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SYNERGIES

*Innovating Preparedness by Leveraging SYNERGIES and
Enhancing Results of DRM Projects*

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Deliverable D5.1 Communication and Dissemination Plan

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PROJECT OVERVIEW

The SYNERGIES project aims to strengthen a culture of disaster preparedness by fostering a cohesive and coordinated engagement of various stakeholders in disaster management such as first and second responders, citizens, communities, research and education systems, authorities and public administrations, and businesses. SYNERGIES concentrates on five preparedness needs:

- involvement of all relevant actors in building preparedness
- strengthening preparedness education and training
- communicating with citizens
- management of spontaneous volunteers
- ensuring sustainability of solutions for preparedness

The project leverages from the results of past Horizon 2020 projects under the call for Disaster Resilient Societies (DRS01) (e.g., LINKS, RESILOC, BUILDERS, ENGAGE, etc.). These “component projects” will integrate their results into SYNERGIES with the best practices and experiences of practitioners, refining and elevating their maturity.

Three Preparedness Cases will guide the project, allowing for orientation, progress evaluation, and demonstrations of the final results. These cases involve real-life scenarios where stakeholders, such as first responders, authorities, citizen associations, and NGOs, seek to enhance preparedness by better involving and empowering citizens.



EXECUTIVE SUMMARY

The Communication and Dissemination Plan aims to translate the intricate web of engagement and results into a clear and engaging message. Through targeted communication strategies, the plan seeks to raise awareness among diverse stakeholders about the activities of the SYNERGIES project, promoting active participation and understanding of the long-term benefits that disaster preparedness can bring to the entire community.

This document outlines the communication and dissemination plan and strategy devised to promote the project, enhance awareness of the research topic, and amplify the visibility of its results. The document elucidates the dissemination objectives, the overarching dissemination approach, and delineates planned dissemination actions throughout the project's duration.

The document is organised into six sections.

1. Section 1 illustrates the high-level objectives of the project and the main action lines, the role of communication and dissemination in the project, the description of the overall communication and dissemination approach, partners' involvement, the role of the Advisory Board and the target audience.
2. Section 2 illustrates the different tools produced and used for the communication and dissemination activities.
3. Section 3 presents the channels that will be used to disseminate project's news, insights, results, and information.
4. Section 4 lists all the dissemination activities to be organised during the duration of the project.
5. Section 5 presents how the project intends to monitor and measure the success of the communication and dissemination activities and keep track of their impact.
6. Section 6 concludes the document with a closing summary.



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ABBREVIATIONS

Acronym	Description
AB	Advisory Board
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
WP	Work Package



1. COMMUNICATION AND DISSEMINATION OVERVIEW: OBJECTIVES AND STRATEGY

Communication and dissemination activities play a key role in the project, serving as essential components to convey project information, showcase accomplishments to potential stakeholders, and enhance awareness through diverse communication channels. These activities are designed to engage a wide array of audiences, including first responders, authorities, community members, research and education institutions, public administrations, and businesses. By tailoring communication strategies to each specific group, the project aims to foster a cohesive understanding of its objectives and outcomes. The goal is to create a comprehensive and inclusive dialogue that encourages active participation, garnering support and involvement from various sectors to collectively contribute to the success of the project.

The strategy focuses on establishing and executing a realistic communication and dissemination plan in line with the progress of the project and the utilisation of appropriate tools, channels and actions to communicate with the relevant target audiences in a defined timeline. Each work package will contribute from the basis of engaging stakeholders through specific activities and various events during the project and will ensure that the consortium's analyses, findings, recommendations and best practices are based on realistic stakeholders' contexts and needs. Although DBL will lead the communication activities, the entire consortium is responsible for championing the project and its efforts.

1.1 Dissemination and communication goals

The primary aim of the Communication and Dissemination Plan within the SYNERGIES project is to provide partners with a comprehensive framework of guidelines, responsibilities, and timelines, focusing on the following objectives:

1. High-level objectives:

- a. **Raise awareness:** increase awareness of project activities and events to ensure broader visibility and engagement.
- b. **Disseminate findings:** effectively communicate and disseminate project findings and results to relevant practitioners and stakeholders across diverse groups.
- c. **Establish connections:** establish links with other existing projects, initiatives, and organizations, such as the Societal Resilience Cluster and DG Home, to create a collaborative network.

2. Operational objectives:

- a. **Strategic communication:** identify and utilise appropriate channels to efficiently communicate with target groups and stakeholders, encompassing events, social media networks, press outlets, and multiplier organisations.
- b. **Material production:** generate necessary supporting materials, including printed items (such as brochures, posters, roll-ups, and giveaways) and digital content (videos, infographics, etc.), to facilitate effective dissemination.
- c. **Regular Communication:** facilitate consistent communication through press releases and newsletters, ensuring stakeholders are kept informed about the latest project news and developments.

The successful realisation of these objectives will be achieved through the complementary nature of the plan's component activities. These activities will not only ensure the widespread



dissemination of project information but also facilitate continuous and specific feedback from target groups and stakeholders. The feedback collection process aims to enhance understanding, improve communication, and refine project outcomes based on valuable input. It will be ongoing, utilising platforms like the project's website, social media, and events, addressing specific issues or stages of the project through tailored communication activities. The possible means that can be used to collect feedback could be surveys, interviews, focus groups, reports that highlight key insights, areas of success, and suggested improvements..

1.2 Identification of target groups

The aim of SYNERGIES's communication and dissemination is to promote the project to the applicable audiences, ensuring their awareness of the project's results, facilitating their access to them, and convincing them of the benefits these results offer for their operations. In the project proposal, four target users were initially identified (Consultancy and Education, Responders, Public, and Research). On this basis, SYNERGIES has further refined and expanded the target groups to better represent the diversity of relevant users and the composition of the consortium. Each partner, across various tasks, should consider this segmentation. Defining precise target groups is crucial for tailoring project outcomes to specific needs, ensuring effective communication, and maximising the impact on diverse stakeholders.

The target groups and their main interests associated with the project will be carefully defined starting from the following six categories:

1. **First and second responders:** firefighters, police, paramedics, civil protection, etc. They use the results of the project for improving their preparedness processes and services (e.g., a first responder providing an innovative training course).
2. **Citizens:** citizens are often the first individuals that arrive on the scene of a disaster or emergency, and their actions often continue even after emergency services have left the scene. Their role is essential to enhance the preparedness of local communities, including vulnerable categories.
3. **Civil society organisations:** NGOs and CSOs are in between citizens and other actors, such as first responders and authorities. They manage groups of organised volunteers that provide essential support in disaster management through a wide range of roles. They use the results of the project for improving their preparedness processes and services.
4. **Education systems:** academia, research organisations, educational institutions. They use the operational knowledge acquired through the results to improve their research and educational activity in favour of all the other actors.
5. **Authorities and public administrations:** local and regional authorities use the results of the project for improving their preparedness processes and services (e.g., an authority improving its interaction with the citizen thanks to the implementation of communication guidelines).
6. **Business companies:** consultancy organisations and business companies might use the results for their own business and service activity. A consultancy company can offer a better consultancy service thanks to the use of a training tool or offering a new campaign for awareness raising of the citizens.

1.2.1 Engagement of target groups

SYNERGIES will leverage various communication channels, employing tailored strategies to reach specific individuals and organisations. The primary objective is to utilise platforms that



are most effective for engaging with the targeted stakeholders. For instance, the general public will be reached through awareness-raising campaigns, while the scientific and technical community will receive updates on project results and findings through conferences, publications, policy briefs, and articles emphasising key outcomes. First and second responders will be involved in conferences, online webinars and supported with infographics and training sessions and materials. Therefore, the active and consistent involvement of all partners in communication efforts is imperative, particularly in attracting and encouraging relevant stakeholders to join or follow the project. To enhance clarity and immediate recognition of key messages for specific audiences, each targeted group has been assigned a distinctive colour, facilitating a more customised approach to communication.



