

# RiskPACC

INTEGRATING RISK PERCEPTION AND ACTION TO ENHANCE CIVIL  
PROTECTION-CITIZEN INTERACTION

Communication package with project logo, identity guidelines, social media, and website

**Deliverable D8.4**

**Dissemination Level: Public**



## D8.4 Communication package with project logo, identity guidelines, social media, and website

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## ABOUT RISKPACC

Increasingly complex and interconnected risks globally highlight the need to enhance individual and collective disaster resilience. While there are initiatives to encourage citizen participation in creating a resilient society, these are typically fragmented, do not reach the most vulnerable members of the communities, and can result in unclear responsibilities for building disaster resilience.

New technologies can also support preparedness and response to disasters, however, there is limited understanding on how to implement them effectively. Awareness of risks and levels of preparedness across Europe remain low, with gaps between the risk perceptions and actions of citizens and between the risk perceptions of citizens and Civil Protection Authorities (CPAs).

The RiskPACC project seeks to further understand and close this Risk Perception Action Gap (RPAG). Through its dedicated co-creation approach, RiskPACC will facilitate interaction between citizens and CPAs to jointly identify their needs and develop potential procedural and technical solutions to build enhanced disaster resilience. RiskPACC will provide an understanding of disaster resilience from the perspective of citizens and CPAs, identifying resilience building initiatives and good practices led by both citizens (bottom-up) and CPAs (top-down). Based on this understanding, RiskPACC will facilitate collaboration between citizens, CPAs, Civil Society Organisations, researchers and developers through its seven (7) case studies, to jointly design and prototype novel solutions.

The “RiskPack” toolbox/package of solutions will include a framework and methodology to understand and close the RPAG; a repository of international best practice; and toolled solutions based on new forms of digital and community-centred data and associated training guidance. RiskPACC consortium comprised of CPAs, NGOs, associated organisations, researchers and technical experts will facilitate knowledge sharing and peer-learning to close the RPAG and build disaster resilience.

# TABLE OF CONTENTS

Executive Summary	6
Glossary and Acronyms	7
1 INTRODUCTION	8
1.1 Overview	8
1.2 Structure of the deliverable	8
2 RISKPACC IDENTITY GUIDELINES	8
2.1 RiskPACC logo and colour palette	9
2.2 Fonts	10
2.3 PowerPoint template	10
2.4 Deliverable template	10
3 SOCIAL MEDIA NETWORKS AND PROJECT WEBSITE	12
3.1 Twitter	13
3.2 LinkedIn	14
3.3 YouTube and information videos about project content	15
3.4 RiskPACC website	18
3.5 Newsletters	21
4 COMMUNICATION PACKAGE	23
4.1 RiskPACC brochure	23
4.2 RiskPACC flyer	24
4.3 RiskPACC poster and roll-up	24
5 CONCLUSION	27
6 REFERENCES	28
7 ANNEXES	29
7.1 Annex I - RiskPACC PowerPoint template	29
7.2 Annex II – RiskPACC deliverable template	31

## List of tables

Table 1: Glossary and Acronyms	7
Table 2: RiskPACC identity guidelines	9
Table 3: RiskPACC – videos	16

## List of figures

Figure 1: RiskPACC logo	9
Figure 2: Logo's colour palette	9
Figure 3: Twitter - profile page	13
Figure 4: Twitter - KoM post	14
Figure 5: LinkedIn page	14
Figure 6: YouTube channel	15
Figure 7: YouTube - video part 1	16
Figure 8: YouTube - video part 2	17
Figure 9: YouTube - video part 3	17
Figure 10: YouTube - video part 4	17
Figure 11: YouTube - video part 5	18
Figure 12: YouTube - video part 6	18
Figure 13: Website - home page 1	19
Figure 14: Website - homepage 2	19
Figure 15: Website - homepage 3	20
Figure 16: Website - subcategories	20
Figure 17: Website – categories	21
Figure 18: Newsletter process	22
Figure 19: Newsletter registration	22
Figure 20: Brochure	23

Figure 21: Flyer	24
Figure 22: Poster	25
Figure 23: Roll-up	26
Figure 24: PPT template - page 1	29
Figure 25: PPT template - page 2	29
Figure 26: PPT template - table example	30
Figure 27: PPT template - final page	30
Figure 28: Deliverable template - page 1	31
Figure 29: Deliverable template - page 2	31
Figure 30: Deliverable template - project description	32
Figure 31: Deliverable template - Table of contents, List of tables, List of figures	32
Figure 32: Deliverable template - executive summary	33
Figure 33: Deliverable template - glossary and acronyms	33
Figure 34: Deliverable template - structure	34
Figure 35: Deliverable template - last page	34
Figure 36: The RiskPACC Consortium	35

## *Executive Summary*

This document presents a communication package that includes the identity guidelines, the social media accounts and the website of the RiskPACC project. Spreading RiskPACC key messages in a sustainable and efficient way is one of the main objectives of Work Package 8.

The visual identity that the consortium has developed and implemented, to improve the perception of RiskPACC and its uniform impression, includes several and distinct elements.

Based on the same colour palette, logo, deliverable and presentation templates, pictures, letterheads, and fonts will make the project unique and easily recognizable to each audience that RiskPACC will deal with for its entire duration.

As requested by the EC, the project identity of RiskPACC also includes the European Union emblem, specifying clearly that this is an EU-funded cooperation action. The sentence “This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019707” is and will be inserted in each document and communication material related to the project.

This Communication Package is meant to make the RiskPACC visual identity consistent and recognizable.

All RiskPACC consortium partners are using and will use the communication package for disseminating the project and its outcomes for each internal and external interaction.

