



RESILOC			
<i>Resilient Europe and Societies by Innovating Local Communities</i>			
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## D8.1 – Dissemination Plan

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### Abstract

The RESILOC Dissemination Plan provides the relevant guidance about the planned and already executed dissemination activities throughout the entire project. Its content clarifies on general dissemination strategy and the related activities related to dissemination campaigns and dissemination events. Its main purpose is to disclose the methods and to achieve the maximum outreach to relevant stakeholders.

## II. Document History

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## VI. List of Acronyms

Acronym	Meaning
CEN	European Committee for Standardization
DP	Dissemination Plan
DRR	Disaster Risk Reduction
ECRP	European Conference on Risk Perception, Behaviour
EENA	European Emergency Number
FEU	Federation of the European Union Fire Officer Associations
FhG	Fraunhofer Gesellschaft
KPI	Key Performance Indicator
PMP	Project Management Board
PSCE	The Public Safety Communication Europe Forum
WP	Work Package

# 1 Executive Summary

The present document will provide information about the strategy, channels, sequence and timing of the RESILOC dissemination activities. It starts with conceptual information about the overall methodology including objectives, the general approach as well as information on the target group and the geographical coverage:

- The objective is to ensure widest possible dissemination of the project research results and its practical outcomes amongst the relevant stakeholders to make an impact and enhance the implementation of the RESILOC tools beyond the period of grand funding.
- Dissemination activities will be consistently pursued throughout the entire project covering all work packages and tasks to raise awareness, generate understanding and facilitate the implementation of the RESILOC Platform.
- Dissemination will be perused as a broad address to the target audience, specific information may follow upon the dissemination through the project communication activities.
- The primary target audiences for the implementation of the RESILOC platform are administrative bodies, policy makers and first responders on the community level. For the matter of embedding RESILOC into existing frameworks also international organisations and standardisation committees will be addressed. The involvement of local communities and citizens of a community at an early stage will be fostered to guarantee the usefulness and acceptance of the project outcome.
- The project has been designed for communities in Europe. Yet adapting to international frameworks will be considered.

The middle section is based on the use of appropriate dissemination channels concluding that:

- The dissemination campaigns will be significantly based on social media, with the aim to address and involve all stakeholders within the communities.
- The project website will be used as a permanent hub for project information.
- The participation of key conferences and events will be necessary to disseminate the RESILOC approach and its results amongst academics and resilience-related expert groups.
- The RESILOC results will be disseminated to other researchers and policy makers by means of peer reviewed publications and the open access provision of research data.
- The RESILOC project will maintain a focus on liaising with other EU projects in the same domain, to position the RESILOC approach amongst other researches and to support an efficient use of resources within the European context

Some brief remarks will be made to standardisation efforts describing:

- The identified Baseline ISO 22300:2018 “Security and resilience — Vocabulary” and ISO 37123 “Sustainable cities and communities - indicators for resilient cities”
- Standardisation of less tangible aspects of resilience through cooperation with the ECRP
- The project will include the proposal of a CEN Workshop Agreement to foster the uptake of the project results as potential future items to be taken up by a standardization committee

The final section will be on planning and monitoring (KPIs) of the RESILOC dissemination:

- A logical sequence of dissemination activities planned for 2020
- Social media and web-based promotion of the project and its results.
- Quantitative criteria like publication of peer-reviewed scientific articles,
- Participation to conferences at European level
- Dedicated meetings/workshop with local authorities and Policy Officers at EU level.



## 2 Methodology

### 2.1 Definition of Dissemination

Within the scope of this project, the term dissemination shall be understood as the stakeholder-oriented promotion and lobbying of the RESILOC approach to measure and improve the resilience on the level of communities. By this, the strategic goal of the RESILOC dissemination activities consist in propagating and positioning the project's expected outcome – a cloud-based platform for assessing and calculating the resilience indicators of a city or a community, for developing localised strategies and verifying their impacts on the resilience of the community – to the widest range of relevant stakeholders. The dissemination activities shall thereafter foster the general interest in the use of the platform (communities) and the standardisation of its methodology (experts and institutions). The involvement of stakeholder may be following the dissemination activities by the means of specific communication activities.

### 2.2 Objectives

The overall objective of the RESILOC dissemination strategy strongly relates to the project objective to 'Have an impact and define concrete steps towards a more resilient society' (Obj5) which will be also achieved through the dissemination of the project results to largest possible audience of researchers and relevant stakeholders. Through the affiliated dissemination activities, with social media in particular, a distinctive RESILOC brand identity will be built and developed, in support of high level of awareness and in favour of sustainability of the RESILOC project. Its outputs shall be contributing to effective interaction with all stakeholders. The dissemination activities must therefore convince stakeholders that the tools developed by the project will bring real added value to their work, facilitating their adoption, use and uptake.

The following three categories of objectives shall be pursued in order to make a relevant impact with the identified stakeholders:

- ***Raising awareness of RESILOC***  
Making the representatives of the primary target audience aware of the project and its relation to their specific discipline to generate further interest and cooperation.
- ***Generate Understanding of RESILOC***  
Actively engage with representatives of the target audiences to increase the understanding of what the purpose and potential benefit from the RESILOC project is.
- ***Facilitate Implementation of RESILOC***  
Supporting the representatives of the target audience in adopting new practices and actions in the approach to measure and improve resilience.

In order to meet the objectives, it will be of utmost importance that:

- The required information will be available and easily accessible for all interested stakeholder groups.
- The contents will be understandable and compelling for a heterogeneous audience with different levels of expertise.
- The objectives of the project are presented ubiquitously and in a consistent fashion for the benefit of a coherent project image.
- The benefits of the project will be communicated in a needs-oriented manner.

## 2.3 Approach

The RESILOC approach to dissemination is defined in line with the strategy for effective dissemination and exploitation of H2020 research results and based on the belief that dissemination activities should cover the results of all work packages and work phases of the project, presenting a cohesive, inspirational story for audiences, told through relevant information accessible across most popular channels and devices, enabling the use and uptake of results and aligning work with the needs of users and stakeholders. The Dissemination Plan (DP) must therefore be considered as a work package-overarching escort for the sound promotion of the project's usefulness to the relevant stakeholder groups as defined in 2.7. The promotion will proceed incrementally alongside the projects development by informing and involving the stakeholders at any given phase of the project (see figure1).

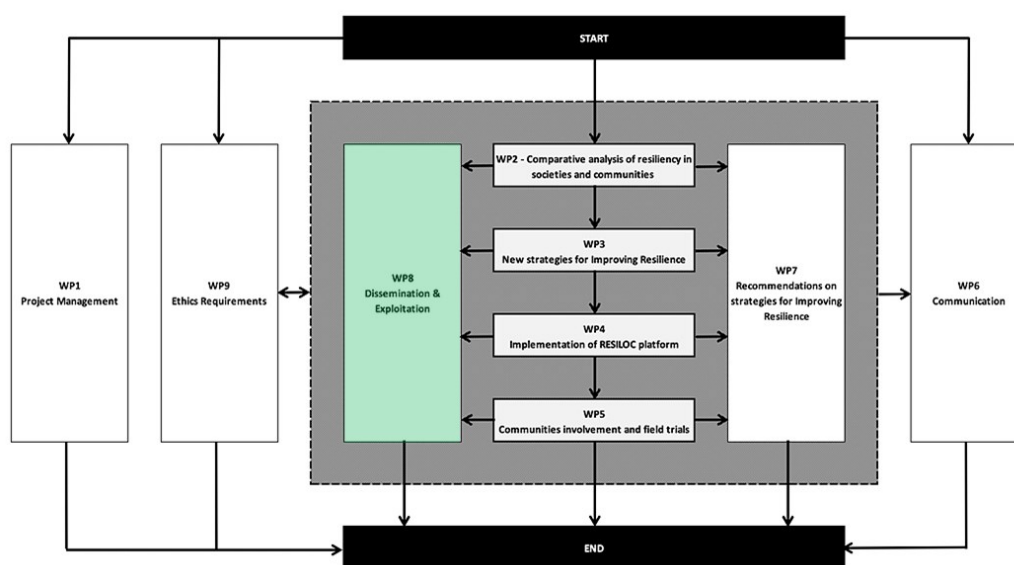


Figure 1: RESILOC PERT diagram

It is important to provide enough evidence and use-cases to decision makers and other end-users interested in the outcomes. In order to successfully implement such a dissemination strategy, it will be inevitable to actively engage users to identify their needs and jointly develop strategies to deliver what they need and expect, starting from (M7). Part of this approach will be provided through an active feedback-loop between citizens and the stakeholders involved in building resilience in communities, which will:

- reveal solutions for culturally, socially and environmentally informed best practices in disaster risk reduction and management
- contribute to cross-sectional knowledge transfer

The objective in the context of dissemination is to provide access to multi-disciplinary overview of existing knowledge and available resources, as well as project results and best-practice examples to a broad audience.

