



Emerging technologies for the Early location of Entrapped victims under Collapsed Structures & Advanced Wearables for risk assessment and First Responders Safety in SAR operations

D9.1 S&R dissemination plan

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Executive Summary

The overarching objective of the Search & Rescue (S&R) project is to enhance the capabilities of first responders in Search and Rescue (SAR) operations by establishing an efficient synchronization framework managing the data, developed services and information flow between the different authorities involved in crisis response. The success of this project will greatly depend on an adequate, proactive, and fruitful engagement approach with stakeholders. The potential benefits are multiple: increasing the project impact and relevance; facilitating the sustainability or exploitation of the outcomes by the stakeholders; obtaining endorsement, to name a few. Stakeholder engagement must be considered from the onset of the project and throughout.

The present deliverable aims at introducing the overall engagement approach that the S&R project will follow, which lays down the foundations of the Dissemination and Communication Strategy and related action plan. The main purpose of this document is to ensure that the project outputs and tangible outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, via appropriate tools and channels, and that those who can contribute to their development, evaluation, uptake and exploitation can be identified and encouraged to proactively interact with the project on a regular and systematic basis. The deliverable first considers the engagement process as a whole, presenting the most fundamental concepts and detailing the objectives for engaging with the Crisis Management environment. Such engagement process is very complex and has to take place at different levels and moments, with different stakeholders and through different mechanisms. This implies the need for a thorough mapping of the stakeholders, a detailed definition of key messages to be shared with the right stakeholders and the identification of tools currently available to interact with them. It also requires taking into account when to use these tools and with which purpose. This document will also serve as a reference framework for evaluating the impact of communication and dissemination activities carried out until the termination of the project, also reflecting best practices and lessons learnt during the execution of the project. Therefore, the document also details the monitoring tools and mechanisms that have been set-up to measure the impact of the Dissemination and Communication activities carried out, and to enable the early identification of any possible deviation that may occur when the strategy unfolds. Finally, it is to be noted that this deliverable should serve as a guideline to the Consortium for the Dissemination and Communication activities to be carried out in the context of the S&R project.

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1 The Dissemination & Communication plan

The goal of dissemination activities is to achieve the widest possible awareness and external communication, achieved both a research concept and integrated technologies in S&R. This plan uses dissemination to refer to information sharing with professionals and communication to refer to information sharing with members of the public. This section presents a first planning and description of dissemination and communication goals and channels, target groups and partners' approach is included as a draft of short/medium-term business and goals of the Consortium as a whole.

This Dissemination and Communication Plan shall be seen as reference material to the Consortium. The plan is split so as to address the following questions:

- Stakeholder engagement and community building (Who?)
- Key messages (What?)
- Key dissemination & communication tools & channels (How?)
- Timeline of D&C activities (When?)
- Key Performance Indicators (How much?)

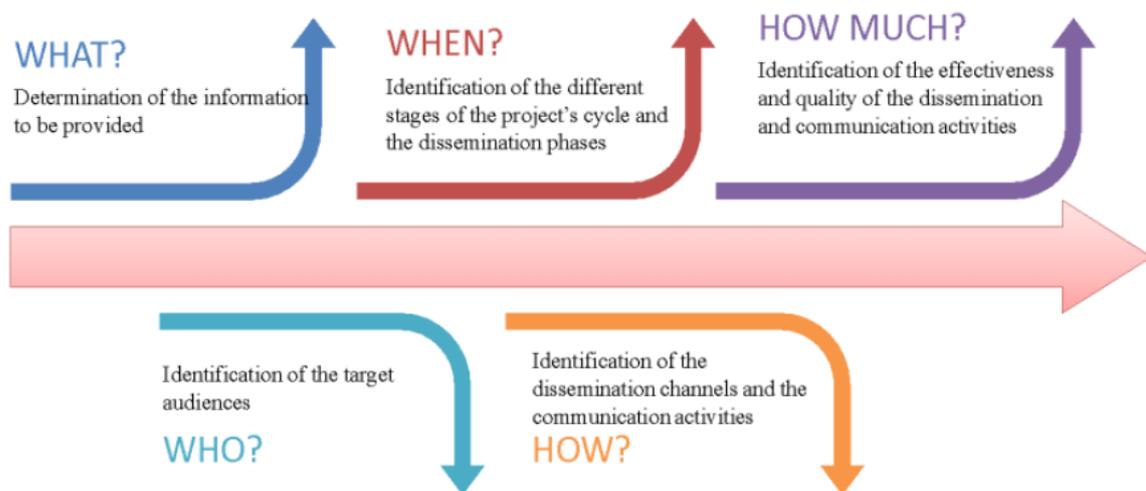


Figure 1. The 5 pillars of the D&C plan

2 Stakeholder Engagement and Community Building (Who?)

In the following section we take into consideration all possible stakeholders who could influence or who could be affected by the project. Identifying the full spectrum of stakeholders, establishing their characteristics, interests and needs is indispensable to the development of an effective engagement process. These stakeholders will be engaged with the objective to improve the design, implementation and usefulness of the project activities and outputs. The S&R engagement strategy must therefore pay special attention to those stakeholders who are end-users of S&R outputs and it will be the focus of the categorisation presented in the sub-section hereafter.