## Glossary and Acronyms

Acronym	Definition
<b>CO</b>	Confidential
<b>CPA</b>	Civil Protection Authority
<b>CSO</b>	Civil Society Organisation
<b>D</b>	Deliverable
<b>DoA</b>	Description of Action
<b>EC</b>	European Commission
<b>EOS</b>	European Organisation for Security
<b>EU</b>	European Union
<b>FhG</b>	Fraunhofer Gesellschaft zur Foerderung der Angewandten Forschung e.v.
<b>GA</b>	Grant Agreement
<b>H2020-SU-SEC-2020</b>	Secure societies – Protecting freedom and security of Europe and its citizens challenge-Security
<b>HEX</b>	Hexadecimal
<b>ICCS</b>	Institute of Communication and Computer Systems
<b>M</b>	Month
<b>PC</b>	Personal Computer
<b>PPT</b>	PowerPoint
<b>PU</b>	Public
<b>RPAG</b>	Risk Perception-Action Gap
<b>SU-DRS01-2018-2019-2020</b>	Human factors, and social, societal, and organisational aspects for disaster-resilient societies
<b>WP</b>	Work Package

TABLE 1: GLOSSARY AND ACRONYMS



## 1 INTRODUCTION

### 1.1 Overview

The implementation of the communication and dissemination activities in Horizon 2020 (H2020) projects is essential for a successful and sustainable processing of project outcomes and is thus a mandatory requirement by the European Commission (EC). In this context, a communication package including a project logo, identity guidelines, social media, and website plays a fundamental role. The deliverable *D8.4* in RiskPACC, describing the related activities, is part of *WP8 Dissemination, Communication and Exploitation*, and follows *D8.1 Communication, Dissemination and Exploitation Strategy*, re-submitted at the end of M17.

The document covers and specifies the communication and identity activities planned and conducted during the first period of the project.

### 1.2 Structure of the deliverable

This deliverable includes, next to the introduction and conclusion part, three main chapters, covering a) the RiskPACC identity guidelines, b) the chosen social media networks, and launched website, and c) the RiskPACC communication package.

Chapter 2 presents the RiskPACC identity guidelines, with a special focus on i) project logo, ii) colour palette, iii) fonts, iv) PowerPoint (PPT) template, and v) deliverable template.

Chapter 3 introduces the chosen social media networks and launched RiskPACC website, explaining in detail how the project partners used and will use those tools. In chapter 3, the subchapters are i) Twitter, ii) LinkedIn, iii) YouTube and information videos, iv) RiskPACC website, and v) RiskPACC newsletter.

Chapter 4 focuses on the RiskPACC communication materials (components of the communication package) that the consortium created and implemented in the first few months. This covers the i) RiskPACC brochures, ii) RiskPACC flyers, and iii) RiskPACC poster and roll-up.

The deliverable at hand is intended to demonstrate the various means that have been created and implemented by RiskPACC. Their impact, their methodology and their function are outlined in detail in *D8.1 Communication and Dissemination Strategy*.<sup>1</sup>

## 2 RISKPACC IDENTITY GUIDELINES

Following the objectives of WP8, a project visual identity has been created, in order to spread all the relevant key messages of the project in a consistent manner and to maximise the recognition value of RiskPACC and its outcomes. The identity guidelines, including project logo in clear design, consistent colour scheme, and typography, will ensure that RiskPACC will be professionally recognised in the public domain. The identity guidelines are complemented by document templates and guidelines in order to ensure brand consistency throughout the project communication.

The RiskPACC identity guidelines include:

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<sup>1</sup> RiskPACC *D8.1 Communication and Dissemination Strategy*

RiskPACC Identity Guidelines
Project Logo
Colour Palette
Fonts
PowerPoint template
Deliverable template

TABLE 2: RISKPACC IDENTITY GUIDELINES

## 2.1 RiskPACC logo and colour palette

The logo was developed already during the proposal stage by the partner Institute of Communication and Computer Systems (ICCS). It has been internally discussed, adopted and produced in the first month of the project in order to define a common graphic identity, being the first visual point of contact with our audience groups. The design of a project logo is fundamental, as it should be recognized as a mark of quality and trust, and it will be presented in all the project information - be it scientific, technological, or social - but also in a certain sense advertising. The logo is therefore the business card of the whole project. The logo should be simple and memorable, while colours should be vital and meaningful.



FIGURE 1: RISKPACC LOGO

The logo includes the initial letter “R” (for Risk), the letter “P” (for PACC) and the name of the project (RiskPACC) on/at the bottom. The logo shows aspects such as chirality and light, key ingredients for RiskPACC and it is used for any internal and external communication and dissemination activities including deliverables and reports.

### Colour Palette:

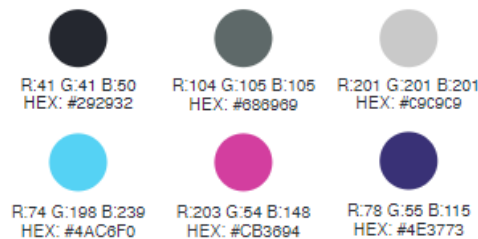


FIGURE 2: LOGO'S COLOUR PALETTE

The distinctive colours used in the project logo and the following material, presented in Figure 2, should be used by all project partners according to the HEX codes below. No other shades or other colours are to be used as they are not part of the RiskPACC colour scheme and doing so would disrupt the project's visual identity.

## 2.2 Fonts

The consortium, considering the need to make the work as cost-efficient as possible, decided to use standard fonts for all the materials and outputs, so partners would not need to install any special fonts on their computers and laptops. The following fonts have been chosen for RiskPACC materials and are to be used accordingly.

Arial font 11: for deliverable template and project website.

Abadi font 36: for the acronym in the first page of the deliverable template.

Abadi font 14: for the project full name in the first page of the deliverable template.

Abadi font 7: for the disclaimer in the header of the deliverable template.

Arial Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ12345679890

Arial Bold: **ABCDEFGHIJKLMNOPQRSTUVWXYZ12345679890**

Frutiger LT Com 55 Roman font (minimum 12): for PPT template.

Frutiger LT Com 55 Roman Regular : ABCDEFGHIJKLMNOPQRSTUVWXYZ12345679890

Frutiger LT Com 55 Roman Regular :

**ABCDEFGHIJKLMNOPQRSTUVWXYZ12345679890**

## 2.3 PowerPoint template

A template for project presentations has been elaborated. It is used in all presentations, internal (project meetings, WP meetings etc.) and external (conferences, workshops etc.), in order to guarantee a consistent and coherent communication of the project. The template for project presentations was developed by the European Organization for Security (EOS) and Fraunhofer (FhG).

The PowerPoint slides are included in *Annex I - RiskPACC PowerPoint template*.

PPT presentations must be made based on the template as created by FhG and EOS with the EU funding acknowledgement, grant agreement number and EU logo. The front slide can be seen in figure 24.

Depending on the content, various slide types are available in the template. Different master slides, depending on the content and on the use, are available in the PPT template. In figure 25 the simple slide template is displayed, with the slide title and body.

In figure 26, the table template is presented. The table respects the colour palette of the project.

The final page of the PPT template (figure 27) is the conclusion page of the presentation, with the project logo on the top left, the EU logo and disclaimer on the bottom centre, and the project partners logos in the middle. Next to the logos, a simple table has been added where the presenter can insert their details such as i) name and surname, ii) organisation (acronym or full name), and iii) the e-mail address.

