

D 6.1 ImProDiReT Dissemination and Communication Action Plan

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List of abbreviations

ImProDiReT Improving Disaster Risk Reduction in Transcarpathia

WP	Work Package
DoA	Description of Action
DRR	Disaster Risk Reduction
TUD	Technische Universiteit Delft
IGS NASU	Institute of Geological Sciences National Academy of Sciences Of Ukraine
MSFS	The Main School of Fire Service
ARDZ	Institution Regional Development Agency of Zakarpattia Oblast
RAN	Resilience Advisors Network
UCPM	Union Civil Protection Mechanism
EU	European Union



Executive summary

ImProDiReT project was launched in March 2018 with a lifetime of 24 months and it aims to empower communities within the Transcarpathian region in Ukraine with innovative socio-technical solutions to help them reconnect, respond to, and recover from crisis situations.

The main objectives of the project is to foster social innovation during crises for safeguarding communities during critical scenarios from inaccurate, distrusted, and overhyped information, and for raising citizen and community awareness of crisis situations by providing them with filtered, validated, enriched, high quality, and actionable knowledge. Community decision-making will be assisted by automated methods for real-time, intelligent processing and linking of crowdsourced crisis information.

This document forms deliverable D6.1 “ImProDiReT Online Presence.” It is based on, and is consistent with, the DoA. Within the DoA, we were expected to develop the ImProDiReT online presence through Twitter, LinkedIn and Facebook.

This document is the first deliverable of WP6 and is aimed at describing the established “ImProDiReT Online Presence “, to be followed by all ImProDiReT partners and implemented by the W6 leader TUD. The deliverable describes initially the goals of the dissemination activities, tackles the main stakeholder groups, sets key targets in communication activities as well as gives an initial timeline for the set of dissemination and communication activities and tools to be used.



Introduction

ImProDiReT project was launched in March 2018 with a lifetime of 24 months and it aims to empower communities within the Transcarpathian region in Ukraine with innovative socio-technical solutions to help them reconnect, respond to, and recover from crisis situations.

The Transcarpathian region is situated in the West of Ukraine. Geographically the region is dominated by the northern part of the Carpathian mountain range, which stretches from Poland and Slovakia in a horse shoe form into Romania, crossing Ukraine. The population of Transcarpathia is multi-ethnic, with several large minority groups, for example Romanians, Hungarians, Russians and Romas.

Since the collapse of the Union of the Soviet Socialistic Republics (USSR) the logical connections between Ukrainian institutes and institutions with relevant data on hazards and risk of disasters and the local and regional administration were disturbed. An open, transparent exchange of information has become increasingly difficult at all levels, also in addressing cross cutting issues. The UCPM Scoping mission to the Solotvyno noted this as a major obstacle to come to a good, all-inclusive assessment. In respect to the Sendai framework problems can be seen in the field of understanding risks, risk reduction governance and investing in risk reduction management.

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This document forms deliverable D6.1 “ImProDiReT Online Presence.” It is based on, and is consistent with, the DoA. Within the DoA, we were expected to develop the ImProDiReT online presence through Twitter, LinkedIn and Facebook. In addition, to the DoA, the ImProDiReT website was designed and launched within the first six months of the project. The Facebook page will be used to reach the local public. The main language of communication in the Facebook page will be Ukrainian. On the page explanation of the project to the wider public will be posted, including pictures and short stories on the activities with the project. The LinkedIn account is already being used to post information for professionals working in disaster risk and emergency management. The items focus on the methodology of the project and the results of the project. As the project progresses there will be mode input to post in the LinkedIn account. The Twitter account is currently the most active account. It is will used to communicate project activities, publications, brochures, leaflets and just completed, ongoing or upcoming project events.

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1 WP6 dissemination

Work Package 6 (WP6) is a subset of the ImProDiReT project. According to Description of Work (DoA) for the ImProDiReT project, WP6 will dedicate its efforts to promoting and communicating widely the project objectives, activities and its findings to achieve best possible market relevance and value of the project results.

In order to achieve the above, WP6 will use a series of online and offline tools and communication strategies throughout the project lifetime, in order to bring attention to the project, gain trust and ensure acceptance of the results by the stakeholders and the wider audience, related to the field of the project. Moreover, the current task will ensure the smooth collaboration with other WPs related to the communication of their work and achievements, target groups engagement, will monitor the progress of the communication and dissemination activities of the project and will report these activities and their results.

