



**FEMRED - Flood Emergency Management and Risk  
REDuction in Derventa region**

The Delegation of the European Union to Bosnia and  
Herzegovina

Instrument for Pre-Accession Assistance 2014  
CIVIL SOCIETY FLOOD RECOVERY ASSISTANCE  
PROGRAMME 2014

**Communication and Dissemination Plan**



## Table of Contents

<b>1. Introduction and objectives .....</b>	<b>3</b>
<b>2. Objectives of the project FEMRED .....</b>	<b>3</b>
<b>3. Target groups and stakeholders.....</b>	<b>4</b>
<b>4. Principles and structure of the project C&amp;D Plan .....</b>	<b>4</b>
<b>5. Communication activities and tools (WP2) .....</b>	<b>6</b>
<b>5.1. Project visual identity .....</b>	<b>8</b>
<b>5.2. MEDIA relations .....</b>	<b>8</b>
<b>5.3. Communication tools .....</b>	<b>8</b>
5.3.1. Creation of the project website.....	8
5.3.2. Emergency smartphone application .....	9
5.3.3. Preparation of the project leaflet.....	9
5.3.4. Preparation of the project brochure .....	9
5.3.5. Layman report .....	9
5.3.6. Press releases .....	9
5.3.7. Newsletters.....	10
5.3.8. Public presentation with public conferences.....	10
5.3.9. Plaques .....	10
5.3.10. Final conference.....	10
<b>5.4. Evaluation of Communication and Dissemination Strategy.....</b>	<b>10</b>
<b>5.5. Outputs and results of communication activities.....</b>	<b>10</b>

## 1. Introduction and objectives

The present document is the Communication and Dissemination (C&D) plan of the FEMRED project, prepared by LIR Evolution, the project partner responsible for implementation of the WP2-*Communication and Promotion*. The main objective of the Communication and Dissemination plan is to define the methods, channels, communication tools and overall design of promotional material to be used to ensure visibility of action, EU funding and promotional reach of the FEMRED project. Furthermore, the plan will define coordination and collaboration to be achieved by the project partners during the FEMRED project events, activities of information dissemination, relations with targeted stakeholders and media across the targeted region.

Key document:

- **Communication and Visibility Manual for European Union External Actions**

([http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm))

## 2. Objectives of the project FEMRED

The **overall objective** is to alleviate consequences of previous flooding and prevent possible future negative flooding effects through community mobilization environmental actions, establishment of emergency management and flooding disaster risk reduction in Municipalities of Derventa, Laktaši, Srbac and Novi Grad.

The project aims to achieve three **specific objectives**:

1. The first specific objective is to establish and strengthen coordination, cooperation and communication between the professional and non-professional groups in emergency management and flooding disaster risk reduction.
2. The second specific objective is to support Municipal authorities to develop Monitoring and Action plans for flooding disaster risk reduction, emergency situation reaction and establishment of more responsible management of water beds in Derventa region.
3. The third specific objective is to provide assistance in environmental rehabilitation of the region through community mobilization actions.

The project is implemented jointly in close collaboration by LIR Evolution and LAG SAVUS.

### **3. Target groups and stakeholders**

The project target groups are professional groups (Municipalities: Derventa, Laktaši, Srbac and Novi Grad, civil protection, health institutions, fire brigades, Red Cross) and non-professional groups (local communities, civil society organizations-CSOs, sport clubs, volunteers) representatives.

The final users/beneficiaries of the project are the Four Municipalities, civil protection, health institutions, fire brigades, local communities, civil society organizations, volunteers, Red Cross representatives and citizens.

Key stakeholder groups are defined as follows: a) At least 16 representatives of targeted municipalities that will participate in trainings, development of Monitoring and Action Plans related to emergency management, tabletop emergency simulations and full-scale exercises. From each involved municipality 4 individuals will be trained in disaster risk reduction, emergency reaction and jointly with the project partners develop Monitoring and Action Plans to increase municipal disaster readiness; b) At least 20 representatives of public institutions (civil protection, health institutions, fire brigades) participating in trainings, tabletop simulations, full scale exercises and receiving technical assistance. Their coordination and readiness will be tested, improved and will, as such, be able to provide better support in emergency situations; c) At least 80 representatives of non-professional groups participating in trainings, full scale exercises and community mobilization actions. These members will gain a better insights on the threats faced in the target area and will be able to contribute through concrete actions to improve environmental situation in Derventa region. During all the project activities and work with the project stakeholders, communication and dissemination tools will be used continuously and the EU visibility requirements will be respected.