## 2.4 Deliverable template

Following the inputs of the consortium partners, EOS has provided a clear template for the project deliverables. The template has been prepared to have a clean and concise visual

impact, and at the same time to be linked to the project, with its colours and styles. Indeed, for the deliverable template, the consortium opted to use a predefined style for body text and headings, a style that must not be modified. The font is Arial, for both text and headings, with different colours of the headings in accordance with the visual identity colours mentioned above. The text in the header of the EU acknowledgement has Abadi body.

The deliverable template pages are included in *Annex II – RiskPACC deliverable template*.

On the first page of the deliverable template (see figure 28), the project logo is at the top centre, with the acronym and full project name just below in Abadi as well. In the centre of the page, a purple bar (respecting the colours of the project) has been implemented, to highlight and enable an easy identification of the deliverable name, as reported in the DoA. The related deliverable number and its dissemination level is indicated below. The project logo is also in the centre of the front page, to underline once again the visual identity of the project described above. On the left side there is a vertical bar of the same colour as the one containing the title of the deliverable, while below the logo in the centre of the page there are thinner lines that obliquely close the page. These thin lines are presented with all the colours (as already seen in the colour palette) of RiskPACC.

The second page (figure 29) is divided into three different sections. The first one contains the table summarizing all relevant information of the document in question, such as the i) deliverable number (as indicated in the first page), ii) version, iii) delivery date, iv) dissemination level, v) nature, vi) main authors, vii) contributors, and viii) internal reviewers. The second section covers the document control table, indicating in chronological order i) the version history ii) date and iii) authors as well as iv) the changes compared to the version before. The third and last section contains the disclaimer and copyright aspects.

In the second page there are also the header of the deliverable that contains: the RiskPACC logo on the left, the EU emblem on the top right and the disclaimer “*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101021271*” in the middle.

The footer contains: the number of the deliverable and the month of submission on the left, in the centre the number of page and on the right the dissemination level of the document.

Header and footer are the same for the whole document except for the first page.

The description of the project can be found on the third page of the deliverable (see figure 30). Written in agreement with all project partners, the project description is a summary recap of RiskPACC 's objectives, activities, and actions. The description is fixed and is the same for all the deliverables.

Figure 31 presents the table of contents, the list of tables and the list of figures with the related page.

In figure 32 there is the Executive Summary, a very concise overview of the deliverable, where all the main and general aspects are presented.

On the following page (see figure 33), the table of glossary and acronyms has been created. The headings are in “RiskPACC purple” and on the acronyms are on the left while the definition on the right.

The figure 34 presents the four headings of the deliverable. The headings as clearly outlined in the figure respect the RiskPACC colours and are all in font Arial 12.

The last page of the deliverable (see figure 35) contains the conclusion of the deliverable, with all the partner's logos.

As above-mentioned, the header of the template contains the EU logo on the right, the disclaimer in the centre and the RiskPACC logo on the left, while the footer has the number of deliverable and the month on the left, the number of the page in the middle and dissemination level on the right. In RiskPACC there are three different levels of dissemination: Public, Confidential and Classified Information: RESTREINT UE.

Public (abbreviated PU), means that, after the approval by the responsible bodies (Commission Services), it is possible to publicly publish the deliverable. The document will be accessible to anyone, without any limitation.

Confidential (abbreviated CO), means that, after the approval by the responsible bodies as explained above, the deliverable can be consulted only by the members of the consortium (including the Commission Services).

Confidential and Classified Information: RESTREINT UE means that the unauthorised disclosure of the included information could be disadvantageous to the interests of the EU or one or more of the member states.

### 3 SOCIAL MEDIA NETWORKS AND PROJECT WEBSITE

In order to maximise the dissemination of the results and the public engagement, and in order to have a solid communication, the consortium considers social media channels and the project website as crucial, fundamental, and as necessary ways for communication and knowledge transferability. Indeed, nowadays, most of the actors involved in the security field are using social media channels to channel the available various information sources, as there is a necessity to get and receive information as fast and as simple as possible. Moreover, social media channels tend to enhance a very good and concrete level of exchange, with the possibility to reach different target groups and interested actors at the same time, conveying the same message in different ways but through the same channel.

A detailed analysis regarding the engagement strategy, the benefits to use different social media channels for different purposes and scopes and the audiences so far reached, are contained in *D8.1 Communication and Dissemination Strategy*.<sup>2</sup>

The RiskPACC consortium chose three main channels, alongside the project website, for the means presented above: Twitter, LinkedIn, and YouTube. These social media accounts are accessible from the RiskPACC website and contain updates and any interesting news related to the project, including links to opportunities to engage with the project, forthcoming events, and related news from other sources. Additional social network channels may be opened and implemented at a later stage, if appropriate. Posts, links, and videos including new results

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<sup>2</sup> Bianchi, G., (2023) “Communication and Dissemination Strategy”, RiskPACC Deliverable D8.1.

about conferences, workshops (both internal and external) and general and specific news regarding the relevant topics of the project are and will also be published on the website.

### 3.1 Twitter

Through a Twitter account, [@RiskPacc](https://twitter.com/RiskPacc), an insight of the RiskPACC 's immediate activity is shared with the “Followers” and/or stakeholders. Twitter is well known to engage with a wide audience on hour-to-hour basis and raise an instant and concrete interest on the posts and actions shared. The content of the project twitter account needs to be updated regularly and relevant hashtags are used to enhance the visibility of the tweets. The most common used hashtags on the project’s Twitter channel are i) #riskperception, ii) #civilprotection, iii) #disastermanagement, iv) #disasteresilientsocieties, v) #risk, vi) #workshop, vii) #H2020 viii) #EC ix) #EU x) #EUH2020 xi) #DRS



FIGURE 3: TWITTER - PROFILE PAGE<sup>3</sup>

As presented in Figure 3, RiskPACC 's Twitter account has the project logo as profile picture and a cover image. In the description, the consortium included the main details of the project such as the duration, the distributor of the fund, the action (Research and Innovation programme) and the Grant Agreement number. Once completed, the link to the website has been inserted, to offer the followers and/or stakeholders the opportunity to visit the main RiskPACC website.

Twitter is used in order to promote, communicate, and disseminate the project events, updates and results. Specifically, regarding events, the normal routine is to post before, during and after the event.

