

Challenges about communicating on wildfires to society: seeing the green beyond the smoke

Eduard Plana Bach. CTFC. Firelogue project



Skills for sustainable, resilient, and socially fair communities



3-11 June 2023

**#EUGreenWeek
PARTNER EVENT**



Firelogue: Cross-sector dialogue for Wildfire Risk Management

Project & Goals

Nov 2021 – Oct. 2025

Funding under Horizon 2020
Green Deal Call (LC-DG-1-1-2020)

Coordination and Support Action

Budget: 3,26 million



Gathering and disseminating known and new data on stakeholders, WFRM research results, experiences, existing and planned products



Identifying real or perceived injustices linked to these uncovered conflicts



Deconstructing conflicting (and synergies) aims, interests, mandates, policies and practices existing in WFRM



Enabling WFRM community to address current and future challenges of forest fire



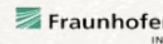
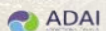
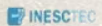
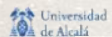
Creating spaces for dialogue (dedicated knowledge, sharing formats) in order to co-develop integrated strategies



Linking experiences and best practices of a variety of stakeholders (from within and outside the WFRM - Community)

<https://firelogue.eu/>

[#EUFireProjectsUnited](https://twitter.com/EUFireProjectsUnited)



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WILDFIRE on the front page

WF impacts from forestry (and forest) to society

New territories at (new/unknown) risk

Forestry Commission

Practice Guide

Building wildfire resilience into forest management planning



The terrifying truth about basket-case Britain
This crisis is the culmination of 20 years of state failure and cowardice, writes Allister Heath

The Daily Telegraph

'Exceptional' risk of wildfires

One spark enough to cause destruction as unprecedented warning is made across most of southern England

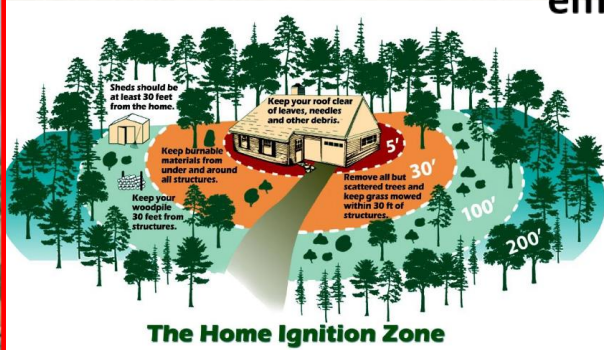
Police losing 'bond of trust' over burglaries Sunak 'dug heels in' to halt Brexit reforms

London children to be offered painkillers
Covid cancer deaths warnings unheeded
Trump aims to slash health insurance
Siberia chaos spreads as 'volcano' awakes



❖ Fire/WF risk communication as a whole

Suppression & emergency management (CP) capacity



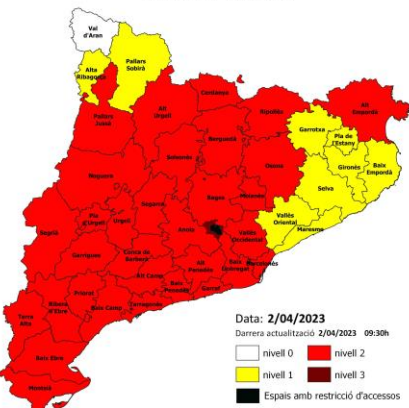
Potential of ignitions

Fire spread capacity of landscapes



Generalitat de Catalunya agents rurals

Mapa Pla Alfa



Més informació:
<https://interior.gencat.cat/plaalfa>

Elaborat per la Direcció General dels Agents Rurals a partir del mapa de perill d'incendis d'arbrals del Servei de Prevenció d'Incendis Forestals del Departament d'Acció Climàtica, Alimentació i Agenda Rural