Four different levels of interaction (LoI) are described below:

1. Stakeholders engaged to provide general information about the project development, activities and results.
2. Stakeholders that will be informed and consulted (one-directional) to provide specific insights to the project's work.
3. Stakeholders that will be informed, consulted, and involved (bi-directional) to make sure that their needs and requirements are considered and understood throughout the project duration.
4. Stakeholders that S&R will inform, consult, involve, collaborate with and finally empower, to partner in the decision-making process and finally provide them with the appropriate knowledge to possibly adopt S&R's outcomes.

Table 1. Identified Stakeholders

Target Group	Rationale for engaging	Example	LoI
Practitioners	Practitioners are clearly the most involved and influent group of stakeholders in S&R as the latter is practitioner-needs driven. The interactions and inputs from this target group are especially critical to ensure the relevance and usefulness of S&R activities and results . It is possible to identify different types of individuals and organisations (including networks) that could belong to this group, whether they are partners of S&R or not. The best way to reach out to large numbers of practitioners' organisations is to engage and get involved in existing practitioner's networks.	<ul style="list-style-type: none"> • National civil protection organisations with a focus on SAR operations (USAR NL, B-FAST Belgium, International Commission for Alpine Rescue (ICAR), Turkish SAR association (AKUT), French Pompiers de L'Urgence Internationale (PUI), national red crosses and more. • Emergency Medical Services (EMS), Emergency Medical Services (EMS): SUMMA 112, Andalusian 061-EPES, DYA Vasque Country • Practitioners networks (see table #2) 	4

Scientific and Research community	To Enhance the scientific value of S&R and to exchange good practices, tools, methods, and interesting contacts within the research community.	<ul style="list-style-type: none"> • Research Group on Crisis Management • Crisis Management Working Group Birmingham University • Crisis navigator • EARTO • The Spanish Society of Emergency Medicine (SEMES). • The European Society for Emergency Medicine (EUSEM INPO) 	3
Industry/SMEs	To enhance the commercial value of the project and to exchange tools, methods, best practices and contacts.		2
Public bodies	Stakeholders who can make use of the S&R outputs for the achievement of their duties to serve the society. These can include politicians, ministers, department directors, governance of crisis management centres, funding agencies, EU Directorate Generals and procurement agencies etc. but also technicians who are in charge of implementing those policies and who may wish to make use of S&R to feed into their policy planning	<ul style="list-style-type: none"> • UN International Strategy for Disaster Reduction (ISDR) • NATO • EUROPOL • FRONTEX • DG ECHO, HOME and SANTE 	2
Civil society	To increase awareness on the importance and potential impact of innovation in Crisis Management and raise early interest for a full engagement as they start their professional career. Amongst individuals, students are an important target when unfolding the outreach activities.	<ul style="list-style-type: none"> • Non-Governmental Organisations (NGOs) • International Non-Governmental Organisations (INGOs) 	1
Press & Media	To have a multiplier effect on the	See table #5	1

	project outreach		
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Practitioners are the priority target group of S&R. Therefore, engaging with **practitioner's networks** would constitute an efficient way to reach out to many practitioners and organisations at once. Some partners are already active members in these networks (i.e INSARAG), which will facilitate engagement. Below is an identification of existing practitioners' networks:

Table 2. Identified International Practitioners' Networks

Name	Focus	Website
Arctic and North Atlantic Security and Emergency Preparedness Network (ARCSAR)	Search and Rescue in the Arctic and North Atlantic region.	https://arcsar.eu/
International Search And Rescue Advisory Group (INSARAG)	Search and Rescue	https://www.insarag.org/
International Forum for First Responders Innovation (IFAFRI)	First Responder Innovation	https://www.internationalresponderforum.org/
Crisis Management Innovation Network Europe (CMINE)	Crisis Management Innovation	www.cmine.eu
Community of Users on Safe, Secure & Resilient Societies (CoU)	Innovation for Security	https://www.securityresearch-cou.eu/e
European Fire and Rescue Innovation Network (FIRE-IN)	Fire	https://fire-in.eu/
E-NOTICE	CBRN	https://www.h2020-enotice.eu/
DARENET	Floods	http://darenetproject.eu/
ENCIRCLE	CBRN	http://encircle-cbrn.eu/encircle/
NO-FEAR	Medical Emergency	https://no-fearproject.eu/
MEDEA	Mediterranean area	https://www.medeaproject.eu/
ARCSAR	SAR in Arctic area	https://arcsar.eu/