The achievement of WP6 main goals and objectives is highly dependent on the active role and participation of the partners in all the tasks and activities of this WP in order to engage with the key stakeholders and use partner networks as well as go in line with the research process of the project. As described in the DoA, all partners are responsible for individual dissemination tasks, for example, authorship of research publications, attendance of conferences and events, etc. However, TUD is the leader of the WP, and the coordinator of communication actions with substantial strategic input from all partners, therefore any communication activities shall be widely coordinated and discussed within the consortium.

1.1 Scope and objectives of the deliverable

The scope of this deliverable is to outline the communication and dissemination strategy that will be implemented for ImProDiReT project. Dissemination strategies are comprised by the definition of objectives, a clearly defined action plan (what has to be achieved, by whom, when, results, monitoring), and iteration cycles to collect feedback from all stakeholders.

The dissemination activities will be implemented at National (Local, District, Regional and State Level) in Transcarpathia, Ukraine. In addition, there will be dissemination actions targeted at the European and international institutions, during the whole duration of the project. The current dissemination plan will be regularly reviewed and updated consistently with the project's evolution and the new knowledge acquired. If necessary, corrective actions will be taken, in consultation with the project's consortium.

1.2 Methodology of the deliverable

The methodology followed for the production of the current deliverable is based on the constructive and close collaboration of WP6 leader with other project partners. The initial version of the D6.1 deliverable was compiled by TUD and was sent to the project leaders (RAN) for reviewing and commenting. The current deliverable was finalized after incorporating the project leaders' comments/suggestions.



1.3 Structure of the deliverable

The current deliverable will only focus on external communication. Internal project communication is the responsibility of the project leaders (RAN). The dissemination of all information related to the project will be guided by a well-structured external communication strategy. The objective of this strategy is to identify and organize activities that will promote and disseminate the ImProDiReT project in the optimal way, as well as its findings and successes. The various aspects of the external communication strategy are presented in the current chapter and described as following:

- The audience (who)
- The intention (why)
- The matter (what)
- The media (how)

The external communication of the project will be conducted based on a well-structured dissemination strategy by all WP6 partners targeting various audiences (key stakeholders – identified in following section) in order to achieve the objectives and mission of ImProDiReT. The main sections of the document are delineated below:

- **Stakeholder Identification** (The Audience) - Target groups that are anticipated to be interested in the project and are regarded as key to the project will be identified and listed.
- **Dissemination Objectives and Strategy** (The Intention) - Determination of overall objectives and phases' description of the dissemination strategy, the tools and methods that will be employed for achieving the dissemination goals.
- **ImProDiReT Online Presence** (The Matter) – Online presence established through the website, Twitter, LinkedIn and Facebook.
- **Dissemination actions and measurement of their effectiveness** (The How) – The dissemination actions are outlined in the DoA. The actions planned for achieving successful project's dissemination will be elaborated and accompanied by evaluation processes in order to measure their short term and long-term effectiveness.
- **Conclusion**

1.4 Quality management

To ensure the quality of the current document, the first ideas were presented and discussed during the Kick off meeting of the ImProDiReT project, as well as in the project management tool Asana and Skype conference calls that are held on a monthly basis. The project partner TUD, prepared the initial draft of the current document and distributed it to the project leadership team for review and further contribution. This deliverable uses the official template of the project and language quality control has been checked.

A working group on dissemination was established consisting a representative from each partner organization. The group is chaired by the TUD WP 6 leader. The WP 6 leader is also required to prepare 6-monthly project overview of the dissemination results including an analysis and advise to the project teams, for the upcoming period. Dissemination to the public in Solotvyno and a select case study area in Transcarpathia will be closely aligned with WP 4 and WP5. It is the responsibility of WP6 to ensure that there is constant and regular dissemination of the project as a whole, while maintaining agreed quality standards.



2 Stakeholder Identification

The identification of the target groups is one of the most crucial topics in the dissemination strategy. These groups are expected to benefit from the project and should have the opportunity to affect the project, its operations and performance. Additionally, identifying them, recognizing them and addressing their needs and interests enhances the performance of the project and assures its continued acceptance.

