

CRISMA



CRISMA Detailed Dissemination Plan

Robert Miskuf, Marie-Christine Bonnamour, PSCE
Anna-Mari Heikkilä, VTT

3.9.2012



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 284552.



The research leading to these results has received funding from the European Community's Seventh Framework Programme FP7/2007-2013 under grant agreement no. 284552 "CRISMA"

Deliverable No.	D61.1		
Subproject No.	SP6	Subproject Title	Dissemination and Exploitation
Work package No.	WP61	Work package Title	Dissemination planning
Authors	PSCE: Robert MISKUF PSCE: Marie-Christine BONNAMOUR VTT: Anna-Mari Heikkilä		
Status (F = Final; D = Draft)	F		
File Name	Detailed Dissemination Plan		
Dissemination level (PP = restricted to other programme participants; PU = Public; RE = Restricted; CO = Confidential)	PU		

Contact	Anna-Mari.Heikkila@vtt.fi Crisma.Coordinator@vtt.fi
Project	www.crismaproject.eu

Keywords	
Deliverable leader	Name: Marie-Christine BONNAMOUR Partner: PSCE Contact: mc.bonnamour@psc-europe.eu
Contractual Delivery date to the EC	31.8.2012
Actual Delivery date to the EC	3.9.2012

Document Revision History

Version	Date	Who	Comments
1	05.06.2012	Robert MISKUF	First draft
2	29.06.2012	Marie-Christine BONNAMOUR	Explanation on tasks related to social media
3	09.08.2012	Robert MISKUF	Updating the relevant events
4	20.08.2012	Marie-Christine BONNAMOUR	Final corrections

Disclaimer

The content of the publication herein is the sole responsibility of the publishers and it does not necessarily represent the views expressed by the European Commission or its services.

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the CRISMA consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the CRISMA Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the CRISMA Consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Table of Contents

TABLE OF CONTENTS	III
LIST OF TABLES	IV
GLOSSARY OF TERMS	V
EXECUTIVE SUMMARY	VI
1. METHODOLOGY	1
1.1. Definition of dissemination	1
1.2. Objectives.....	1
1.3. Target audiences.....	1
1.4. Geographical coverage.....	2
1.5. Approach to dissemination.....	2
1.6. Rules for dissemination.....	2
2. DISSEMINATION CHANNELS	4
2.1. CRISMA website.....	4
2.2. Identification of and liaison with relevant key players	5
2.3. Conference Presentations	6
2.4. Production of other dissemination material	10
2.5. Organisation of CRISMA workshops and trainings.....	11
2.6. Organisation of the final event	11
2.7. Organisation of the CRISMA Business Day	12
3. REPORTING SYSTEM	13
4. SUMMARY OF PLANNED DISSEMINATION ACTIVITIES	14
APPENDIX (I) PRESS RELEASE 31 MAY 2012	16
APPENDIX (II) DISTRIBUTION OF THE PRESS RELEASE AND HITS	18

List of Tables

Table 1: FP7 guidelines on dissemination activities.	4
Table 2: Relevant events attended by one or several CRISMA partners.	5
Table 3: Exclusive CRISMA events (workshops, final events etc.).....	5
Table 4: Publications related to CRISMA project.....	5
Table 5: Overview of identified events in the context of CRISMA.....	6
Table 6: Dissemination activities – reporting system.....	13
Table 7: Dissemination activities – results.....	13

Glossary of terms

Term	Definition
AOSFST	Asia-Oceania Symposium on Fire Science and Technology
CA	Consortium agreement
DoW	Description of Work
EGU	European Geosciences Union
GIS	Geographic Information System
GiDM	Geo-information for Disaster Management
IAHR	International Association for Hydro-Environment Engineering and Research
IDCE	International Disaster Conference
IDRC	International Disaster and Risk Conference
IDRiM	Integrated Disaster Risk Management
ISCRAM	Information Systems for Crisis Response and Management
PMC	Project Management Committee
SP	Sub-Project
SRA	The Society for Risk Analysis
TIEMS	The International Emergency Management Society
WCDM	World Conference on Disaster Management
WP	Work Package
WS	Work Space

Executive Summary

This document lays down the key principles according to which the CRISMA dissemination plan will be realised.

As the dissemination activities draw upon each partner's achievements in the course of the project, this document will be regularly updated. It has been recognised that starting dissemination activities as early as possible can increase the effect of dissemination. Postponing the bulk of dissemination activities until the final stage of the project is not an option. Our objective is to stimulate ongoing interest from all stakeholders and interested parties throughout the project in order to get as much feedback as possible to check the project's developments against the end users' requirements and expectations.