	North Atlantic	
ILEANET	Security	https://www.ileanet.eu/
ARCC Hong Kong	Search and Rescue	http://www.cad.gov.hk
China International Search & Rescue Team	Search and Rescue	
Disaster Competence Network Austria (DCNA)	Practitioners, Academics and Policy makers from Public and Private Backgrounds	https://dcna.at/index.php/de/
Asian Disaster Reduction and Response Network (ADRRN)	Network of national civil society organisations in Asia-Pacific region.	https://www.adrrn.net

3 Key messages to identified stakeholders (What?)

Developing and transferring concise, key messages is crucial to achieve a successful communication. Messages are the essence of what we want to communicate; they are the key points that we want to get across to key stakeholders who will better receive the messages when they are tailored specifically for their interests and needs. Consequently, S&R aims to define and customise the messages to be transferred according to the classification of these groups: simple, clear, straightforward text for the public, more scientific for academic community, more technical and market oriented for industries and potential end users. The message component of the Dissemination and Communication Strategy comprises the set of arguments, reasons, and facts to be used to convince the targeted audiences of the value in using S&R results. Key messages are intended to deliver relevant and meaningful content suited to communicate the S&R value proposition to each of them. The table below presents the various key messages of S&R and the associated activities to convey them to the stakeholders. It is important to note that the identification and reaching out to stakeholders is a collective and collaborative task and will be undertaken by all partners.

Table 3. Key Messages & Milestones

Key message	Activities
M1: Resilience evaluation to access the adaptive capability of services dedicated to crisis management	<ul style="list-style-type: none"> • Organise F2F meetings or webinars with key stakeholders • Drafting web articles, connecting with stakeholders on social media to alert to articles, commenting / retweeting on policy issues of interest on social media. • Attending and presenting at policy/focused events, follow-up with policy Stakeholders after events.
M2: Continuous improvement in response times and capability to manage expected and unexpected crises, emergencies and disasters	<ul style="list-style-type: none"> • Drafting web articles • Connecting with stakeholders on social media to alert to articles • Commenting / retweeting on issues of interest on social media • Organising / attending workshops
M3: Enhanced ability to design case specific resilience into risk management operation and procedures	<ul style="list-style-type: none"> • Drafting web articles • Connecting with stakeholders on social media to alert to articles • Commenting / retweeting on issues of interest on social media • Organising / attending workshops
M4: Substantial improvement in the cost	<ul style="list-style-type: none"> • Drafting web articles

benefit of response to crises	<ul style="list-style-type: none"> • Connecting with stakeholders on social media to alert to articles • Commenting / retweeting on issues of interest on social media • Articles based on S&R results in relevant publications
M5: Setting up of EU wide community of practitioners	<ul style="list-style-type: none"> • Drafting web articles of interest to the public. • Commenting / retweeting on issues of interest on social media • Articles based on S&R results in relevant media outlets • Organizing and attending workshops and meetings for the benefit of / of interest to the public
M6: The user-oriented guidelines will continuously improve and enhance the understanding and adoption of resilience across the EU	
M7: S&R will improve state of the art resilience in formation to allow enhanced resilience research	<ul style="list-style-type: none"> • Connecting with Media on social media • Commenting / retweeting on issues of interest on social media • Identifying and creating relationships with relevant media stakeholders • Meeting with relevant media stakeholders • Drafting press releases / media articles
M8: S&R will improve responses to natural and manmade disasters.	

4 Key Dissemination & Communication tools and channels (How?)

4.1 Dissemination tools & Channels

In the framework of the S&R project we understand dissemination as the process in which the knowledge produced is shared with target stakeholders (potential users, industry, policy makers, and scientific community), contributes to the progress of science in general and ultimately benefits the European civil society. As dissemination covers a wide spectrum of activities, we have broken it down into the 4 following categories:

- Online tools and channels
- Offline tools and channels
- Dissemination via events
- Cooperation with related projects

4.1.1 Online dissemination

4.1.1.1 S&R Website

The project's webpage is designed with the aspiration to serve as a pivotal platform of the S&R online dissemination and communication activities. Its webpages provide an in-depth overview of the project's purpose, activities and consortium partners and it also hosts a video library and several direct links to the S&R different social media accounts as well as a newsletter subscription option through which the website's guests can find out about the latest news and activities of the project's progress. In order to increase the efficiency and reach of the S&R communication and dissemination activities, the website's content shall be continuously updated and developed as the S&R project unfolds. Its social media section does not only serve as a connecting point between the various social platforms in which the S&R partners and participants will be active, but also as a platform that can portray the project's activities, findings and milestones in real time. More particularly the website pages provide information and direct links regarding:

- Key objectives and overview of the project
- Project content, its Work Packages and Publicly available deliverables
- Publications and Presentations
- The consortium partners and their role in the S&R project
- News & events Calendar which indicates all relevant workshops and activities
- S&R press releases
- Video Library
- Social media (Live Twitter and Facebook feed, Linked In account)
- Contact Form webpage for direct inquiries

4.1.1.2 Online MEDIA

Promoting S&R outputs to the online general and specialised media (professional publications) will help to build and increase awareness of S&R across the crisis management field and the general public in the EU.

The goal is to generate positive media coverage for the project at local, national and EU levels. Communicating the major outputs of S&R to the community of crisis management and resilience and to the general public by underlining its potential direct benefits for the wider EU civil protection community but also for the EU Member States and ultimately the EU citizens, is essential to ensure that the project does achieve its expected impact. The idea here is to strengthen public understanding of the importance of innovation in crisis management, in addition to building shared understanding amongst stakeholders.

A **list of online media** is currently being established and will be regularly updated. It includes National, European and international generic and specialised media, in particular those focusing on new technologies and covering the emergency and crisis management sector.

Table 4. Identified Online Media

Medium	Topic	Website
Risk Management Monitor	Disaster Management	https://www.riskmanagementmonitor.com/
Emergency Management Magazine	Emergency Management	http://www.emergencymgmt.com
Crisis Response Journal	Emergency Management	https://www.crisis-response.com/
RadioResource International	Crisis Communications	https://www.radioresource.com/
The Critical Communications Review	Crisis Communications	https://www.criticalcommunicationsreview.com/ccr
Critical Communication Today	Crisis Communications	https://www.criticalcomms.com/
Public Safety Communication Europe	Public Safety & Innovation	www.psc-europe.eu
Crisis Management Innovation Europe	Innovation for Crisis Management	www.cmine.eu
Sapeur-pompier magazine	Fire fighters of France	https://www.pompiers.fr/magazine
ATOS Research and Innovation Booklet	Research and Innovation: Project Quickoff and objectives	https://booklet.atosresearch.eu/press-releases/kick-search-rescue-project

PreventionWeb	Knowledge Sharing Platform on Disaster Risk Reduction by the UNDRR	https://www.preventionweb.net/english/
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4.1.2 Offline dissemination

4.1.2.1 Public deliverables

Project public deliverables will be key documents for disseminating project findings: these documents will contain a detailed description of the project's results and once submitted to the EC, they are published online to the CORDIS portal by the Project Officer and to the project website, allowing to make the results of the project accessible to the public at large.

4.1.2.2 Project publications

The S&R consortium commits to release tailored publications showcasing project outputs, in open access and peer-reviewed journals or specialised magazines. They will be prepared each time the project has key findings to disseminate. The S&R consortium has already identified a preliminary list of publications, as detailed in Annex 3 of this document.

Table 5. Identified Scientific Publications

Medium	Topic	Website
Journal of Search & Rescue	Search & Rescue	http://journalofsar.com/
International Journal of Disaster Risk Reduction	Technologies for Disaster Risk Reduction	https://www.journals.elsevier.com/international-journal-of-disaster-risk-reduction
International Journal of Mass Spectrometry	Novel mass spectrometric methods	https://www.journals.elsevier.com/international-journal-of-mass-spectrometry
Analytical Methods	New analytical and technology demonstrating potential for societal impact.	https://www.rsc.org/journals-books-databases/about-journals/analytical-methods/
Sensor and Actuators	Chemical Sensors	https://www.journals.elsevier.com/sensors-and-actuators-b-chemical
Journal of the American Society for Mass Spectrometry	Mass spectrometry innovations	https://www.springer.com/journal/13361
Analytical Chemistry	Dissemination of new and original knowledge in all branches of analytical chemistry	https://pubs.acs.org/page/ancham/about.html