Stakeholder feedback is a vital part of the dissemination strategy. Feedback will be used to inform creation of the next set of dissemination products. The strategic stakeholder groupings that have been identified for dissemination of the ImProDiReT project are:

2.1 National Stakeholders in Ukraine

The ImProDiReT project has already developed a detailed list of Stakeholders through the just concluded stakeholder and solution mapping. All the stakeholders identified in the list will be our primary target in the dissemination process.

2.2 Humanitarian Organizations and Professional Networks

Given its interest in the humanitarian area, TUD (HumTech Lab) has a large network of relevant organizations amongst the project partners. TUD and other ImProDiReT project partners will reach out to the organizations to develop joint actions in supporting Transcarpathian communities that are in crises. These joint actions will include but not be limited to assessment of community needs, mapping the crises in Sotolvyno and the wider Transcarpathian region, and delivering state of the art information and technologies.

2.3 Scientific Community and RAN network

In order to brand ImProDiReT as an international reference project to the scientific and professional experts, we will focus on authoring high quality articles for international journals in the fields of DRR, decision support systems, crises management, citizen science, risk mapping and early warning advisories. ImProDiReT will actively engage with researchers as well as industry, to develop innovative tools and document the lessons learnt through scientific articles.

2.4 Media

We will engage international media, and Ukrainian national media. Media are not only stakeholders in the project but also the means to raise awareness about ImProDiReT project. Therefore, media serve both as a goal and as a means.

2.5 Other Experts

- Think-tanks
- Research Councils and humanitarian researchers
- External experts
- Leaders / decision-makers of political parties active in humanitarian field
- Academia – research & systems sciences, social sciences
- Research institutes
- Humanitarian advocacy groups



3 Dissemination objectives and strategy

This dissemination strategy was developed to effectively achieve the dissemination objectives described in the project document. The dissemination strategy is developed by TUD, the WP6 Dissemination leader, and it will be followed by the WP6 partners towards the achievement of the WP6 objectives. The main objectives of WP6 are the following:

- Establish and maintain mechanisms for effective and timely external communication
- Ensure the project achieves widest impact and effective exploitation of results through an effective external communications strategy
- Identify methods and opportunities to ensure sustainability of the ImProDiReT output beyond the two-year duration of the project
- Communicate project achievements with external stakeholders, and with other DG ECHO projects in particular
- Public communication activities including project website, social networks, event coordination

3.1 Dissemination approach

Work Packages 6 throughout the project will develop various communication channels and tools that are used by the ImProDiReT partners. Specifically, in Work Package 2 (campaign development) and the overall communication of the project, these elements will be of key importance. The communications channels and tools themselves are further defined in Deliverable 6.2. These dissemination approach, facilitated by these communication tools, for the core of the dissemination approach. This is a three-tier approach:

The use of the networks: the partner of the ImProDiReT project each have their extensive networks that cater various target audiences. The shared pool of networks of these partners encompasses -among others- the Academic Community (TUD and IGS), the Humanitarian practitioners (RAN, MSFS), local organizations and political actors (ARDZ, IGS). Throughout these networks the project itself and its results can be shared with a wide range of actors and partners.

Connection with DG ECHO: DG ECHO -as both the funding agency and the European institution responsible for disaster preparedness and risk reduction, plays an important role in the communication of the project. Involvement of the DG ECHO in the communication will further support the project message and vice-versa the project can support the communication of DG ECHO. Direct communication between DG ECHO and the ImProDiReT staff is key for this.

DG ECHO has a strong country presence in Ukraine since 2014 and has been very active in addressing variety of humanitarian issues related to the military conflict in the East of Ukraine and also addressing DRR issues. The project could facilitate DG ECHO's efforts in supporting Ukraine in becoming more resilient country and in fostering EU support at large for Ukraine.

Local partners and communities Finally, the local partners are instrumental to ensure the delivery of timely and relevant communication. Through the regular meetings and bi-lateral communication quick updates will be shared with the project partners. Additionally, the campaign, which is being developed in Work Package 2, is a key element to share the project and its results with local actors and communities.