Dissemination activities, of all partners and the consortium as a whole, will be aligned from the beginning of the project by designing an effective dissemination sequence and utilising engaging tools and materials, in order to achieve greater impact in the dissemination of the project results and amplify stakeholder reach and interest.

All the efforts concerning dissemination are consolidated together in the dissemination plan which will be updated regularly every 12 months. Following reporting table applies:

Table 1: Development of the RESILOC Dissemination Plan

D#	Deliverable Title	Lead beneficiary	Due Date in months	Month	Year
D8.1	Dissemination Plan, First release	1 - Fraunhofer	6	Nov	2019
D8.2	Dissemination Plan, Second release	1 - Fraunhofer	12	May	2020
D8.3	Dissemination Plan, Third release	1 - Fraunhofer	24	May	2021
D8.4	Dissemination Plan, Final report	1 - Fraunhofer	36	May	2022

In each report after the first evaluation of the results of the dissemination activities compared with the targets will be further detailed, with the corrective measures taken, if needed.

The task will also deliver a final report on dissemination at the end of the project.

## 2.4 Dissemination Strategy

The RESILOC project utilizes a bundle of measures to target the largest possible audience by the use of

- social media (Twitter, Facebook and LinkedIn)
  - as a hybrid tool for information and inclusion
- the web (project website, blog).
  - as a pool for persistent project information.
- regular meetings with the citizens in the Local Resilience Teams (LRT)
  - as dissemination of the project progress and results, exploiting word-of-mouth
- publications and presentation to selected events at national and international level
  - as a targeted dissemination towards researchers and high-level stakeholders
- leasing with relevant EU Projects

The dissemination strategy will be effectuated in three phases:

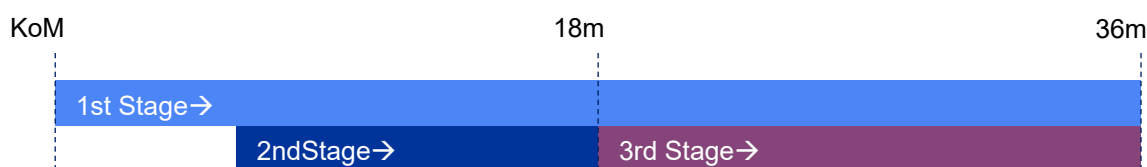


Figure 2: Dissemination phases

The first stage will cover the entire duration of the project and will aim at **creating awareness** about the project, raise interest and stimulate the participation of citizens to the discussions. **M1-M36**

The second stage will start with the end of the analysis activities and the start of the discussion on the approaches and strategies to improved resilience. This phase will see more aggressive campaigns for **attracting and recruiting stakeholders** and citizens into the discussion and for **collecting feedbacks on the implemented tools** and functionalities, starting with the RESILOC inventory. **M7-M18**

When the RESILOC platform will be verified by the practitioners, the third phase will focus on the **field trials** (both informing and inviting local communities to join the exercises), their execution and results. This stage will last until the end of the project and will include the publicity of the conclusions and the roadmap to future actions to improve resilience. **M18-M36**

Table 2: Dissemination Plan timeline from GA Part B Section 2.2.1.1

Time	Objective	Approach
<b>Stage 1</b>	Create awareness  Address the target audience and their needs.  Start recruiting practitioners and users	<ul style="list-style-type: none"> <li>Website development and content update, including social media.</li> <li>Publication of support material, mass media.</li> <li>Submitting scientific papers to relevant journals and conferences.</li> <li>Attendance to events with similar EU or national projects.</li> </ul>
<b>Stage 2</b>	Active involvement of practitioners and stakeholders  Continue engaging users and citizens	<ul style="list-style-type: none"> <li>Organisation of workshops</li> <li>Social media campaigns</li> <li>Information to practitioners and citizens via webinars</li> <li>Enrich website and all mass media channels.</li> <li>Submitting scientific papers to relevant journals and conferences.</li> </ul>
<b>Stage 3 &amp; Beyond</b>	Massively involve local communities in the field trials  Promote the exploitation of the RESILOC product/service.  Promote the findings	<ul style="list-style-type: none"> <li>Targeted campaigns on social media</li> <li>Enhance liaison with practitioners and stakeholders</li> <li>Enrich website and all social and mass media channels.</li> <li>Submit scientific papers to relevant journals and conferences.</li> <li>Presentation of results and prototypes, early demonstrations</li> <li>Organisation of a pan-European final workshop</li> </ul>

The major focus of the RESILOC dissemination strategy is on ensuring that the project research and practical outcomes are widely disseminated to each target community, at appropriate timing, via appropriate channels, and that those who can contribute to development, evaluation, uptake and exploitation of RESILOC outcomes will be encouraged to participate. Throughout the project, all the Consortium members will perform dissemination activities according to the common goals set by the strategy, which will be completely coherent with the nature of each organisation and with the aim and purposes within the RESILOC project.

## 2.5 Dissemination principles

In order to implement a successful dissemination strategy, certain principles must be applied with reference to:

- format
- content
- presenting

### 2.5.1 Format

Standardised formats shall be used with the intention to foster the RESILOC Identity and its brand character. Therefore, all dissemination activities should be executed by the use of the standardised and agreed RESILOC templates if applicable.

Templates might be added, changed and agreed upon during the course of the project for why the user shall make sure to use the most recent version of the templates. Project partners are requested to make suggestions regarding the optimization of templates in case avoidable limitations to the quality of clarity and visual identity are recognized.

All Dissemination material related to the RESILOC project (such as. Publications, material given out for Workshop materials, posters or presentations of major results) funded by the grant must:

- display the EU emblem (Flag or Horizon 2020 Logo)
- display the RESILOC Logo

When displayed together with another logo, the EU emblem must have appropriate prominence. Both logos are deposited in the RESILOC OwnCloud (RESILOC\_owncloud\RESILOC\_General\Templates & Logo).

To prevent the perception of dissemination material as official EU Documents, caution must be taken not to use the Logo of the European Commission. Further all project partners must, where applicable, place a disclaimer stating that:

*"This (**Type of document**) does not constitute or should not be construed as legal document of the European Commission. The conclusions and recommendations expressed it contains are subject to the RESILOC Consortium and do not necessarily represent the official positions of the European Commission or the European Union."*

### 2.5.2 Content:

The content of RESILOC dissemination materials may vary in nature due to the task / work package or state of project progress presented. However, all dissemination materials should contain standard elements that contribute to the brand awareness and central understanding of the project. The documents shall include:

- a standardized summary of the project with reference to its objectives and overall outcome
- a link to the project website for extended and standardized information content
- the reference to EU Funding and the Horizon 2020 Programme
- standardized key words relevant to subject of community resilience in the RESILOC context
- the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 833671".

### 2.5.3 *Presenting*

The partners which present the project shall make sure to have a clear and common understanding of the definitions of key elements within the RESILOC projects field of research. It is important to acknowledge, that the RESILOC project structure was built on certain definitions. While considering that varying definitions might be available for different resilience related concepts presenters are shall refer to the definitions within the RESILOC context unless otherwise agreed by the PMB.

Example of important definition are:

- Community
- Risk
- Resilience
- Hazard
- Vulnerability

Additional rule of communication referring to the issue of dissemination may result from the Communication Plan D6.1.

## 2.6 Geographical Coverage

The RESILOC dissemination activities will be centred on the communities within Europe. Due to the global relevance of the resilience issue efforts shall be made to lobby for the RESILOC approach on international level. Particular efforts of dissemination will be made on towards stakeholders on the local level as they are not only the primary target group but also the participants that will lead the trials to success.