International Journal of Disaster Risk Science	Addresses theoretical and methodological issues in all areas of disaster risk science, policy, and practice. Coverage includes case studies and research comparing responses to major disasters worldwide	https://www.springer.com/journal/13753
International Journal of Emergency Management	Focus on contingencies and emergencies as well as crisis and disaster management planning	https://www.inderscience.com/jhome.php?jcode=ijem
Disaster Prevention and Management	Advances knowledge and practice in the field of disaster risk reduction and management	https://www.emeraldgrouppublishing.com/journal/dpm
International Journal of Data Mining Modelling and Management	Data management, mining, modelling, warehousing	https://www.inderscience.com/jhome.php?jcode=ijdmmm
Journal of Data and Information Science	Study and application of the theories, methods, techniques, and services using data to support knowledge discovery for decision and policy making	https://content.sciendo.com/configurable/contentpage/journals\$002fjdis\$002fjdis-overview.xml
Journal for Emergency Management and Disaster Communications	Open Access, peer-reviewed. Disaster medicine, education, disaster reporting, communication, risk analysis, prevention, rescue et	https://www.worldscientific.com/worldscinet/jemdc
Journal of Risk Analysis and Crisis Response	Computer Science & AI Intelligence	https://www.editorialmanager.com/jracr/default.aspx
Journal of Safety Research	Provides for the exchange of ideas and scientific evidence capturing studies through research in all areas of safety and health, including traffic, workplace, home, and community	https://www.journals.elsevier.com/journal-of-safety-research/
Journal of Disaster Research	Contributions on disaster prevention planning and measures, disaster (risk)	https://www.jstage.jst.go.jp/browse/jdr/

	management, disaster psychology, disaster-related medical treatment, sociological aspects of disaster, economic influences, and disaster philosophy are welcomed.	
Resilience	International Policies, Practices and Discourses for resilience; creates a platform for dialogue about the processes, spaces, policies, practices and subjectivities through which resilience is seen to operate.	https://www.tandfonline.com/loi/resi20

4.1.3 Dissemination via events

In the two next subsections, we distinguish between events organised by the S&R project and external events which are related to the project's objectives. S&R events constitute the core of the project's engagement activities, while third party events may significantly contribute to find and bind ties with potential participants and multipliers of the project's activities and outcomes.

4.1.3.1 Project events

Project events will serve as dissemination support to the project objectives. They will help to spread the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders and provide ground for discussion and brainstorming.

Online meetings and Webinars

To compensate for the impossibility of physical meetings, the consortium will convene online events in order to disseminate the project results and make the public aware of S&R latest results and achievements. Unless the situation changes, webinars will be organised every 6 months, the first one taking place during the first half of 2021. The webinar will be open to the public and present the progress and ambition of the project.

Clustering Workshops

S&R aims to play a leading role by bringing together several European projects which are also working on and/or are interested in the scientific subjects and challenges that S&R aims to address. S&R aims to contact relevant projects and organize a cluster of interested projects. In this context, S&R will organize and host related meetings and five workshops for the community:

Workshop 1: End User Requirements for First Responders' Technologies

Workshop 2: People with Disabilities and SAR

Workshop 3: SAR Standardisation

Workshop 4: Civil Society & Local Communities in SAR

Workshop 5: Political considerations in SAR operations

The clustering projects will have the opportunity to inform on their latest progress, discuss on the latest developments and trends, critically discuss the presented results and more importantly to seek and establish synergies. Effort to establish synergies between the projects' use cases will also be given.

The 1st Workshop on end-user requirements for new technologies for first responders was organised on December 3rd. Brief reports of these workshops will be included in the Dissemination Activities Reports D9.2 and D9.3. The second workshop on People with disabilities and SAR will be organised in the first half of 2021.

Final technical workshop

The project final technical workshop will be held on year 3. The event will show a summary of the project technical results' as well as a demo of the S&R platform to relevant technical stakeholders.

Final Conference

The S&R consortium will convene the project final conference at the end of the project lifespan. The event will be used to present a summary of the project's results, to gather the wider European SAR Community and to provide a platform for discussions on the theme of innovation for SAR operations.

4.1.4 Third-party events & exhibition

Below is a list of third-party events and exhibitions at which we will consider presenting S&R.

Events listed are indicative and wi and most of these events, and the dates and format are subject to change depending on the context.

Table 6. Identified third-party events

Date	Name	Topic
January 2021	PSCE Conference	Public Safety and Innovation
February 2021	IFPAC	Emerging Technologies
May 2021	HNPW	Humanitarian Networks and Partnerships Week (HNPW)
April 2021	EENA Conference 2021	Crisis Communications
June 2021	Fifth Mass Rescue Operations Conference	Conference on Mass Rescue Operations
June 2021	American Society for Mass Spectrometry (ASMS)	Conference on Mass Spectrometry and Allied Topics