### **4. Principles and structure of the project Communication and Dissemination (C&D) Plan**

The C&D plan of the project is based on the following key principles:

- the project aims to dedicate clear, consistent and understandable messages to different targeted audiences;
- the project will make an effort to listen and incorporate feedback from its target groups and beneficiaries in order to increase their interests in the project activities and results, and adapt its messages to the specific target groups;
- the project will customize its communication and promotion efforts for each target group identified in order to ensure that the message reaches the relevant actors;

- the project communication and dissemination will be monitored and evaluated according to the project activities plan and specifically in relation to the communication goal, target groups, timing and specific indicators of achievement.

The present document is designed to support the communication, promotion and visibility objectives of the FEMRED project. Specifically, there are the two main levels of the project communication strategy:

### **Internal communication level**

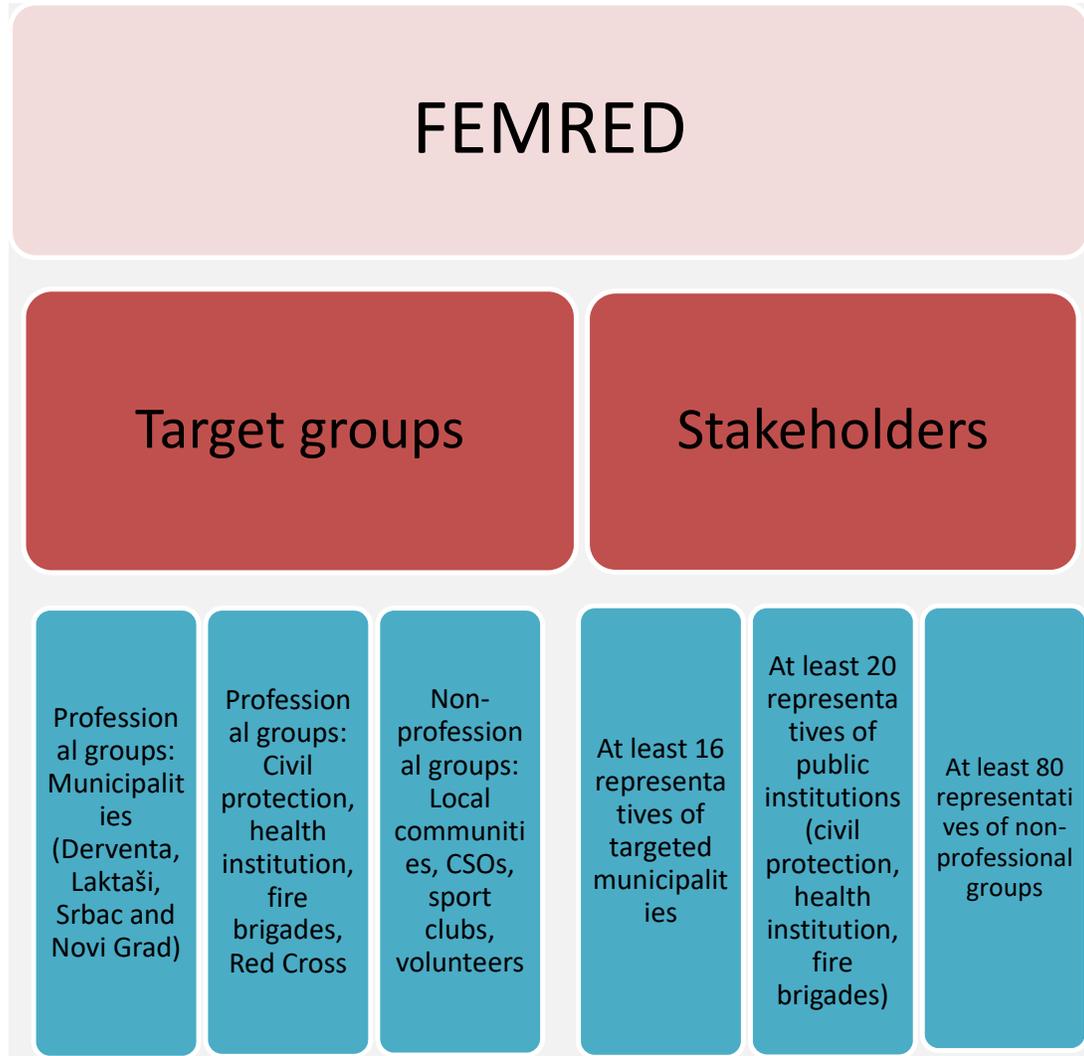
The internal communication strategy is intended to ensure a constant and effective exchange and share of information between the project partners (frequent meetings, exchange of emails, Skype and phone communication), as well as an effective and shared management of the knowledge generated by the project's activities (Education on emergency management and support to Monitoring and Action plans development; Conducting of tabletop emergency simulations involving key personnel discussing simulated scenarios in an informal setting and real-life full scale field emergency exercises; Development of joint Cooperation Strategy for four municipalities; Development of emergency smart phone application; Performing of community mobilization actions to support environmental rehabilitation etc.)