Figure 1 - Target groups and associated colours

1.3 Dissemination towards the Advisory Board group

Active contribution and participation from a large set of stakeholders are key aspects for the achievement of SYNERGIES' objectives. The consortium including partners and associated partners will be supported by an effective and meaningful Advisory Board (AB) that includes representatives of the main practitioners, authorities, and academia involved in disaster preparedness in various countries. They range from different levels of authorities (from the Council of Europe to local) to first responders, and civil society organisations representing the citizens. All the AB participants listed in table below have formally confirmed their role at the beginning of the project. In addition, in the first three months of the project, the Consortium was asked to provide a list of potential advisory board members to add to the advisory board group. The process of selection and inclusion has started and the updated list of AB members will be reported in the update of the current deliverable. During the project, the Advisory Board group will be enriched with new members as needed, to ensure wide European representation from policy to practice.

Table 1 - Initial list of the Advisory Board group

Name	Organisation	Role	Country
Dmitry Taperik	Resilient Ukraine ³	Authority	EE
Johan Verschaeve	Belgian Police	Law Enforc. Agency	BE
Rob Testelmans	Stad Geel Municipality	Policy advisor	BE
Vlatko Jovanovski	UNICEF Disaster Preparedness Initiative	Authority	BA
Maya Battisti	Cittadinanzattiva	CSO	IT
Arvi Uustalu	Estonian Rescue Board	Authority	EE
Merilyn Viin	Võru county	Regional Authority	EE
Leif Jonsson	Sodertors Brandforsvarsforbund (SBFF)	First Responder	SE
Gennadiy Kosyak	Education Department of the Council of Europe	Education & authority	FR

The AB plays an important role in SYNERGIES, ensuring diverse stakeholder representation, methodological support, and effective dissemination. Indeed, Advisory Board members will support the methodological work of the project, provide review, recommendations and feedback on project activities and findings, and bring an external view into the project. Moreover, AB members will support the replication and uptake of our activities, by acting as project ambassadors who will inform and invite their networks to benefit from results when they are available. Ad-hoc meetings and roundtable consultations will be organised to discuss specific areas of the project and present project results. Participation in these events will be limited to the AB members that can really contribute to the discussion, with proven experience on the topic, helping the project to obtain insights even for those areas where limited work is currently ongoing.

In addition to the AB group, C&D activities will be directed towards the Local Support Teams (LSTs) of the three Preparedness Cases to ensure a local reach of the project and its results. Additional information about the LSTs and their composition will be shared in D1.1 Evaluation and Validation Plan (M9).

1.4 Dissemination with involvement of partners

All project partners will actively contribute to the implementation of the communication and dissemination plan by engaging in the following activities:

- **National and European Outreach:** partners will support the communication and dissemination of project objectives and outcomes in their respective countries and at local, national, and European levels.
- **Content contribution:** partners will supply regular news and updates for the project's website, social media channels, and newsletter, ensuring a steady flow of information.

³ The Resilient Ukraine programme is implemented by the International Centre for Defence and Security (ICDS) with the support of the Estonian Ministry of Foreign Affairs and Estonian Centre for International Development (ESTDEV)



- **Participation in dissemination events:** partners will actively participate in relevant external dissemination events/conferences/workshops to promote the project and showcase its outcomes and will support building the events organised by the project.
- **Scientific contributions:** partners will contribute to the project's visibility by providing scientific papers and other publications.
- **Exploitation planning:** partners will define their own exploitation plans, aligning with the overarching project objectives. Both exploitation and communication & dissemination activities share the common objective of maximising the reach and influence of the project's outcomes. The exploitation activities are important in shaping and influencing the trajectory of communication and dissemination efforts within a project (e.g., exploitation activities help identify key areas where the project outcomes can be strategically leveraged. This strategic focus provides a clear direction for communication efforts, ensuring that messages align with the project's overarching goals and potential applications).
- **Citizen interaction:** partners will engage with citizens, especially at the local level, through dissemination events like webinars and public meetings.

Additionally, SYNERGIES will establish collaborations with other initiatives and projects, leveraging its extensive network and mailing list of partners. This strategic collaboration will ensure the broad dissemination of project results not only across Europe but also beyond.

1.5 *Communication and dissemination approach*

The communication and dissemination strategy of SYNERGIES is planned and will unfold as a long-term initiative, allowing the target community to progressively enhance their understanding in tandem with the project's development. Central to this strategy is the project's graphic identity, ensuring that every communication activity associated with SYNERGIES is distinctly recognisable and readily linked to the project. The Consortium has devised a comprehensive dissemination pack for both internal and external communication, encompassing the project's logotype (a text-based logo), deliverables, as well as templates for presentations and posters.

The primary steps outlined in the SYNERGIES communication and dissemination strategy include:

1. **Analysis of needs and interests:** conduct a comprehensive analysis of the needs and interests of the primary stakeholder groups, aiming to identify specific requirements and preferences. This analysis will inform the development of targeted communication strategies, ensuring that project messages resonate effectively with diverse stakeholders and elicit the desired reactions and engagement.
2. **Definition of content:** clearly defining the content to be promoted, focusing on the project's findings. The evolution of communication and dissemination content throughout the project is envisioned: in the initial stages, emphasis will be on project promotion through informative channels like social media pages and the website (communication), while the communication of technical results will employ more specialised means such as scientific articles, presentations at conferences, workshops, and seminars (dissemination).
3. **Implementation of dissemination activities:** executing dissemination activities in alignment with the project's status, the target audience, and the ongoing evaluation of the project's necessities. This adaptive approach ensures that dissemination efforts remain tailored to the evolving needs and circumstances of the project.



1.6 Relationship with other WPs

The communication and dissemination efforts act as a bridge between different work packages, facilitating seamless integration and collaboration across diverse project activities:

- WP1 supports the project work with the three Preparedness Cases and Local Support Teams (LSTs). Close collaboration is key to effectively target local stakeholders and best employ the LSTs knowledge and resources for C&D activities.
- WP2, WP3, and WP4 will provide the technical content to be communicated and disseminated. Regular meetings will be organised to discuss C&D needs and opportunities and manage the interactions with the Advisory Board group.
- WP5, the communication and dissemination activities build a solid foundation for the exploitation strategy which will be outlined in Deliverable D5.3. Effective communication ensures that key stakeholders are well-informed about the project's progress, methodologies, and the innovative solutions being developed.
- WP7 manages the internal communication strategy within the SYNERGIES project and is designed to foster active interaction and knowledge transfer among partners, thereby contributing to the project's overall success. Regular engagement will be maintained through scheduled General Assemblies and monthly meetings, supplemented by additional meetings organised as needed by the Work Package (WP) leaders to facilitate open exchange within the Consortium.



2 COMMUNICATION AND DISSEMINATION TOOLS

Communication and dissemination tools serve as communication and dissemination instrument to better and more effectively convey the project activities. Led by Deep Blue srl, the support material created for the SYNERGIES project will include, but is not limited to, the following: the creation of a visual identity, graphic repository, project abstract, a standard project presentation, online and print material. Much of the support material has been created in the first three months of the project and will be continually updated and refreshed throughout the project to ensure continuity and adaptation to the current project parameters. All documentation and support material will be easily accessible to the project partners through the collaborative Drive folder.