## 2.7 Target Audience

The Target audience that will be of Relevance resembles Stakeholders from various disciplines and functions:

Table 3: Target Audience by type and function

PRIMARY		
Type	Function	Examples
Governmental organisations at national and community level	Policy Makers & administrators	Ministries of Interior & Defence, civil protection agencies, responder agencies and first responders
Non-Governmental Organisations & Civil Society Organisations at national and community level	Policy Advisors, Actors, Observers	Red Cross, Red Crescent, volunteers, civil protection organisations
International Organisations	Supranational Frameworks	United Nations, European institutions
Potential Markets and Customer groups	Application facilitation	national and local institutions as municipalities, operators in the field of critical infrastructures, Smart City and mobility
Industries and SMEs	Contribution of technical and operational excellence	Products and services in the field of disaster management, disaster recovery, sensors data, big data, workflow and business process management, critical infrastructures, security and environment protection
Academic Institutions and other Research Groups	Research catalysts and multipliers, data exploitation & efficiency	Research institutes and Universities working in the field of crisis management, simulation, sensors data, big data, or workflow management, security, and environment protection
Standardisation bodies	Manifestation of applicability	CEN, ISO
Stakeholders and practitioners' associations and networks	Networks / Unions / Corporate bodies	The European Emergency Number Association (EENA), Federation of the European Union Fire Officer Associations (FEU), The Public Safety Communication Europe Forum (PSCE)
Investors	Current and future funding	
Private sector services	Functions	
Citizens of a community	Ad hoc volunteers / potential victims / advisors	Narrow: People that permanently live in the area that is subject to research (Pilot)

		Board: People that permanently live in the geographical area as described in Section2.4
INTERMEDIATE		
Traditional and new Media	Publishers Multipliers	Print, Online, Broadcast services
SECONDARY		
Advisory Group	Knowledge transfer	RESILOC Advisory Board and other experts from subject related disciplines
Project partners	Knowledge transfer	Project Consortium



### 3 Dissemination Channels

In order to reach all target audiences as defined in Section 2.7 and disseminate the key message to each target group, the following dissemination tools & channels will be used. All material, tools and channels will follow a consistent visual identity to make RESILOC easily identifiable.

#### 3.1 RESILOC Website

The RESILOC website (<https://www.resilocproject.eu/>) was designed as a dissemination channel for the project outputs and documentation. It will be regularly maintained and updated throughout the project lifetime and for at least three years after the end of the project. This will be done by all partners involved in the dissemination Work Package (WP8).

The main objectives of the website are:

- To gain a quick understanding the projects content and its main objectives
- To present the structure of the project and how this leads to the objectives
- To introduce the partners that are involved in the project
- To inform about the projects progress through a blog
- To provide one common platform to distribute all public documents and outcomes of the project such as public deliverables and research papers, etc.

The websites activity will be monitored through an analytics tool that will be implemented by the IT-Support of FhG. This will ensure that information of the usage of the RESILOC website will be recorded for evaluation and optimization purposes.

The RESILOC website will also link to the RESILOC communication channels such as Twitter, LinkedIn and Facebook to ensure a maximum online presence of RESILOC.

The website will be kept dynamic with content from the social media, blog articles, and publications. If resources will be sufficient an audio visual transfer of information about the RESILOC project will be provided via an embedded project video covering the RESILOC objectives and findings to first responders and authorities that related to civil protection and emergency management. The project video shall also be displayed in events where RESILOC will be presented and will also be available online on the project website and social media.

The Website will provide a separated subpage for deliverables, which will include a list of deliverables and their date of dissemination (publication) in order to provide the target audience with the information of when to expect what content. Public deliverables will be made available for downloading from this section, further to the registration to the project newsletter.

Another important subpage will be allocated to the field trials to highlight them as a fundamental part of the project. The section of the field trials should be used to clarify on the methodology and results that were received from the field trials in the context of the overall concept of community involvement.

The website will host a blog which will be used to inform its visitors about recent developments in the project. It is targeted to have at least one post per week to be contributed by either the project partners or the Local Resilience Teams. A conclusive plan on content to be posted will be accessible to the members in the own cloud. Each PMB meeting two new posts will be assigned to the partners. Posts should contain a picture or graphic and 300-600 word depending on the complexity of the topic. An average post should contain 400 words and include links where ever appropriate. The content of posts may also be linked and accelerated through in the weekly tweets. Posts should be used to raise awareness of publications and dissemination events.

## The RESILOC Website



Figure 3: RESILOC Website – [resilocproject.eu](http://resilocproject.eu)

## 3.2 Social Media Channels

The overarching purpose for the use of social media can be described as supporting strategic objectives in dissemination through social networks. In order to reach out and involve relevant and targeted audiences paving the way for the future take-up of the project and support the dissemination of its outputs for the benefit of key stakeholders ensuring resilience of communities, we will in the context of our international outreach work with diverse target groups involved in the creation of resilience focused policies, able to contribute to community based

capacity building for resilience with expertise and experience and willing to contribute to fulfilment of the RESILOC project's strategic objectives.

The target groups related to social media represents audiences that primarily may make use of results and will include:

- Citizens - general public interested in resilience and disaster risk reduction
- Resilience focused policy makers at all levels
- Representatives of international institutions, NGO's, national governments and community leaders promoting and supporting community resilience
- Scientists and technological segment leaders engaged in development of solutions enhancing resilience and public safety
- Other projects addressing relevant challenges
- Representatives of international standardization bodies

The identified target groups actively engage in platforms where policies are discussed, strategies shaped and institutional capacities built resp. solutions developed to actively influence the global efforts to build resilience so direct interaction will be the prioritized form of interaction, supported by strategic messages shared via social media, as well as through active attendance and presentation of the RESILOC project at conferences, workshops and on relevant professional platforms.

The contribution to the planned dissemination activities online lies in the management of the project social networks, driving visitor traffic to the RESILOC homepage <https://www.resilocproject.eu/> and complementing the general information provided on the homepage with updated, visually interesting content tailored to the needs of specific audiences.

To address the needs of the main target audiences and in support of the overall communication framework of the project, the following social media platforms have been selected as suitable for the purposes of the RESILOC project:

- Twitter <https://twitter.com/resiloc>
- Facebook <https://www.facebook.com/resiliencehub/>
- LinkedIn <https://www.linkedin.com/company/h2020-resiloc>

These accounts will be used to communicate tailored content and maintaining active communication with the audiences in line with the RESILOC communication plan and dissemination strategy. Our social media marketing goals will be realized through systematically improved search engine optimization, gathering intelligence on needs of our followers, providing pro-active informational support building audiences, driving web traffic to the project website and maximizing the potential of targeted, online-based dissemination activities.

All online tools developed will be monitored for statistical and analytical purposes. The audience details, demographics, geo data, users flow, technological aspects, online behavior will be followed on a regular basis (see Section 4).

### 3.2.1 RESILOC on Twitter

Twitter is a popular communication platform used by over 500 million users worldwide, whose role in potential disaster risk reduction and as an emergency management tool at community level is being investigated. It complements traditional media outlets and millions of users worldwide connect to it every day to access information. Twitter has also shown potential to

increase survival during some disasters<sup>1</sup> and it allows multidirectional network communication which aids authorities responding to disasters as well as communities dealing with their aftermath as it facilitated real-time communication between actors. Twitter has also become a valuable tool in disseminating and supporting key conversations in relevant agendas.

#### RESILOC identity on Twitter:

<b>Name:</b>	RESILOC
<b>Username:</b>	@resiloc
<b>Bio:</b>	The #RESILOC team is working to inspire local resilience teams in activating social capital of communities to leave no one behind in crises #H2020 #HorizonEU
<b>Link:</b>	<a href="https://twitter.com/resiloc">https://twitter.com/resiloc</a>
<b>Activity:</b>	<p>The RESILOC Twitter presence is designed to be active and informative to its followers. Combination of tweets (Twitter posts) with information generated actively throughout all of the project implementation phases and occasional retweets (referencing other users' relevant posts on Twitter) will be used to build and inform audiences.</p> <p>The posts' content will include text, photos and links. A pinned tweet is used to emphasize the information that RESILOC is possible thanks to #EU support as this project receives funding from the EU Horizon 2020 Research &amp; Innovation Programme, in line with the respective Programme Guidance.</p> <p>Depending on the activities and events throughout the project's lifetime (including news and relevant events outside the project), the posts' frequency will vary but we aim at a targeted minimum of 2 tweets/retweets per week. Hashtags will be also used to optimize users' search for relevant content and to facilitate connections with specific topics. Examples of hashtags used would be: #RESILOC, #RESILOCteam, #Research, #Disaster, #DRR, #risk, #Resilience, #ResilienceForAll, #BuildToLast, #Emergency, #Data, #CommunityResilience, #innovation etc.</p>
<b>Strategy in following other Twitter accounts :</b>	<p>Depending on the activities and events throughout the project's lifetime (including news and relevant events outside the project), the posts' frequency will vary but we aim at a targeted minimum of 2 tweets/retweets per week. Hashtags will be also used to optimize users' search for relevant content and to facilitate connections with specific topics. Examples of hashtags used would be: #RESILOC, #RESILOCteam, #Research, #Disaster, #DRR, #risk, #Resilience, #ResilienceForAll, #BuildToLast, #Emergency, #Data, #CommunityResilience, #innovation etc.</p> <p>RESILOC's connections with other project teams, organizations, policy makers and professionals as well as communities working on resilience enhances interaction, build-up on already acquired knowledge, cooperation</p>