The external dissemination stemming from the CRISMA project will involve the liaison with identified end-users and other professionals involved in crisis management. The regular PSCE conferences will serve for bringing them together. Furthermore a CRISMA website has been developed and will be constantly updated to offer the possibility for everybody to get an access to CRISMA information such as the presentations at well-established conferences/workshops, scientific publications in acknowledged journals and the CRISMA final event. Dissemination activities will be performed at both national and EU levels. Recipients will be all relevant key players of EU policy units, EU and Member States' end-users communities including researchers, industry, managers, response personnel, practitioners, social scientists, and other interested parties within crisis management. The relevant associations and NGO's will be targeted as well. A special attention will be paid to inform EU (European Commission and EU Parliament) and UN representatives about CRISMA's activities and results. The final objective is to facilitate coordination of activities and transfer of knowledge around user needs and their related technological solutions.

The key dissemination milestones in CRISMA will be the end-user workshops, trainings as well as organisation of the final event and CRISMA Business Day which will provide stakeholders with the opportunity to learn about the project results. The consortium will be in contact with national and European associations in order to guarantee the relevant participation of end-users, decision and policy makers. They will be regularly informed about the project outcomes.

The FP7 dissemination guidelines have been followed when applicable.

1. Methodology

1.1. Definition of dissemination

Dissemination in the context of this project can be best described as “advertising” of and “lobbying” for its outcome. Therefore, the overarching goal of CRISMA’s dissemination activities is to spread the project’s outcomes to wider audiences. Dissemination is therefore a powerful tool that helps to reach both experts and wider audiences in a consultation process. The nature of the dissemination plan is threefold:

- *Continuous* as it runs throughout the project’s life;
- *Ubiquitous* as it relates to all work packages’ activities;
- *Flexible* as it adapts itself to the project’s findings and partners’ needs during the course of the project.

1.2. Objectives

The objectives of this plan are to support the three following aspects within CRISMA project:

- Awareness - to make people aware of the project and its findings without getting into too many details;
- Understanding - to make target audiences understand what the project is about and how they can benefit from it;
- Action - to make target audiences change their behaviour and adopt new practices/products etc.

For achieving the objectives, information on the project should always be:

- Available for all interested parties (the main tool is the project’s webpage – www.crismaproject.eu);
- Short and simple for audiences not having the same level of expertise;
- Consistent in presenting the project’s objectives and results (the same key message should be repeated continuously to create a coherent image of CRISMA).

1.3. Target audiences

The users of the framework developed by CRISMA will be **public authorities and entities** (for example policy makers, police, fire brigades, ambulance services, special health advisory teams, coastguard, regional authorities, military assistance, civil protection), **private entities** (for example security companies, IT developers, insurance operators and consultants, and industrial companies whose crisis managers already use various tools and would benefit the intended CRISMA outcome) as well as **NGOs, research institutes, international associations, the Red Cross** and all stakeholders active in the management of crisis and critical infrastructures (energy, transportation and IT networks) and incidents affecting them.

As the overarching goal of CRISMA is to introduce the integrated modelling system to the market, special emphasis should be put on dissemination towards the organisations that

would benefit most of the CRISMA Outcome and would be potentially interested in investing or buying the developed software.

1.4. Geographical coverage

CRISMA dissemination activities will primarily focus on the EU Member States.

1.5. Approach to dissemination

The dissemination activities should cover results of all work packages. To ensure consistency all project partners must agree on key messages and dissemination channels, which are described in greater detail in Chapter 1.2 of this document.

The bottom line of the dissemination plan is to convince stakeholders that the integrated modelling system developed by the project will be feasible and ready for the market. This is not just a research project that does not take into account possible market obstacles. It goes without saying that it is important to demonstrate that the integration of different modelling tools for large scale crisis scenarios is technically possible and will not result in extortionate costs. But it is equally important to provide enough evidence to decision makers and other end users interested in this feature. The most successful dissemination strategies are those that actively engage users to identify and deliver what they need and expect.

1.6. Rules for dissemination

Dissemination entails control on three main elements: format, content and recipients. The level of control depends upon a set of rules which the consortium will follow when using these elements.

Format:

- The CRISMA templates with the CRISMA logo should be used for all dissemination materials. This is covered by the Project Manual (D71.4 Project Manual and Detailed Project Plan) which is described in Chapter 2 of this document.

Content:

- All dissemination materials should contain a clear and concise summary of the CRISMA objectives with the reference to the official webpage (www.crismaproject.eu). A reference to the EC funding shall be mentioned. Here is an example of summary:

“The CRISMA project shall develop a simulation-based decision support system (integrated modelling system), for modelling crisis management, improved action and preparedness. It is funded from the European Community's Seventh Framework Programme FP7/2007-2013 under grant agreement no. 284552 "CRISMA“

- Partners will always include the outcomes of each individual work package in a broader picture and clearly demonstrate how the results they have achieved will contribute to the success of the project as a whole.

- Partners will agree on a uniform list of key words that should be used as much as possible during dissemination activities.

Recipients

- Partners will prepare a list of recipients of relevant dissemination materials and make it available to the dissemination leader. The leader should be notified of any amendments to the list.
- The lists of recipients will be constantly updated throughout the course of the project.