The important activities of Twitter not only concern the communication and dissemination of the results and progresses, but also the fact of being part of a network made up of industry and academic experts, other relevant projects, and members of several public institutions.

<sup>3</sup> RiskPACC Twitter profile, [RiskPACC EU Project \(@RiskPacc\) / Twitter](https://twitter.com/RiskPacc)

This allows to conduct an almost daily exchange of opinions and results, which facilitates potential multi-level external project collaborations.



FIGURE 4: TWITTER - KOM POST

The account was opened at M1, few days before the project kick off meeting (see figure 4).

### 3.2 LinkedIn

In parallel to the project's Twitter activities, a LinkedIn page called [RiskPACC Project](#) has been set up at M1. Similar, the main scope is to share and promote the project activities and results with the stakeholders connected: project partners, academics, first and second responders, end users, and industry representatives.

The page is managed by EOS and the content (posts, pictures etc.) is created based on the inputs of the consortium.

The LinkedIn page has been created featuring the logo and the same cover image of the project, as seen on the Twitter page, with a description of the project and a link to the website (see figure 5).

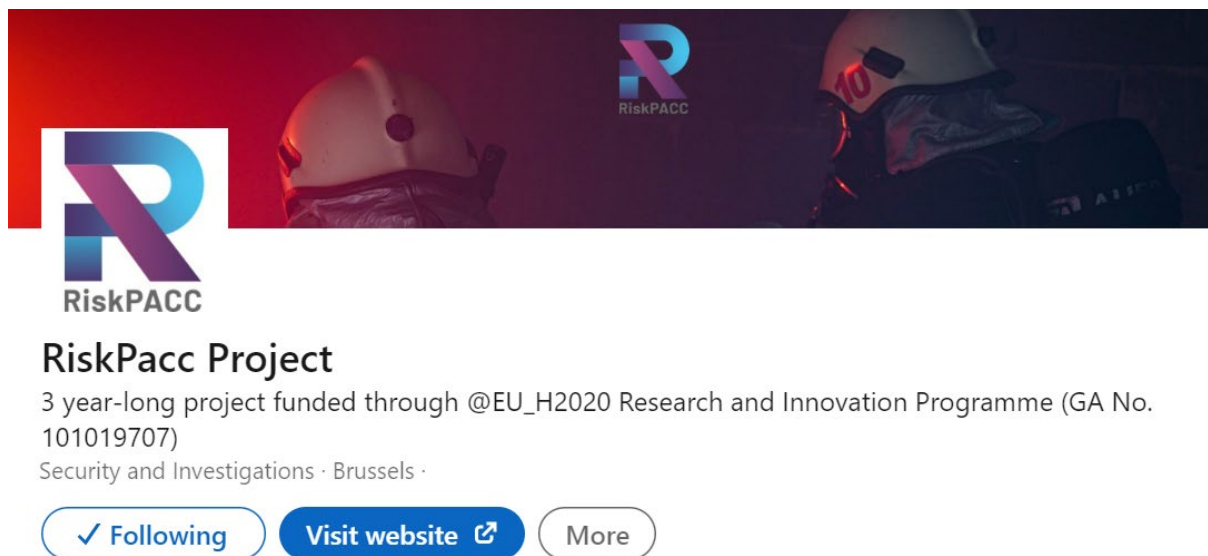


FIGURE 5: LINKEDIN PAGE<sup>4</sup>

<sup>4</sup> RiskPACC LinkedIn page, [RiskPacc Project: Overview | LinkedIn](#)

Few days before the kick off meeting, EOS reached and engaged the project partners on LinkedIn, asking them to join the page and to spread the page through their respective networks. The consortium since then keeps on inviting external actors interested in the topic, academics, members of different institutions, and partners from different EU projects.

LinkedIn activities are very similar to those of Twitter, with the difference that the network we are building in LinkedIn is much more specific and relevant to the RiskPACC area, as well as aimed to be more professional. A constant link to the website is a crucial part of the LinkedIn activities.

### 3.3 YouTube and information videos about project content

The RiskPACC [YouTube channel](#) was launched at M7 with the intention of publishing and sharing videos related to the project with the interested platform users. The difference to LinkedIn and Twitter, as described above, is quite evident, both in terms of the characteristics and features of the medium (written posts vs. videos) and the type of information that is shared. YouTube is not used to engage with a wide audience on hour-to-hour basis and raise an instant and concrete interest on the posts and actions shared, but it is used to publish and share all the project's videos created by different partners.

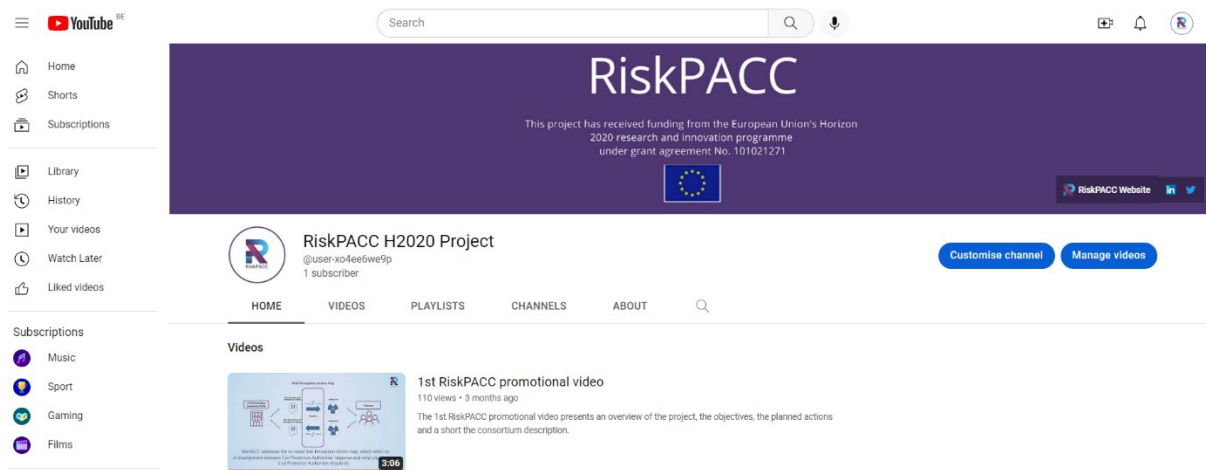


FIGURE 6: YOUTUBE CHANNEL <sup>5</sup>

As can be seen in Figure 6, the channel page shows the RiskPACC logo, as in all other social media networks, and the cover figure has a purple background, following the RiskPACC identity, as well as the mandatory disclaimer and copyright of the European Commission. The name of the account is "[RiskPACC H2020 Project](#)" to indicate, right from the name, that it is a European project funded under the European Union's H2020 research and innovation programme.