<sup>1</sup> 12. Cates AL, Arnold BW, Cooper GP, Yeager V, Stake J, Ali M, Calderone RC, Wilkinson J, Hsu E, Parrillo S, Piper S, Subbarao I. Impact of dual-polarization radar technology and Twitter on the Hattiesburg, Mississippi tornado. Disaster Med Public Health Prep. 2013 Dec;7(6):585-92. [PubMed]

	<p>between actors addressing relevant challenges and facilitates access to the project's communication platforms including the web page and social network profiles, supporting the process of sharing of information.</p> <p>Following (or connecting and receiving activity feeds) on Twitter thus acts as RESILOC's initial approach. Organizations to be followed will be generally official profiles of representatives from RESILOC's key stakeholder groups and partners, actively engaged with regular posts, and having their own well-developed networks of followers.</p>
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### Extract:



Figure 4: Extract from RESILOC Twitter page

### 3.2.2 RESILOC on Facebook

The Facebook with 2.45 billion monthly active users is an important information sharing platform enabling individuals to connect to added value initiatives, build engaged audiences and support purpose-driven coalitions and partnerships. The strategic objective of the RESILOC team is to utilize this platform to build relationships with engaged audiences activating their potential to support targeted dissemination of the project's outputs and the distribution of added value deliverables to communities working to increase their resilience.



## RESILOC identity on Facebook:

<b>Name:</b>	RESILOC
<b>Username:</b>	@resiliencehub
<b>Bio:</b>	Community resilience building project supported by the EU Horizon 2020 programme. This project receives funding from the @EU_H2020 Research and Innovation programme. Any related tweets reflect only the views of the project owner.
<b>Link:</b>	<a href="https://www.facebook.com/resiliencehub/">https://www.facebook.com/resiliencehub/</a>
<b>Activity:</b>	The RESILOC Facebook page is designed to be engaging to its followers. Regular updates on project activities are provided and active interaction with followers is maintained. Performance of posts is monitored and analyzed to tailor content to meet the needs of the audiences.

## Extract:

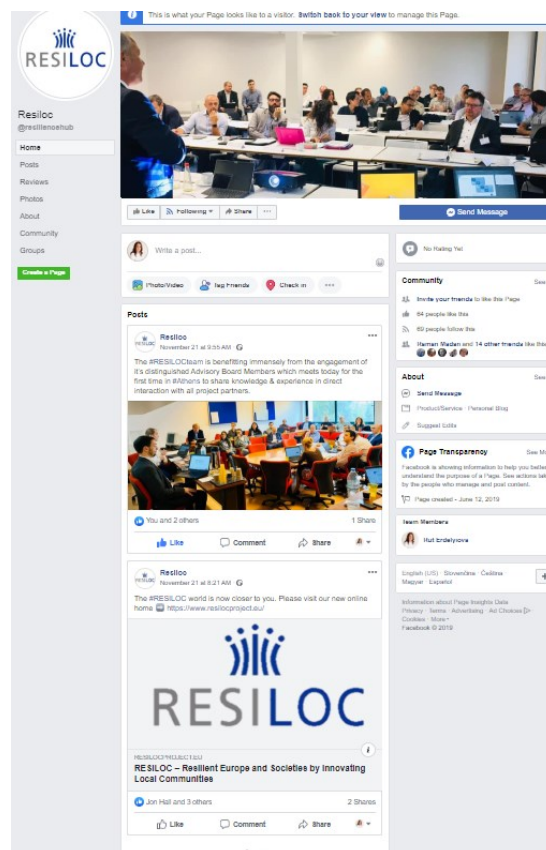


Figure 5: Extract from RESILOC Facebook page

### 3.2.3 RESILOC on LinkedIn

According to 2019 statistics, LinkedIn has over 500 million users in 2019, with over 90 million senior level influencers and 63 million decision-makers are present at the LinkedIn network, as 94% of it/s users utilize it to distribute content, driving more traffic to sites than any other network, making LinkedIn the number one choice for professionally relevant

content. To utilize its benefits the RESILOC team established a presence on this platform, building an audience among the influencers and decision-makers in relevant segments.

### RESILOC identity on LinkedIn

<b>Name:</b>	RESILOC
<b>Username:</b>	@resiloc
<b>Bio:</b>	The #RESILOC team is working to inspire local resilience teams in activating social capital of communities to leave no one behind in crises #H2020 #HorizonEU
<b>Link:</b>	<a href="https://www.linkedin.com/company/h2020-resiloc">https://www.linkedin.com/company/h2020-resiloc</a>
<b>Activity:</b>	The RESILOC LinkedIn presence is designed to be informative to its followers and engage with specific target groups of professionals dedicated to resilience related challenges. Our goals on this platform include building brand awareness, generating qualified leads, strengthening brand reputation and engaging with our target audiences.
<b>Strategy for the conservation of leads:</b>	<p>The LinkedIn page includes basic information such as the project logo and web site URL, basic information about the project, reference to the Horizon 2020 programme support and up-dated information about partners of the RESILOC consortium, progress in project implementation, milestones and will serve to inform of planned events in the course of project implementation.</p> <p>The page has been optimized for search through carefully selected keywords, an inbound link profile and regularly published relevant content.</p>

### Extract:

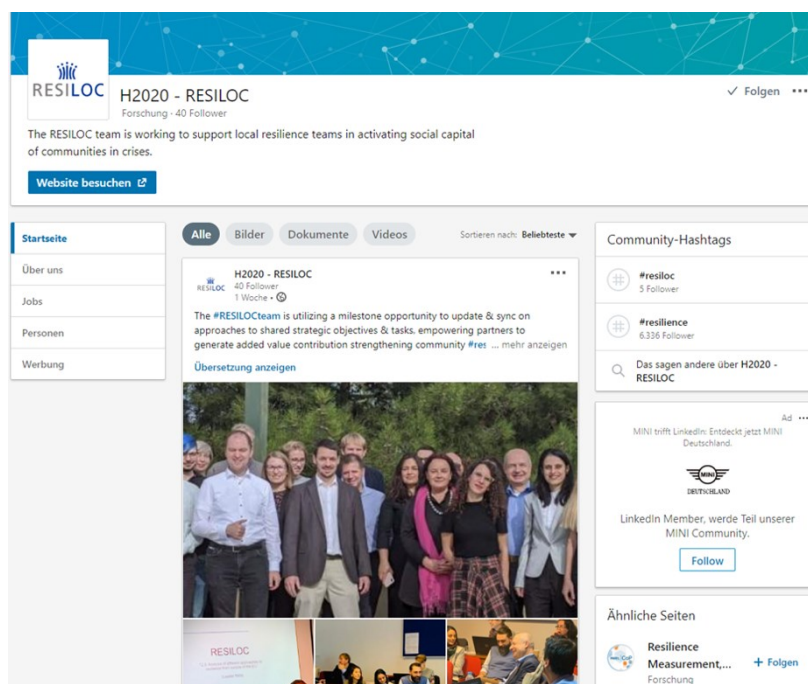


Figure 6: Extract from RESILOC LinkedIn page

### 3.3 Newsletter

An electronic newsletter will be used as a tool to disseminate the relevant progress on results and outcomes of the RESILOC project in a clear curated way, covering the latest updates of the project, addressing the general research community, as well as the first responders. The primary audience to be addressed are the stakeholders in the field of emergency services. Unlike posts on the social media or the website, the content of the Newsletters should be of higher and lasting relevance to the progress being made in relation projects core objectives. It should be understandable by stakeholders in the field yet quotable from policy makers and academics alike.

Subscription to the newsletter will be attached to the project website links may also be imbedded in the newsletters or other posts. It will be important for the newsletter, that new information will be disseminated rather than recycling content that was already published on other electronic media channels of the project. Simultaneous posts of content may be used to support the newsletter content. The newsletter should be striving for high quality in language and setting. The single point of responsibility for its final review will be the communications officer.

The link of the newsletter subscription should be prominent on the starting page of the website. The subscription link should be highlighted by colour contrast or a popup window. In any case the link should be reachable by a single click.

The subscription will be following a confirmed opt-in (double opt-in) procedure including the confirmation of data protection regulation.