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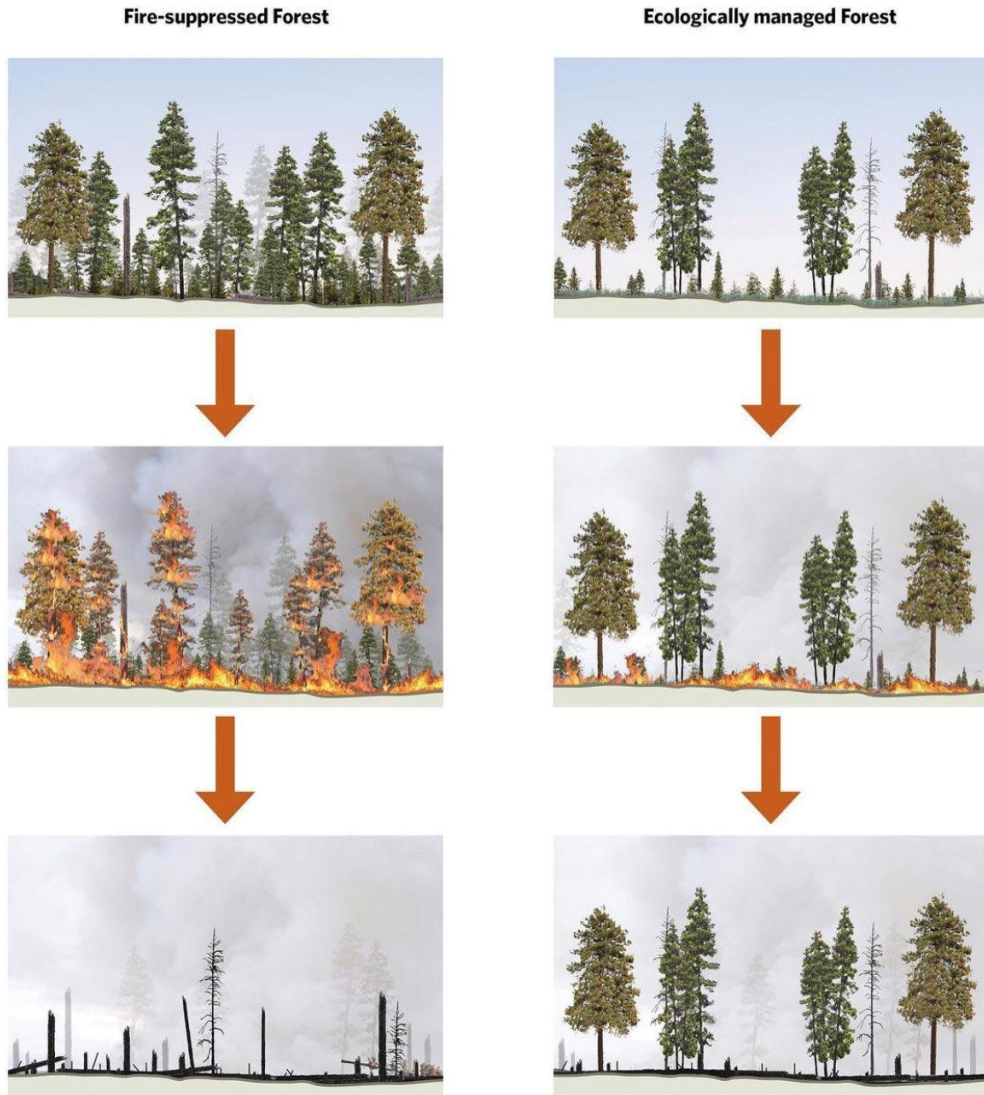
❖ Fire/WF risk communication as a whole: Towards a new paradigm of *resilience* (what is it?) ...

Dominant Paradigm	New Paradigm
“War on fire”	“Work with the flow” of natural processes
Wildfire is destructive	Wildfire is a necessary natural process
Control wildfire on the landscape	Learn to live with fire on fire-adapted landscapes to reduce damaging impacts
Prevent and suppress fires	Create fire-resilient human and natural communities
The problem is that wildfires are escaping our control.	The problem is that always suppressing natural wildfire is creating an unsustainable buildup of fuels which results in dangerous “unnatural fire.”
The solution is to apply existing procedures and technologies more strongly to bring fires under control.	The solution is to develop a more holistic approach to fire management where local communities, adjacent property owners, and governments work together to co-manage fire risk.