2. Dissemination channels

2.1. CRISMA website

Almost from the beginning of the project, the CRISMA website (www.crismaproject.eu) has been available and will be maintained throughout the duration of the project providing information on CRISMA and results of the CRISMA work. CRISMA partners responsible for the dissemination activities will update it periodically, according to the project's progress.

The CRISMA website (www.crismaproject.eu) will facilitate dissemination via a rapid-to-develop and low-cost solution allowing access to CRISMA and related information. It was designed in accordance with the FP7 guidelines on dissemination activities which are summarised in Table 1.

Table 1: FP7 guidelines on dissemination activities.

Mandatory	Recommended
.eu domain name must be used. If another domain (.com, .net, .org etc.) has already been registered, a link to a .eu website should be provided to redirect visitors.	The domain name should be registered and paid for during the whole duration of the project and 2 years thereafter
The home page should give visitors a concise overview of the project written in a simple language and comprehensible for wider audiences and present a project story	The contract number should not be in a visible position
The EU logo to be incorporated	EU projects proposals jargon such as "work packages", "technical annex" etc. should be avoided. The text should focus on clear benefits that the execution of the project will bring.
The source of funding is to be clearly stated as well as the type of project scheme (cooperation/people/capacities)	RSS fields should be updated once a month
The link to FP7 and CORDIS to be provided	Set up a project blog and provide a link on the main website
Content to be proof read by an English native speaker	
Websites of all members of consortium should link to the project website (www.crismaproject.eu)	

Specific attention will be drawn to the results of the 5 pilots which will be presented as success stories of CRISMA. Moreover, positive testimonies of some end-users present during the pilots will be made available on the website (www.crismaproject.eu).

CRISMA website (www.crismaproject.eu) will also contain three tables providing the information on relevant external events attended by CRISMA partners, exclusive CRISMA events as well as on publications related to the project. The examples of such tables are available below.

Table 2: Relevant events attended by one or several CRISMA partners.

Date	Location	Event	Participating CRISMA partners

Table 3: Exclusive CRISMA events (workshops, final events etc.).

Date	Location	Event

Table 4: Publications related to CRISMA project.

Title	Author	Date	Type of publication: presentation, poster, scientific article, commercial article	Event/Journal	Web link (if applicable)

2.2. Identification of and liaison with relevant key players

The basis for effective dissemination of CRISMA results is the identification of key stakeholders (representing national authorities, industry, research institutes, and non-governmental associations) and their respective positions. Project partners will undertake the following activities in order to identify the relevant stakeholders:

- CRISMA “Who is who” database, based on partners’ contacts, will be prepared and this list will be updated all along the project duration. The relevant categories of partners to liaise with are mentioned in the Section 1.1.3 of this document
- Participation to meetings, development of contacts and consequent update of the database
- Analysis of the participants’ list from various external events
- Contacting other EU funded projects related to CRISMA
- “Activation” of End-User Advisory Board¹ in order to disseminate project results through its own channels.
- Networking through the bilateral meetings.

¹ Ms Leena Ahonen, Senior Safety Engineer, TUKES (Safety Technology Authority in Finland); Mr K. Harald Drager, President of the International Emergency Managements Society; Ms Doris Ita, Head of the National Crisis and Disaster protection Management department at the Federal Ministry of the Interior in Austria; Mr Kjell Larsson, Senior Advisor, Swedish Civil Contingencies Agency; Mr Heiko Werner, Bundesanstalt Technisches Hilfswerk, Head of department E1 – Strategie ; Dr Raul Savimaa, Estonian Police Board.

To assure the impact of CRISMA on potential partners and to maximise visibility of CRISMA to the community, close relations will be to build up to these identified liaison partners.

2.3. Conference Presentations

Dissemination is also planned to be conducted by participating in external events (workshops, seminars, conferences, meetings, fairs). Target groups are national authorities, relevant EU bodies, media, industry and universities in different countries. Presentations of the CRISMA concept and results have to be specifically planned. As a first step, all partners have been consulted and asked to provide a list of relevant events. The compiled list is available to all and will be regularly updated. Attendance will be decided case-by-case depending on the availability of project results and their relevance to the specific event.

Table 5: Overview of identified events in the context of CRISMA.

Event	Date	Place	Website	Conference topic relevant for CRISMA
IDRC Davos 2012	August 2012	Davos, Switzerland	www.idrc.info	Innovative, holistic and problem oriented approach to risk and disaster management
23rd International Conference on Earthquake and Structural Engineering	August 28–29, 2012	Kuala Lumpur (Malaysia)	http://www.waset.org/conferences/2012/kualalumpur/icese/index.php	Building and Earthquake Engineering Earthquake and Multi-hazards Earthquake Risk Reduction for Urban and Rural Areas Social and Economic Impacts of Earthquakes
2 nd Nordic International Conference on Climate Change Adaptation	29-31 August 2012	Helsinki	www.nordicadaptation2012.net	Extreme events and disasters
TIEMS workshop on Earthquake Loss Estimation in Emergency Mode	August 19–24, 2012	Moscow, Russia	http://www.tiems.info/	Earthquake Loss Estimation in Emergency Mode
World Urban Forum 6 (WUF6) The urban Future	September 1–17, 2012	Naples, Italy	http://www.unhabitat.org/categories.aspx?catid=672	Urban planning; Urban mobility, energy and environment
Future Security 2012	September 4–6, 2012	Bonn, Germany	http://www.futuresecurity.fkie.fraunhofer.de/	Insight into technological breakthroughs as well as societal aspects of security
SIMHYDRO 2012 – new trends in simulation, hydroinformatics & 3D modelling	Sept.12–14, 2012	Nice, France	http://www.simhydro.org	Panel discussion on use of the advanced simulation modelling tools and decision support in flooding emergency situations