Following tasks will be involved in the production of the newsletters:

- Implementing subscription module to the project website → FhG
- Provision of content in form of articles → All Consortium Members and LRTs
- Design of the project newsletter → FhG
- Creation and distribution of newsletters (Minimum 2 per year)

Table 4: Newsletter schedule

NL No.	Date	Content
1	16.03.2020	Just after the workshop in Gorizia on the specifications of the RESILOC inventory and the community involvement.
2	15.06.2020	Just after the half year meeting (Bergen/Sogndal) but prior to the project review containing the first feedback from the communities, the field trial design and hopefully the
3	tba	tba

The following indicators will be used to measure the effectiveness of the Newsletter as a dissemination tool:

- Delivery rate (how many of the mails sent were delivered?)
- Open rate (how many delivered mails were opened?)
- Click through rate (how many of the people who opened the NL clicked on a link in the NL?)
- Net subscription rate (No. of new subscribers – No. of unsubscribers per month)



### 3.4 Workshops / Webinars

Workshops and webinars will be additional channels to disseminate results and information on the usability and impact of the RESILOC Project and its technical implementation. Apart from attending at external conferences and workshops for the purpose of presentations, networking and developing new ideas on behalf of RESILOC, the individual Members are urged to organise its own workshops dedicated to the project activities, involving external stakeholders from the end user groups, industry and policy or decision makers. This will be done through:

- conference presentations;
- hands-on demonstrations
- hosted discussion on the project for feedback gathering

Experts in the field of:

- emergency services/ operators
- user groups
- industrial partners
- decision makers
- the European Commission

RESILOC will also organise panel discussions and a CEN Workshop.

Webinars on the other hand will be directed to a broader group addressing the general public or citizens from the involved communities. The objective of the webinars should therefore be increasing public involvement in resilience management. The general public will be engaged in following and reviewing some of the project prototypes or products.

### 3.5 Conferences and other Events

Discipline-specific conferences and events are very important in their capacity of steering the dissemination efforts into the direction of the relevant target audience. For that purpose, the most relevant conferences on Disaster Risk Reduction at EU and world level will be attended to share views and gain additional knowledge. Even if this approach will not directly target the end-user, choosing the right events to position and discuss the RESILOC approach will increase the likelihood of sustaining the project beyond its phase of grant funding by raising awareness and reaching a higher degree of maturity by the means of the qualified exchange. Particular interest should therefore be given to events that address experts from the field s of:

- Resilience
- Disaster Risk Reduction (DRR)
- Community oriented policy making

Conference and events material as in will be produced to present the benefits and impact of the project to the general public, with easy to read content. Brief information regarding the different technologies involved will be offered in the brochure, and tasks in progress will be presented. The standardised content for visual information tools including graphical content and infographics, will be prepared by the individual partners. In order to guarantee a coherent appearance and contribution to the RESILOC visual identity there will be standardized Information materials which will be produced in cooperation between the project management in cooperation and the designated communications officer of the project. Presentations of Publications may use standardized graphics and design or own graphics. Yet the presenter is urged to use standard templates for the presentation and obey to the dissemination behaviour under Section 2.5.



The following conferences and events are proposed by the project partners and can/will be used to either communicate and/or disseminate the project and its results to the respective target audiences. Additional events will be assessed as the project continues.

Table 5: Conferences and other events

Partn er	Event	Description	Status	Relevant dates	
RAN	DRIVER+ workshop	DRIVER +User Workshop to discuss how DRIVER+ outputs can contribute to capability development of practitioner organisations responding in crises (such as the trial methodology) into the RESILOC toolbox.	participated	Date	<b>14. October 2019</b> Brussels, Belgium
RAN	IFAFRI	Representing RESILOC on the IFAFRI platform with spotlight on opportunities to address response capacity gaps and technological challenges in actions designed for strengthening community resilience at local level.	participated	Date	<b>15. October 2019</b> Brussels, Belgium
				Reg.	Closed
				Call for papers	Closed
RAN	GCSP conference Crises 203	High level international conference on emergent threats, global leaders addressing complex challenges.	participated	Date	<b>14. November 2019</b> Geneva, Switzerland
				Reg.:	Closed
				Call for papers	Closed
FhG	Secure Societies “project to policy kick off seminar”		confirmed	Date	<b>31 January 2020</b> Brussels, Belgium
ISIG	Project RESBA – Mayors Forum (1&2)	Communication and dissemination activity addressed to the local authorities in the cross-border area between Italy and France.	ISICG is planning dates	Date	<b>January/February 2020</b>
FhG	Humanitarian Networks and Partnerships Week 2020	The HNPW is a free event for professionals working in humanitarian preparedness and response. Previous HNPW participants represented governments, donors, UN Agencies, IFRC/RC societies, NGOs, academia, the private sector, and the military	confirmed	Date	<b>3-7 February 2020</b>
				Reg.	Open
RAN	DRIVER+	Final Conference Event.	confirmed	Date	<b>19-20 February 2020</b> Brussels, Belgium
UoA	3rd Scientific Forum For Disaster Risk Reduction in Greece	The annual national forum for scientists and research organisations working on disaster risk reduction and management.	confirmed	Date	<b>05-06 March 2020</b> , Athens, Greece
				Reg.	
				Call for papers	Open - 10.02.2020
IES Soluti ons RAN	EENA conference 2020	Annual Conference with stakeholders, Emergency Management organisations and industries.	planned	Date	<b>01-03 April 2020</b> Riga, Latvia
				Reg.	Open - 26.03.2020

				Call for papers	Nm/a
WNRI UoA	ISCRAM Intl. Conference on Information Systems for Crisis Response and Management	ISCRAM is a forum where researchers and practitioners from all around the world meet every year to share experiences and raise challenges in all the aspects related to the design, development, and use of information systems to improve the management of crisis and disaster situations.	confirmed	Date	<b>24-27 May 2020</b> Blacksburg, Virginia, USA
				Reg.	Open – 07.05.2020
				Call for papers	Closed Open - 10.01.2020 & 28.01.2020
IES Soluti ons	PSCE workshops 2020	Cycle of bi-annual workshops on Communication in emergencies, with Industries, Researchers and First Responders.	planned	Date	<b>May &amp; December 2020 (TBA)</b>
RAN FhG	Interschutz 2020	The world's leading trade fair for the fire and rescue services, civil protection, safety and security.	planned	Date	<b>15-20 June 2020</b> Hannover, Germany
				Reg.	open
				Call for papers	
ACPD R RAN FhG	European Forum for Disaster Risk Reduction (UN DRR)	Biennial European Forum for Disaster Risk Reduction, organised by UN DRR, meeting of European States on DRR.	planned	Date	
				Reg.	
				Call for papers	
FhG, UoA	SRE 2020	A Community of Users for Secure, Safe and Resilient Societies	planned	Date	<b>25 - 26 November 2020</b> Bonn, Germany
				Reg.	n/a
				Call for papers	n/a
RAN IES Soluti ons	Joint International Resilience Conference	Researchers, policy-makers and resilience practitioners from across the world to meet and share expertise in the design, development, analysis and implementation of resilient social-technical-environmental (STE) systems. The conference will give you the latest updates and breakthroughs in the field of Resilience Engineering.	planned	Date	<b>24-26 November 2020</b> Delft, Netherlands
				Reg.	n/a
				Call for papers	Open - 20.01.2020
WNRI UoA	ICICTDM 2020	International Conference on Information and Communication Technologies for Disaster Management. ICICTDM aims to bring together academics and practitioners who are involved in emergency services, ad hoc planning, disaster recovery.	planned	Date	<b>03-04 December 2020</b> Tokyo, Japan

### 3.6 Publications

The following journals have been identified by the partners as potential channels to promote RESILOC results and promote the visibility of the project:

- International Journal of Disaster Risk Reduction
- Sustainability
- International Journal of Sustainability Management and Information Technologies
- Big Data
- International Journal of Emergency Management
- International Journal of Risk Assessment and Management
- International Journal of Business Continuity and Risk Management
- Environmental Hazards: Human and Policy Dimensions
- The Journal of Risk Analysis and Crisis Response
- International Journal of Crisis Management
- Emergency Management Magazine

Publications of research results will be published in peer review manner. The publication will follow the green route by providing an open access copy of the published document in an organisation based online repository. The publication of metadata related to the results shall be made available with considerations made to ethics and data security issues. It is expected, that the first research results will be available after the completion of the study phase which will end in M9. It is planned to have at minimum of 2-4 papers published each year for details on planned publications please refer to the logical dissemination sequence in Section 5.

### 3.7 Liaising with other related projects

Liaising with other EU projects will be of importance to position the RESILOC approach amongst other researches and to promote resource efficiency within the European context.