The screenshot shows the Los Angeles Times website. The main article is an Op-Ed titled "Op-Ed Why we need to learn to live with fire instead of fighting it" with a photo of a destroyed property. Below it is another article titled "Total flood defence is a myth: we must learn to live with the water" with a photo of a flooded street. The website header includes navigation menus and a search bar.



❖ ..fire as an ecological process



Restoring Natural Fire Regimes Can Yield More Water Downstream

Research in Yosemite National Park offers a new benchmark for understanding water balance changes in a mountainous basin 4 decades after its natural wildfire regime was reestablished.



GoodFIRES

HOME ABOUT US HOW WE DO IT CONTACT

GOOD FIRES PROTECT YOUR FORESTS

Wade Tract Preserve
Decades of prescribed fires have preserved this rare old-growth longleaf pine forest. The forest also serves as a fire-ecology research center.

- Fighting Fire with Fire**
Fires set by lightning and other natural causes once regularly burned our forests. These cycles of fire cleared out underbrush, preventing the buildup of overgrowth that can fuel large-scale wildfires. Today, prescribed fires mimic natural fire conditions to prevent devastating wildfires. [READ MORE](#)
- Helping Animals & Plants**
The animals and plants in our forests need fire to keep their habitats healthy. Many species depend on good fires to thrive. Prescribed fires, carefully set by expert fire managers, help our woodland plants and animals by re-creating the fire patterns they depend on. [READ MORE](#)
- History of Fire**
As a developing nation, the United States had a landscape that was shaped by frequent fire. But as development spread and fire prevention grew, a lack of regular burning led to "fire farming" that hurt forest habitats and created conditions that were ripe for wildfire. That's when support for prescribed fire began to grow. [READ MORE](#)



❖ How to engage communities? (who they are?)



Si arriba el foc, estàs preparat?

Mesures d'autoprotecció en incendis forestals per a edificacions, urbanitzacions i nuclis de població

Habitatges aïllats i edificacions

Creau una franja de protecció de com a mínim 25 m al voltant de les edificacions, amb la vegetació aclarida.

Desbrosseu el sotabosc i aclariu la densitat dels arbres (6 m entre ells). Allunyeu de les edificacions tot el que pugui cremar (llenya, restes vegetals, etc.).

Nuclis de població i urbanitzacions

Mantingueu una franja de protecció de com a mínim 25 m al voltant de la urbanització, amb la vegetació aclarida.

Les parcel·les interiors també han d'estar amb el sotabosc desbrossat i la densitat dels arbres reduïda (6 m entre ells).

Diputació de Barcelona agents rurals Generalitat de Catalunya

FOR 71

Landscaping in Florida with Fire in Mind

Martha Monroe and Alan Long
School of Forest Resources and Conservation

UF UNIVERSITY OF FLORIDA IFAS Extension

DO YOU KNOW YOUR ROLE?

Learn what you can do to help your community become fire adapted.

Visit FireAdapted.org

<p>CIVIC LEADERS</p> <ul style="list-style-type: none"> Require defensible space around structures Don't allow development in high risk areas Follow safety codes to regulate building materials & locations 	<p>DEVELOPERS AND BUSINESS OWNERS</p> <ul style="list-style-type: none"> Don't build in high risk areas Make sure developments have adequate defensible space Use non-combustible building materials 	<p>FIRST RESPONDERS</p> <ul style="list-style-type: none"> Use the Ready, Set, Go! program Educate your jurisdiction about fire adapted communities Create a fire plan with other emergency responders 	<p>LAND MANAGERS</p> <ul style="list-style-type: none"> Treat hazardous fuels to reduce risk from wildfire Identify & assess wildfire risk on the land you manage Work collaboratively to reduce risk on the land you manage 	<p>HOMEOWNERS</p> <ul style="list-style-type: none"> Become a Firewise Community Create 100 feet of defensible space Keep roof & gutters clean
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Nearly 70,000 communities are at risk from wildfires and billions are spent each year to fight them. Reduce your risk by creating and implementing a Community Wildfire Protection Plan.