Event	Date	Place	Website	Conference topic relevant for CRISMA
8 th European Congress on Civil Protection	September 18–19, 2012	Bonn, Germany	http://www.civil-protection.com/Home/_1/	Civil Protection and Disaster management
8th Int. Conf. Risk Analysis and Hazard Mitigation	September 19–21, 2012	Island of Brac, Croatia	http://www.wess-ex.ac.uk/12-conferences.html	Risk Analysis, natural and anthropogenic hazards.
15 th world conference on earthquake engineering	September 24–28, 2012	Lisbon, Portugal	http://15wcee.org	Engineering seismology, tsunamis Geotechnical earthquake engineering Assessment and retrofitting of existing structures Infrastructures and lifeline systems Social and economic aspects Preparedness and emergency management of large earthquakes Urban risk assessment
CCR Summit 2012, Annual RB&W Public Safety and Security Summit	October 2–4, 2012	Rolduc, Kerkrade	http://rbenw.com/	International co-operation in crisis & disaster management, command and control, resource management
TIEMS workshop “Emergency Management for Critical Infrastructures Crisis”	October 4, 2012	Rome, Italy	http://www.tiems.info/	Emergency Management for Critical Infrastructures Crisis
Disaster Response Challenge	October 5–7, 2012	London, England	http://www.redcross.org.uk/disasterchallenge	Disaster management
9th AOSFST	October 17–20, 2012	Hefei, Anhui, China	http://aosfst.csp.escience.cn	Fire Safety
International workshop on coastal submersions organized by the Pilot B end-user (CG17), with a support of ECHO mechanism of exchanges	October 10–13, 2012	La Rochelle, France	http://ec.europa.eu/echo/about/presentation_en.htm	R&D bearings in the domain of coastal submersions for improvement of the operational response : anticipation-preparedness-organisation of rescue actions
VCT 2012	October 2012	Rio, Brazil	www.wix.com/8cvtrio/8cvtrio	Land use and socio-spatial structure models; planning and public participation

Event	Date	Place	Website	Conference topic relevant for CRISMA
TIEMS Conference on "Space Weather and Challenges for Modern Society"	October 22–24, 2012	Oslo, Norway	http://www.tiems.info/	Emergency management
The 25th Emergency Preparedness Conference	November 6–8, 2012	Vancouver, Canada	http://host.jibc.ca/epconference/index.htm	Emergency, Disaster management
Israeli Homeland Security	November 11–14, 2012	Tel Aviv, Israel	http://www.israelhls2012.com/	Emergency, Disaster management
Forum Katastrophenvorsorge	November 13–14, 2012	Bonn-Bad Godesberg, Germany	http://www.dkkv.org/upload/editor/12.Forum/12._Forum_Katastrophenvorsorge.pdf	Crisis management
Gi4DM 2012	December 2012	Enschede, Netherlands	www.gi4dm.net/2012	Public safety and crisis management
IDCE – International Disaster Conference	January 8–10, 2013	New Orleans, US	http://www.internationaldisasterconference.com/	Emergency, Disaster management
EGU 2013	April 2013	Vienna, Austria	www.egu.eu	Multi-faceted hazard/vulnerability/risk sessions etc.
2013 fib Symposium	April 22–24, 2013–24	Tel Aviv, Israel	http://www.fib2013tel-aviv.co.il/	Concrete structures under seismic and extreme loads
ISCRAM 2013	May 2013	Baden Baden, Germany	www.iscram.org	GIS for crisis response & management; crisis information and management systems; early warning, etc.
Disaster and Emergency Management Conference	May 2013	Brisbane, Australia	http://anzdmc.com.au/	Emergency, Disaster management
European Conference on Severe Storms	3–7 June 2013	Helsinki	www.ilmatieteenlaitos.fi	Storm prediction & warning; Impact assessment
Compdyn 2013 4th international conference on computational methods in structural dynamics and earthquake engineering	June 12–14, 2013	Kos (Greece)	http://compdyn2013.org/	Performance-based earthquake engineering Seismic risk and reliability analysis Repair and retrofit of structures
ICOSSAR - 11th International Conference on Structural Safety and Reliability	June 16–20, 2013	New York (USA)	http://icossar2013.org/	Damage Analysis and Assessment Hazards Analysis Human Factors Insurance, Reinsurance, and Management of Risk

