

Efficient fire risk communication  
for resilient societies  
(eFIRECOM)

*International workshop on risk  
culture and wildfire risk  
communication*

*Project co-funded by ECHO -Humanitarian Aid and Civil Protection*

**FIRST ANNOUNCEMENT**

**8<sup>th</sup> -10<sup>th</sup> July 2015**

**Forest Sciences Centre of Catalonia (CTFC), Solsona, Spain.**

## 1. General Background

The low social awareness of the exposure to fire risk combined with the reduced individual capacity to prevent and face emergencies, increase both social vulnerability and the cost and difficulties of civil protection and emergency actions. In the Mediterranean region, these factors are intensified by the increasing risk of forest fires affecting urban and peri-urban areas due to land use changes (increased contact between forests and houses) and climate change (causing extreme fire events in sometimes unusual areas). Both factors lead to more intense fires that spread easily within the wildland-urban environment, compromising the safety of persons, fire-fighting services and infrastructures. The population is largely unaware of the risk and how to act in case of fire, and in turn, the need to protect people and infrastructures may compromise the resources available for fire suppression.

Therefore, it is necessary to raise individual awareness on the risk exposure and individual self-protection capacity, in order to reduce the social costs of wildfires, help achieve more cost-efficient policies and build more resilient societies. In short, a better social comprehension of fire risk is needed in a global emergency context where fire affects forest, infrastructures and people all together.

## 2. eFIRECOM project

**eFIRECOM** project aims at enhancing the resilience of citizens to wildfires through effectively promoting and increasing awareness and participation on the culture of risk with updated knowledge and best practices.

The main expected results of the project are:

- 1) Development of a communication toolkit for the capacity building of citizens and communities towards wildfire risk prevention, adapted to three target audiences: i) Communities and municipalities (inhabitants and managers of wildland urban interface), ii) Scholars, youths and their teachers, iii) Journalists and media professionals.
- 2) Edition and dissemination of operational and strategic recommendations for the improvement of the communication on risk and reduction of social vulnerability to wildfires in Mediterranean areas, transferred to the relevant authorities..

**eFIRECOM** is a two years duration project (2015-2016) and is co-financed by the Directorate-General for Humanitarian Aid and Civil Protection - European Community Humanitarian Office (ECHO).

For more information: <http://efirecom.ctfc.cat/>

## 3. Objectives of the workshop

The aim of **International workshop on risk culture and wildfire risk communication** is to provide a meeting point between high level experts in wildfire risk assessment and social perception and communication to deal with the challenges and opportunities for an effective communication and promotion of culture of risk to reduce social vulnerability to wildfires in the Mediterranean region.

The agenda of the workshop is composed by three subsequent parts and one field trip as follow:

- Part 1<sup>st</sup>. General introduction: Social management of risk through communication tools (sessions I and II)
- Part 2<sup>nd</sup>. Assessment of fire risk culture and communication focused on three target audiences (Communities and municipalities, Scholars and their teachers and, Journalists and media professionals, sessions III to V)
- Part 3<sup>rd</sup>. Final common discussion and lessons learned (session VI)
- Field trip

The agenda includes several presentations and round tables and an active participation of the audience is expected.

## 4. Agenda

<b>Wednesday 8<sup>th</sup> July</b>	<b>Thursday 9<sup>th</sup> July</b>	<b>Friday 10<sup>th</sup> July</b>
<p><i>Morning</i></p> <p>9:30h. Opening</p> <p><b>Session I: Setting up the scene on wildfire risk</b></p> <p><b>Session II: Risk perception and communication, key elements for the social management of risk through communication tools</b></p>	<p><i>Morning</i></p> <p><b>Session IV: Example, issues and proposals on communication towards Scholars and their Teachers:</b></p> <ul style="list-style-type: none"> <li>• State of the art on knowledge and lessons learnt (eFIRECOM partner) and key note presentations</li> </ul> <p><b>Session V: Example, issues and proposals on communication towards Communities and Municipalities:</b></p> <ul style="list-style-type: none"> <li>• State of the art on knowledge and lessons learnt (eFIRECOM partner) and key note presentations</li> </ul>	<p><i>Morning</i></p> <p><b>Field trip: Experiences of communication tools and community involvement on fire risk mitigation strategies</b></p>
<p><i>Afternoon</i></p> <p><b>Session III: Example, issues and proposals on communication with Journalists and Media Professionals</b></p> <ul style="list-style-type: none"> <li>• State of the art on knowledge and lessons learnt (eFIRECOM partner) and key note presentations</li> </ul>	<p><i>Afternoon</i></p> <p><b>Session VI: Final remarks, moving towards an efficient fire risk communication for resilient societies</b></p> <p>Poster exposition</p>	<p><i>Afternoon</i></p> <p>End and transfer</p>

### **Practical information**

- **Official languages** of the workshop are **Spanish, English** and **French**. **Simultaneous translation** will be available for participants
- A **Poster space** will be enabled during the workshop. If you are interested in exhibiting a poster, please send an e-mail to [efirecom@ctfc.cat](mailto:efirecom@ctfc.cat)

## **5. Site of the venue**

Headquarters of the **Forest Sciences Centre of Catalonia**

Ctra. de St. Llorenç de Morunys a Port del Comte, km 2 25280 Solsona (Spain)

Tel. (+34) 973 48 17 52

<http://www.ctfc.cat/on-som/?lang=es#title>

## **6. Registration**

The assistance to the workshop is free of charge and **will consider the order of inscriptions**. For the registration, please, use the registration form available [clicking here](#)

Please, in addition, inform us if you like a reservation for the lunch of the day 1 (12€), social dinner of the day 1 (20€ approximately) and lunch of the fieldtrip (15€ cost approximately).

**For more information:** [efirecom@ctfc.cat](mailto:efirecom@ctfc.cat)

## **7. Scientific Coordination**

**Mr. Eduard Plana Bach**

eFIRECOM Project Coordinator

Head of Forest Policy and Environmental Governance

**Forest Sciences Centre of Catalonia – CTFC**

**Mr. Inazio Martínez de Arano**

Director

**European Forest Institute. Mediterranean Office – EFIMED**