firecontinuumconference.org | End users |
| 8th International Symposium on Scale Modeling | | Congress | September 12-24 | Portland(USA) | PCF | http://www.me.tut.ac.jp/ec/e/issm8/ | Scientific Community |
| UK Wildfires Conference 2017 - Wildfire resilience in a UK context | | Conference | November, 7-8 2017 | Dorset, UK | PCF | https://www.dorsetforyou.gov.uk/uk-wildfire-conference | End users |
| World Conference on Disaster Management | | Conference | June, 22 2017 | Toronto, Canada | PCF | https://10times.com/world-conference-disaster-management | End users |

| | | | | | | | |
|--|---|----------------------|----------------------|--------------------|---------|---|----------------------|
| 2017 Common Alerting Protocol (CAP) Implementation Workshop | Experiences with CAP at German Aerospace Centre | Workshops | September 20-21 | Rome, Italy | DLR-DFD | http://preparecenter.org/resources/cap-workshop-2017 | End users |
| ICDEM 2018 : 20th International Conference on Disaster and Emergency Management | | Conference | March 5-6 2018 | Rome, Italy | PCF | https://www.waset.org/conference/2018/03/rome/ICDEM | End users |
| The International Emergency and Catastrophe Management Conference & Exhibition (IECM) | | Fairs | March 5-7 2018 | Dubai | PCF | http://www.emergency.ae | General Public |
| International Disaster and Risk Conferences (IDRC) | | Conference | August 26-30 | Davos, Switzerland | PCF | https://idrc.info | End users |
| European Geosciences Union General Assembly 2018 | | Conference | April 8-13, 2018 | Vienna, Austria | DLR-DFD | http://www.egu2018.eu/ | Scientific Community |
| Natural Hazards and Earth System Sciences (NHSS) | | Journal publications | | | DLR-DFD | http://www.natural-hazards-and-earth-system-sciences.net/ | Scientific Community |
| Gi4DM - GeoInformation For Disaster Management | | Conference | March 14-18, 2018 | Cyprus | TSYL | http://www.gi4dm2018.org/?p=home | Scientific Community |
| 4th International Conference on Information and Communication Technologies for Disaster Management | | Conference | December 11-13, 2017 | Münster, Germany | UNISTRA | http://ict-dm2017.ercis.org/ | End users |

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|---|--|------------|----------------------|---|------------|---|----------------------|
| 2018 IEEE International Geoscience and Remote Sensing Symposium | | Conference | July 23-27, 2018 | Valencia, Spain | UNISTRA | https://www.grss-ieee.org/conferences/future-igarss/ | Scientific Community |
| TIEMS Annual Conference 2017 | | Conference | December 4-6, 2017 | Kyiv, Ukraine | DLR-KN | http://www.tiems.info/index.php/activities-events/current-events/2017-annual-meeting | General Public |
| 124e Congrès National des Sapeurs-Pompiers | | Congress | October, 11-14, 2017 | | PCF | https://congres2017.pompier.fr/ | End users |
| Assessing risk and Reducing Disaster: The case of wildfires, storms, floods and avalanches and their interactions | Developing a Fire Node in Europe | Workshops | October 3-6, 2017 | Solsona, Spain | PCF | http://netriskwork.ctfc.cat/ | End users |
| Net Risk Work Workshop: 2nd Natural Hazards Risk management Workshop | Enhancing emergency management and response to weather and climate events in Northern Europe | Workshops | 10th - 13 April 2018 | Cagliari, Italy | PCF & FBBR | | End users |
| EUROPEAN WORKSHOP. UNDER A NEW WILDFIRE CONTEXT: HOW TO FACE MEGA-FIRES IN EUROPE | MEGA-FIRES IN EUROPE: New emerging Issues | Workshops | 15-16 February 201 | Gulbenkian Foundation, Lisbon (Portugal), | PCF | | End users |
| CTTC Weekly Seminars | HEIMDALL Concept | Conference | 15-Mar-18 | barcelona | CTTC | http://www.cttc.es/weekly-seminar-dissemination- | Scientific |