In the cover page a link to the RiskPACC Website, Twitter and LinkedIn accounts has been created.

As included in the DoA under Task 8.2, the consortium will create and publish six different information videos about the project content, planned for M6, M12, M18, M24, M30, M36. The six information videos will feature inputs from the WP leaders (1, 2, 3, 4, 5, and 7), as detailed

<sup>5</sup> RiskPACC YouTube channel, <https://www.youtube.com/channel/UCIglxJpKSoilBsBVpKKULpg>



in Table 3. The outlined content of the videos in Table 3 presents the status of planning. The specific content and timing might however slightly deviate from the cadence envisaged by the DoA, as e.g. the project does not deliver content on the same level every six months.

Content	Description	M6	M12	M20	M24	M30	M36
RiskPACC Video Presentation	A general overview of the project, the objectives, the planned actions and the consortium description						
Identified gaps (from WP1 and WP2)	The result of the work from WP1 and WP2						
The Co-creation approach (WP3)	A video explaining the co-creation approach						
The RiskPACC Framework (WP4)	A video description of RiskPACC framework, including guidance products on social media and volunteered information, and co-creation methods for closing the RPAG.						
The RiskPACC Tools (WP5)	A preliminary video presenting RiskPACC tools developed under WP5 and WP7						
The RiskPACC platform (WP7)	A video presenting the RiskPACC platform as a final product						

TABLE 3: RISKPACC – VIDEOS

Additional and detailed information on the conduction and reasoning of all project videos will be described in *D8.5 Information Videos about project content* planned at M36.

The first [video](#), created by FhG, and published and posted by EOS on YouTube and shared on the Twitter and LinkedIn profiles, was successfully developed in August and launched in September 2022.

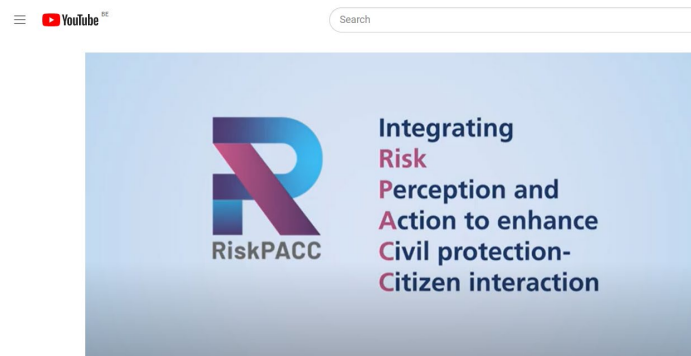


FIGURE 7: YOUTUBE - VIDEO PART 1

This first video lasts a bit more than 3 minutes, and it contains an animated general overview of the project accompanied by the vocal description of the coordinator, with a description of the events of recent years that led to the decision to find the solutions and materials that RiskPACC is implementing.

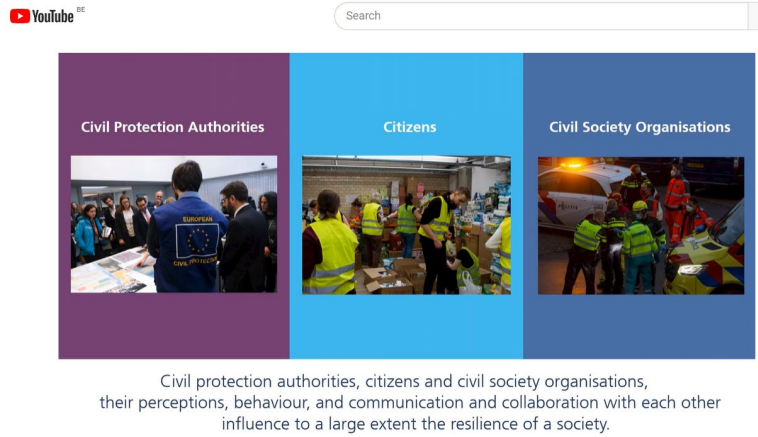


FIGURE 8: YOUTUBE - VIDEO PART 2

After the general presentation, the video presents the relationships between civil protection authorities (CPAs), citizens and Civil Society Organizations (CSOs), explaining their perceptions, behaviour, communication, and cooperation with each other.



FIGURE 9: YOUTUBE - VIDEO PART 3

This served to introduce the main core of RiskPACC, the Risk Perception-Action GAP (RPAG).