Event	Date	Place	Website	Conference topic relevant for CRISMA
				Lifeline Risk Assessment Loss Analysis Probabilistic Risk Analysis Risk Analysis and Risk-Informed Decision Making Risk Perception and Communication Uncertainty Quantification and Analysis
SRA Europe 2013 Annual Meeting	June 17–19, 2013	Trondheim, Norway	http://www.sraeurope.org	Risk analysis, management and policy
GI_Forum 2013	Jul 2013	Salzburg, Austria	www.gi-forum.org	Geospatial analysis and socioeconomic risk & vulnerability assessment
Disaster Management 2013	9–11 July, 2013	A Coruña, Spain	http://www.wess.ex.ac.uk/13-conferences.html	Emergency, Disaster management
SEMC 2013 – The Fifth International Conference on Structural Engineering, Mechanics and Computation	September 2–4, 2013	Cape Town, South Africa	http://www.semc.uct.ac.za	Structural Safety and Reliability Structural Risk Analysis Repair, Strengthening and Rehabilitation
35th World Congress International Association for Hydro-Environment Engineering and Research (IAHR)	September 8–13, 2013	Chengdu, China	http://www.iahr2013.org/	THEME C : Hydraulic Engineering and Integrated River-basin Management C3 Integrated river basin management and flood control THEME F : Hazard, Extremes and Adaptation to Climate Change F4 Extreme events and disasters
SMAR 2013 – 2nd International Conference on Smart Monitoring, Assessment and Rehabilitation of Civil Structures	September 9–11 2013	Istanbul (Turkey)	http://www.smar-2013.org/	Performance and damage assessment Safety evaluation and reliability forecast Damage control, repair and strengthening
SAFE 2013	September 17–19, 2013	Rome, Italy	http://www.wess.ex.ac.uk/13-conferences.html	Crisis management, security engineering, natural disasters and emergencies
IDRiM 2013	September 2013		www.idrim.org	Integrated disaster risk management;
VCT 2013	October 2013			Not available
Gi4DM 2013	December 2013		www.gi4dm.net	Not available

Event	Date	Place	Website	Conference topic relevant for CRISMA
4th International fib Congress and Exhibition	February 10–14, 2014	Mumbai, India	http://www.fib-international.org/icalrepeat.detail/2014/02/10/34/mjiwzjcznwm1zt k3ytexnwuwotv mm2zmzdhjmg y3nju=	Not available
EGU 2014	April 2014	Vienna, Austria	www.egu.eu	Not available
ISCRAM 2014	May 2014		www.iscram.org	Not available
GI_Forum 2014	July 2014	Salzburg, Austria	www.gi-forum.org	Not available
IDRC Davos 2014	August 2014	Davos, Switzerland	www.idrc.info	Not available
IDRiM 2014	September 2014		www.idrim.org	Not available
TIEMS 2014	September 2014		www.tiems.info	Not available
VCT 2014	October 2014			Not available
Gi4DM 2014	December 2014		www.gi4dm.net	Not available
EGU 2015	April 2015	Vienna, Austria	www.egu.eu	Not available
ISCRAM 2015	May 2015		www.iscram.org	Not available
GI_Forum 2015	July 2015	Salzburg, Austria	www.gi-forum.org	Not available
IDRiM 2015	September 2015		www.idrim.org	Not available
TIEMS 2015	September 2015		www.tiems.info	Not available
VCT 2015	October 2015			Not available
7th Int. Conf. on Forest Fire Research	November, 17–20, 2014	ADAI, Coimbra, Portugal	http://www.icffr.pt	Forest Fire Risk Management
Gi4DM 2015	December 2015		www.gi4dm.net	

A priority level will be defined for each event to manage the resources of dissemination activities. SP6 will set up priorities and recommendations on the list of events to not be missed.

2.4. Production of other dissemination material

With the objective to ensure thorough and equal dissemination of project goals and achievements, the following dissemination tools will be developed / exploited in addition to the website (www.crismaproject.eu) and PowerPoint presentation mentioned above:

- Project logo in order to start building of the project's identity (already developed)
- Project Factsheet providing an overview of the project, following the EC standards and template (already created and presented on the CORDIS website²)
- Electronic brochures providing general information on the project (already developed)

²

http://cordis.europa.eu/search/index.cfm?fuseaction=proj.document&PJ_LANG=EN&PJ_RCN=12636673&pid=0&q=96A1BCFC8D82F2947034A0A1E0E1BBC2&type=adv

- General poster providing a graphical conceptual view of the project.
- Production and distribution of relevant articles via PSCE Flash News and Newsletters.

Furthermore, project partners are of the view that it is worth to use the possibilities offered by social networks which recently became very efficient business-networking platforms for promotion, advertising, and multimedia interaction. The partners made decision that information about the CRISMA will be communicated via Twitter and LinkedIn. Given the WIKIPEDIA publication rules, it will not be possible to post a dedicated CRISMA article on this platform. However, project partners will try to update current article on crises management³ so as to mention also the integrated modelling system.