Therefore the final objective of the project internal communication strategy is to develop appropriate communication activities and mechanisms for a smooth and effective communication flow and information exchange between the project partners.

### **External communication level**

The objective of external communication is to raise awareness among target groups and stakeholders about the project objectives, implemented activities, achieved results and benefits stemming from the FEMRED project. Successful implementation of the project depends on strengthening of cooperative relationship within the partnership, continuous communication, promotion and dissemination of activities and achieved results to the following target groups and stakeholders (Chart 1.):

**Chart 1. FEMRED target groups and stakeholders**



## 5. Communication activities and tools (WP2)

The communication and dissemination strategy is planned to disseminate and promote, through the tools envisaged, the objectives, activities, events and initiatives, outputs and results achieved by the FEMRED project, to stakeholders, target groups and citizens, with a special attention to their needs. The main need of the municipal authorities is improvement of strategic approach to flood protection and recovery. Public institutions need to improve organization, coordination and communication within professional

groups for emergency situations and with non-professional groups. Non-professional groups are not formally included in emergency situation management and do not have an official channel for communication and coordination with responsible professional groups. Their participation should be included and planned in the Municipal Action Plans with clearly defined roles. The specific problem of the target groups is the fact that their readiness to react in situations of natural or man-made disasters is rather low. The low level of readiness to react creates problems and affects the municipalities. Other problems faced are also the lack of joint actions and cooperation, lack of trainings on flood prevention, damaged environment, which will be addressed and remedied through the FEMRED project.

The project will implement a combined communication and dissemination strategy addressed to a diversified targeted public involving representatives of professional groups (Municipalities: Derventa, Laktaši, Srbac and Novi Grad, civil protection, health institutions, fire brigades) and representatives of non-professional groups (local communities, civil society organizations, sport clubs and volunteers).

The communication and dissemination activities will raise the awareness and interests of target groups, stakeholders and media for the project activities and initiatives. Thanks to involvement of four municipalities of Derventa region, the proposed strategy will guarantee the transferability of the results to other geographical areas affected by floods. The C&D activities are of the crucial importance for the project success and these activities will be continuously implemented throughout the project duration.

The communication and dissemination strategy will apply the rationale of the following methodology:

- identification of the messages to disseminate/mainstream;
- identification of the target audiences with reference to the messages envisaged;
- Identification of appropriate tools to inform the target audiences.

The communication and dissemination will be the process implemented throughout the entire project lifetime. Stakeholders and target groups will be reached by communication tools foreseen within the WP2 (the project website, emergency smartphone application, leaflets, brochures, layman reports, press releases, newsletters, public presentations with press conferences, promo display plaques, the final conference). Furthermore, the final users and stakeholders will also be involved through the envisaged trainings, tabletop emergency simulations, real-life full scale field emergency exercises and community mobilization actions. All promotional activities realized during implementation of the FEMRED project will be used to raise public awareness on needs for disaster risk reduction and more responsible management of water beds. Their focus will be to promote the project activities, results, benefits and

the EU funding, as well as to advocate prevention of illegal dumping of waste into drainage canals and water beds which is responsible for clogging of canals and increased damages from flooding. Project events (training sessions from the WP3, tabletop, full scale exercises and workshop from the WP4, community mobilization actions from the WP5) will be used to promote the project, distribute promotional materials and disseminate the messages of the FEMRED project.

## **5.1. Project visual identity**

The project logo is an essential element of the project visual identity. LIR Evolution will develop the project logo in collaboration with LAG SAVUS. The project logo will appear on all the project documents, publications, website and promotional materials during the project implementation, in order to increase visibility of the project and facilitate the recognition and promotion of its results. A particular attention will be paid to the rules of the EU visual identity elements.

## **5.2. MEDIA relations**

The project will continuously communicate and interact with local and regional media through public presentations with press conferences and press releases. Four press releases will be published in online portals/newspapers during the project duration. Four public presentations with press conferences will be implemented in target Municipalities. Interaction with media will assure wider promotion and dissemination of the project activities and results.