2.1 *Branding and visual identity*

The visual identity is the first key aspect for a clear, attractive, coherent and effective communication structure. For SYNERGIES, it is very important to communicate effectively, guiding the general public and the target audiences to know more about the project, engaging with it and to be involved in the awareness raising activities as well as in the dissemination and uptake of results.

Templates for project deliverables, meetings, and general project presentations have been created and shared with all project partners via the Drive folder. They can be found in the II. ANNEX section. They respect the visual identity established in the Style Guide (see III. ANNEX) and ensure ease of use for the project partners as well as a coherent and consistent visual representation of the project in all its communication both internally, with the EC, and to the wider external community. Additionally, an official email signature has been crafted for use in all official and external communications on behalf of the SYNERGIES project. This signature ensures a consistent and professional representation of the project in all written correspondences, reinforcing the project's identity and enhancing communication cohesion. (see I. Annex)

2.1.1 *Style guide*

The promotional materials aim to support partners in their formal and informal communications, such as in the reporting process (i.e., deliverables template), presentations in meetings and events (i.e., PowerPoint template), and participation in events (i.e., brochure and letterhead paper). To support the implementation of a coordinated brand image, partners are provided with a style guide, a communication toolkit composed of:

- SYNERGIES logo with different backgrounds and two different version (logotype and pictogram version)
- SYNERGIES colour palette
- SYNERGIES official fonts
- General guidelines regarding the use of the logo, the colour palette, the fonts, etc.



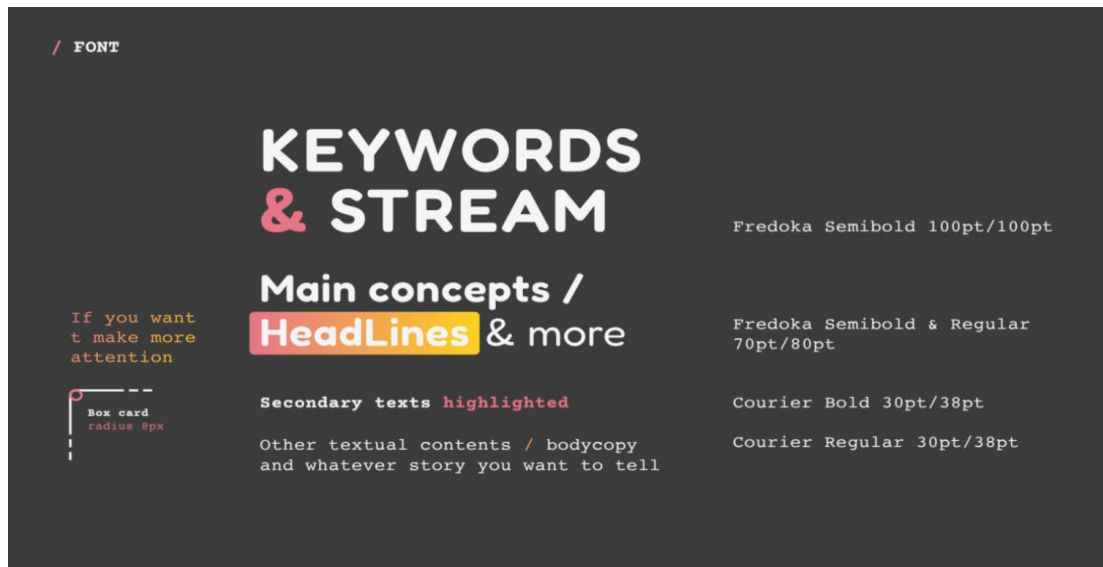


Figure 2 - Visual Guidelines - Font

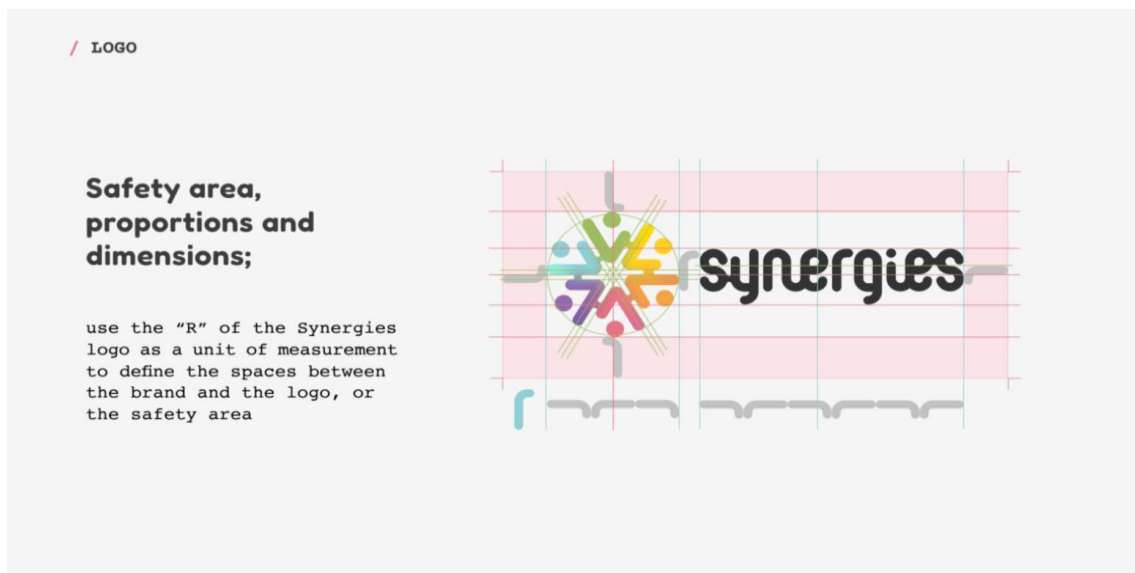


Figure 3 - Visual Guidelines - Logo

2.1.2 Logo

The project logo has been designed to offer a conceptual representation of the project, meaningful to its objectives and aesthetically appealing. It is versatile, in order to be easily used in the majority of media and applications. It is developed in a vectorial format which allows full scalability and legibility. Since the start of the project, DBL has prepared an updated version of the original SYNERGIES logo submitted during the project proposal. As can be seen below, the logo is composed of six elements converging towards its centre. These elements represent the six target groups identified in the project, emphasising the people-centred approach adopted in SYNERGIES. The final version of the logo was consolidated in January 2024 (M2).





Figure 4 - SYNERGIES logo

2.1.3 Colour palette

The main colours of the logo are the primary colours of the palette. In SYNERGIES communication and branding strategy, we have opted for a distinct colour scheme, assigning six different colours, each associated with a specific target group. This deliberate choice serves the purpose of providing visual clarity and immediate recognition. Essentially, each colour is designated to represent a particular audience or campaign, creating a visual language that distinguishes communication materials tailored for specific groups. Consequently, whether it's a representation of a particular stakeholder group or a campaign specifically designed for that group, the use of the corresponding colour ensures a cohesive and easily identifiable visual identity, facilitating efficient differentiation and reinforcing the association between the communication content and its intended audience. This color-coded approach enhances the overall impact and effectiveness of our communication efforts across diverse target groups.

