



D8.3 NEW DISSEMINATION MATERIALS

Project acronym: BuildERS

Project title: Building European Communities' Resilience and Social Capital

Call: H2020-SU-SEC-2018-2019-2020/H2020-SU-SEC-2018



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EXECUTIVE SUMMARY

The following document outlines various new dissemination materials for the BuildERS project to motivate and encourage the formation of a community interested in the BuildERS' project results. This community consist of different target groups (academics, national and European authorities, general public etc.). A number of dissemination materials was presented in the deliverable 8.2 and this deliverable presents additional materials that will be used for outreach moving forward in the project.

Indeed, this deliverable outlines various new dissemination materials for the BuildERS project to motivate and encourage the formation of a community interested in the BuildERS' project results. This community consist of different target groups (academics, national and European authorities, general public etc.), which will be informed about the project's objectives, activities and, most of all, results. Most of the materials will be made available electronically on the project website. Additionally, hard copies will be distributed at events attended by the BuildERS partners. If such events are not planned by the end of the project due to force majeure (continuing COVID-19 situation), these materials will be sent by mail.



TABLE OF CONTENTS

Disclaimer.....	1
Executive Summary	3
Table of Contents.....	4
List of Figures.....	5
1. Introduction.....	6
2. Website.....	6
3. New Communication and Dissemination Materials	8
a. Brochures and factsheets.....	11
b. Policy briefs.....	12
c. Booklet.....	13
d. Other materials.....	13



LIST OF FIGURES

Figure 1. Overview BuildERS website	6
Figure 2. Overview BuildERS website – case studies.....	7
Figure 3: Online campaign for DRR day, example.....	8
Figure 4. Announcement of the video on social media	9
Figure 5: Online dissemination material, example 1	10
Figure 6: Online dissemination material, example 2	10
Figure 7: Online dissemination material, example 3	10
Figure 8. Overview BuildERS brochure (mock-up).....	11
Figure 9. Overview BuildERS fact sheet (mock-up)	12
Figure 10. Overview BuildERS policy brief (mock-up)	13



1. INTRODUCTION

In line with the dissemination plan as well as comments from the June 2020 review report, BuildERS consortium is introducing both updated and new dissemination and communication materials. The following channels and tools were selected in order to most effectively raise awareness on BuildERS and its activities, maximise the project's visibility, ensure that the results reach the relevant target groups and that the project's outputs are used by the intended end-users.

2. WEBSITE

The BuildERS website (<https://buildersproject.eu/>) was launched on 14.08.2019 and is the primary source for academics, general public, stakeholders and policymakers (local, national, European) to get information about the project. The website is frequently updated with content related to the project's results, news, events and blog posts. Recently, the style and the structure of BuildERS website has been updated and refreshed to become more user friendly and attractive to our audiences and to offer visually appealing sections for the project's case studies and results. A preview is available below:

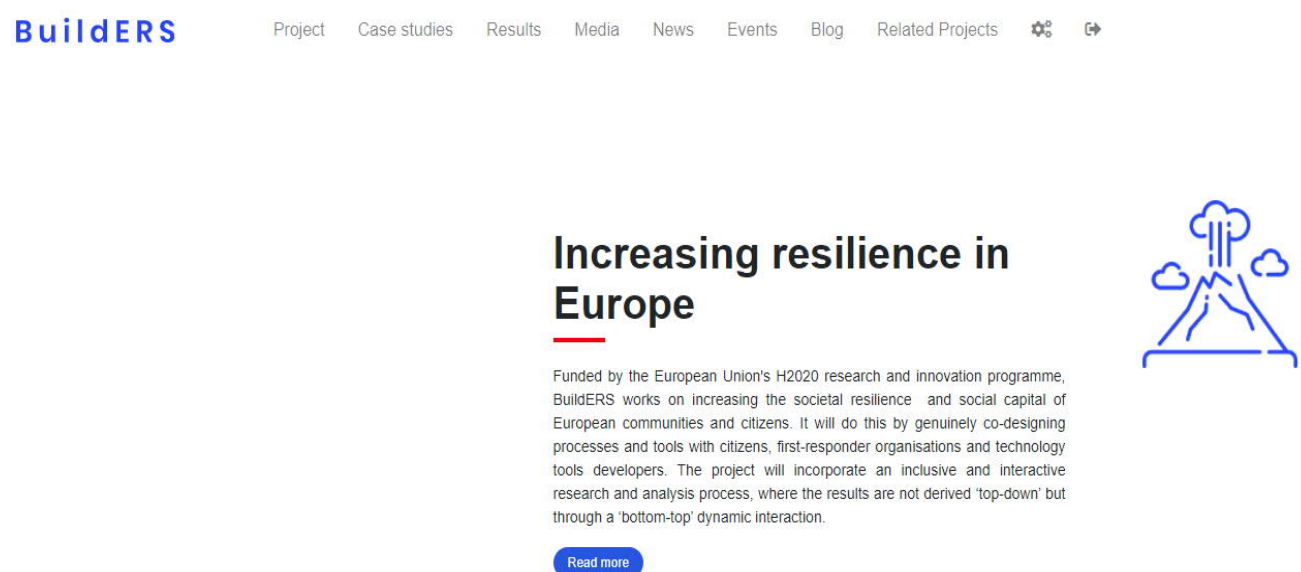


Figure 1. Overview BuildERS website



Furthermore, the new “Case Studies” section has been designed to feature the project’s case studies using a modern and interactive map. The visitors will be able to click on the different countries and get additional knowledge on the existing practices and innovative technological solutions to reduce social vulnerability in disasters. This interactive map is visible below:

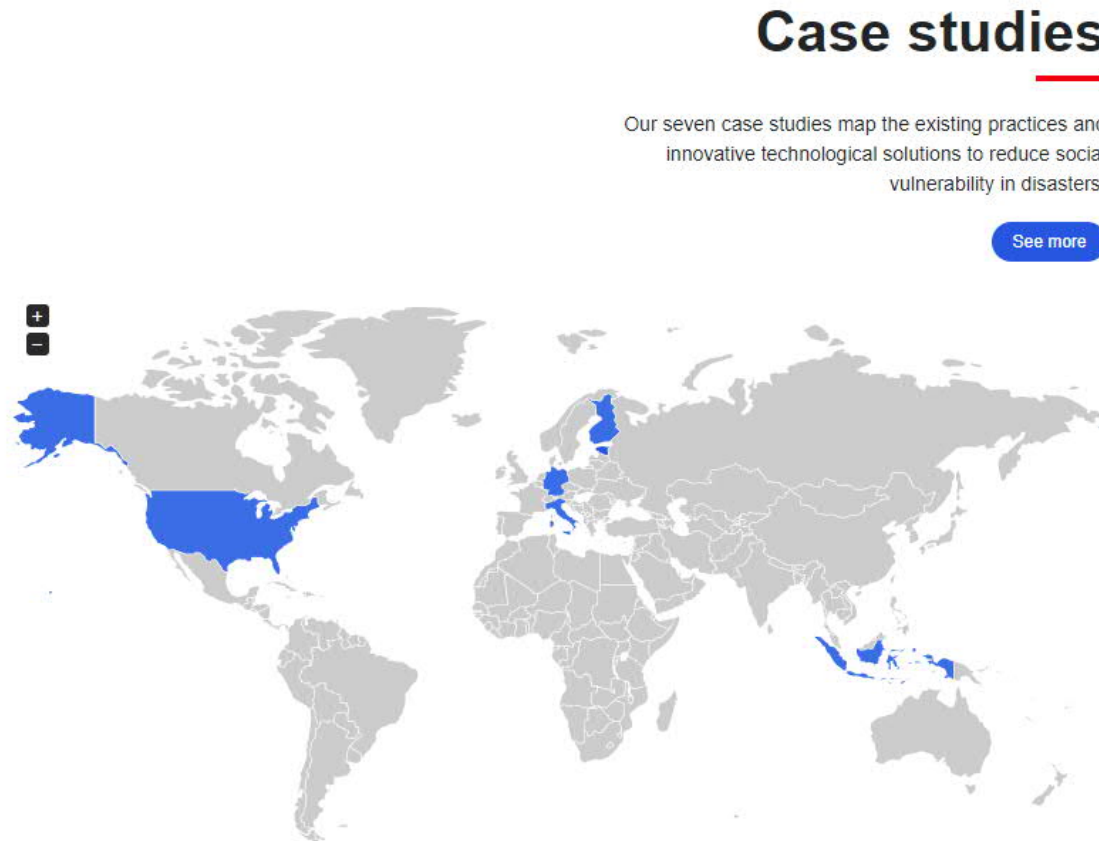


Figure 2. Overview BuildERS website – case studies



The blog is regularly updated (once or twice per month) with fresh content provided by the partners with the goal to inform the audiences about BuildERS' topics such as resilience, risk awareness, vulnerability, etc. Each blog post is carefully prepared, discussed and aligned with the project objectives and other international or European initiatives. For instance, for the International Day for Disaster Risk Reduction scheduled each October, BuildERS, RESILOC and LINKS joined the international campaign organized by the United Nations.



Figure 3: Online campaign for DRR day, example

3. NEW COMMUNICATION AND DISSEMINATION MATERIALS

Since the initial stage of the project, BuildERS has created communication and dissemination materials such as banners, posters and leaflets to further spread information about the project activities and results. These materials can be found in printed and digital format on the BuildERS website and they have already been used during international events, in which the partners participated.



Also, BuildERS launched its first promo video, which aimed to raise awareness and communicate the objectives of the project to the public. The video has been published on different platforms including BuildERS website and social media channels and was shared by our partners.



Figure 4. Announcement of the video on social media



Additionally, various online communication and dissemination materials have been developed and shared regarding project's online events, communication activities and awareness campaigns.



