FIREURISK - DEVELOPING A HOLISTIC, RISK-WISE STRATEGY FOR EUROPEAN WILDFIRE MANAGEMENT

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1 Introduction

To **maximise the impact** and ensure effective and consistent communication about FirEURisk and its progress, a comprehensive communication plan has been prepared for the project. Some of the first communication actions described in the plan include the creation of various presentation materials: a **motion graphic animation video**, a **leaflet** as well as an introductory **infographic** about the project. All of these materials are prepared following a **multiple stakeholder strategy**, that is, they are all aimed at multiple different audiences, and special attention has been paid to ensure that the **language** and **visual elements** used are appealing and understandable also to a more general audience.

Communication activities within and beyond the consortium have started from the first day of the project, with a focus on the previously mentioned communication products, as well as the creation of a **website** and relevant **social media channels** for the project.

This document provides a detailed description of the three previously mentioned FirEURisk presentation materials, namely the **initial communication bundle**:

- Motion graphic animation
- Leaflet
- Infographics

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2 Initial communication bundle

2.1 Motion graphic animation

The aim of the motion graphic animation video is to **present** the FirEURisk project in an understandable, interesting way to multiple different audiences. The animation video **summarizes** the parts of the project as well as its **objectives** in a visually appealing way, following the **visual identity** created for FirEURisk.

The video begins by explaining the **context** of the project, that is, the problem of extreme wildfires that the project is trying to solve. It then moves on to explain the **idea behind FirEURisk**, and the basic information regarding the **project consortium**. After this it sheds light on to the three key parts of wildfire risk management dealt within the project, namely **risk assessment**, **reduction,** and **adaptation**. At the end of the video, the **pilot site**s and **demonstration areas** of the project are introduced on a map, together with a mention of the **envisioned solutions** created by the project.



Figures 1-4. Screenshots from the motion graphic animation video

In addition to the video working as a presentation material on its own, to be shown in events or shared with relevant stakeholders via email, for example, it will also be uploaded to **Twitter** and **YouTube** to enable its easy distribution online. The requirements of the different channels have also been borne in mind in the design of the video: the motion

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graphic video is **2:20 minutes** long, which is the required maximum length of videos shared on Twitter. The length of the video is also ideal for the introduction of the project, as it contains all the basic information regarding FirEURisk in a short amount of time. The video will also be **uploaded to the project's website**.

The motion graphic animation video (marked as draft in the description until the approval of this deliverable document) can be seen on the project´s YouTube channel in this link - https://youtu.be/0jcWbghA294.

2.2 Leaflet

Similarly to the motion graphic video, the FirEURisk **leaflet** presents the project in an understandable and visual way to different audiences. It takes advantage of a variety of icons particularly designed for the project, which support illustrating the complex topic of the project in a clear and concise way.

The leaflet includes **relevant information** about FirEURisk: the background and phases as well as **key numbers** of the project, and links to its website, email and social media channels.



Figures 5-6. The cover and inner pages of the FirEURisk leaflet

The leaflet will be uploaded to the **FirEURisk website**, under the "Resources" page which has been specifically designed to work as the home base for all relevant communication materials produced within the project. In addition, the leaflet can be shared with stakeholders both **online** via email or social media and handed out as a **printed version** in different events, conferences or seminars.

The leaflet can be found in the Annex of this report.

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2.3 Infographics

The FirEURisk presentation **infographic** has been designed as a "at-a-glance" type of product, quickly summarising the key parts of the project on one single page. Similarly to the rest of the products in the initial communication bundle described in this report, the infographic includes the most crucial information about the FirEURisk project and consortium illustrated in a clear yet appealing way, aimed at multiple different stakeholders simultaneously. Again, to distribute information between text and visual elements, several representative **icons** have been used in the infographic to catch the eye and support the understanding of the viewer.