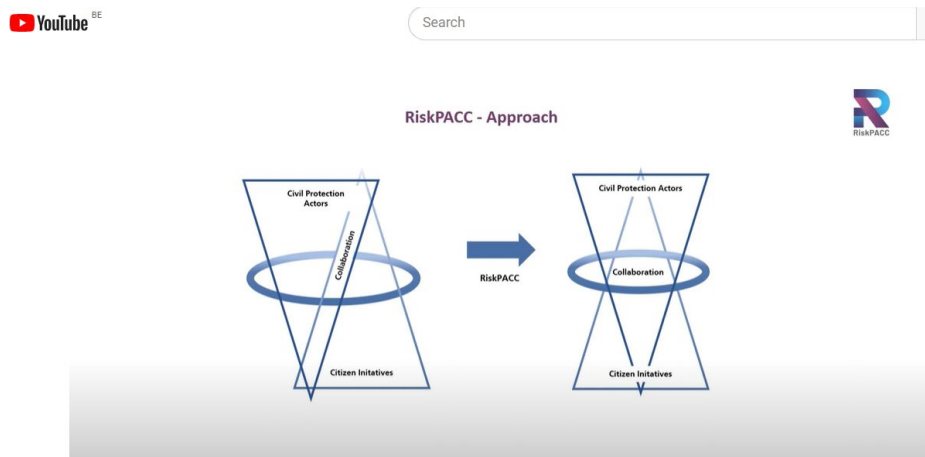


FIGURE 10: YOUTUBE - VIDEO PART 4

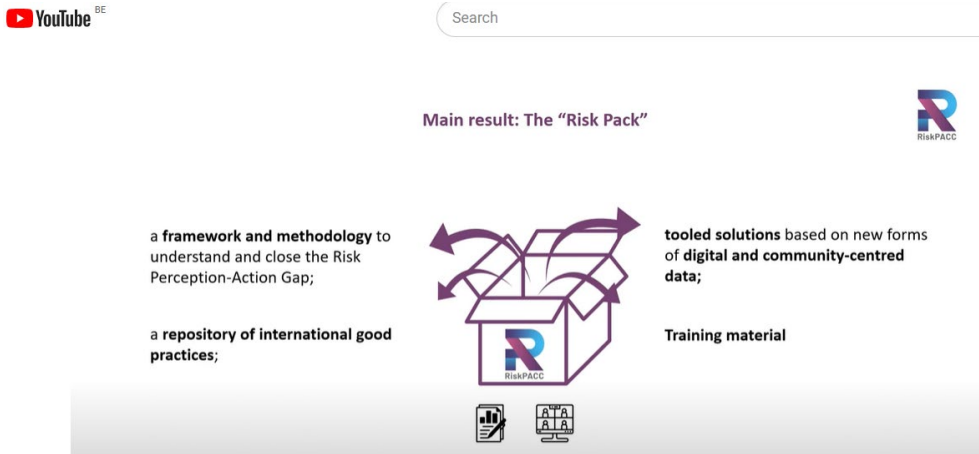


FIGURE 11: YOUTUBE - VIDEO PART 5

After the co-creation approach, the video presents the “Risk Pack”.



FIGURE 12: YOUTUBE - VIDEO PART 6

Finally, the video presents the geographical locations of the six local and one global RiskPACC case studies, where the different RiskPACC solutions are designed and developed.

### 3.4 RiskPACC website

The website is one of the fundamental tools for the project’s interaction with the public. ICCS designed and created the website and is constantly working on updating the activities and results of the project.<sup>6</sup>

The Website has been created with WordPress.

EOS, being responsible for the project’s dissemination and communication, provides the contents and regularly updates the platform with project news, articles, pictures from different events, and meetings. The dedicated [RiskPACC](#) website is online since M3 It has been carefully designed and set up to address the four RiskPACC target audiences (presented in D8.1<sup>7</sup>) such as citizens, Civil Society Organisations (CSOs), Civil Protection Authorities

<sup>6</sup> RiskPACC Website, [RiskPACC](#)

<sup>7</sup> Bianchi, G., (2023) “Communication and Dissemination Strategy”, RiskPACC Deliverable D8.1.

(CPAs), citizens, scientific community, other relevant EC funded projects, as well as policy makers.

The website is in English can be consulted via laptop, PC, mobile phone and tablet.

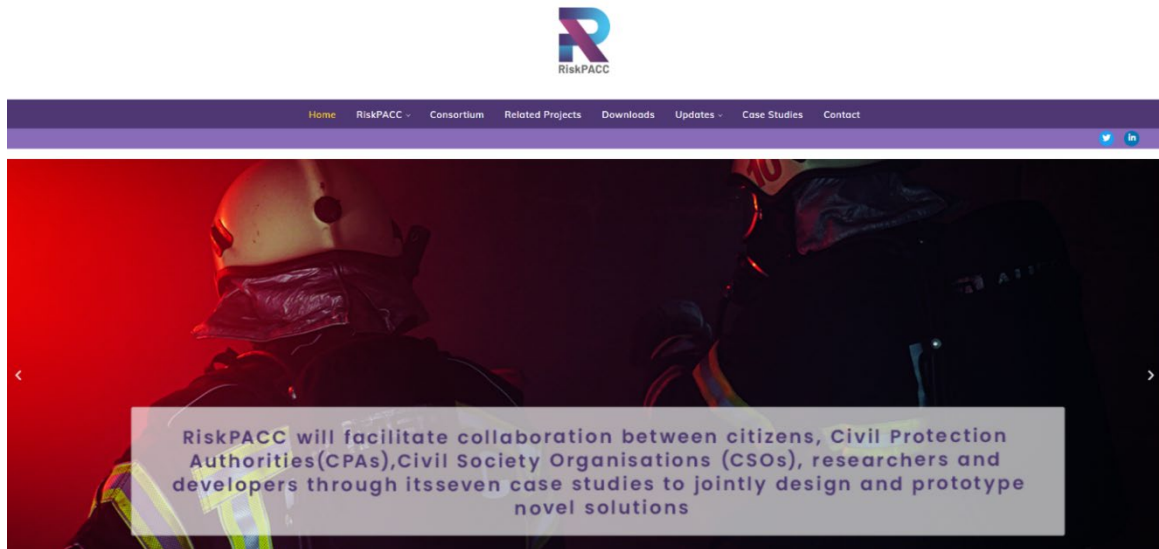


FIGURE 13: WEBSITE - HOME PAGE 1

Figure 13 shows a screenshot of the website. The project logo is at the top in the centre on a white background, while just below there is a purple bar, which respects the colours of the project identity, and indicates, next to the shown “Home” section, seven different categories, which will be briefly explained below. Just below the dark purple bar, there are buttons on the right side which, if clicked, open the RiskPACC Twitter and LinkedIn profiles. As an eyecatcher on this home section, one of the images of the project is implemented, with highlighted writings that refer to the objectives of the project.

Scrolling down in the home section, it is possible to see the below part of the homepage, as presented in the figures 14 and 15. First of all, the different colours can be seen, all of which have already been presented previously in Figure 2, and it is possible to notice the icons which, if pressed, allow you to have additional and detailed information about the project.

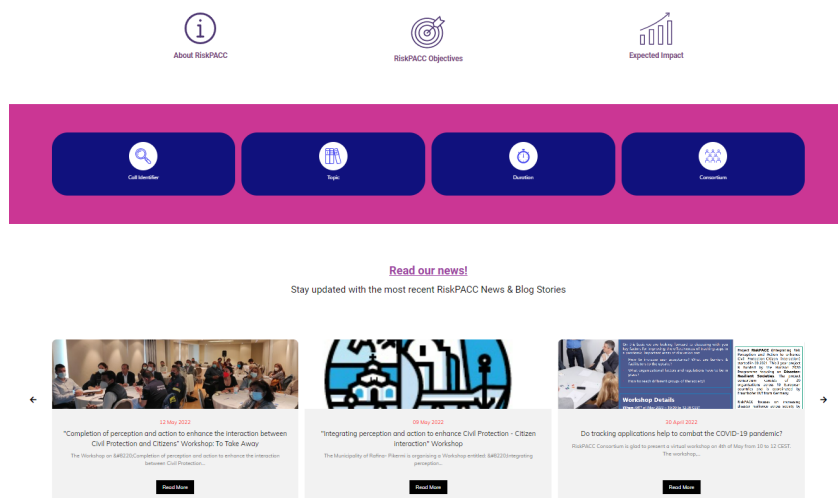


FIGURE 14: WEBSITE - HOMEPAGE 2

Here is possible to find i) “About RiskPACC” that if clicked will present the general description of the project ii) “RiskPACC Objectives” with all the 11 objectives of the project iii) “Expected impact” with the 8 expected impacts.