Figure 5: Online dissemination material, example 1

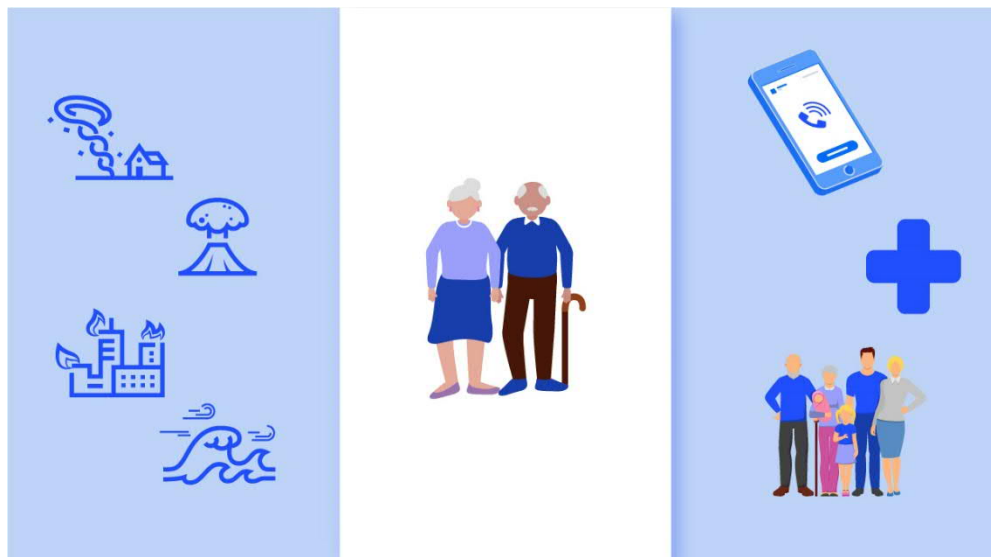


Figure 6: Online dissemination material, example 2

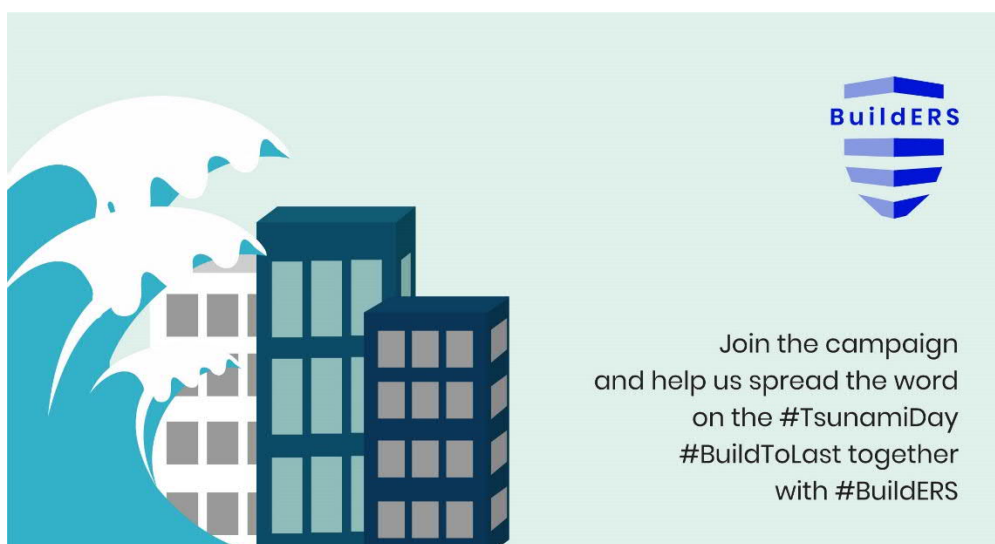


Figure 7: Online dissemination material, example 3



Following the partners' suggestions and recommendations, new dissemination materials will be produced by GEO to effectively reach the project's core target groups: policy makers (local, national and European) as well as academia, first responders and civil society organisations to disseminate BuildERS's results and policy recommendations.

a. Brochures and factsheets

BuildERS will prepare brochures and fact sheets to disseminate project's key research findings to local stakeholders and civil society organizations, for example: first responders and security practitioners, European networks of crisis management professionals and relevant media, as well as elderly homes, rehabilitation centres, homeless centres, soup kitchens, etc. These materials are planned to be translated into German, Italian and Finnish languages to forward the message into the languages of our target groups.



Figure 8. Overview BuildERS brochure (mock-up)





Figure 9. Overview BuildERS fact sheet (mock-up)

b. Policy briefs

Based on the partners' extensive research, BuildERS will aim to communicate and disseminate major results and policy recommendations to national and European stakeholders. For this purpose, GEO will also develop policy briefs.