| | | | | | | | |
|---|---|-----------|-----------------------|------------------|-----|---|----------------------|
| | presentation | | | | | activities-related-to-the-project-heimdall/ | Community |
| GEO-SAFE Workshop, Robust Solutions for First responders | An operational overview of wildfires in Europe. State of the Art and HEIMDALL as technological solution | Workshops | 19 and 20 July, 2018. | L'Aquila Italy | PCF | http://geosafe.univaq.it | Scientific Community |
| Fire-In Consortium Meeting | HEIMDALL presentation | Workshops | 26-28th June | Rome, Italy | PCF | | Scientific Community |
| 11th Community of Users for Security Research | Heimdall. Multi-Hazard Cooperative Management Tool For Data Exchange, Response Planning And Scenario Building | Workshops | 5th June | Brussels | PCF | https://www.securityresearch-cou.eu/ | End users |
| Dia del Patró. Dissemination meeting in the Firefighters Day of Catalonia | Aportacions del Món Operatiu a la Recerca | Other... | 14th May 2018 | Lleida, Spain | PCF | | End users |
| Dissemination meeting with Barcelona Firefighters | | Other... | 27th April 2018 | Barcelona, Spain | PCF | | End users |
| Meeting with Metropolitan College of New York | Pau Costa Foundation: platform for | Other... | 28th May 2018 | Barcelona, Spain | PCF | | End users |

| | | | | | | | |
|---|--|------------|-------------------------------|-------------------------|---------------|---|----------------------|
| | exchanging knowledge on forest fire ecology and management | | | | | | |
| EnviroInfo 2018 | Conceptual scenario model for collaborative disaster response planning | Congress | September 5-7 2018 | Leibniz | DLR-DFD | http://www.enviroinfo2018.eu/participation/call-for-papers/ | Scientific Community |
| IJISCRAM: IT Support for Crisis and Continuity Management | Design of a multi-hazard cooperative system for holistic response planning and multidisciplinary scenario building | Congress | | | DLR-DFD | | Scientific Community |
| Innovation for Crisis Management (I4CM) event | | Workshops | 3rd to 4th September 2018 | Warsaw (Poland) | PCF & DLR-DFD | http://www.driver-project.eu/events-2/3rd-i4cm/ | End users |
| International Seminar on Fire and Explosion Hazards | | Conference | 21-26 April 2019 | St. Petersburg (Russia) | | http://www.isfeh9.org/submission | Scientific Community |
| General Inspectors Conference on Highway Talussons | Planning, management of incidents and situations of emergency | Conference | 6 th November 2018 | Barcelona | ICGC | | End users |
| 1st Nicosia Risk Forum | Heimdall. Multi- | Workshops | 14 | Nicosia | SPH | http://cerides.euc.ac.cy/1s | General |

| | | | | | | | |
|--|---|-----------|-----------------------|-----------|---------|---|----------------------|
| | Hazard Cooperative Management Tool For Data Exchange, Response Planning And Scenario Building | | November 2018 | (Cyprus) | | tsafsec/ | Public |
| Security Research Event | | Congress | 5 & 6 December 2018 | Brussels | PCF | https://www.sre2018.eu/ | End users |
| SAYSO Project | Heimdall. Multi-Hazard Cooperative Management Tool For Data Exchange, Response Planning And Scenario Building | Workshops | 4th December 2018 | Brussels | PCF | https://cmt.eurtd.com/events/event/view/153780/sayso-2nd-public-workshop | End users |
| Community of Users | | Workshops | 3 & 4th December 2018 | Brussels | PCF | https://www.eiseverywhere.com/ehome/cou-mailinglist/home/ | End users |
| Workshop to Define a Fire-Safety strategy for Europe | | Workshops | 3rd December 2018 | Brussels | PCF | https://iafss.org/2018/12/19/iafss-workshop-to-define-a-fire-safety-mission-for-europe/ | End users |
| 6th Fire Behavior and Fuels Conference | HEIMDALL: a Technological Solution for | Congress | | Marseille | UNISTRA | https://forestfire2019.sciencesconf.org | Scientific Community |

| | | | | | | | |
|------------------------------------|---|------------|---------------------|----------------|-----|---|----------------------|
| | Wildfires and Multi-hazard Management Support | | | | | | |
| Public Safety Communication Europe | | Conference | 12-13 December 2018 | Bled, Slovenia | DLR | https://www.psc-europe.eu/news-events/events/psce-conference-in-bled-2018.html | Scientific Community |

5.1.2 Selection of dissemination actions

Due to the huge number of potential dissemination events where disseminate HEIMDALL Project, a selection method has agreed to assess if the activity/event is suitable for HEIMDALL or not.

The selection criteria has been based on the following items:

- **Appropriate**

The event addresses one or more topics of HEIMDALL: Forest fires, floods, landslides, cascading effect, crisis management, multi-risk events, information sharing, cross-border emergencies, risk modelling, earth observation products, impact assessment methods, etc.