2.5. Organisation of CRISMA workshops and trainings

The three workshops for end-user representatives will be organised in conjunction with PSCE biannual events which traditionally bring together end-users as well as industrial partners. The objective is to present the partial results of the project and discuss in detail operational issues. The representatives of international first responder organisations associations will be invited to these workshops.

These workshops will exploit and build on the results of the previous relevant projects, meetings and policy papers. With the aim to ensure the continuity between workshops organised in the frame of the CRISMA, the organisation of the programme will reflect on the activities and decisions that have been taken during the preceding workshops. Furthermore, these workshops will provide a good platform for undertaking two training sessions with the objective to demonstrate to end-users CRISMA products and its potential services. The trainers will be developers of the integrated modelling system. The final end-result of these workshops will be the high awareness of the CRISMA solution among the most relevant end user groups.

Last but not least these workshops will generate a valuable basis for networking and cooperation among participants and prepare also for some later exploitation activities. Outcomes of these workshops will be published on the project's website (www.crismaproject.eu).

2.6. Organisation of the final event

The final event is an important step for CRISMA project. It will offer the opportunity to bring the knowledge acquired by CRISMA to the attention of the public, the EU and the UN stakeholders who may, by extension, disseminate CRISMA information further within their network. The event is planned to have a conference-like character with room for discussion and will provide an overview on the technical solutions, usages and opportunities made available in CRISMA context.

Furthermore, in order to assure tangibility of the project results the main findings of all pilots will be presented. This will include validation of the project outcomes based on the viewpoint

³ http://en.wikipedia.org/wiki/Crisis_management

of end-users. A report summarizing all relevant results of the event will be elaborated and used to update the CRISMA website (www.crismaproject.eu).

2.7. Organisation of the CRISMA Business Day

A special event will be dedicated to explain to the end-users and other stakeholders the CRISMA benefits. The aim is also to attract companies that could use the integrated modelling system's functionalities and further integrate other modelling tools or specific data depending on the customers' needs. The acquired know-how will be partially integrated into overall marketing strategy and thus some of the project findings will be used to attract potential buyers for the developed software-tool. The "success stories" (positive testimonies) from the Pilots will be used as well. This event will be ideal for generating excitement among potential customers.

3. Reporting system

The dissemination impact will be measured by both quantitative and qualitative variables:

- Number of articles in external newsletters (number of publications)
- Bilateral Meetings (number of related meetings/type of target audiences/type of feedback)
- Conferences (type of target audiences/type of feedback received)
- Articles (number of relevant articles / type of target audiences/type of feedback).

The following table should be used to assess the impact of dissemination activities. The table will be distributed among all partners every 3 months by the dissemination leader. Example:

Table 6: Dissemination activities – reporting system.

Date	Target Group	Channel	Result
XX/XX/2012	Decision makers	Presentation given during the conference XXX	Target audience informed

The results of each dissemination activity will be integrated into the table below to check them against each objective. This table will allow the partners to evaluate if all the channels have been efficiently used to reach all three objectives.

The dissemination leader will update this table every six months and distribute the results among the consortium partners to amend the dissemination strategy if necessary.

Table 7: Dissemination activities – results.

Channels	Awareness	Understanding	Action
Website			
Newsletters			
Bilateral Meetings			
Conferences			
Articles			
Scientific articles			
TOTAL			

4. Summary of planned dissemination activities

Action number	Task / Action name	Deliverable name	Responsible	Task period	Deliverable deadline
1	Task 6.1.1: Detailed planning and setting up dissemination activities	D61.1: Detailed dissemination plan	PSCE	March – August 2012	August 2012
2	Task 6.1.2: Production of dissemination material – Development and maintenance of the website	D61.2: Coordination of dissemination activities	VTT	Ongoing	March 2014 and September 2015
3	Task 6.1.2: Production of dissemination material – project Factsheet	D61.2: Coordination of dissemination activities	PSCE	Ongoing	March 2014 and September 2015 (Factsheet is already available on the CORDIS website)
4	Task 6.1.2: Production of dissemination material – project PPT presentation	D61.2: Coordination of dissemination activities	VTT/PSCE	Ongoing	March 2014 and September 2015
5	Task 6.1.2: Production of dissemination material – Electronic flyers	D61.2: Coordination of dissemination activities	VTT	Ongoing	Already available
6	Task 6.1.2: Production of dissemination material – General posters	D61.2: Coordination of dissemination activities	VTT	Ongoing	March 2014 and September 2015
7	Task 6.1.2: Production of dissemination material –LinkedIn account	D61.2: Coordination of dissemination activities	PSCE	Ongoing	March 2014 and September 2015
8	Task 6.1.2: Production of dissemination material –Twitter account	D61.2: Coordination of dissemination activities	PSCE	Ongoing	March 2014 and September 2015
9	Task 6.2.1: Consolidation of a database of key personnel and various end users – First version	D62.1: A consolidated Who is who (enriched database)	PSCE	February - March 2013	March 2013