July 2021	10 th International Conference on Data Science, Technology and Applications	Data Management and Quality, Big Data
August 2021	Big Data Analysis and Data Mining	Knowledge discovery in Databases
August 2021	China (Guangzhou) International Emergency Safety Expo 2021	Disaster and Emergency Management
October 2021	International Conference on Disaster and Emergency Management (ICDEM)	Disaster and Emergency Management
October 2021	Disaster Research Days	Trends, topics and projects in various areas of Disaster prevention and related risk
October 2021	MILIPOL PARIS	Worldwide Interior Security Exhibition
October 2021	Global meeting INSARAG	Worldwide meeting of USAR teams in Poland
October 2021	Congrès National des sapeurs-pompiers de France	Conferences, expositions, seminars, expositions...
November 2021	1st International Congress on Fire in the Earth System: Humans and Nature.	Fire risk management
November 2021	European Forum for Disaster Risk Reduction	Disaster Risk Reduction
To be announced	Breath Summit	VOCs analysis & novel techniques
To be announced	7 th International Conference on Disaster Management and Human Health: Reducing Risk, Improving Outcomes – Disaster Management 2021	Disaster analysis, Emergency preparedness, Risk mitigation, Preparedness and training, Learning from disasters

4.1.5 Cooperation with related projects and initiatives

Cross-promotion and synergies with related on-going Initiatives will be sought and developed all along the project activities and its duration. Fostering mutually enriching exchanges with interlinked programmes, initiatives and organisations will be a priority for the S&R consortium. There are numerous ongoing activities in the area of disaster management in Europe, and S&R aims to as much as possible supports the alignment of such activities in order to facilitate and promote exchange of information and uptake of innovation.

The objectives of such cooperation are as follows:

- Identify synergies
- Foster connections with other communities that would be difficult to reach otherwise;

- Create long-term research collaboration;
- Increase project visibility;
- Maximise project impact;
- Peer-review project results
- Share knowledge on Crisis Management related topics;
- Share experience, best practices and lessons learnt on challenges encountered;
- Avoid work duplication;
- Identify new options for the sustainability of the tangible project results;
- Networking

A series of clustering workshops around specific thematic related to SAR operations will be conducted by the consortium, as detailed in section 4.1.3.1. Below is the list of related projects which are currently running.

Table 7. Related projects

Project acronym	Full project title	Website
ASSISTANCE	Adapted Situation Awareness tools and tailored training scenarios for increasing capabilities and enhancing the protection of First Responders	https://assistance-project.eu/
CURSOR	Coordinated Use of miniaturized Robotic equipment and advanced Sensors for search and rescue Operations	https://www.cursor-project.eu/
FASTER	First responder Advanced technologies for Safe and efficient Emergency Response	https://www.faster-project.eu/
INGENIOUS	The First Responder (FR) of the Future: a Next Generation Integrated Toolkit (NGIT) for Collaborative Response, increasing protection and augmenting operational capacity	https://ingenious-first-responders.eu/
RESPOND-A	Next-generation equipment tools and mission-critical strategies for First Responders	https://respond-a-project.eu/
RESPONDRONE	Novel Integrated Solution Of Operating A Fleet Of Drones With Multiple Synchronized Missions For Disaster Responses	https://responldroneproject.com/
SIXTHSENSE	Smart integrated extreme environment	https://sixthsenseproject.eu/

	health monitor with sensory feedback for enhanced situation awareness	about/
EU-RADION	European System for Improved Radiological Hazard Detection and Identification	https://cordis.europa.eu/project/id/883204
STRATEGY	Facilitating EU pre-Standardization process Through streamlining and validating interoperability in systems and procedures involved in the crisis management cycle	https://cordis.europa.eu/project/id/883520
ENGAGE	Engage Society for Risk Awareness and Resilience	https://cordis.europa.eu/project/id/882850
PATHOCERT	Pathogen Contamination Emergency Response Technologies	https://pathocert.eu/
SAFERS	Structured Approaches for Forest fire Emergencies in Resilient Societies	https://cordis.europa.eu/project/id/869353

4.2 Communication tools and channels

4.2.1 Project logo, visual identity and promotional material

Figure 2. S&R Logo



The S&R logo has been designed in a sober and eye-catching fashion. The dark red has been used to match with the emergency and rescue sectors. The icon on the right side of the character in the logo can be interpreted in two ways:

- As a target, as S&R is aimed at enhancing the pace and accuracy of SAR interventions
- As a pulsating signal related to the wearables, sensors and other specialised equipment that the project intends to develop and integrate in the platform

Using the logotype as a starting point, the visual identity has been completed with a graphical charter, providing project partners with information on the fonts to be used, the image processing and examples of promotional materials. The visual identity can be found in Annex 2 of the present report.

Building upon the visual identity of the project, a set of promotional material for the project will be designed:

- A **promotional brochure** has been created to raise awareness about the project's scope and main objectives while disseminating S&R main results and success stories. It will be shared online and printed only when necessary to be handed out at events.
- A **project roll-up banner** will be used at events organised by the project or at events, to which the project has contributed. A **poster** will also be created. Both types of promotional material will be laminated in order to make them reusable and limit the need to reprint, saving budget and limiting the negative impact on the environment.