- **Effective**

The activity will help disseminate HEIMDALL among its target audience

- **Targetable**

The activity will help to disseminate HEIMDALL, focusing in specific target audience.

- **Measurable**

The impact of dissemination event will be easily measured or there will be tools to follow the impact among the attendees.

- **Economical**

The cost of attending the event is acceptable: i.e. no travels overseas

From that criteria the consortium has selected the events shown in the Table 5-1 that were suitable for HEIMDALL objectives. The following table shows the result of such selection.

Table 5-2 Selection of dissemination events

| Activity | Appropriate | Effective | Targetable | Measurable | Economical | Selection | Attended |
|---|-------------|-----------|------------|------------|------------|-----------|----------|
| Aerial Firefighting Europe 2017 | NO | NO | YES | YES | NO | 40 | NO |
| National Cohesive Wildland Fire Management Strategy Workshop | YES | YES | YES | YES | NO | 80 | NO |
| The Fire Continuum Conference Preparing for the Future of Wildland Fire | YES | NO | YES | YES | NO | 60 | YES |
| 8th International Syposium on Scale Modeling | NO | NO | YES | YES | NO | 40 | NO |
| UK Wildfires Conference 2017 - Wildfire resilience in a UK context | YES | YES | YES | NO | YES | 80 | NO |
| World Conference on Disaster Management | YES | NO | YES | NO | NO | 40 | NO |
| 2017 Common Alerting Protocol (CAP) Implementation Workshop | YES | YES | YES | YES | YES | 100 | YES |
| ICDEM 2018 : 20th International Conference on Disaster and Emergency Management | YES | YES | YES | YES | YES | 100 | NO |
| The International Emergency and Catastrophe Management Conference & Exhibition (IECM) | YES | NO | NO | NO | NO | 20 | NO |
| International | YES | NO | NO | YES | NO | 40 | NO |

| | | | | | | | |
|---|-----|-----|-----|-----|-----|----|-----|
| Disaster and Risk Conferences (IDRC) | | | | | | | |
| European Geosciences Union General Assembly 2018 | NO | NO | NO | YES | YES | 40 | NO |
| Natural Hazards and Earth System Sciences (NHSS) | YES | NO | NO | YES | NO | 40 | NO |
| Gi4DM – Geo Information For Disaster Management | YES | YES | YES | YES | NO | 80 | NO |
| 4th International Conference on Information and Communication Technologies for Disaster Management | YES | YES | YES | YES | NO | 80 | NO |
| 2018 IEEE International Geoscience and Remote Sensing Symposium | YES | NO | YES | YES | NO | 60 | NO |
| TIEMS Annual Conference 2017 | YES | YES | YES | NO | NO | 60 | NO |
| 124e Congrès National des Sapeurs-Pompiers | YES | NO | YES | NO | NO | 40 | NO |
| Assessing risk and Reducing Disaster: The case of wildfires, storms, floods and avalanches and their interactions | YES | YES | YES | NO | YES | 80 | YES |
| Net Risk Work Workshop: 2nd Natural Hazards Risk management | YES | YES | YES | NO | YES | 80 | YES |

| | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|
| Workshop | | | | | | | |
| EUROPEAN WORKSHOP. UNDER A NEW WILDFIRE CONTEXT: HOW TO FACE MEGA-FIRES IN EUROPE | YES | YES | YES | NO | YES | 80 | YES |
| CTTC Weekly Seminars | YES | YES | YES | NO | YES | 80 | YES |
| GEO-SAFE Workshop, Robust Solutions for First responders | YES | YES | YES | NO | YES | 80 | YES |
| Fire-In Consortium Meeting | YES | YES | YES | NO | YES | 80 | YES |
| 11th Community of Users for Security Research | YES | YES | YES | YES | YES | 100 | YES |
| Dia del Patró. Dissemination meeting in the Firefighters Day of Catalonia | YES | YES | YES | NO | YES | 80 | YES |
| Dissemination meeting with Barcelona Firefighters | YES | YES | YES | NO | YES | 80 | YES |
| Meeting with Metropolitan College of New York | YES | YES | YES | NO | YES | 80 | YES |
| EnvirInfo 2018 | YES | YES | YES | NO | YES | 80 | YES |
| IJISCRAM: IT Support for Crisis and Continuity Management | YES | YES | YES | NO | YES | 80 | NO |
| Innovation for Crisis Management (I4CM) event | YES | YES | YES | YES | YES | 100 | YES |

| | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|
| International Seminar on Fire and Explosion Hazards | YES | NO | YES | NO | NO | 40 | |
| General Inspectors Conference on Highway Talussons | YES | YES | YES | NO | YES | 80 | YES |
| 1st Nicosia Risk Forum | YES | YES | YES | YES | YES | 100 | YES |
| Security Research Event | YES | YES | YES | YES | YES | 100 | YES |
| SAYSO Project | YES | YES | YES | YES | YES | 100 | YES |
| Community of Users | YES | YES | YES | YES | YES | 100 | YES |
| Workshop to Define a Fire-Safety strategy for Europe | YES | YES | YES | NO | YES | 80 | YES |
| 6th Fire Behaviour and Fuels Conference | YES | YES | YES | YES | YES | 100 | NO |
| Public Safety Communication Europe | YES | YES | YES | YES | YES | 100 | YES |

5.2 Interaction with other EU Projects

HEIMDALL consortium has been interacting with other EU funded projects with the objectives to find synergies and collaborations.

| |
|---|
| IN-PREP |
| One representative of IN-PREP Project introduced the project during the Progress Meeting 3 rd in Athens, October 2017. |
| GEO-SAFE |
| HEIMDALL was presented as technological solution for end-users in the Geo-Safe Workshop, organised in L'Aquila, July 2018. |
| FIRE-IN |
| Introduction of HEIMDALL Scenario Management features as technological solution for end-users in the FIRE-IN Annual Dissemination Workshop, held in Rome on June 2018 |
| ANYWHERE |

Participation in 3rd ANYWHERE Workshop in Barcelona. November 2018.

SAYSO

Participation in 2nd Public SAYSO Workshop in Brussels. HEIMDALL displayed a poster. December 2018.

DRIVER+

A representative of DRIVER+ Project was invited to introduce the project in the HEIMDALL Progress Meeting 6th, organised in London on January 2019.

6 Recognition and visibility rules, disclaimer

All communication items and publications must include recognition of financing by the European Union and include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 740689" as well as the EU emblem, as shown below:

The EU cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:



"This publication has been produced with the support of the European Commission. The contents of this publication are the sole responsibility of HEIMDALL project and can in no way be taken to reflect the views of the European Commission."

7 Conclusion

The present document which outlines the communication and dissemination plan of HEIMDALL project is intended to be a comprehensive and realistic document. Firstly, throughout the life project and secondly after the project, as far as possible, updating and making changes according to the needs. The plan will be updated as the project develops, and as further insights are acquired into the target audiences and future stakeholders. The clear intention is that this document serves as a basis for dissemination and communication once the project is completed.

8 References


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- [5] European IPR Help Desk, Making the most of your H2020 Project (2018). Brussels. Available at: https://iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf [last accessed in January 2019]
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9. Annexes

Annex I HEIMDALL Logo




Annex II E-Newsletter Template



Dear all,


We are pleased to share with you one of our most important projects of the Pau Costa Foundation within HORIZON 2020, HEIMDALL. We are in the middle of the first stage of this project, and we would like to introduce you to the ones we are dedicating ourselves and 13 more European partners. Without further ado, we are giving you all a warm welcome to HEIMDALL!

This current project will be ongoing for three years and with this first newsletter we would like to give you a briefing about what it is and what the project consists of. The project will last until October 2020 and in between we will keep you updated about the partner meetings, the new incomes, and in general, about the steps that we are taking towards HEIMDALL, an ambitious project that was tailored to the needs of practitioners and which we hope will respond to your needs. Here we go!




What is HEIMDALL?

It is a cooperative multi-hazard management tool which provides data exchange, scenario building and situation assessment functionalities for preparedness and response planning in relation to wildfires, floods and landslides.




What makes HEIMDALL so special?

Bearing in mind that climate change is amplifying natural disasters impacts, intensity and duration of extreme weather events in Europe and worldwide, we consider a need to build up a tool in order to foster knowledge and data exchange to cope with complex crisis situations which require participation, coordination and cooperation of multiple first-responder organizations and international aid.