Blue, yellow, green, purple, pink and orange were chosen to represent the six different target groups and the following characteristics:

- Blue - loyalty, professionalism, and trust
- Yellow - positivity, enthusiasm, and happiness
- Green - harmony, nature, and growth
- Purple - royalty, spirituality, and wisdom
- Pink - compassion, love, and playfulness
- Orange - optimism, youth, and creativity



Figure 5 - Primary colour palette

2.2 Dissemination pack

Once the overall visual identity has been defined, it was applied to document templates. Working templates are crucial to reinforce the common language used by the project and they are easily adapted to the needs of the consortium partners. Templates for deliverables, presentations and working documents have been provided, together with the visual identity materials that will be used among the whole project duration. Hence, the dissemination pack includes:

- the logo in .png and vector format
- the style guide
- the A4 vertical word template for deliverables
- the A4 vertical word template for project meeting's agenda
- the A4 vertical word template for project meetings' minutes
- the power point presentation template

All templates have been uploaded on the project Drive folder for all partners to use and they will be updated when necessary.

2.3 Printing materials

To enhance communication and dissemination efforts at public events, SYNERGIES will develop printed flyers and brochures as effective outreach tools. These materials will play a crucial role in presenting the project's objectives, achievements, and findings. Additionally, to ensure accessibility and up-to-date information, the brochures and flyers will be regularly updated and made available for download on the project's website. SYNERGIES will also design a roll-up and a project poster to offer more extensive details. Utilising content from the brochures, these materials aim to inform and engage a broader audience. The project poster will include QR codes linking to additional online resources, such as the website, videos, and other relevant information. Professionally printed, the roll-up and posters will be displayed during public project events, conferences, and in-person workshops. Serving as visual aids, they will enhance the project's visibility and facilitate access to supplementary materials for interested individuals.



2.4 Infographics

Various infographics and charts will be created as part of the communication and dissemination activities for different Work Package (WP) tasks. Infographics, recognised as one of the most accessible and informative methods for conveying results, will be generated and stored in the collaborative Drive folder. These visuals will adhere to the specified style guide, ensuring consistency. The screenshots provided below offer examples of graphics and other visual materials developed during the proposal phase that will then be redesigned according to the SYNERGIES brand identity.

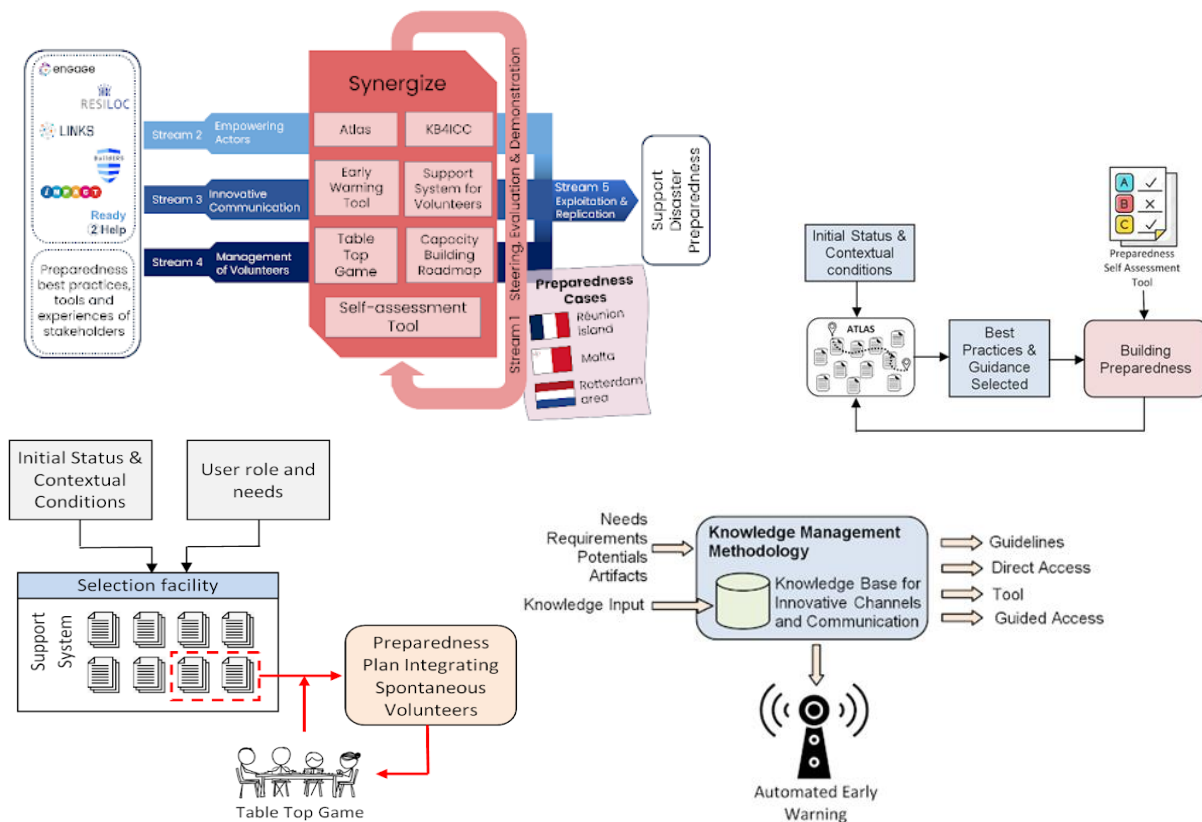


Figure 6 - Examples of illustrations

2.5 Newsletters

The consortium foresees the production of periodical email newsletters during the project (every 6 months, M6, M12, M18, M24, M30, M36). The purpose is to raise awareness about the project and announce key news. These newsletters will be proactively sent to the target audience identified within the project. In addition, interested parties and/or external stakeholders will also be encouraged to subscribe via the contact form on the website.

For the delivery and management of contacts - including their privacy in compliance with the GDPR regulation (EU 2016/679) - a MailerLite account will be opened. MailerLite (www.mailerlite.com) is a reliable and secure tool which guarantees transparent optin/opt-out choices to subscribers and supports a simple customisable design and effective delivery. To boost the number of subscribers, a link to a subscription form will be available on the project's

website homepage. Contacts will also be collected during webinars, events and workshops, prior consent.

2.6 Press releases

Press releases act as formal communications directed at traditional news media outlets, delivering content or results for promotional purposes. A press release serves as a compelling news story, crafted to capture the attention of journalists or publications. Throughout the duration of SYNERGIES, one press release will be issued per year. The initial release, scheduled for the early stage of the project (M1-12), will introduce the project's concept, goals, and distinctive features, aiming to generate visibility and attract followers. The second one will be released at the middle stage of the project (M13-M24) to inform on the status of the project, its main achievements and upcoming news. The last one, slated for publication at the project's conclusion (M25-36), will provide a comprehensive summary of SYNERGIES' journey. Whenever feasible, press releases will be translated into national languages with support from consortium partners and distributed to press agencies in their respective countries, ensuring widespread dissemination of information.

Partners will be requested to share the press releases to press contacts within their domains, networks, and geographic areas. The press releases will be disseminated online aiming to engage a large number of individuals and maximise the project's impact.

2.7 Videos

SYNERGIES will create two project videos (M12, M33), using either motion graphics or recorded material, to showcase its objectives and the successful realisation of its goals. The videos will be posted on the Deep Blue YouTube channel and will be distributed through various channels, including social networks and project and partners' websites. Whenever possible, efforts will be made to showcase the videos at public events or conferences to maximise their reach and impact. An initial project video is planned for release around M12 to effectively disseminate the objectives and expected outcomes of SYNERGIES. A second project video is planned for release around M33 to showcase the results of the project. Videos are highly effective means of delivering information, known for their immediacy and effectiveness in raising awareness. For this reason, partners will consider producing additional short video pills for specific communication channels, such as Instagram reels.