The following projects were identified as potential cooperation and coordination partners. These projects might be past or current EU-funded projects that the RESILOC partners either communicate, cooperate, liaise with or learn from: This exercise will mainly be done through contacting and connecting with the (former) project manager and establishing a culture of bilateral attendance of workshops and conferences.

*Table 6: Other related projects and initiatives*

Project / Forum / Initiative	Scope	Connection points with RESILOC
<b>INTPART BDEM</b>	Transnational Partnership for Excellent Research and Education in Big data and Emergency Management	Researchers and emergency managers from Norway, USA, Japan, and Hong Kong
<b>BuildERS</b>	Building urban resilience	increasing the social resilience capital of European communities and citizens
<b>DARWIN</b>	Expecting the unexpected and know how to respond	improving responses to expected and unexpected crises affecting critical societal structures during natural disasters (e.g. flooding, earthquakes) and man-made disasters (e.g cyber-attacks)
<b>DRIVER+</b>	Active interaction and sharing of resources in mutual support between both EU projects	Trial methodology, Community of Users, CMINE platform

<b>DYNAMORE</b>	DYNAMIC MODELLING OF RESILIENCE	promote stress resilience and improve mental health and well-being in the face of adversity.
<b>European Forum for Disaster Risk Reduction</b>	Interaction with the EU sub-platform of the Global Platform for Disaster Risk Reduction	EU DRR strategies integration into community level strategies
<b>EU Community of Users on Secure, Safe and Resilient Societies</b>	The Community of Users aims to increase availability of the latest policy updates and research outputs.	Latest policy updates and integration of research outputs
<b>FASTER</b>	First responder Advanced technologies for Safe and efficient Emergency Response	addresses the challenges associated with the protection of first responders in hazardous environments, while at the same time enhancing their capabilities in terms of situational awareness and communication
<b>IMPROVER</b>	Improved risk evaluation and implementation of resilience concepts to critical infrastructure	improve European critical infrastructure resilience to crises and disasters through the implementation of resilience concepts to real life examples of pan-European significance, including cross-border examples.
<b>POP-ALERT</b>	Emergencies, Resilience & Training	prepare societies and populations to cope with crisis and disasters in a rapid, effective and efficient way by blending traditional crisis preparedness and first reaction strategies with the use of innovative and contemporary tools
<b>Project RESBA (INTERREG Alcotra)</b>	<p>The project RESBA (Dam's Resilience), funded under the Programme INTERREG V-A France-Italy (ALCOTRA), aims at: Developing methods and tools for assessing vulnerability;</p> <p>Raising awareness on and actively involving local communities in resilience-enhancing strategies and activities.</p>	<p>Community resilience</p> <p>Vulnerability assessment</p> <p>Community involvement</p>
<b>RESIN</b>	Climate Resilient Cities and Infrastructures	provide standardised methodologies for vulnerability assessments, performance evaluations of adaptation measures, and for decision support tools supporting the development of robust adaptation strategies tailored to the city
<b>RESILENS</b>	Realising European Resilience for Critical Infrastructure	support the practical application of resilience to all CI sectors
<b>RESOLUTE</b>	Resilience management guidelines and operationalisation applied to urban transport environment	proposing to conduct a systematic review and assessment of the state of the art of the resilience assessment

		and management concepts, as a basis for the deployment of an European Resilience Management Guide (ERMG), taking into account that resilience is not about the performance of individual system elements but rather the emerging behavior associated to intra and inter system interactions
<b>Project PITEM RISK - GEST (INTERREG Alcotra)</b>	The main objective of the project is to improve the resilience of local communities in the cross-border area between Italy and France, promoting the development and the adoption of innovative tools for assessing, monitoring and managing risks.	Community resilience Vulnerability assessment Community involvement
<b>SMART Resilience</b>	SmartResilience aims to provide an innovative “holistic” methodology for assessing resilience that is based on resilience indicators: <ul style="list-style-type: none"> <li>• to identify existing indicators suitable for assessing resilience of smart critical infrastructures (SCIs)</li> <li>• to identify new “smart” resilience indicators (RIs)</li> <li>• to develop advanced resilience assessment methodology and tools</li> <li>• to test and validate the methodology/tools in 8 case studies, integrated under one virtual, smart-city-like, European case study dealing with energy, transportation, health, water infrastructures in smart cities, tackling also cascading effects.</li> </ul>	Development of indicator based resilience assessment methodology and tools
<b>SMR</b>	Smart mature resilience	Supporting and building on the nexus of key resilient cities across Europe can create a strong backbone for all of Europe’s cities to support one another in overcoming the challenges arising from risks ahead.
<b>TACTIC</b>	Tools, methods and training for Communities and Society to better prepare for a Crisis	Increase preparedness to large-scale and cross-border disasters amongst communities and societies in Europe. Incl. risk perception and preparedness approaches
<b>European Conference on Risk Perception, Behaviour, Management and Response</b>	International expert panel to define the minimal requirements to compare studies and tools on risk perception and behaviour within DDR	linking risk perception and actual behaviour normal citizens in hazardous events

### 3.8 Additional Dissemination Channels of the Consortium

The following channels of the consortium partners are used to communicate and disseminate RESILOC project results as appropriate:

*Table 7 Additional dissemination channels*

<b>Websites</b>	<a href="http://www.iml.fraunhofer.de">www.iml.fraunhofer.de</a>
	<a href="https://www.iessolutions.eu/en/">https://www.iessolutions.eu/en/</a>
	<a href="http://www.sos112.si">www.sos112.si</a>
	<a href="https://isig.it/en/">https://isig.it/en/</a>
	<a href="https://dimosdymaion.gr/">https://dimosdymaion.gr/</a>
	<a href="https://www.tav institute.org/">https://www.tav institute.org/</a>
	<a href="http://www.p-comp.di.uoa.gr">www.p-comp.di.uoa.gr</a>
	<a href="https://bilsp.org/">https://bilsp.org/</a>
	<a href="http://www.resilienceadvisors.eu">www.resilienceadvisors.eu</a>
	<a href="https://www.vestforsk.no/en">https://www.vestforsk.no/en</a>
	<a href="https://www.bergen.kommune.no">https://www.bergen.kommune.no</a>
<b>LinkedIn</b>	<a href="https://de.linkedin.com/company/fraunhofer-impl">https://de.linkedin.com/company/fraunhofer-impl</a>
	<a href="https://it.linkedin.com/company/ies-solutions">https://it.linkedin.com/company/ies-solutions</a>
	<a href="https://www.linkedin.com/company/i.s.i.g.">https://www.linkedin.com/company/i.s.i.g.</a>
	<a href="https://www.linkedin.com/in/tavistock-institute-of-human-relations-6675112a/">https://www.linkedin.com/in/tavistock-institute-of-human-relations-6675112a/</a>
	<a href="https://www.linkedin.com/in/p-comp-lab-5422a184/">https://www.linkedin.com/in/p-comp-lab-5422a184/</a>
	<a href="https://de.linkedin.com/company/fraunhofer-impl">https://de.linkedin.com/company/fraunhofer-impl</a>
	<a href="https://www.linkedin.com/company/resilience-advisors-ltd">https://www.linkedin.com/company/resilience-advisors-ltd</a>
	<a href="https://no.linkedin.com/company/bergenkommune">https://no.linkedin.com/company/bergenkommune</a>
<b>Twitter</b>	<a href="https://twitter.com/FraunhoferIML">@FraunhoferIML</a>
	<a href="https://twitter.com/iessolutions">https://twitter.com/iessolutions</a>
	<a href="https://twitter.com/URS_ZR">@URS_ZR</a>
	<a href="https://twitter.com/ISIG_Gorizia">@ISIG_Gorizia</a>
	<a href="https://twitter.com/mwa_townhall">@mwa_townhall</a>
	<a href="https://twitter.com/T_I_H_R">https://twitter.com/T_I_H_R</a>
	<a href="https://twitter.com/rawfie_project">@rawfie_project</a>
	<a href="https://twitter.com/Resilience247">@Resilience247</a>
	<a href="https://twitter.com/vestforsk">@vestforsk</a>



