



Strengthening Risk Awareness and Educational Campaigns within the EU funded ENP-CP project

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Abstract: Under Work Package 4 of the EU funded project Preparedness action for European Neighbourhood Policy countries – Civil Protection Project (ENP-CP) an innovative approach to strengthen of Civil Protection capacities on seismic risk awareness and educational campaigns in Algeria and Morocco was developed. The approach relies on full engagement of students in activities able to create skills for life in risk understanding and management. An added value is the implementation of a digital shared environment where different actors involved in awareness and educational campaigns facilitate federation of national and international actors. The campaigns will beneficiate from the purchase of technical equipment to be used for the engagement of students and for the production of clear, attractive video messages.

Keywords: Awareness, Educational, Risk, Campaigns

1. The ENP-CP project and WP4 objectives

The EU funded project preparedness action for European Neighbourhood Policy countries – Civil Protection Project (ENP-CP; <https://www.facebook.com/ENPCPproject/>) - as part of the EU Civil Protection Mechanism (UCPM) – aims at strengthening the disaster risk management capabilities and supporting the development of operational Civil Protection capacities in Algeria, the Kingdom of Morocco and Tunisia. It promotes UCPM standards and procedures for a more effective response to natural and man-made disasters on a regional and international level. Member States' Civil Protection Authorities from Germany (leading partner), France, Italy, Portugal, Romania, Spain and Austria form a Consortium for the implementation of the project activities. The project is built upon already existing structures and capacities in the three Partner Countries, among which the Civil Protection Authorities of the Partner Countries play a crucial role. It is also built on existing initiatives and projects in the region, ensuring a coherent implementation through coordination with national and regional stakeholders. It facilitates exchange between the operational and the strategic level, and it further strengthen an international network of civil protection authorities and the relationship between all stakeholders involved. Activities address regional key risks (earthquake, floods, forest fire and CBRN) through increased interoperability, enhancement of common standards and establishment of a common language. The project is divided into six work packages (WP):

WP 0. Project management and coordination

WP 1. Development of Indicators to measure proximity of Partner Countries to the UCPM

WP 2. Strengthening capacities of disaster managers

WP 3. Strengthening Civil Protection Situation Rooms

WP 4. Strengthening awareness raising initiatives and educational campaigns in the area of seismic risk

WP 5. Preparing national units (HCP/USAR) for regional/international deployments



WP 4 is coordinated by the Italian Civil Protection Department and has the following objectives:

- Enhance national capacities to develop awareness and educational campaigns
- Reduce the gaps in the field of awareness and educational campaign building
- Bringing in tools and best practices developed within the Member States and former EU-projects, which will be shared and adapted to the specific needs of the countries
- Formulate specific recommendations for rational awareness and educational
- Presenting new innovative models of awareness and educational campaign, in a multistakeholders' approach involving Civil Protection authorities, Research Centers and Volunteer Organizations
- Strengthen the dissemination of civil protection culture and in general risk management

To achieve the above objectives, the following activities should be implemented by the end of project (December 2022):

- 4.1 Procurement of material and equipment for implementing awareness and educational campaigns
- 4.2 Country specific workshops for bringing in best international practices
- 4.3 Participation to MS awareness and educational campaign
- 4.4 Creating a shared environment for awareness and educational campaign
- 4.5 Support to implementation of pilot initiatives for students and population

Activities 4.1 relies on risk communication best practice implemented in Italy, concerning campaigns and resources addressing general public and schools. For general public we considered the countrywide campaign "Io Non Rischio" (I Don't Take Risk) and the traveling exhibition on seismic risk reduction set up during the annual week of school safety; for schools we considered "Io Non Rischio Scuola" (I Don't Take Risk School) and to the educational laboratories implemented during "ScienzAperta" events (OpenScience), based on the positive and innovative results of the EU project KnowRisk (Ferreira et al. 2020; Musacchio et al. 2021). The equipment, purchased within the project and donated to Partner countries, is supposed to act as a catalyst for educational activities and laboratories, bringing student's attention to innovation, monitoring and technology in disaster risk management.

2. Implementation under an on-going pandemic

Because the entire implementation of the project has been affected by the ongoing SARSCoV-2 pandemic, significant elements of the project have been changed to achieve the planned objectives. This was not a trivial task since the available best practice on risk communication strongly relied on the face-to-face approach. However, the adaptation process has been used to increase the beneficiary partner input in the conception of the individual activities and to implement them also on an online mode that could be used to enhance the impact of the dissemination. The consortium expects increased partner involvement to strengthen the overall sustainability of the project through ensuring the beneficiaries become active instead of passive stakeholder.