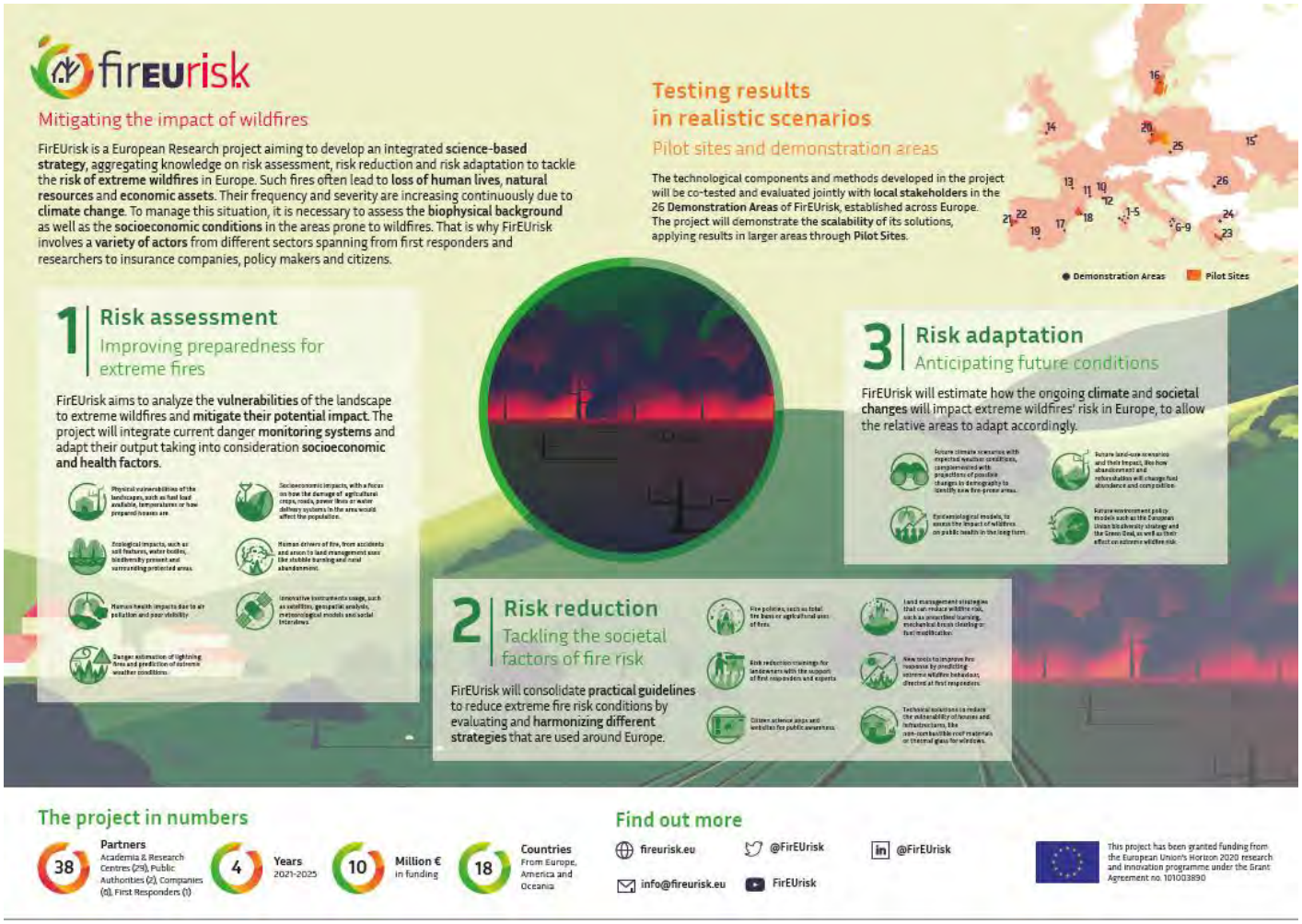


Figure 7. The FirEURisk presentation infographic

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As is the case of the leaflet, the infographic will also be uploaded to the **FirEUrisk website**, under the "Resources" page. In addition, the infographic will be shared on the project's social media accounts on **Twitter** and **LinkedIn**. The infographics can also be found in the Annex of this report following the Leaflet.