<https://fireadapted.org/>

If the fire comes, are you prepared?



❖ How to engage communities? (who they are?)

Factors to motivate individuals in risk management

- ✓ Percieved efficiency of risk reduction actions
- ✓ Confidence in the own capacity to undertake it
- ✓ Percieved responsibility on riks management
- ✓ Confidence and trust towards institutions promoting actions

Martin, W.E., Raish, C., Kent, B. Eds. 2007 [Wildfire risk: human perceptions and management implications](#). Washington, DC. Resource for the future



https://www.youtube.com/watch?v=VZQ_asu6HJ4



Labelling wildfire prevention contribution
<https://www.ramatsdefoc.org/en/>

*proud of the family, proud of the good job done
Espelt vineyards protecting Roses from wildfires*



Challenges, gaps, opportunities towards fire / wildfire risk communication and awareness

- Increasing impacts of damaging wildfires to forests, protected areas, **citizens and business**
- Be adapted to rare / **unprecedented risk situations**
- Engage stakeholders **building a sense of (fire) community** (agree on risk *responsibilities* and trust)
- Improve societal **understanding of good fire role** and how **resilient landscapes protect people and business** (room for NbS narratives) – Academia & NGOs
- Awareness should be linked to **capabilities** to make risk culture effective (roles and resources)
- Put in place **strategic communication** (campaigns in emergency season, education at schools, use land planning process to communicate risk, engage touristic sector, lessons learned exchange and communication, etc.)
- Communication as a **condition**, not any more as an option



**Baby Burn and Fierce Flame,
from fire to forest fires.**
We also prevent wildfires with fire!



Firelogue Thematic Working Groups

Title

Topic Specification (examples)

Environment/ Ecology

Barriers and synergies towards landscape resilience; Sectoral policies influencing landscape modulation

Societal

Injustice in governmental communication; Low adoption of measures due to lack of effective communication; Vulnerability to wildfires within minority groups

Civil Protection (CP)

Definition of CP planning activities; European best practices; Requirements and needs for CP Knowledge Network (DG ECHO)

Insurance

Equitable wildfire insurance and risk transfer (e.g. who pays?); Insurance and risk transfer incentives and requirements for wildfire risk reduction

Infrastructures

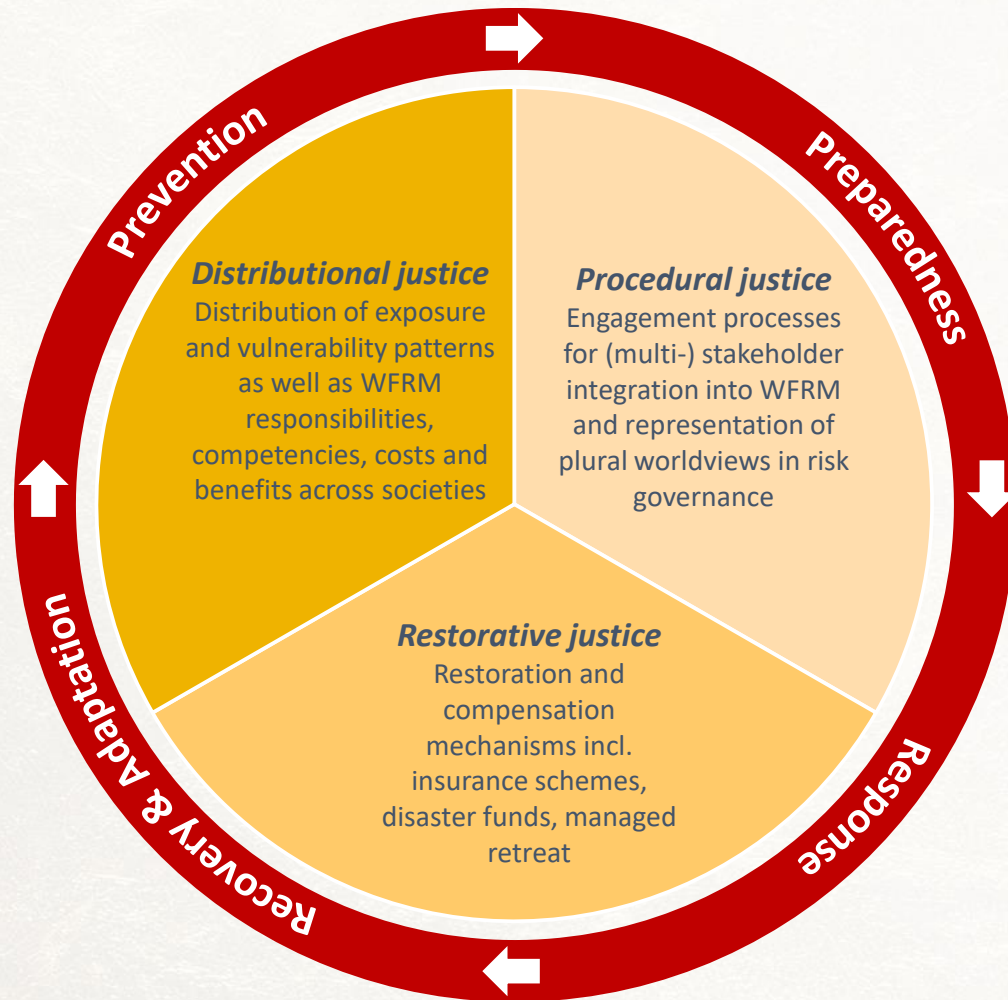
Infrastructure as a driver of wildfires
Impact of wildfires on existing infrastructures