These "virtual documents" have been uploaded in electronic format into the shared platform and are included as ANNEXES at the end of the document.

4.2.2 S&R Social Media

Nowadays, practitioners, industries, SMEs, the research community as well as public institutions invest most of their communication efforts into social media channels, such as Twitter and LinkedIn. This can be explained through the actual necessity to give access to information the simplest, quickest and cheapest possible way to the public. Also, social media tends to foster conversation and exchange at a more personal level than websites, therefore encouraging proximity, adhesion and awareness. They also

provide new opportunities for citizens and stakeholder groups to be informed, identify common areas of interest, express and share opinions and demands.

Social media, such as Twitter and LinkedIn, will be extensively used to enhance the project's online presence in a way that complements other communication channels, and towards a twofold objective:

1. Build relationships and effectively engage with relevant stakeholders on a frequent and sustained basis to inform them about the S&R latest activities and achievements while stimulating dialogue between the project consortium and the outside world.
2. Provide relevant stakeholders and the Crisis Management community at large with the latest news and issues in the field of Crisis Management in Europe, to be perceived as an entry point channel in the field.

A Twitter account (@SAR_H2020), will give the public a glimpse of S&R's current activity, namely when publishing articles, giving interviews, organising or participating at events, conferences. Twitter is the perfect tool to engage with the public and foster interest in S&R activities, challenges and results. The Twitter account will be used to engage with external stakeholders at large. Content will be uploaded regularly, emphasising the latest news related to the project as well as the latest trends and developments in Crisis Management and SAR operations in Europe. This will be done in a way that encourages and facilitates bilateral exchange. Relevant hashtags will be used to increase the visibility of the Tweets.

A LinkedIn profile at the name of *Search and Rescue Project* has been created and will be extensively used to promote the project's activities in relation with professional networks, policy-makers, practitioners and industry representatives. It will be used to raise awareness about S&R main achievements as well as to target experts and professionals in Crisis Management and collect their feedback on specific issues.

The idea of a Facebook account was finally dismissed as this platform is now very rarely used for these types of projects and it does not constitute a real added value to Twitter and Linked In. The added value of Facebook could reside in the possibility to add pictures of physical events, but given the current context, this will not prove useful either.

4.2.3 Newsletters

The S&R newsletters will be used to raise interest in the projects achievement and encourage dialogue with external stakeholders.

A total of 7 newsletters are foreseen, covering the following topics:

Table 8. Newsletter delivery planning

NL#	Main feature	Approx Delivery Time
1	General concept of the project	December 2020
2	Defined use cases of S&R	May 2021

3	Vision Statements	October 2021
4	The determined tech. objectives	January 2022
5	Informing about the project results	June 2022
6	Illustrate results with potential applications	December 2022
7	Results of the S&R Use Cases	March 2023

4.2.4 Press releases

The S&R Press Releases will be used to inform all the targeted groups of stakeholders about the project's progress, following the project milestones. They will contribute to raising interest in the project activities, driving traffic on the website, and ultimately strengthening the impact of S&R on relevant stakeholders and the public at large. The first PR announcing the project kickoff was issued in August 2020.

The following guidelines will be observed as far as drafting press releases is concerned:

- **Relevant information:** the information put forward must be carefully selected to make sure that it has the potential to raise interest amongst the identified publications and broadcast organisations (not the case for all and every activities of the project);
- **Title:** Press Release should have an eye-catching and self-explanatory title. If needed a subtitle can be added;
- **Length:** the length of the Press Release should preferably not exceed a A4 page;
- **Reader friendly:** the information provided must be clear, concise and to the point:

4.2.5 Project videos

Easily shared on the web and displayed on wide screens at events, videos are also a very effective way to communicate about the project. At least 3 (<3 min) S&R videos will be produced:

- The first video to raise awareness about the project's scope, objectives and the challenges it attempts to address.
- An intermediary video illustrating the progress of the project
- The final technical video to summarize the project results in an accessible format

Those videos, which will be uploaded on the project YouTube channel and the public website, will also be shared and used as much as possible by all project partners to raise awareness about and create interest in the project activities and main outcomes.

4.3 Key Performance Indicators (How Much?)

A series of Key Performance Indicators (KPIs) are detailed below. These KPIs, in addition to monitoring tools such as Google Analytics, Twitter Analytics, etc., will be used to evaluate the overall impact of the project outreach activities.