3 COMMUNICATION AND DISSEMINATION CHANNELS

3.1 Website

By M6, the complete project website will be published online at www.synergiesproject.eu. The SYNERGIES website serves as a comprehensive platform, offering insights into project objectives, planned activities, and results. It introduces the consortium and offers an overview of news, articles, and tools. Functioning as the primary channel for communication and dissemination, the website will undergo regular updates, featuring news, advancements, events, upcoming workshops, and other announcements in its dedicated news section. Additionally, it acts as a repository for relevant documents, public deliverables, posters, and open-access scientific publications. Visitors can easily navigate through the content, download resources, and engage via the newsletter form or social media links.

Project partners contribute to this effort by sharing updates on publications, conference participation, and new project results, also they will contribute to create a cross-link to the SYNERGIES website on their company website, maximising the project visibility.

Deep Blue is responsible for designing, implementing, maintaining, and updating both the website and social network profiles. The website's structure and external appearance adhere to high usability standards, ensuring clear and easy navigation for all users and devices through responsive design. The website's structure and contents include various pages and sections that are outlined in the following table of contents:

- **Home Page:** presenting the project purpose, its objectives, the time frame, and a call to action to subscribe to the project newsletter.
- **About:** this page provides further details on the project, such as the concept and methodology, expected results, consortium and related projects composition.
- **Preparedness Cases:** this page provides access to information and related news from the three preparedness cases involved in the research.
- **Knowledge Centre:** providing access to the different results and tools at a later stage.
- **Resources:** including all the project outcomes in terms of deliverables, reports, scientific publications, and promotional materials.
- **News and events:** showcasing the latest updates on project activities and events.
- **Contact us:** providing a summary of the project contacts and the possibility to fill in a form to directly send questions and requests.

To ensure a secure, reliable, and dynamic website, a professional hosting service with a database service (MySQL) and backup features has been selected. The website is developed using the WordPress Content Management System (CMS) (<https://wordpress.org/>), known for its reliability, extensive documentation support, and flexibility. Search Engine Optimization (SEO) functionalities have been enabled to enhance the website's visibility on major search engines.

Matomo Analytics (<http://www.matomo.org/>) will monitor website usage, providing statistical information on visitors, traffic sources, and popular content. This data will assist in identifying potential issues, improving efficiency, and evaluating the website's impact and effectiveness.



In compliance with the GDPR General Regulation (EU) 2016/679, the website follows secure services such as Iubenda (<http://www.iubenda.com/>), with Deep Blue acting as the data controller. Only necessary personal data voluntarily provided by users or collected automatically, such as cookies and navigation flows, will be collected.

After the project end, the website will be updated with the latest information and resources available. It will be maintained for three more years. Similarly, the social media profiles will follow-up communication about most recent results and newsworthy updates. Moreover, a closing blogpost will inform the audience about the project's legacy.

3.2 Social media channels

SYNERGIES will leverage five primary social channels to enhance the project's communication outreach: X (former Twitter), LinkedIn, Facebook, Instagram and YouTube. In order to reach a significant number of followers, a coordinated communication approach between the official channels of each partner is necessary. Every partner is encouraged to utilise the hashtag #SYNERGIES when sharing project-related content on social media platforms. Additionally, they must tag the official project accounts and, when appropriate, providing relevant project details such as the website, latest news, and useful information to optimise dissemination efforts. This collaborative approach ensures a unified and effective communication strategy across all project partners.

The official social network pages will be launched concurrently with the website launch to maximise visibility, utilising existing social media pages of partners to amplify SYNERGIES' impact.

The chosen social media platforms serve different purposes:

- **LinkedIn:** a professional social network attracting professionals, stakeholders, policymakers, and end-users. It fosters information exchange and discussions about the project and its findings. The longer format allows in-depth discussions in the comments section.
- **X:** supports short and focused communication, promoting news about the project, relevant information, and interaction with key actors. It facilitates retweeting of strategic content.
- **Facebook:** Facebook is widely used as platform regarding SYNERGIES topics. It provides an opportunity to engage with a broad and diverse audience, including the general public, who may not be actively involved in professional networks like LinkedIn. These platforms cater to a wide demographic, allowing SYNERGIES to connect with a larger community and raise awareness among individuals.
- **Instagram:** is a visual-centric platform that excels in visual storytelling. Given the nature of the project, leveraging Instagram allows SYNERGIES to showcase visually compelling content. This can include project highlights, visual compelling infographics, etc.
- **YouTube:** [Deep Blue's YouTube channel](#) will be used to publish the project video, distributed through various channels and, whenever possible, displayed during public events or conferences.
- The representation of SYNERGIES on additional platforms such as TikTok and Bluesky will be considered when specific communication, dissemination, or exploitation opportunities arise.



Given the distinct characteristics of each channel, they will be used in different ways. The project's tone of voice will be clear and concise to explain technical concepts, transforming scientific content into communicable information for relevant stakeholders and communities. The official social media links of partners are listed in the Table 2 below. Tagging official partners' accounts allow them to cross-promote each other's content. This collaborative approach can amplify the reach of project-related information among diverse audiences associated with each partner. It will increase the likelihood of engagement and interaction and by providing project partners' official handles, stakeholders and the public can easily access the information related to the SYNERGIES project. This includes updates, announcements, and relevant discussions.

Table 2 - Partners' social media links

Partner	LinkedIn	X	Facebook	Instagram
DBL	https://www.linkedin.com/company/deep-blue-s-l/	https://twitter.com/dblue_it	N/A	N/A
IES	https://www.linkedin.com/company/webgenesys/	https://twitter.com/webgenesys	https://www.facebook.com/webgenesys/	N/A
SINTEF	https://www.linkedin.com/company/sintef/	https://www.twitter.com/SINTEF	https://www.facebook.com/sintefforskning	https://www.instagram.com/sintef_forskning
SIC	https://www.linkedin.com/company/safetypaderborn/	https://twitter.com/safetypaderborn	https://facebook.com/safetypaderborn	https://instagram.com/safetypaderborn
RAN	https://www.linkedin.com/company/10222412/	http://www.twitter.com/resilience247	https://www.facebook.com/resilienceadvisorsnetwork	https://www.instagram.com/resilience_advisors_network/
VU	https://www.linkedin.com/school/vrije-universiteit-amsterdam/	https://twitter.com/VUamsterdam	https://www.facebook.com/vuamsterdam	https://www.instagram.com/vuamsterdam/
ISIG	https://www.linkedin.com/company/i.s.i.g./	https://twitter.com/isig_gorizia	https://www.facebook.com/ISIG-Istituto-di-Sociologia-Internazionale-di-Gorizia-110968311353/	N/A
UTARTU	https://www.linkedin.com/school/8850	https://twitter.com/unitartu	https://www.facebook.com/tartuylikool/	https://www.instagram.com/unitartu/
UNESCO	https://www.linkedin.com/company/unesco	https://twitter.com/UNESCO	https://www.facebook.com/unesco/	https://www.instagram.com/unesco/?hl=en
GB	https://www.linkedin.com/company/gezamenlijke-brandweer/	N/A	https://www.facebook.com/gezamenlijkebrandweer/	https://www.instagram.com/gezamenlijkebrandweer/