Embedding justice aspects into integrated wildfire risk management

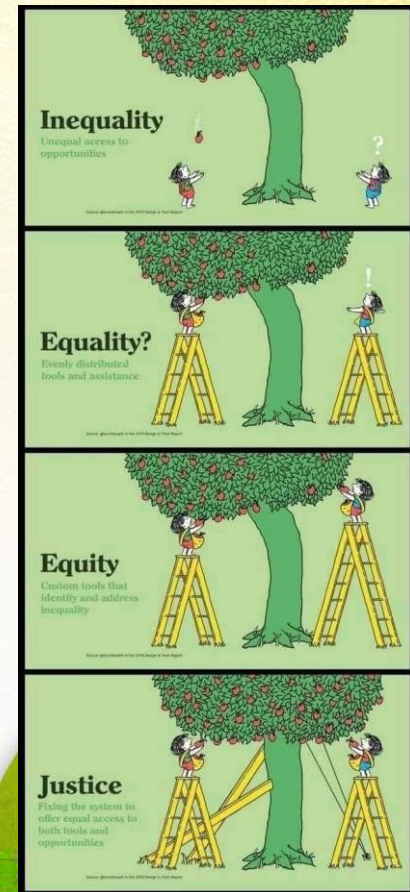
Are roles and responsibilities of risk reduction properly defined and communicated?

Is community engaged to lessons learned and are they properly communicated to all?



Are citizens equally and adequately informed about potential residual risks? Do they know what this means?

Is emergency communicated properly to the most vulnerable (e.g., ageing in remote rural areas)



The Lessons on Fire platform supports the networking and exchange

Lessons On Fire
Powered by Firelogue
Beta Version

Home Networking Knowledge Hub Need help ? Login

Fire Up the Dialogue

This platform is designed to connect services and stakeholders. It is intended to be an area for information, innovative solutions and services provided by the Innovation Actions (IAs) about the WildFire Risk Management (WFRM) community.

<https://lessonsonfire.firelogue.eu/>

Home Networking Knowledge Hub Need help ? My account

Get involved

Become an active member
Become an active member of the platform, interact with others and submit relevant news, events and case studies.
Login

Contribute to Knowledge
Discover WFRM related knowledge of your interest!
Discover

Stay up-to-date
Discover WFRM relevant events.
Discover

News

Find related news and updates

Firelogue.eu Timeline #firelogue



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Thank you!

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