Annex III Template brochure





HEIMDALL

**Multihazard
Cooperative tool
Management for data exchange,
and response planning
and scenario Building**


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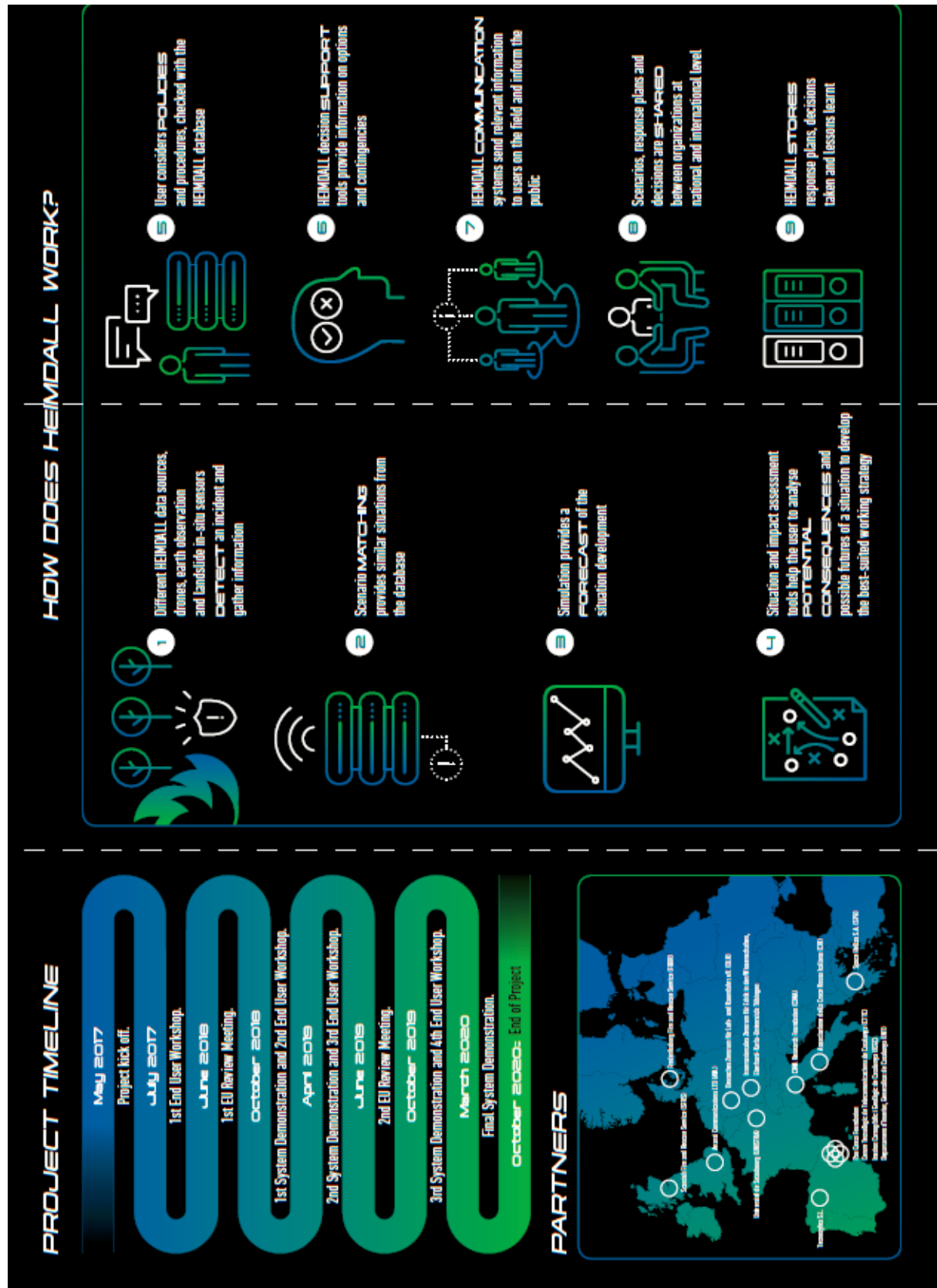
 This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No. 740689

WHAT IS HEIMDALL ABOUT?
It is a cooperative multi-hazard management tool which provides data exchange, scenario building and situation assessment functionalities for preparedness and response planning in relation to wildfires, floods and landslides

WHY IS HEIMDALL IMPORTANT?
Bearing in mind that climate change is amplifying natural disasters impacts, intensity and duration of extreme weather events in Europe and worldwide, we consider a need to build up a tool in order to foster knowledge and data exchange to cope with complex crisis situations which require participation, coordination and cooperation of multiple first-responder organizations and international aid.

WHAT ARE HEIMDALL OBJECTIVES?

-  **Improve data and information access and sharing among the involved stakeholders, including the population and first responders in the field, for emergency planning and management.**
-  **Provide a better understanding of the emergency situation by using advanced methods for realistic multi-disciplinary scenario(s) - building, risk and vulnerability assessment, information sharing and response planning.**
-  **Recognise the value of information by advanced data fusion, situation assessment and decision support tools.**



End of document