3 Annex: Leaflet and Infographics

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A novel approach to wildfire risk

Research for an integrated European strategy against fires

FirEURisk is a H2020 European project that aims to improve **wildfire risk** assessment in Europe. We will develop a science-based strategy that includes **new tools** for **assessing the danger and vulnerabilities** of communities and landscapes, **reducing their wildfire risks** and **adapting** them for a resilient future.

Although some fires are part of the correct functioning of different ecosystems, in many cases they constitute a threat to the environment and the population. Particularly, extreme fire seasons have severe damaging effects on **human lives and properties, infrastructure, ecosystems and ecological assets**. Wildfires have become recurrent in one third of global landscapes, even in areas where they were not usual. When factoring in the worldwide climate crisis, wildfires are further expected to be more destructive and frequent in the future.

At FirEURisk, we want to address this urgent issue by developing a **coordinated approach**, taking into account not only the **biophysical conditions** associated with wildfires but also the **socio-economic and political contexts**, such as rural abandonment, land-use policies or forest related economies.

A multi-actor action
Involving 38 partners

We recognise wildfire risk as a **complex process** that has to be addressed through an integrated approach. That is why we include actors from a **variety of sectors**: first responders, researchers, economists, social scientists, insurance companies and policymakers as well as citizens and local community representatives.

The project in numbers

38
Partners
Research centres, authorities, companies, first responders

4
Years
2021-2025

10
Million €
in funding

18
Countries
From Europe, America and Oceania

Find out more

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Taming the impact of wildfires in Europe

The FirEURisk project combines the best practices for managing wildfire risk

Managing wildfire risk in Europe

A project to reform wildfire guidelines

At FirEUrisk, we will develop and evaluate **a novel 3-stage management strategy** that will update the current approaches to fight wildfires. This plan of action is risk-centred and will cover every relevant aspect of this issue while also considering the **environmental context** and **socioeconomic circumstances.**

1. Fire risk assessment
Analysing the resilience of communities

In this stage, we will propose new methods to evaluate **how susceptible** certain areas are to wildfires. These approaches will take into account the main pillars within this issue: **nature** and **people**. To achieve this, we will use a combination of satellites and geospatial analysis with citizen participation.

Physical danger and vulnerability:

- Extreme weather conditions
- Biodiversity and regeneration potential
- Fuel properties
- Drivers of natural ignitions.

Socio-economic factors:

- Perception of people from fire-prone areas
- Essential infrastructures
- Human factors of fires
- Urban-wildland interface
- Health impacts

2. Fire risk reduction
Addressing the political and economic causes

Social and land-use conflicts are a major origin of wildfires. That is why in this stage, we will analyse the strengths and weaknesses of current **fire guidelines** and **management strategies** to offer improved alternatives to tackle the social drivers behind extreme wildfires.

Better policymaking:

- Stronger fire policies
- Improved land management.

Technology for fire response:

- Prediction tools for responders and decision-makers
- Public awareness

3. Fire risk adaptation
New conditions, new strategies

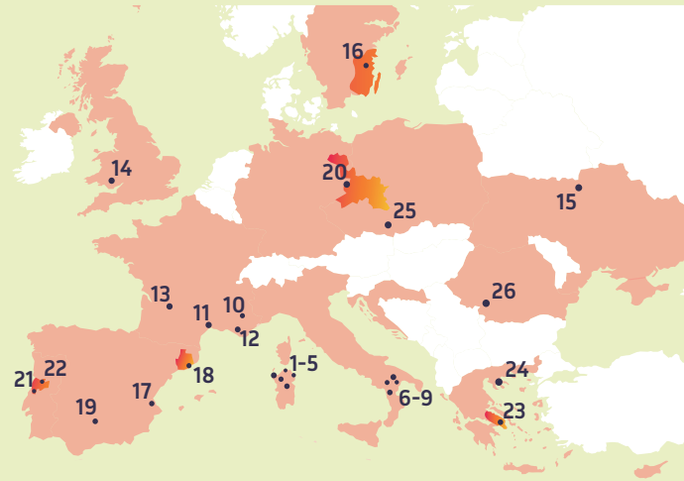
Climate crisis is changing everything we know about wildfires, so we need to adapt accordingly . We will model **future climate and demographic scenarios** to elucidate which changes should be considered for designing effective preparedness.