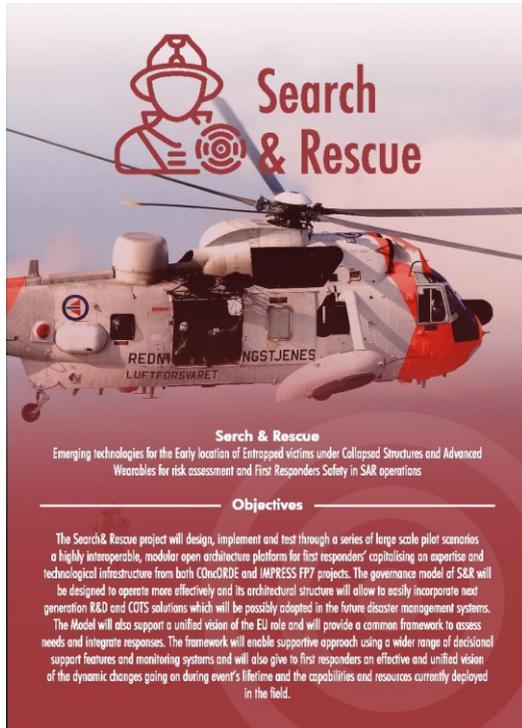
Table 9. Key Performance Indicators

Activity	Measurement	Target at m18	Final Target
Website	Number of total page visits	7500	15.000
Social Media	Number of Twitter Followers	200	400
Linked In	Number of connections	250	500
Scientific dissemination	Contributions in scientific literature	5	15
Media Outreach	Press Release issued	4	8
Event dissemination	Third party events/webinars attended	20	40
Event dissemination	Webinars conveyed	3	6
Newsletter	Number of Subscribers	150	300
Final Conference	Number of participants	/	100

5 Conclusion

The dissemination and communication plan provides the S&R project with a solid framework, roadmap and practical toolkit that will help to efficiently disseminate project results and activities. The S&R partners will use this document as an initial strategy which will be further updated and developed as dissemination materials and specific strategies are assessed for their effectiveness in targeting particular stakeholders in alignment with project objectives and stakeholder interests. Having defined the list of target stakeholders and the appropriate channels to reach them, the future dissemination and communications activities will aim to further increase the interest of stakeholders in the project and further promote the results of the S&R to the selected target groups.

ANNEX I: S&R Leaflet



Search & Rescue

Emerging technologies for the Early location of Entrapped victims under Collapsed Structures and Advanced Wearables for risk assessment and First Responders Safety in SAR operations

Objectives

The Search & Rescue project will design, implement and test through a series of large scale pilot scenarios a highly interoperable, modular open architecture platform for first responders' capitalising on expertise and technological infrastructure from both ConCORD and IMPRESS FP7 projects. The governance model of S&R will be designed to operate more effectively and its architectural structure will allow to easily incorporate next generation R&D and COTS solutions which will be possibly adopted in the future disaster management systems. The Model will also support a unified vision of the EU role and will provide a common framework to assess needs and integrate responses. The framework will enable supportive approach using a wider range of decisional support features and monitoring systems and will also give to first responders an effective and unified vision of the dynamic changes going on during event's lifetime and the capabilities and resources currently deployed in the field.

The project consists of 11 work packages:

- WP1 - First responders Requirements and Governance model
- WP2 - Societal aspects of S&R
- WP3 - Situation Awareness
- WP4 - Data aggregation, Analysis and Decision Support
- WP5 - Design and implementation of specialised equipment for first responders
- WP6 - S&R ICI Component Design & Development
- WP7 - S&R Platform Design, Development and Service Integration
- WP8 - S&R Validation and Demonstration
- WP9 - Dissemination, Communication and Exploitation
- WP10 - Project Coordination and Quality Assurance
- WP11 - Ethics requirements

Partners

The Search & Rescue consortium is comprised by twenty-eight partners from twelve European countries. The project's involved stakeholders and end-users bring together high expertise and innovation capabilities from various practitioners' organizations, civil society, universities and research centers, as well as industry organizations and SMEs. The consortium's resource base in technical, personal and scientific competence will be pivotal in the realization of the S&R-project's goals and ambitions.

www.search-and-rescue.eu @SAR_H2020 SEARCH AND RESCUE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 882897

ANNEX II: S&R Roll-Up

Search & Rescue

EMERGING TECHNOLOGIES FOR THE EARLY LOCATION OF ENTRAPPED VICTIMS UNDER COLLAPSED STRUCTURES AND ADVANCED WEARABLES FOR RISK ASSESSMENT AND FIRST RESPONDERS SAFETY IN SAR OPERATIONS

WWW.SEARCH-AND-RESCUE.EU

@SAR_H2020 SEARCH AND RESCUE PROJECT

THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 882897