SAVETC	https://it.linkedin.com/company/save-the-children-italy	http://twitter.com/SaveChildrenIT	https://www.facebook.com/savethechildrenitalia	https://instagram.com/savethechildrenitalia/
ISTC	https://www.linkedin.com/company/2488610	https://twitter.com/istc_college	https://www.facebook.com/pages/ISTC-International-Safety-Training-College/335451196473376	https://www.instagram.com/istcmalta/
SRUN	https://www.linkedin.com/in/ccsti-sciences-r%C3%A9union974/	N/A	https://www.facebook.com/sciences974/?locale=fr_FR	https://www.instagram.com/sciencesreunion/
RT	N/A	N/A	https://www.facebook.com/NRCCGH	N/A
RCNL	https://nl.linkedin.com/company/het-nederlandse-rode-kruis	https://twitter.com/rodekruis	https://www.facebook.com/rodekruis	https://www.instagram.com/rodekruis/
AGORAH	https://www.linkedin.com/company/agorah-agence-durbanisme-%C3%A0-la-r%C3%A9union/	N/A	https://www.facebook.com/AgorahReunion	N/A



4 COMMUNICATION AND DISSEMINATION ACTIVITIES

4.1 Dissemination events

4.1.1 Webinars and workshops

A webinar per year will be organised as a key component of the SYNERGIES project, targeting primary user groups such as citizens, Civil Society Organizations (CSOs), authorities, and first responders. These webinars will serve as dynamic platforms for knowledge dissemination, fostering engagement, and facilitating dialogue among diverse stakeholders. Each webinar will focus on relevant topics, providing valuable insights, updates, and opportunities for interaction, ensuring that the project's advancements and outcomes are effectively communicated to and discussed with the key user groups throughout the project's duration.

In addition, in the SYNERGIES project, workshops play an important role at various stages, offering dynamic forums for collaboration, information exchange, and validation processes. In the initial Steering Phase, two workshops are dedicated to extracting valuable insights from the Preparedness Cases. These workshops involve project researchers, stakeholders of the Cases, on-site support teams (Local Support Team), and Advisory Board members. The interactions at the local level provide a platform to assess the training needs of first responders, social workers, and community leaders, contributing to the definition of an education roadmap, one of the different expected results of the project.

During the Evaluation phase, three workshops (one for each Case site) are conducted to present and revise the initial results produced. These workshops involve project stakeholders and the Local Support Team of the Cases. The Evaluation phase acts as a crucial step, where initial results are tested in the real environment of the Preparedness Cases through small-scale experiments and dry testing. The workshops facilitate the incorporation of knowledge and solutions from stakeholders' real experiences, offering valuable feedback and recommendations.

As the project is ready to approach the Validation phase, workshops can be utilised as part of the comprehensive Validation Plan. The Preparedness Cases apply the SYNERGIES final results in real preparedness actions to address specific needs for improvement. The Validation Plan outlines diverse validation methods, including structured workshops with experts, the Advisory Board, Local Support Team, and citizens using measurable parameters for objective evaluation. Other methods include assessments of preparedness levels before and after implementation, small-scale simulations, table-top exercises, limited experiments in real contexts, and retrospective studies.

4.1.2 Events to organise and attend

Other events within the SYNERGIES project include a planned dissemination event at M24 and a final event at M36. Collaborative efforts with existing exhibitions in the sector will be undertaken to ensure participation and broaden the audience reach. All consortium members are dedicated to actively seeking, participating in, and/or attending in at least four European and international networking conferences, as well as domain-specific fairs and events. The aim is to disseminate SYNERGIES' advancements and results effectively. The goal is to enhance awareness of the project's potential beneficial impacts among a specialised audience and expand the stakeholder community.



While a preliminary list of potential events and conferences is provided in Table 3, it is essential to emphasise that SYNERGIES is not restricted to the events listed. Decisions on participation and event selection will be made through internal discussions and coordination among project partners.

Table 3 - List of relevant external events and conferences

Name of the event	Frequency
Resilience Engineering Symposium https://www.resilience-engineering-association.org/symposium/	every two years (June)
ISCRAM - Information Systems for Crisis Response and Management https://iscram.org/	Annual (May)
ESREL - European Conference On Safety And Reliability https://esrel2024.com	Annual (June)
CERIS – Community for European Research and Innovation for Security - Disaster Resilient Societies Annual Event https://home-affairs.ec.europa.eu/networks/ceris-community-european-research-and-innovation-security_en	Annual
EENA - European Emergency Number Association https://eenaconference.org/	Annual (April)

4.2 Articles and scientific publications

Throughout the duration of the SYNERGIES project, a commitment is made to produce a minimum of 2 scientific publications in peer-reviewed journals. The SYNERGIES project will embrace Open Science practices, promoting public access, collaboration, transparency, and reproducibility of research results. SYNERGIES is committed to providing Open Access to publications, and the Open Science policy will encourage our researchers to make their publications openly accessible in a timely manner. Journals and conferences considered for article submissions will be evaluated for their alignment with the project's open access policy. SYNERGIES will ensure that produced publications and deliverables (when public) are available for online reading, downloading, and printing by depositing them in an online repository and making them accessible to the public on ZENODO (<https://zenodo.org/>).

In addition, the communication strategy of the SYNERGIES project aims to disseminate research findings not only through scientific publications but also through accessible formats for broader audiences. In addition to publishing scientific papers in peer-reviewed journals, the project endeavours to create articles tailored for the general press to increase public awareness. Alongside traditional research papers, the project will contribute to public engagement through the publication of blog posts and in-depth articles on its official website. These supplementary materials are designed to convey the project's objectives, achievements, and insights in a more comprehensible and engaging manner, ensuring that the impact of SYNERGIES extends beyond the academic sphere and resonates with diverse audiences.

Table 4 presents a curated list of selected peer-reviewed journals that are pertinent to the project:



Table 4 - List of peer reviewed scientific journals

Journal	Website
Journal of Contingencies and Crisis Management	https://www.wiley.com/
Resilience Journal	https://www.resiliencejournal.org/
Crisis Response Journal	https://www.crisis-response.com/
Journal of the Operational Research Society	https://www.tandfonline.com/journals/tjor20
International Journal of Disaster Risk Reduction	https://www.sciencedirect.com/journal/international-journal-of-disaster-risk-reduction

4.3 Coordination and networking with other EU funded actions

To ensure its success and visibility, the SYNERGIES project needs to collaborate and create synergies with other projects and initiatives. Collaborating with projects that have similar goals or are in the same field of research can be significant to its success. Sharing results and networking can help the project's growth, contribute to the research of sister projects in the field, create real synergies and explore the possibility of coordinating the dissemination activity or better organising the research. In the Table 5 below, several projects that can contribute with their knowledge and results to the SYNERGIES objectives are listed. This list is not exclusive, and it does not preclude the collaboration with other projects.

Table 5 - List of interesting projects to collaborate with

Innovation action	Website	Description
Improving Resilience to Emergencies through Advanced Cyber Technologies	iREACT https://cordis.europa.eu/project/id/700256	H2020 project running from 2016 to 2019, aimed at leveraging social media and crowdsourcing systems for communication before and during emergencies. It also aimed at developing better early warning systems.
Addressing Liability Impact of Automated Systems	ALIAS https://dblue.it/projects/project-alias/	SESAR Project running from 2011 to 2017 and proposing solutions for legal risk analysis of automated technologies.
Promoting the role of volunteers and the population in Civil Protection	PRO-VOICE https://pro-voice.eu/	Active project started in 2018 and funded by the European Union (Civil Protection) and the Austrian Development Cooperation, aiming at realising concrete interventions of volunteer management.
Building Resilience through Education	BRTE https://cordis.europa.eu/project/id/778196	Marie Curie project running from 2017 to 2022, aimed at building resilience through education.



In addition, within the same call as SYNERGIES, there is a sister project, which is introduced in the Table 6 below.

Table 6 - SYNERGIES' sister project

Sister project	Website	Description
Building PREPAREDness with Collaborative Knowledge Platform, Gamification and Serious Game in Virtual	B-PREPARED https://ec.europa.eu/info/	B-Prepared fosters disaster preparedness culture through VR, mobile app, and LMS, emphasizing collaboration, data collection, and outreach.