As for activity 4.2, the Covid-19 pandemic forced to change the workshop from in presence to online mode. Still an interactive, dynamic presentation methodology in which communication is managed mainly with speeches and images was conceived. A specific format was therefore considered: video material, 10-15 minutes long, easy to be seen and to be understood (simple images and simple language), recorded in advance for listening flexibility. A total of 14 videos in Italian and French have been produced using the green screen equipment and sent to the Focal Point of ENP-CP project in Algeria and Morocco from 21/09/2021 to 28/09/2021. They are based on the Italian civil protection department experience on "I don't take risks at schools", "I don't take risks - online version", "Volunteers in awareness campaigns", "the traveling exhibition on earthquakes" and "Assessment of seismic risk accessible to citizens". They include presentations on the



Italian ScienzAperta campaign and on the educational campaigns carried out by Italian research centres at schools (National Institute of Geophysics and Volcanology). Learning labs to engage students in skills for life on risk management have been previously developed in EU funded KnowRISK project are presented in detail. Insight into the theme of risk perception and the effectiveness of awareness and education campaigns are provided. General Inspectorate for Emergency Situation (IGSU, Romania) also made one video on the “Be Ready” national risk awareness campaign.

As for activity 4.3, Algeria and Morocco participated remotely to the hybrid online streaming event of the 2021 edition of the “I Don't Take Risks” campaign with events taking place in around 110 Italian cities and online events: real and virtual places. The campaign is based on the idea of taking civil protection volunteers, specifically trained in risk knowledge and communication, out into the streets, in their city, to meet citizens and inform them. It addresses seismic, flood, tsunami and volcanic risk. In the hybrid campaign real places were connected to the virtual places not only via social media, but also via a central hub, organized and managed directly by the Department of Civil Protection in a TV studio through a half-day live broadcast to offer an overall overview of the campaign at the national level. Experts from Algeria and Morocco were invited to attend the event, which was over sounded in French. An additional youtube streaming channel was then activated in French. In addition Algerian and Morocco experts participated to the event. They were interviewed in real time from remote, presenting their national awareness and educational campaigns. The recording of the whole event in French is available at <https://www.youtube.com/watch?v=w0T-sypAh7U>. The activity is completed for what concerns awareness campaigns.

3. Planned activities

Within activity 4.3, the in-presence participation of Algeria and Morocco experts had to be adapted to the Covid-19 pandemic situation. Therefore, interactive hybrid events are going to be organised at schools in Italy, Algeria and Morocco. One Italian class and one Algerian class will interact in presence within each country and remotely between countries through an IT platform. Experts will introduce and facilitate implementation of practical activities aimed to understand and manage the seismic risk, making use of games devoted to risk mitigation awareness. Students will be 12-14 years old (Middle school). The total duration of the event will be from 2.5 to 3 hours. Simultaneous interpretation, paper and digital screen, external camera, speakers, internet connection will be mounted at both classes. As for Italy, serious games already developed in the framework of previous EU funded projects (KnowRISK) will be turned into multilanguage computer games (Italian, French). Gaming sessions will be preceded by short lectures devoted to risk understanding and mitigation actions.

Within activity 4.4 a shared environment on awareness and educational campaigns will be developed. It will be a Web platform that will federate the national actors involved in risk communication, facilitate the establishment of common language and understanding, provide harmonized and comprehensive messages, and share communication material, tools and implemented actions. The platform will be initially implemented in Algeria as a desktop application, allow uploading of information and access for consultation and download from authorized users.

Within activity 4.5, a pilot educational campaign supported by practical engagement of students and delivery of clear and attractive messages to students will be implemented and supported by activity 4.1. The engagement of student will beneficiate from the purchase of an educational shaking table able to reproduce earthquakes. It will be used to test simple models to let the students understand the effects of earthquakes and the existing techniques to mitigate the vulnerability and the risk. On the other side provision of clear and efficient messages will be implemented through the production of short, attractive videos, and will beneficiate from the purchase of equipment able to set up a video recording studio at the National Information Center of the Algeria Generale Directorate of Civil Protection. The educational material that will be used for the pilot activity, together with the description of the activity, will be included in the Web platform for shared environment.



4. Conclusions

Under WorkPackage 4 of the EU funded project ENP-CP an innovative approach to strengthen Civil Protection capacities on seismic risk awareness and educational campaigns in Algeria and Morocco was developed. The paper described all WP4 actions, implemented or planned. Important to say that the project implementation was impacted by the Covid-19 pandemic, shifting many activities from in presence to online and slowing down the initial phase of the project. However, the adaptation process became a resource: it has been used to increase the beneficiary partner input in the conception of the individual activities. The results is a participatory approach in the design and implementation of activities. This increased partner involvement and strengthened the overall relevance and sustainability of the project through ensuring the beneficiaries become active stakeholder. As a follow up of activities, the countries agreed to submit in the near future common proposals for the continuation of the activities on educational and awareness campaigns. This will give additional sustainability to the project, ensuring that we are not dealing with one-shot project.

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