High-resolution simulations:

- Epidemiological dynamics
- Future effects of policies
- New climate and land use scenarios

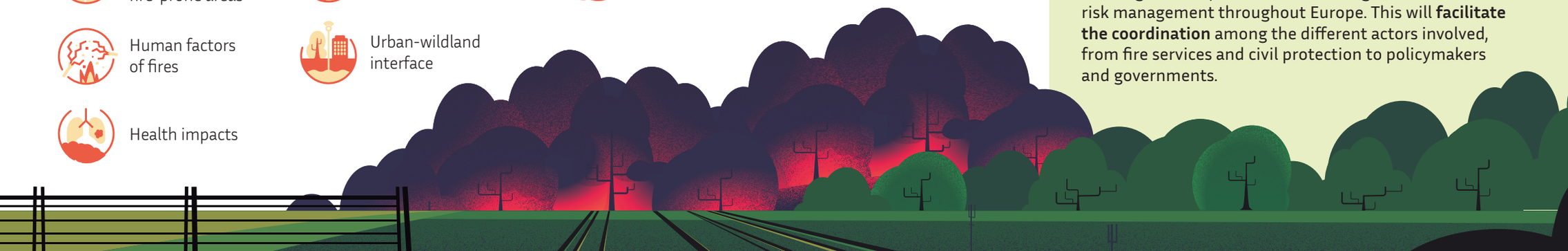
4. Pilot Sites and Demonstration Areas
Testing our strategies in real-life scenarios

The wildfire management strategies generated in Fireurisk will be tested in **Demonstration Areas** and **Pilot Sites**. Demonstration Areas will test and **validate the new methodologies** together with **local stakeholder groups**. Pilot Sites cover a variety of wildfire risk conditions in Europe and therefore will be crucial to **demonstrate the scalability of our solutions** tested locally in the Demonstration Area along with the involvement of end-users, communities and the general public.



5. Fireurisk Observatory
An open platform for every stakeholder

We will develop **a public online platform** to boost exchange of data, codes and knowledge about wildfire risk management throughout Europe. This will **facilitate the coordination** among the different actors involved, from fire services and civil protection to policymakers and governments.



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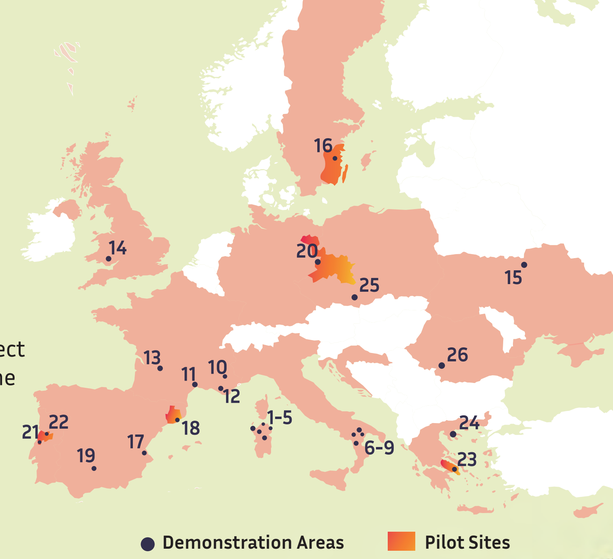
Mitigating the impact of wildfires

FirEUrisk is a European Research project aiming to develop an integrated **science-based strategy**, aggregating knowledge on risk assessment, risk reduction and risk adaptation to tackle the **risk of extreme wildfires** in Europe. Such fires often lead to **loss of human lives**, **natural resources** and **economic assets.** Their frequency and severity are increasing continuously due to **climate change**. To manage this situation, it is necessary to assess the **biophysical background** as well as the **socioeconomic conditions** in the areas prone to wildfires. That is why FirEUrisk involves a **variety of actors** from different sectors spanning from first responders and researchers to insurance companies, policy makers and citizens.