Action number	Task / Action name	Deliverable name	Responsible	Task period	Deliverable deadline
10	Task 6.2.2: Organisation of the first end-user workshops in conjunction with PSCE conferences	D62.2: Report on CRISMA workshops	PSCE	May – June 2013 (organisation of workshop)	July 2013
11	Task 6.2.2: Organisation of the second end-user workshops in conjunction with PSCE conferences	D62.2: Report on CRISMA workshops	PSCE	May – June 2014 (organisation of workshop)	July 2014
12	Task 6.2.2: Organisation of the third end-user workshops in conjunction with PSCE conferences	D62.2: Report on CRISMA workshops	PSCE	November – December 2014	January 2015
13	Task 6.2.1: Consolidation of a database of key personnel and various end users – Updated version	D62.1: A consolidated Who is who (enriched database)	PSCE	January – March 2015	March 2015
14	Task 6.2.4: Organisation of the first training	D62.4: Report on trainings	PSCE	May – June 2014 (organisation of training)	September 2015
15	Task 6.2.4: Organisation of the second training	D62.4: Report on trainings	PSCE	May – June 2015	September 2015
16	Task 6.2.3: Organisation of the final event	D62.3: Report on final event	PSCE	September 2015	September 2015
17	Task 6.3.2: Exploitation event	D63.3: Report on CRISMA Business Day	PSCE	August - September 2015	September 2015
18	Task 6.1.3: Project results	D61.4 Final report	VTT	August - September 2015	September 2015

APPENDIX (i) Press Release 31 May 2012

Press release, 31 May 2012 at 9:00 CET

Minimising the outcome of disasters by simulating the effects of different actions

The CRISMA project aims to improve Europeans' safety and security

The European CRISMA project prepares for disasters by developing a decision-support tool to help the authorities, responders, communities and private parties to prioritise the most important measures for saving lives and mitigating the effects of the crisis.

The CRISMA project, co-ordinated by VTT Technical Research Centre of Finland, is developing a planning tool for crises with immediate, extensive, and often irreversible consequences to the population and society. Crises of this type include natural disasters, toxic emissions, forest fires, and aircraft accidents.

The purpose of the CRISMA project is to improve the safety of Europeans by providing information on disasters and the effects of the various decisions and measures applied to address the crisis. The goal is to use modelling and simulation technologies for evaluating the effects of the measures taken on hypothetical scenarios. Research helps decision-makers to identify the most efficient means to prevent losses of life and damage to property.

The project develops solutions to complex crisis scenarios, which can result in massive damage and that require co-operation among various authorities and private parties, including trans-boundary cooperation. The project helps to provide crisis-management decision-makers with information on how extensive disasters should be prepared for, what measures are available during a crisis, and what their effects are.

An integrated modelling system is being designed in the project to simulate both the most likely of crisis situations and more remote scenarios, the required measures, and their effects. Domino and multi-risk effects are also to be taken into account: the integrated modelling system will give opportunities to assess impacts of natural disasters on chemical, nuclear and other industrial activities, critical infrastructures, etc. The system will be used for both short and long term planning, and training purposes.

The integrated modelling system will support comparison among alternatives and evaluation of possible effects of actions and investments, e.g.: Is the planned location for the protective structure correct? What evacuation options should be considered? Should certain areas be zoned as residential or industrial in the land-use plan – or is it best not to build there at all?

For example, the progress of an unforeseen flood can be simulated during the crisis through coupling of historical information with real-time field information. This provides a basis for

decisions regarding e.g. evacuation, where the rescue resources should be targeted, and where additional flood protective structures should be constructed.

The CRISMA system helps to make complex and ambiguous issues more concrete to those that are responsible for making difficult decisions. The project helps us to understand how various accidents and crisis scenarios affect the people, society, infrastructure, the buildings, services, and the economy.

It will also be possible to use the simulation tools in planning collaboration among organisations or geographical areas. The simulation portal can be used to synthesise information provided by different parties and to create new information, including with graphical presentation. Currently, the relevant parties' individual systems are often practically standalone, with almost no co-operation.

The CRISMA project is funded from the European Community's Seventh Framework Programme FP7/2007-2013 under grant agreement no. 284552. The CRISMA project's total budget is 14.4 million euros, of which EU funding accounts for 10.1 million euros. The project ends in August 2015.

In addition to VTT, the project's research partners are Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V. (Germany), AMRA Analysis and Monitoring of Environmental Risk (Italy), AIT Austrian Institute of Technology GmbH (Austria), the Association for the Development of Industrial Aerodynamics (Portugal), Tallinn University of Technology (Estonia), and the Finnish Meteorological Institute (Finland).

The end user's perspective in the consortium is provided by the Emergency Services College (Finland), Deutsches Rotes Kreuz (Germany), Magen David Adom (Israel), the Public Safety Communication Europe Forum (Belgium).