SYNERGIES is already part of the Societal Resilience Cluster (SRC). The Cluster is constituted as informal, voluntary and free subset of the Community for European Research and Innovation for Security (CERIS). Made-up of projects working on thematic and related research areas under the Disaster Resilient Societies (DRS) framework and, increasingly of other programmes such as the Union Civil Protection Knowledge Network (UCPKN) and European Defence Fund (EDF). It is facilitated through the offices of the Crisis Management Innovation Network Europe (CMINE) with the purpose of promoting good practice in research through collaboration whilst recognising opportunities for efficiency wherever appropriate through combined activity such as dissemination events.



Figure 7 - The Societal Resilience Cluster

4.4 CMINE Platform

The Crisis Management Innovation Network Europe (CMINE) is an open, cooperative, and inclusive information network for sharing information, experiences, best practice, and lessons learned among individuals, crisis management organizations, researcher entities, industry, and policy makers throughout Europe and beyond. CMINE links stakeholders from existing projects, networks and initiatives to reduce repetition and fragmentation whilst encouraging new ideas and identifying innovative solutions to improve European resilience. CMINE is a professional networking website attracting a diverse group of stakeholders that would not normally interact with each other on a regular basis. This includes policymakers, practitioners, members of the private sector, NGOs, science & research, training & exercising, media and standardization representatives. With well over 2,000 members. It supports the interests of those involved in Crisis Management and Civil Protection by encouraging innovation in all aspects of crisis and emergency prevention and resolution. It provides an environment where stakeholders can connect and discuss ideas relating to process and product innovation in all its forms, in an informal and neutral environment.



4.5 *Dissemination towards the European Commission*

Institutional EU websites will be used to promote the project results at a European level to policy makers, researchers, and experts. The Consortium plans to appear on the following channels:

- Horizon Magazine: the EU research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU.
- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation.
- CORDIS: Multilingual articles and publications that highlight research results, based on an open repository of EU project information.
- Horizon Results platform: a platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.
- Open Research Europe platform: an open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.



5 EVALUATION CRITERIA

To ensure an effective assessment of the achievement of the expected results for the communication and dissemination of the project, all the communication and dissemination activities will be reported and monitored, with the aim of reaching the established key measurable success indicators. By closely monitoring the communication campaign, the project can evaluate the effectiveness of its messages, make necessary adjustments based on real-time feedback, and ultimately accomplish its communication objectives. Furthermore, monitoring the communication activities helps identify areas for improvement, paving the way for the next advancements.

5.1 Key Measurable Success Indicators

In the Grant Agreement, key measurable success indicators were defined to help measure impact and uptake of the project outcomes within and beyond the consortium. The following table shows an overview of the dissemination and communication Key Performance Indicators that the project has set:

Table 7 - SYNERGIES KPIs

Activities	Description	KPIs
Website	Main online information portal and entry point of the SYNERGIES project and its resources, communication of project objectives, results, news, events. (M06)	No. of unique visitors over the 3 years of the project: >1000
		No. of downloads: >150
		Countries reached: >5
Promotional materials	Increase awareness on projects and its results; facilitate reach to broader audiences. (All period)	No. of brochures printed, and other materials distributed, including digitally: >800
Social media	Increasing visibility to stakeholders active in social media, raising awareness on project and results (M04)	Total no. of followers on SYNERGIES social media channels: > 200
		Total no. of posts monthly published on SYNERGIES social media channels: > 15
Press releases	Communication of the project kick-off, news events and results. One per year (M12, M24, M36).	No. of press releases: 3
Newsletters and mailing lists	Communication of main project news, events and results in an understandable manner to the project's subscribers. One release every six months (M6; M12; M18; M24; M30; M36).	No. of subscribers in mailing list: >50
		No. of newsletter views on the website: > 20



Communication and dissemination video	and Communication of the project's activities and results in a captivating and engaging manner. (M20)	No. of videos: 1
Dissemination events and webinars	Validation of project's approach and findings, dissemination of the project and its activities, promotion of the benefits deriving from the adoption of the SYNERGIES solutions. Organisation and participation in conferences and exhibitions. (All period)	No. of events attended to present the project: >4 Diss. events organised: 2 (M24, M36) Webinars organised: 3
Articles and scientific publications	Dissemination of project results in peer-reviewed journals. (All period)	No. of scientific publications produced: > 2 No. of articles / blog posts: >5
Liaison with projects and initiatives	Establish synergies, information exchange, cooperation and results dissemination with ongoing EU funded project and EU initiatives (All period)	No. of projects and initiatives liaised with: > 5 No. of references on other websites: >15

These measures can be refined, updated, and integrated during the project evolution, according to the needs that may be encountered along the way.

5.2 Monitoring and reporting

It is important to regularly monitor these KPIs and adjust them, as needed, to ensure that the project stays on track and meets its objectives. Those KPIs will concern both project outcomes and wider impacts related to the objectives of the Cluster 3 destination "Disaster Resilient Societies". A reporting sheet for events and C&D activities has been created and shared among partners to track and monitor all activities carried out by partners. The file will be useful for keeping track of all the activities that will be also reported in the final deliverable. The file is available in the general folder of the Drive Repository.

The activities are classified in the file sheet as (i) events and meetings (both organised by partners and external), and (ii) other C&D activities (press release, publication, website reference, post on social media, etc.). The information contained in the reporting sheet is useful for getting an overview of all that the project has achieved in terms of dissemination, to retrieve useful information quickly and to evaluate the success of these activities.

Monitoring actions have been planned since the M6 of the project to track achievements within the Social Media channels (Instagram, Facebook, YouTube, X and LinkedIn) and the website, as well as to manage the interactions and oversee the Key Performance Indicators for Communication & Dissemination. KPIs will be monitored every six months. Anticipation of potential deviations or mitigation actions involves identifying potential challenges or obstacles that may arise and developing plans to address them. This may involve regular review and evaluation of the activities, as well as proactive planning and preparation for potential issues.



6 CONCLUSIONS

The Communication and Dissemination Plan will be constantly revised during the project and updated at M18. To successfully accomplish the main objectives of this Communication and Dissemination Plan, we will need to promote a consistent brand with a strong mission, supported by a useful set of tools, fed with professional and attractive content messages, and driven by fully committed partners. All partners will be actively involved in the dissemination and communication actions implementation and are highly committed to ensure a satisfactory dissemination of the project's results.


In conclusion, the Communication and Dissemination Plan for the SYNERGIES project establishes a comprehensive framework to effectively communicate project objectives, outcomes, and advancements. Through targeted strategies, diverse channels, and engaging materials, the plan aims to reach a wide array of stakeholders, including citizens, first responders, authorities, civil society organisations, education systems, and business companies. The commitment to open access, the use of social media platforms, participation in key events, and the development of tailored infographics contribute to a dynamic and impactful communication approach. The plan's flexibility, adaptability, and continuous evaluation ensure that it remains aligned with the project's evolving dynamics, fostering collaboration, awareness, and the broad dissemination of SYNERGIES' valuable contributions.