## **5.3. Communication tools**

### **5.3.1. Creation of the project website**

The internet is a powerful tool for reaching wide groups of people and websites provide the best way of transmitting information. The FEMRED website will be developed by LIR Evolution in cooperation with LAG SAVUS. The project website will be used for promotion of the project, its activities, outputs, results and for transmitting publicly available information from the emergency smartphone application developed in the WP5. The website design will follow the EU visibility rules.

### **5.3.2. Emergency smartphone application**

In order to facilitate better communication between municipal civil protection and citizens of the targeted municipalities, the project team will develop a smartphone application intended to transmit all relevant information to interested stakeholders. Once developed, the application will be field tested and included for use during the Full scale exercises, gaining feedback useful for further changes and updates.

### **5.3.3. Preparation of the project leaflet**

Preparation of the project leaflet containing the main information about the project, its purpose, goals and expected results is predicted. The promotion materials such as project leaflet and brochure represent a relevant communication tool that due to its high visibility and versatility can be used to promote the project towards a larger audience during all the type of public events organised within the project. Furthermore, such materials represent a support tool to improve the project dissemination activities towards the identified target groups. The printing of 6000 pcs of project leaflets is predicted. Leaflets will be disseminated during the project events and exhibited at the municipal buildings of the Municipalities involved.

### **5.3.4. Preparation of the project brochure**

The project brochure will be developed at the end of the project and contain detailed descriptions of implemented activities and achieved results. Furthermore, project brochure will contain section promoting responsible disposal of the municipal waste and management of water beads. The printing of 1200 pcs of project brochures is predicted. Brochures will be disseminated during the project events and exhibited at the municipal buildings of the Municipalities involved.

### **5.3.5. Layman report**

Layman report will summarise the project content in a clear and concise manner dedicated to non-specialist audience to inform non-technical parties of the project objectives and results. The printing of 2400 pcs of laymen reports is predicted. Layman reports will be disseminated during the project events and exhibited at the municipal buildings of the Municipalities involved.

### **5.3.6. Press releases**

The press releases will be used to occasionally to inform the wider audience and media on current activities and developments of the FEMRED project. The four press releases

will be published in online media /newspapers during the project duration.

### 5.3.7. Newsletters

Newsletters are aimed at sharing a general information update on the project’s activities and results, as well as on the main news closely related to the topic addressed by the project. Newsletters are a useful tool to attract the attention of a wide public towards other communication tools used within the project, such as the website, providing links to its specific sections. Three newsletters will be sent to stakeholders during the project duration.

### 5.3.8. Public presentation with press conferences

At the beginning of the project, LIR Evolution and LAG SAVUS will jointly deliver public presentations of the project and its foreseen activities, outputs, results and overall benefits in each of the targeted Municipalities followed by press conference sessions.

### 5.3.9. Display Plaques

Seven promotional display plaques will be designed in accordance with the EU visibility rules and set up at the seven locations of implemented community mobilization actions, promoting the EU funding and actions undertaken.

### 5.3.10. Final conference

Alongside the Final meeting of the Project Steering Committee, the project partners will organise the Final conference to disseminate project results and outputs.

## 5.4. Evaluation of Communication and Dissemination Strategy

The partners will conduct an evaluation of the C&D strategy to monitor the activities implemented as compared with those planned by the strategy.

## 5.5. Outputs and results of communication activities

Outputs	Measurement unit	Target value
Project corporate identity	No of project's logo	1
Project communication and dissemination plan	No of C&D Plan	1
Project website	No of website	1
Emergency smartphone application	No of application	1
Project leaflets	No of leaflets	6000

Project brochures	No of brochures	1200
Layman reports	No Layman reports	2400
Press releases	No of press releases	4
Newsletters	No of newsletters	3
Public presentation with press conferences	No of presentations with press conferences	4
Display plaques	No of plaques	7
Final conference	No of Final conference	1
<b>Result</b>	<b>Measurement unit</b>	<b>Target value</b>
People attending the project events and directly reached by the FEMRED communication tools	No of people directly reached	116
Project website as promotional tool	No of hits	1200
Smartphone application as promotional tool	No of downloads	200
Publications (leaflets, brochures and layman reports) summarizing project goals, activities and results	No of units distributed	9600
Press releases, newsletters, press conferences and promotional display plaques will inform a wider public on FEMRED activities and results	No of people reached	6000
Final conference to disseminate and promote the results of the project	No of participants at the Final conference	40