Testing results in realistic scenarios

Pilot sites and demonstration areas

The technological components and methods developed in the project will be co-tested and evaluated jointly with **local stakeholders** in the 26 **Demonstration Areas** of FirEUrisk, established across Europe. The project will demonstrate the **scalability** of its solutions, applying results in larger areas through **Pilot Sites**.

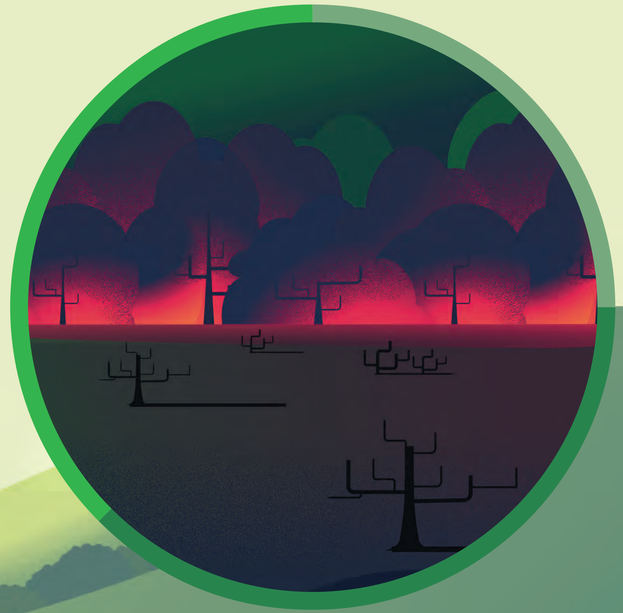


1 Risk assessment

Improving preparedness for extreme fires

FirEUrisk aims to analyze the **vulnerabilities** of the landscape to extreme wildfires and **mitigate their potential impact**. The project will integrate current danger **monitoring systems** and adapt their output taking into consideration **socioeconomic and health factors**.

- **Physical vulnerabilities** of the landscapes, such as fuel load available, temperatures or how prepared houses are.
- **Socioeconomic impacts**, with a focus on how the damage of agricultural crops, roads, power lines or water delivery systems in the area would affect the population.
- **Ecological impacts**, such as soil features, water bodies, biodiversity present and surrounding protected areas.
- **Human drivers of fire**, from accidents and arson to land management uses like stubble burning and rural abandonment.
- **Human health impacts** due to air pollution and poor visibility.
- **Innovative instruments** usage, such as satellites, geospatial analysis, meteorological models and social interviews.
- **Danger estimation** of lightning fires and prediction of extreme weather conditions.



2 Risk reduction

Tackling the societal factors of fire risk

FirEUrisk will consolidate **practical guidelines** to reduce extreme fire risk conditions by evaluating and **harmonizing different strategies** that are used around Europe.

- **Fire policies**, such as total fire bans or agricultural uses of fires.
- **Land management strategies** that can reduce wildfire risk, such as prescribed burning, mechanical brush clearing or fuel modification.
- **Risk reduction trainings** for landowners with the support of first responders and experts.
- **New tools** to improve fire response by predicting extreme wildfire behaviour, directed at first responders.
- **Citizen science apps** and websites for public awareness.
- **Technical solutions** to reduce the vulnerability of houses and infrastructures, like non-combustible roof materials or thermal glass for windows.

3 Risk adaptation

Anticipating future conditions

FirEUrisk will estimate how the ongoing **climate** and **societal changes** will impact extreme wildfires' risk in Europe, to allow the relative areas to adapt accordingly.

- **Future climate scenarios** with expected weather conditions, complemented with projections of possible changes in demography to identify new fire-prone areas.
- **Future land-use scenarios** and their impact, like how abandonment and reforestation will change fuel abundance and composition.
- **Epidemiological models**, to assess the impact of wildfires on public health in the long term.
- **Future environment policy models** such as the European Union biodiversity strategy and the Green Deal, as well as their effect on extreme wildfire risk.

The project in numbers

38 **Partners**
Academia & Research Centres (29), Public Authorities (2), Companies (6), First Responders (1)

4 **Years**
2021-2025

10 **Million €**
in funding

18 **Countries**
From Europe, America and Oceania

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