Further down this page, we have 4 rotating tabs which, on mouse over, presenting the general information about the project, such as the call to which it belongs (H2020-SU-SEC-2020), the topic (SU-DRS01-2018-2019-2020 Human factors, and social, societal, and organisational aspects for disaster-resilient societies), the duration (September 2021 – August 2024) and the number of partners in the consortium.

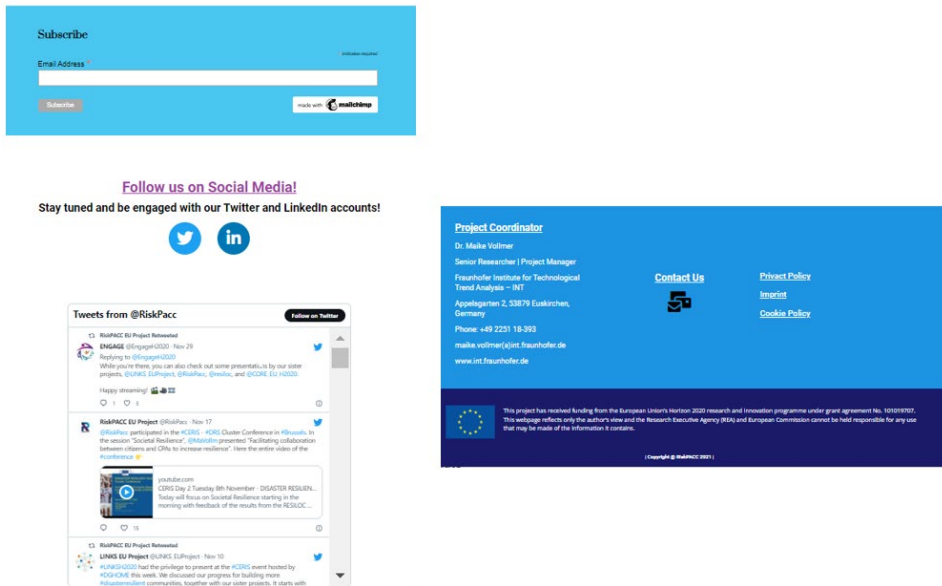


FIGURE 15: WEBSITE - HOMEPAGE 3

In the lower part of the main page, we have the project news and articles that scroll in blocks of three, a section with the recent tweets from the Twitter account and the contacts of the project coordinator and the final disclaimer.

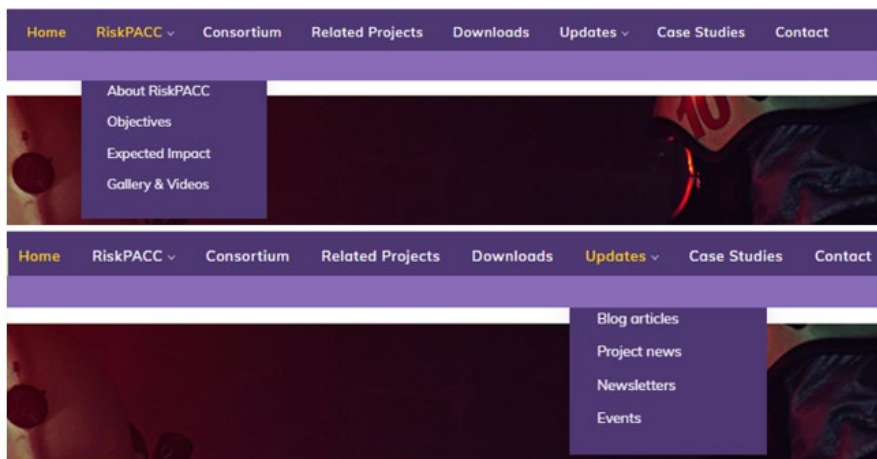


FIGURE 16: WEBSITE - SUBCATEGORIES

Regarding the home page categories described above, two, "RiskPACC" and "Updates", contain sub-categories. Under “RiskPACC” we have i) About RiskPACC ii) Objectives iii) Expected Impact iv) Gallery & Videos, while under “Updates” we have i) Blog Articles ii) Project News iii) Newsletters iv) Events. Those subcategories are continuously updated.

Regarding the other categories, by clicking on "Consortium", the visitor will be directed to a new page with the logos of the project partners. By clicking on each single logo, it will be possible to visit the website of the organisation/association/company/university. By clicking instead on the "Downloads" category, the visitor will be able to consult the dissemination materials created in the first months of the project, such as brochure, flyer, poster and RiskPACC deliverables that will be presented in the next chapter.

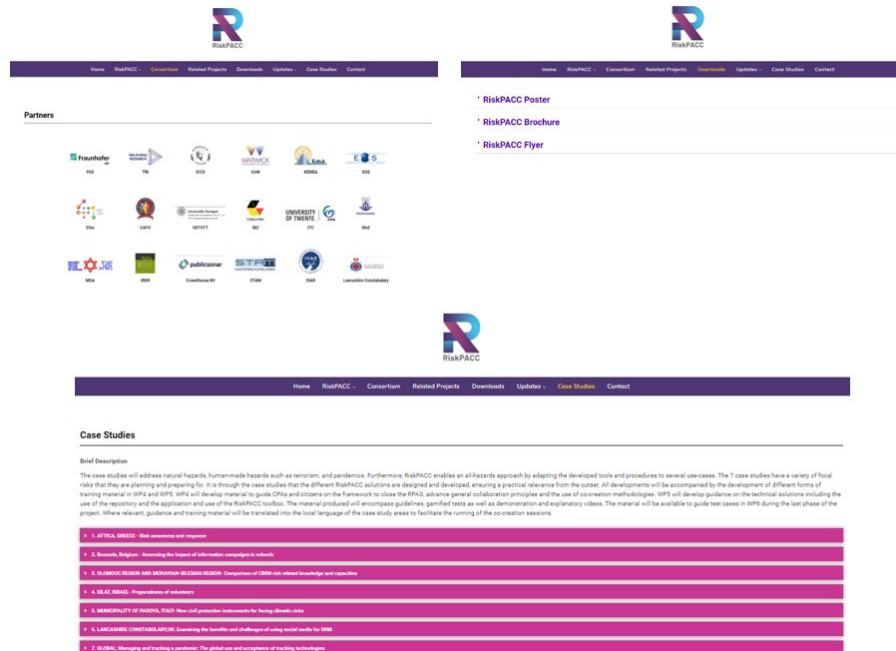


FIGURE 17: WEBSITE – CATEGORIES

Clicking on the "Case Studies" category will open a page explaining the local case studies and the global one of RiskPACC, with tabs in the second part of the page which, if clicked, will explain in detail the characteristics and purposes of each individual case study. The "Contact" category provides an easy way to get in contact with the project responsible persons/the coordinator RiskPACC.