Industrial representatives in the project are NICE Systems Ltd (Israel), EADS Deutschland GmbH – Cassidian (Germany), Insta DefSec (Finland), Spacebel S.A. (Belgium), Cismet GmbH (Germany), and ARTELIA Eau & Environnement (France).

For further information please contact:

VTT Technical Research Centre of Finland
Senior Scientist Anna-Mari Heikkilä
tel. +358 20 722 3490
e-mail address crisma.coordinator@vtt.fi

Project website: www.crismaproject.eu

APPENDIX (ii) Distribution of the Press Release and Media Hits

Press release on 31 May 2012 was distributed by VTT via:

- CisionPoint;
- EurekAlert; and
- Alphagalileo.

The following media hits were identified:

Finland: VTT-led project aims to reduce disaster impact

New Europe | 12/06-12 17:07

The VTT Technical Research Centre of Finland is coordinating a European project designed to save lives and minimise damage to property in times of crisis, it was reported.
*...to property in times of crisis, it was reported. The **CRISMA project** is developing a planning tool to help the authorities, emergency services*



Minimising the outcome of disasters by simulating the effects of different actions

SafetySolutions Online | 12/06-12 07:21

Tweet The European CRISMA project, coordinated by VTT Technical Research Centre of Finland, is preparing for disasters by developing a planning and decision-support tool to help authorities, responders, communities and private parties to prioritise the most important measures for saving lives and mi
*...disasters by simulating the effects of different actions Tweet The European **CRISMA project**, coordinated by VTT Technical Research Centre of Finland*



VTT-led project aims to reduce disaster impact

Good News From Finland | 11/06-12 03:15

The VTT Technical Research Centre of Finland is coordinating a European project designed to save lives and minimise damage to property in times of crisis.
*...lives and minimise damage to property in times of crisis. The **CRISMA project** is developing a planning tool to help the authorities, emergency...*



Crisis response project launched

Risk Management Professional | 08/06-12 01:00

By Tom Bovingdon A planning tool that simulates the effects of different responses to crises could help save lives and mitigate the effects of disasters.
*...could help save lives and mitigate the effects of disasters. The **CRISMA project**, coordinated by VTT Technical Research Centre of Finland, is...*



Euro disaster plan

Professional Security Magazine | 06/06-12 16:17

The European CRISMA project prepares for disasters by developing a decision support tool to help responders to prioritise the most important measures for saving lives and mitigating the effects of a crisis.
*Euro disaster plan The European **CRISMA project** prepares for disasters by developing a decision support tool to help responders to prioritise...*



CORDIS News | 04/06-12 18:12

*...of the EU's Seventh Framework Programme (FP7), brings together **researchers** from Austria, Belgium, Estonia, **Finland**, France, Germany, Israel, **sanat sopivat technologies, VTT Technical Research, Finland, researchers, Technical, Research, VTT, vt***



Minimizing the Outcome of Disasters by Simulating the Effects of Different Actions

Spatialnews - Geo Community | 01/06-12 16:51

The European CRISMA project prepares for disasters by developing a decision-support tool to help the authorities, responders, communities and private parties to prioritise the most important measures for saving lives and mitigating the effects of the crisis.
*...Disasters by Simulating the Effects of Different Actions The European **CRISMA project** prepares for disasters by developing a decision-support...*



Simulating the effects of different actions to minimize disaster's consequences

Homeland Security Neswire | 01/06-12 10:16

Share | The European CRISMA project prepares for disasters by developing a decision-support tool to help the authorities, responders, communities, and private parties to prioritize the most important measures for saving lives and mitigating the effects of the crisis The European CRISMA project prepara
*...actions to minimize disaster s consequences Share | The European **CRISMA project** prepares for disasters by developing a decision-support tool...*



Crisma simulates disasters to improve emergency response

Wired.co.uk | 31/05-12 20:10

The European Crisma project is to develop a decision-support tool to help authorities, responders and communities know how best to respond in the wake of a disaster.
*Crisma simulates disasters to improve emergency response The European **Crisma project** is to develop a decision-support tool to help authorities*



Minimising the outcome of disasters by simulating the effects of different actions

Cision Wire | 31/05-12 16:00

The CRISMA project aims to improve Europeans' safety and security The European CRISMA project prepares for disasters by developing a decision-support tool to help the authorities, responders, communities and private parties to prioritise the most important measures for saving lives and mitigating th
*...of disasters by simulating the effects of different actions The **CRISMA project** aims to improve Europeans safety and security The European **CRISMA...***



CRISMA project underway

Continuity Central | 31/05-12 11:19

Work has started on a European Community project to develop a disaster planning decision-support and training tool. The CRISMA project aims to provide a support tool which will help local authorities, responders, communities and private sector organizations to prioritise the most effective disaster

CRISMA project underway Work has started on a European Community project to develop a disaster planning decision-support and training tool. The...