These components of our dissemination approach are intertwined and not only support but also strengthen each other. Furthermore, in the project meetings, key results and messages will be



identified and shared through the relevant channels. It is important to note that the communication channels can also serve as input to the project meeting and other networks. WP6 will therefore serve as a clearinghouse for the communication.

3.2 Considerations

As shown in the previous section, the project involves various stakeholders including local communities. This wide range of stakeholders warrants important considerations in the communication strategy of the project. While the core of the project and the findings will be shared with all stakeholders, the framing, delivery and focus of the messages will have to be adapted towards the various audiences. In delivering the communication within and about the project we consider the following elements:

Language: the project is working with various stakeholders, ranging from local communities to international institutions. Each of these has their own spoken and written languages. At the international level and disseminations English will be the main language, while for regional and national institutions the key language will be Ukrainian. In the local communities, who are a cornerstone of the project, various languages become important including Romanian, Hungarian and Russian. For each dissemination activity therefore, careful considerations have to be given to which languages are to be used. Translation is a key investment for many of the important communications and results, which will be shared with other Work Packages of which WP2 most notably.

Tailored messages: Considering the various stakeholders involved the project will have to ensure the messages communicated resonate with the target audience. This requires a good understanding of the target audience, including their key interest and concerns that the project could link to or address. Also, the required knowledge and expertise should be considered when selecting the correct phrasing and languages in the communications. Through the ongoing engagements with the various partners this understanding will be further developed.

Political considerations: the project operates in a complex environment in which many different interests and stakes are in play. At the various governance levels different interactions and drivers are at play that should be carefully examined and considered within the communication. At the international level, the project is supporting the mission of DG ECHO and the European Commission, showing the collaboration between the Ukraine and the EU. At the national level, various political actors and institutions are involved in developing and delivering the project results. While at the local and regional level different communities and parties have both aligned and opposing interests. Moreover, between the various levels the interests may be even more conflicting. Throughout the project ImProDiReT will have to find a balance between delivering concrete results and key messages, while at the same time ensuring that all parties can recognize themselves in the message communicated. A key element is to carefully consider the political dimension and potential diverse statements in the communications.



4 ImProDiReT Online Presence

The project has created a project Facebook account, a LinkedIn account, a YouTube, a Google+, and a Twitter account. In addition, a project website has been developed. The links to the ImProDiReT online presence are as follows:

- [ImProDiReT website](#)
- [Facebook](#)
- [LinkedIn](#)
- [YouTube](#)
- [Google+](#)
- [Twitter](#)

ImProDiReT Website: The project was not required to produce a separate project website. All participating organizations were to dedicate a sub-page of their website to the project. However, during the initial project group meetings, it was decided that a project website will be created.

Facebook: The Facebook page is not yet in use. The national project partner responsible for communicating with the community is actively using their ARDZ FaceBook account to communicate regularly with the local and regional communities and state administration in Transcarpathia. The FaceBook account will become active during the awareness raising campaigns (WP2), in the coming few months.

LinkedIn: The Linked In account is being used to post information for professionals working in disaster risk and emergency management. The items will focus on the methodology of the project and the results of the project are in depth. What remains is to develop a strategy for the professionals working in disaster risk and emergency management to join the LinkedIn account, and find valuable information. We plan to actively engage them once we have more tangible project outputs to showcase and spur their reactions and feedback.

YouTube: The YouTube page is not yet in use. YouTube was not one of the agreed ImProDiReT online platforms. However, with the approved WP2, the MSFS made a commitment to utilize and make the YouTube account active and beneficial to the local communities. That is why we created a YouTube account.

Google+: Google+ was not one of the agreed ImProDiReT online platforms. However, with the use of new Social Media management tools like [Loomly](#), it is easy to post social media materials on multiple sites, excluding Facebook. Therefore, in place of Facebook, we created a Google+ account. The project will post similar posts on Twitter and Google+.

Twitter: The twitter account is the most active account. We use it to inform our followers about activities in the project, publications and project events.



5 Dissemination actions and measurement of effectiveness

5.1 Dissemination Actions

The dissemination of the project consists of a mix of activities together assuring that the dissemination to the targeted groups will be achieved.