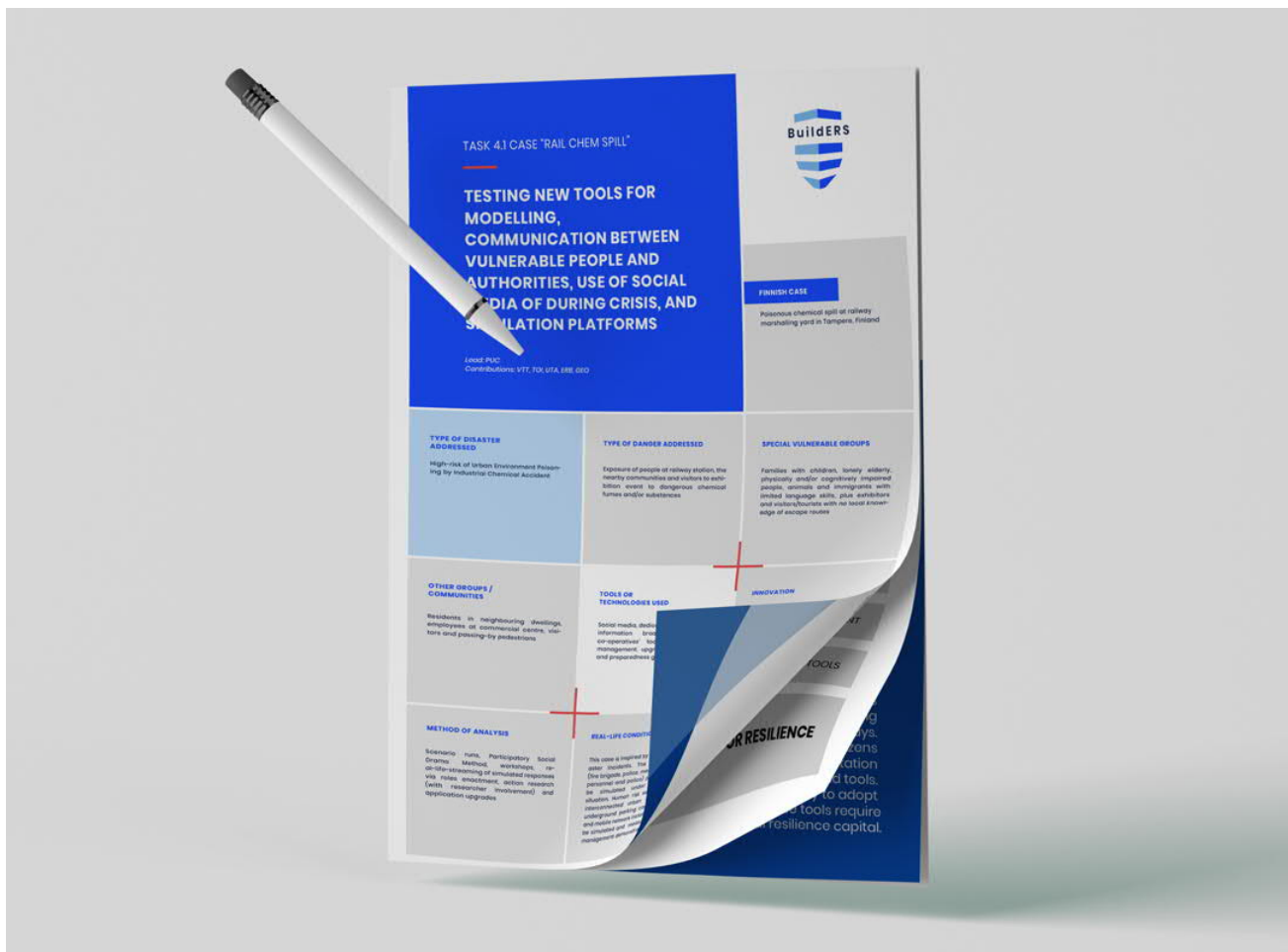


Figure 10. Overview BuildERS policy brief (mock-up)

c. Booklet

BuildERS also will communicate and disseminate its key results to the research community and academia, as well as other relevant research projects. Extended version of brochures, booklets will be prepared to better reflect project's outcomes to this specific target group. The design will remain the same as for brochures (see above).

d. Other materials

Due to the COVID-19 pandemic, all events are happening online since March 2020. However, the project considers it crucial to engage with a broader audience during the upcoming events. Therefore, additional dissemination and communication materials will be produced for specific international or local events where BuildERS partners will join to disseminate the project's findings. Besides the printed materials that have been prepared, the consortium will consider designing and developing new branded materials tailored to the needs of the audience who will visit these events, as well as other target and vulnerable groups defined in the project.

Also, GEO will design a board game kit (D8.4 due M28) to be distributed in schools to engage and motivate children to spread important information to their families and neighbours on disaster risk reduction. The game will explain the steps to be taken in case of an emergency and will be available in four languages: English, Finnish, German and Italian.



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