<b>Facebook</b>	<a href="https://de-de.facebook.com/FraunhoferIm/">https://de-de.facebook.com/FraunhoferIm/</a>
	<a href="https://www.facebook.com/IESolutions/">https://www.facebook.com/IESolutions/</a>
	<a href="https://www.facebook.com/pages/category/Government-Organization/Uprava-Republike-Slovenije-za-za%C5%A1%C4%8Dito-in-re%C5%A1evanje-193208230801976/">https://www.facebook.com/pages/category/Government-Organization/Uprava-Republike-Slovenije-za-za%C5%A1%C4%8Dito-in-re%C5%A1evanje-193208230801976/</a>
	<a href="https://www.facebook.com/pages/category/Organization/ISIG-Istituto-di-Sociologia-Internazionale-di-Gorizia-110968311353/">https://www.facebook.com/pages/category/Organization/ISIG-Istituto-di-Sociologia-Internazionale-di-Gorizia-110968311353/</a>
	<a href="https://www.facebook.com/dimosdymaion/?epa=SEARCH_BOX">https://www.facebook.com/dimosdymaion/?epa=SEARCH_BOX</a>
	<a href="https://www.facebook.com/The-Tavistock-Institute-of-Human-Relations-181908411846768/">https://www.facebook.com/The-Tavistock-Institute-of-Human-Relations-181908411846768/</a>
	<a href="https://www.facebook.com/rawfieproject">https://www.facebook.com/rawfieproject</a>
	<a href="https://www.facebook.com/BalkanInstituteLabourSocialPolicy">https://www.facebook.com/BalkanInstituteLabourSocialPolicy</a>
	<a href="https://www.facebook.com/resilienceadvisorsnetwork/">https://www.facebook.com/resilienceadvisorsnetwork/</a>
	<a href="https://www.facebook.com/vestforsk/">https://www.facebook.com/vestforsk/</a>
	<a href="https://nb-no.facebook.com/bergenkommune">https://nb-no.facebook.com/bergenkommune</a>
<b>Other</b>	<p>Additionally, WNRI has extensive cooperation with a number of research institutes and universities within and outside Norway. Examples of research networks WNRI is engaged in are ISO 15926 and semantic technologies (where WNRI is the coordinating partner) and Resource network for eGovernment (where WNRI is responsible for interoperability) and Web Intelligence, Mining and Semantics (WIMS). WNRI will also present the results to key user groups through our project collaboration with Norwegian public authorities like the Ministry for regional and local government which is involved in national emergency management planning and the network of County Governors in Norway which is responsible for information, training and follow up of regional and local emergency planning.</p>

## 4 Standardisation

As part of its Dissemination approach RESILOC has identified the need for standardisation by defining a specific task (T8.6) outlining the required standardization efforts to achieve the acknowledgement of potential future standardization items by the European Committee for Standardization (CEN). This task will implement the preparation, launch and completing of a “CEN Workshop Agreement”. FhG, IES and UoA will be contributing to this task, with all other partners invited but not obliged to participate to the activities of the CWA. The preparation of the CWA will begin as early as M7 with the whole task being finalized within 24 months. It will be covering:

- the standardisation of terminology
- the resilience indicators

The identification of the human, social, economic and technological interactions of the local characteristics into a multidimensional analysis of the city/region, will be instrumental to allow strength/weakness analysis of the dynamic behaviour of the community when facing a disaster or a stressing condition. The scope of the CWA will therefore be the definition of terms, indexes and correlations between indexes and will be open to all interested stakeholders. The outcome of the CWA will be a formal standard that will complement

- the existing ISO 22300:2018 “Security and resilience — Vocabulary”
- the newly published standard ISO 37123 “Sustainable cities and communities - indicators for resilient cities”

Besides its CWA focus the task will also “keep an eye” on new standards relevant for resilience and for the RESILOC framework,

Amongst the identified sources are;

- the upcoming ISO 31050 - Guidance for managing emerging risks to enhance resilience
- the outcome of the “European Conference on Risk Perception, Behaviour, Management and Response”

The task will produce 2 reports as deliverables about the progress of the standardisation activities, a first release at M24 and a final release at the end of the project.

Details to the implementation timeline of standardisation activities will be provided in successive versions of the dissemination plan.

## 5 Logical sequence of dissemination activities (until Dec2020)

The dissemination activities of the RESILOC Project are in conjunction with the document's nature as a "living document" The list will contain passed activities (marked in grey) and activities planned for twelve months ahead. At the end of the project the list will exclusively look at passed dissemination events and therefore be qualify as a reporting instrument

Table 8: Dissemination Activities until December 2020

Stage	Dissemination activity	Category	Date	Objective
	IFARI Event / DRIVER+ workshop (RAN) Conducting Interviews for T.2.5 and positioning RESILOC amongst first responders	Workshop	12.October 2019	Connecting with other EU Projects, building relations, looking for communalities and differences. Interviews of Experts
	DRIVER+ workshop (RAN) Securing the use of the methodology for the WP5 trials (T5.2).	Workshop / liaising with other EU Projects	14.October 2019	Connecting with other EU Projects, building relations, looking for communalities and differences. Interviews of Experts
	Meeting with representatives of SMART Resilience, Assessing Communalities and differences establishing ways of cooperation.	liaising with other EU Projects	08. November 2019	Connecting with other EU Projects, building relations, looking for communalities and differences.
	GCSP conference Crises 2030 (Ran) Networking with experts on global framework perspectives, positioning RESILOC	Conference	14. November 2019, Geneva, Switzerland	
	Launch of project website: <a href="https://www.resilocproject.eu/">https://www.resilocproject.eu/</a> for general Information on the project	Website	21. November 2019	

<div> <div></div> <div>Stage 2 – Stakeholder Involvement</div> </div>		<p>Presentation of the RESILOC Project to Advisory Board Members,</p> <p>Positioning the RESILOC Approach amongst EU Experts/ Researchers</p>	<p>Meeting / liaising with other EU Projects</p>	<p>21. November 2019</p>	<p>Positioning RESILOC amongst EU Advisors</p>
		<p>Norsk IKT-Konferanse for forskning og utdanning 2019 (NIKT 2019) (WRNI)</p> <p>Presentation of the RESILOC Project to IT Experts</p>	<p>Conference</p>	<p>25. – 27. November 2019</p> <p>Narvik, Norway</p>	
		<p>Partnering (Linking) Websites with Builders (FhG)</p> <p><a href="https://buildersproject.eu/related-projects">https://buildersproject.eu/related-projects</a></p>	<p>Website / liaising with other EU Projects</p>	<p>December 2019</p>	
		<b>Dissemination activity</b>	<b>Category</b>	<b>Date</b>	
		<p>Posting and reposting information on Social Media</p>	<p>Social Media</p>	<p>January –December 2020</p>	<p>Raising Awareness, spreading short-lived RESILOC and the signal that the project operations have started.</p>
		<p>Meeting with Organizers of “European Conference on Risk Perception, Behaviour, Management and Response” for presenting RESILOC and assessing opportunities of cooperation. (FhG/TIHR)</p>	<p>liaising with other EU Projects / Standardisation</p>	<p>17.01.,2020</p> <p>Cologne, Germany</p>	<p>Liaising with other researchers and EU Project.</p> <p>Spreading the RESILOC approach within the Research Community</p>
		<p>Online Post</p>	<p>Website Blog</p>	<p>Week 4</p>	<p>Information about Meeting with Conference on Risk Perception</p>
		<p>Secure Societies “project to policy kick off seminar”</p>	<p>Meeting / Workshops</p>	<p>31.01. 2020</p> <p>Brussels, Belgium</p>	<p>Coordination RESILOC with other EU Funded Projects</p>

	Online Post	Website Blog	Week 6	Information about the Kick off Meeting from Secure Societies
	Humanitarian Networks and Partnerships Week	Meetings / Workshops	3.-7. 02. 2020 Geneva, Switzerland	Networking and liaising represented governments, donors, UN Agencies, IFRC/RC societies, NGOs, academia, the private sector, and the military on behalf of the RESILOC Consortium
	Online Post	Website Blog	Week 7	Informing about the Participation of the HNPW
	Online Post	Website Blog	Week 8	TBD
	Project RESBA – Mayors Forum (1 and 2) Communication and dissemination	Forum Participation/ Liaising with other EU projects	17.-21.02.2020 (TBC)	activity of the RESILOC approach addressed to the local authorities in the cross-border area between Italy and France
	Online Post	Website Blog	Week 9	Inform about the RESBA Mayors Forum
	Online Post	Website Blog	Week 10	TBD
	Presenting RESILOC on the 3rd Scientific Forum For Disaster Risk Reduction in Greece	Forum	05-06. 03. 2020 Athens, Greece	Informing about the RESILOC Approach  Standard presentation (greek language + focus on plan for the Greek trial
	Online Post	Website Blog	Week 11	TBD