- In general, a logo, a project style and visibility gadgets have already been developed to assure that the project is branded and recognized.
- For reaching the local communities and administration, newspapers, leaflets and social media have and will continue to be used.
- For reaching the general public social media presence will be used.
- For reaching relevant authorities social media presence, publication in magazines, and a Final conference/dissemination meeting will be held.
- For reaching the risk reduction experts and scientist scientific publications and the organization of a final conference/ dissemination meeting will be used.
- For all target groups a short video will be produced in which the results of the project will be explained.
- For informing the bordering countries Hungary, Slovakia, Romania and Poland a list of relevant expert/authorities will be established and they will receive the produced articles leaflets and deliverables etc. by mail.
- Representatives of the Danube river strategy will be informed separately. As they have also special interest in the hydrological aspects of the Solotvyno mine situation.

5.2 Measurement of the effectiveness of Dissemination

It is extremely important to monitor and measure the effectiveness of the dissemination and communication activities, given that they allow the WP6 leader to estimate the effectiveness of the external communication strategy and activities to the target groups, as well as the impact of the dissemination and promotion of the project. Moreover, they can consider the actions undertaken so far, the dissemination methods and tools.

Surveying the opinions of strategic groupings regarding the project is also essential. Field notes (in meetings, workshops etc.), meetings, Google Analytics, analysis of documents and materials, research to update stakeholder lists and monitoring of press are used throughout the project duration.

5.3 Implementation of strategy

The above outlined strategy for communication and project dissemination is supported by the project partners and further enhanced by the network. WP6 throughout the project will keep identifying key results to be shared with the various stakeholders and support consistent but tailored communication to our various target audiences. We will accomplish this through:

- 1) **The integration in other work packages:** The various work packages of the project, will identify communication needs and opportunities to highlight the project results and findings, both within the project and its direct partners/stakeholders, as well as externally to a wider audience, through the involvement in the various WPs



- 2) **Integration in project meetings:** In the regular project meetings communication will be added as a recurring point. During the meetings we will discuss (1) what communication opportunities have emerged or expected to arise in the project, (2) identify communication needs from our stakeholders (3) discuss the ongoing communication, verifying the content and delivery with the project partners.

- 3) **Partner communication departments:** Various partners have communication department, including the coordinator of WP6 (Delft University) that can support the communication efforts of the project by creating press releases but also review and advice on other communication, as well as share the information to the public. This also include the (public) communication section of DG EHCO.



6 Conclusion

6.1 Integration in project objectives

Communication is a key element in the ImProDiReT project and encompasses both the work outlined in WP2 – for communicating with and the project results to the communities- and WP6 for sharing the overall, generalized, project results and findings to a wider audience. Continuous quality assurance for the communication is therefore key. This involves (1) the continuous monitoring for messages to be shared and communication (both for WP2 and WP6), (2) the evaluation of the communication effectiveness (esp. in supporting the accomplishment of the project objectives), and (3) be mindful of the communication effects and target audience and responded timely and adequately to feedback on the communication.

Overall the communication will support (1) raising awareness of both the importance of Disaster Reduction measures (WP2), and the mechanisms that are in place to support that process (WP6 with DG ECHO). (2) the sharing of project results for further adoption in other regions and project (WP3, 4, 5), and (3) the visibility of the collaboration between EU agencies and the Ukrainian counterparts (WP6, and DG ECHO). In short, communication in general, and WP6 in this project specifically can serve as a catalyst for various tasks in the Work Packages, but attention is required as it can also exacerbate conflicting interests.

6.2 Dissemination and communication action plan

The dissemination and communication strategy that is described in the current document was developed with the purpose of:

- raising awareness about ImProDiReT project,
- fostering a clear understanding of WP6 dissemination and communications objectives and how they will be implemented in the context of the project's objectives,
- outlining how ImProDiReT partners will be involved in WP6, their roles and responsibilities.

The strategy clearly the project's stakeholders and how it will offer the various identified target groups an incentive to act, get involved, and promote the project. In addition, it is clear that each project partner needs to market the project, and for this reason all ImProDiReT partners should promote the project's objectives, developments and results throughout the project's lifetime and beyond.

The current document provides (1) a clear definition of the goals to be reached and (2) a detailed description of the project's target groups and tailored actions. In conclusion, this document aims at optimizing the project outreach and build a reputation that is consistent with ImProDiReT project's identity.