ANNEX I

Email signature

When sending out official emails related with the project, all partners are recommended to set-up the official signature using the following structure:

[Name] [Surname]
<i>[Organisation]</i> <i>[Role in the SYNERGIES project]</i>
 synergies
Confidentiality Notice – This e-mail message, including any attachments, is for the sole use of the intended recipient and may contain confidential and privileged information pursuant to Legislative Decree 196/2003 and the European General Data Protection Regulation 679/2016. Any unauthorised review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

In order to ensure correct formatting, proceed as follows:


- Copy-paste the above table, including its style and formatting, in a blank document.
- Edit Name, Surname, Organisation and Role
- Save it as html format
- Open the html file in your usual internet browser
- Copy-paste the text in your customised signature box in the e-mail settings


Some additional guidance can be found here:

<https://www.mail-signatures.com/guide/>

ANNEX II

SYNERGIES_Deliverable_Template





SYNERGIES
*Innovating Preparedness by Leveraging SYNERGIES and
 Enhancing Results of DRM Projects*

Grant Agreement No. 101121172
 Starting date: 1st December 2023 – Duration: 36 months

Deliverable DX.X
Title of Deliverable

D.X.X | Title of deliverable

DOCUMENT INFORMATION

Deliverable number	DX.X
Deliverable title	xxxxx
Work Package	WPX
Deliverable type ¹	xxxxx
Dissemination level ²	xxxxx
Due date	dd.mm.yyyy (Month X)
Document version ³	X.Y
Lead author(s)	Name, Organisation (short name)
Contributors	Name, Organisation (short name)
Reviewers	Name, Organisation (short name)
	Name, Organisation (short name)

1 Type: ODP: Open Research Data Pilot; R: Report; D: Demonstration
 2 Dissemination level: C: Confidential; P: Public
 3 First digit: 0: draft; 1: peer review; 2: peer review; 3: coordinator approval; 4: final version

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SYNERGIES agenda template



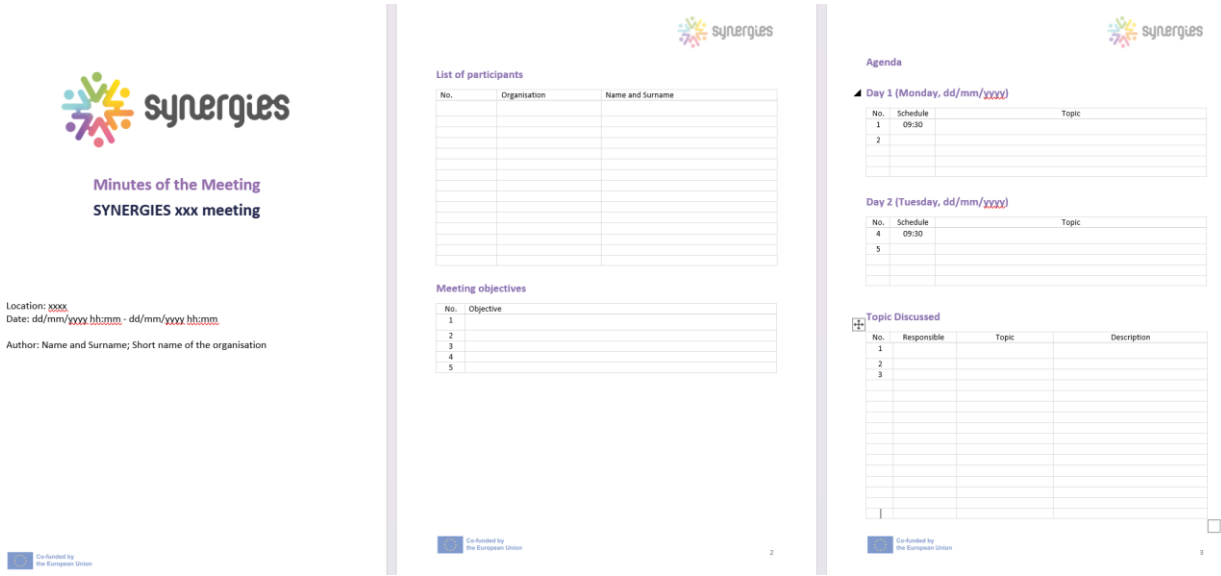
Name of the event/meeting - Agenda
 Location: Address

Date: dd/mm/yyyy hh:mm - dd/mm/yyyy hh:mm

Schedule	Topic	Responsible



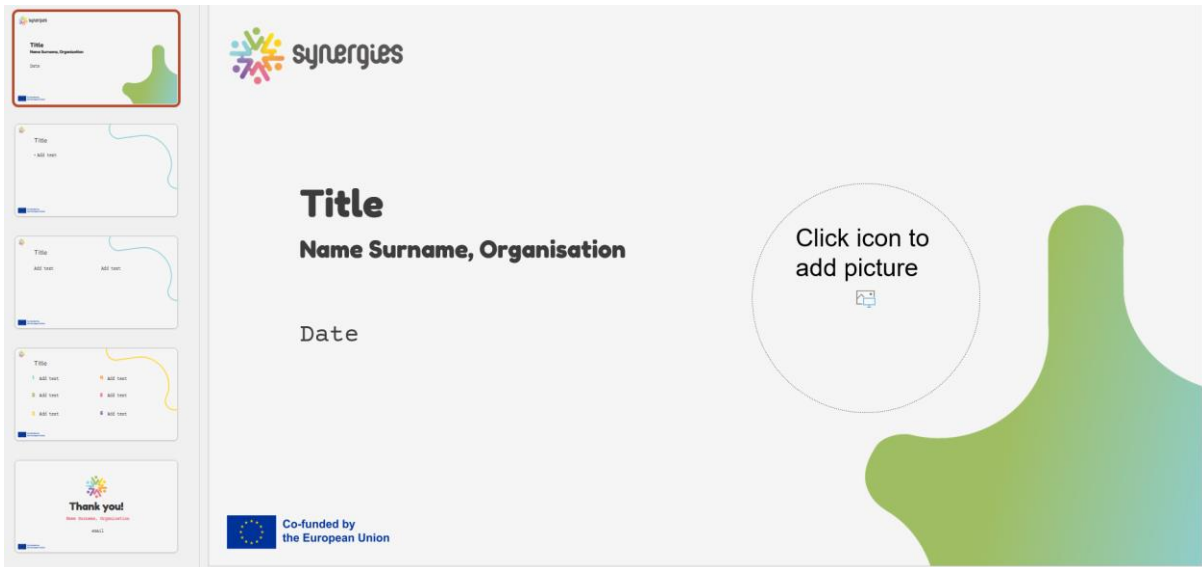
SYNERGIES MoM template



The MoM template consists of three pages:

- Page 1 (Cover):** Features the Synergies logo, the title "Minutes of the Meeting SYNERGIES xxx meeting", and fields for Location, Date (dd/mm/yyyy hh:mm), and Author (Name and Surname; Short name of the organisation). It also includes a "Co-funded by the European Union" logo.
- Page 2 (List of participants):** Contains a table for listing participants with columns for No., Organisation, and Name and Surname. Below it is a "Meeting objectives" table with columns for No. and Objective.
- Page 3 (Agenda):** Features an "Agenda" section with two days: Day 1 (Monday, dd/mm/yyyy) and Day 2 (Tuesday, dd/mm/yyyy). Each day has a table with columns for No., Schedule, and Topic. Below the agenda is a "Topic Discussed" table with columns for No., Responsible, Topic, and Description.

SYNERGIES_Template PPT



The PPT template slide layout includes:

- Title Slide:** Features the Synergies logo, a large "Title" field, a "Name Surname, Organisation" field, and a "Date" field. It also includes a "Click icon to add picture" instruction with a circular icon placeholder and a large green abstract graphic on the right. A "Co-funded by the European Union" logo is at the bottom left.
- Thumbnail Gallery:** Located on the left side, it shows four smaller versions of the slide layout, including a "Thank you!" slide at the bottom.



ANNEX III