	Mailing of 1st Newsletter	Newsletter	16.03.2020	Informing about the general concept & communities involved
	Online Post	Website Blog	Week 12	TBD
	Online Post	Website Blog	Week 13	TBD
	Workshop for Partner Communities (Partially communication activity)	Workshop	30.-31. 03.2020, Bled, Slovenia	Intensifying community involvement field trial design and how to encourage word of mouth information in the communities.
	Presenting the RESILOC Project at the EENA 2020 IES	Conference	01.-03.04 2020 Riga, Latvia	Informing about the RESILOC Approach Standard presentation + technical focus (IT)
	Online Post	Website Blog	Week 14	TBD
	Online Post	Website Blog	Week 15	TBD
	Online Post	Website Blog	Week 16	TBD
	Online Post	Website Blog	Week 17	TBD
	Online Post	Website Blog	Week 18	TBD
	Online Post	Website Blog	Week 19	TBD
	BLOCKER - PSCE Workshop 2020	Workshop /Forum	Mid May 2020	exchange ideas and best practices with key experts , develop roadmaps and raise awareness for RESILOC as a tool improve the future of public safety communications

	Online Post	Website Blog	Week 20	TBD
	Online Post	Website Blog	Week 21	TBD
	Representing / Presenting the RESILOC Project at the ISCRAM 2020	Conference	24.- 27.05. 2020 Blacksburg, Virginia, USA	Informing about the RESILOC Approach Standard presentation + technical focus (IT)  Networking with International policy makers and other stakeholders.
	Online Post	Website Blog	Week 22	TBD
	Online Post	Website Blog	Week 23	TBD
	Online Post	Website Blog	Week 24	TBD
	Mailing of 2nd Newsletter	Newsletter	18.06.2020	Focus: Trial design
	Online Post	Website Blog	Week 25	TBD
	Online Post	Website Blog	Week 26	TBD
	Online Post	Website Blog	Week 27	TBD
	Online Post	Website Blog	Week 28	TBD
	Publication of field studies	Publication	Summer 2020	Getting RESILOC involved in the Scientific debate over resilience
	Online Post	Website Blog	Week 29	TBD
	Online Post	Website Blog	Week 30	TBD

	Online Post	Website Blog	Week 31	TBD
	Online Post	Website Blog	Week 32	TBD
	Online Post	Website Blog	Week 33	TBD
	Online Post	Website Blog	Week 34	TBD
	Online Post	Website Blog	Week 35	TBD
	Online Post	Website Blog	Week 36	TBD
	Online Post	Website Blog	Week 37	TBD
	Online Post	Website Blog	Week 38	TBD
	Online Post	Website Blog	Week 39	TBD
	Online Post	Website Blog	Week 40	TBD
	Online Post	Website Blog	Week 41	TBD
	Publishing the Results of RESILOC IT Infrastructure (green access) (WRNI)	Publishing	Autumn 2020	
	Online Post	Website Blog	Week 42	TBD
	Online Post	Website Blog	Week 43	TBD
	Online Post	Website Blog	Week 44	TBD
	Online Post	Website Blog	Week 45	TBD



	Online Post	Website Blog	Week 46	TBD
	Online Post	Website Blog	Week 47	TBD
	Joint International Resilience Conference:	Conference	24 -26.11. 2020, Delft, Netherlands	Presenting RESILOC Project and Network and present updates in the field of Resilience Engineering. (
	Presenting RESILOC at the SRE 2020	Conference	25. – 26. 11. 2020 Bonn, Germany	Presenting Results and the Trial design to a community of potential builders of secure, safe and resilient societies (users)
	Online Post	Website Blog	Week 48	TBD
	BLOCKER - PSCE Workshop 2020	Workshop /Forum	Early Dec 2020	exchange ideas and best practices with key experts , develop roadmaps and raise awareness for RESILOC as a tool improve the future of public safety communications
	Online Post	Website Blog	Week 49	TBD
	Presenting RESILOC at the ICICTDM 2020		03-04.12. 2020 Tokyo, Japan	Informing about the RESILOC project and network with academics and practitioners who are involved in emergency services, ad hoc planning, disaster recovery
	Online Post	Website Blog	Week 50	TBD
	Online Post	Website Blog	Week 51	TBD

		EU Community of Users on Secure, Safe and Resilient Societies 2020/21/22 - increase availability of the latest policy updates and research outputs. (RAN)	Meetings and workshops	TBC	Cooperation & networking opportunity, to be used to communicate/disseminate the project
		<u>Partner Websites (mainly ISIG)</u>	Publishing, Streaming	TBA	Dissemination of information about the project, its results, field trials. Can be used for live streams & to engage end users.

## 6 Dissemination Monitoring and KPIs

Table 9: Dissemination Performance Indicators

	Performance Indicator	Period M1-M12			Period M13-M24			Period M25-M36		
		Poor	Good	Excellent	Poor	Good	Excellent	Poor	Good	Excellent
<b>Social Media Twitter</b>	New followers	<100	200	300+	<150	250	400+	<150	250	400+
	Number of actions (external action - mentions)	<10	15	20+	<10	15	20+	<20	30	40+
	Number of actions (internal action - tweets/re-tweets)	<40	50	65+	<40	50	65+	<50	65	75+
	Number of profile visits p.a.	<350	500	600+	<350	500	600+	<500	600	700+
	Tweet impressions p.a.	<5000	6000	7000+	<5000	6000	7000+	<7000	8000	9000+
<b>Social Media LinkedIn</b>	New members	<15	20	30+	<15	20	30+	<25	35	40+
	Number of posts	<40	50	65+	<40	50	65+	<50	65	75+
	Number of actions (shares, likes)	<50	60	70+	<50	60	70+	<60	70	80+
<b>Social Media Facebook</b>	New followers (page likes)	<50	60	70+	<50	60	70+	<60	80	90+
	Number of post/re-posts	<40	50	65+	<40	50	65+	<50	65	75+

	Number of actions (shares, likes)	<50	60	70+	<50	60	70+	<60	70	80+
	Post reach	<400	500	600+	<400	500	600+	<500	600	700+
	Post engagements	<100	150	200+	<100	150	200+	<150	200	250+
<b>Project Website</b>	Page hits p.a.	<120	150	170+	<250	300	350+	<375	400	420+
	Published blog articles	<3	5	8+	<4	8	12+	<4	8	12+
	No of links on other website (incl. Partners)	<30	35	40+	<50	60	70+	<60	70	80+
<b>Qualitative Criteria</b>	Publication of peer-reviewed scientific articles	0	1	2+	0	1	2+	<3	4	5+
	Participation to conferences at European level	0	1	2+	0	1	2+	<3	4	5+
	Participation to conferences at World level	0	0	1+	0	1	2+	<2	2	3+
	Dedicated meetings/workshop with Policy Officers at EU level	0	0	1+	0	0	1+	0	1	2+
	Dedicated meetings with the local authorities (per pilot area)	0	0	1+	0	0	1+	<2	2	3+

	Completion of the CWA	0	0	0	0	0	1	<1	1	1+
	Publication of the RESILOC recommendations	0	0	0	0	0	0	0	1	1
<b>Project Newsletter</b>	Published Newsletters	<2	2	3+	<2	2	3+	<3	4	5+
	Delivery rate		> 98%			> 98%			> 98%	
	Open rate		> 25%			> 25%			> 25%	
	Click through rate		6%			6%			6%	
	Net subscription rate		> 0			> 0			> 0	
<b>Local Resilience Teams</b>	Formation of LRTs	0	>3	4+	<3	>4	5	<5	5	5

## 7 Conclusions

The Dissemination activities of the RESILOC project have successfully started but need to pick up during 2020 to meet the planned objective to inform relevant stakeholders on a broad level.

In phase 1 Awareness was raised to various stakeholders but the self-sustaining identity of the Project is not yet on its way. There was active use of social media and increasing activities over the website. Part of the reason why the dissemination activities were kept at a reasonably modest level related to the underestimating of the amount and complexity of data to be selected and organized during the study and methods phase. The consortium heavily engaged in building the foundation for a pertinent project for why the dissemination activities needed to be perused at a more general level. However, the 2nd stage of the dissemination has already started by actively involving experts from the local communities in the projects and interacting with lateral stakeholders from the research communities.

With the first scientific results expected and an increasing cohesion in the consortium the dissemination activities are expected to significantly pick up within 2020.

The updated version of the dissemination plan with a more detailed integration of publications and the interaction with other EU resilience projects added to the logical sequence of dissemination activities will be published by May31st with the scope of 12 month ahead.

## VII. List of References

- Cates, A. L., Arnold, B. W., Cooper, G. P., Yeager, V., Stake, J., Ali, M., . . . Subbarao, I. (2013, December). Impact of Dual-Polarization Radar Technology and Twitter on the Hattiesburg, Mississippi Tornado. 7(6), 585+592.  
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