



BUILDERS APPROACH ON HOW TO INCREASE
RESILIENCE IN DISASTER MANAGEMENT

INCLUSIVE RISK AND CRISIS COMMUNICATION

BuildERS is an EU funded research and innovation project that aims to increase the resilience of European communities against both natural- and human-made disasters. We hope to reduce vulnerabilities through improved social capital and risk awareness of citizens in the face of the increased use of new technologies and media platforms. This document is a sneak peek at some of the policy recommendations that have emerged from our work. As our work is ongoing, these recommendations are subject to change.

How can we improve risk communication to vulnerable groups in a media-rich environment? BuildERS found governments' risk awareness efforts lacking, especially in relation to the most vulnerable populations who may have communication or social interaction difficulties. To reach vulnerable people, authorities must develop communication strategies better tailored to different audiences, their communication preferences, and their needs. All BuildERS recommendations require a bottom-up approach, such as involving local officials and those close to vulnerable populations – what we call intermediaries. 'Inclusive communication' strategies help to reach diverse populations to help improve risk awareness.

INCLUSIVE RISK AND CRISIS COMMUNICATION



Local Recommendation

Educate first responders in communication strategies

Educate first responders and official crisis communicators in **how to make risk and crisis communication accessible** to persons with mental health difficulties or who live in isolated circumstances. The **BuildERS Prototype First Responder Training Package** and the **BuildERS Inclusive Crisis Communication Canvas** can be useful starting points. More information about them can be found on our website below.



National Recommendation

Improve risk communication to vulnerable persons

Devote resources to **learning more about the communication needs and preferences** of the most vulnerable. This includes engaging with those in close contact with potentially vulnerable persons. **Consider diverse populations**, and those with communication difficulties, when creating risk awareness campaigns. The **BuildERS Inclusive Crisis Communication Canvas** can serve as a helpful starting point.



EU Recommendation

Help member states adopt best practices for inclusive communication

Use existing networks developed by the Directorate-General for European Civil Protection and Humanitarian Aid Operations, as part of civil protection coordination, to help member states collect, present and employ **best practices for inclusive communication**. One opportunity is to use the Civil Protection Knowledge Network.

For more information, please see our website, where all of our publications are available for download: <https://buildersproject.eu/results>