Regarding "Related Projects" categories, RiskPACC already established a cooperation with five other projects under the same call. In this category a visitor can find logo and description of each project. So far, RiskPACC Consortium established a connection with the project listed here below:

- LINKS "Strengthening links between technologies and society for European disaster resilience".
- ENGAGE "Engage societies in risk awareness to enhance their most powerful resource".
- CORE "sScience & human factOr for Resilient sociEty".
- RESILOC "Resilient Europe and Societies by Innovating Local Communities".
- BuildERS "Increasing resilience in Europe".

### 3.5 Newsletters

Every six months, the RiskPACC newsletter is and will be shared with the RiskPACC community as outlined below, presenting the projects' achievements from the past six months and the upcoming activities, based on the input of the RiskPACC partners. Next to the internal

content on achievements and outlook, it contains a section dedicated to our sister projects, to support a clear and linear cooperation and to maximise the joint impact of the cluster.

The newsletter is and will be shared in the following ways:

- Mailchimp: creating a Mailchimp account facilitates the registration of interested stakeholders.
- The newsletter will also be shared through each partners' network, and in that sense reach an audience that wouldn't have been aware of RiskPACC otherwise.
- The newsletter will be published on the website under the dedicated section.
- The newsletter will be promoted through the project's Twitter and LinkedIn accounts.

The usual process for publishing the newsletter is described here below. This process is and will be repeated every six months starting from M6, when the first newsletter has been published on the project website and social media channels (Twitter and LinkedIn).

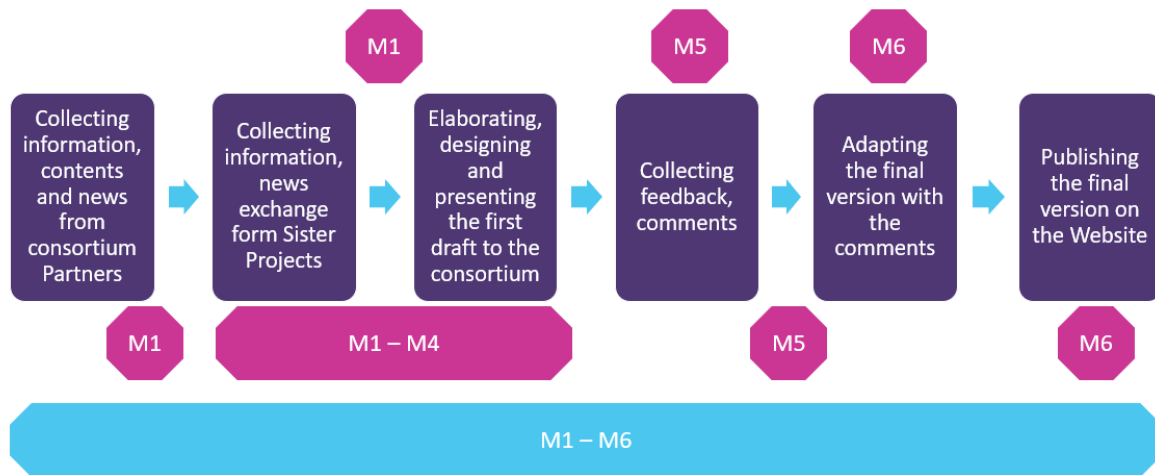


FIGURE 18: NEWSLETTER PROCESS

It is possible to register to the newsletter directly on the website where there is a dedicated section which refers to the mail chimp website as shown in the figure 19.



The screenshot shows a "Subscribe" form on a blue background. It includes a "Subscribe" button, a "made with mailchimp" logo, and a "Email Address" field with an asterisk indicating it is required. A small note says "\* indicates required".

FIGURE 19: NEWSLETTER REGISTRATION

## 4 COMMUNICATION PACKAGE

The project communication package is designed in line with the project visual identity. The initial communication package is based on basic project information and is formed of flyer, brochures, roll-up, and poster.

### 4.1 RiskPACC brochure

The RiskPACC brochure were ready at M4, and present the topic, objectives, and activities of the project. They have been printed in 250 copies to be handed out at each event that RiskPACC partner has and will be participated in during the project lifespan. It is also possible to consult and download the materials on the dedicated website session here <https://www.riskpacc.eu/downloads/>.



FIGURE 20: BROCHURE

The brochure, designed in A4 format, has four different pages. Page number 1, the main one, displays the RiskPACC logo on the top, with a picture in the middle and the full project name in the section below.

Page number 2 presents two different sections: on the top section, a part related to the general project information called “About RiskPACC” and a focus on the main planned outcome, the “Risk Pack”, both physical and online platform and toolbox. The second part presents the RiskPACC objectives and the scheme of the Risk Perception-Action Gap.

The third page is entirely dedicated to the case studies, with a specific box for each case study (six for the six local cases and one for the global case) with key information such as place, the



type of threats (natural or human-made) and focal risks addressed. On the bottom of the page, a disaster management cycle scheme is visualised, to support the understanding on the case studies and how they tackle different phases of the cycle.

The last page displays the RiskPACC consortium, with all the partners' logos, the main contacts and links to the project's social media networks (Twitter, LinkedIn) and the website.

#### 4.2 RiskPACC flyer

As for the brochure, flyer has been created, designed, and circulated at M4 and it has been printed in 300 copies in A4 format. Flyer is the main communication material used by project partners during internal and external events, in order to communicate and share the project's details to the external audience. As for the brochure, it is possible to consult project flyer here

<https://www.riskpacc.eu/downloads/>



FIGURE 21: FLYER

The flyer consists of two pages, the main one with the logo on the top and the project picture, as the one on the brochure, and the EU logo and disclaimer at the bottom.

The second page displays, as shown in figure 21, from top to bottom: i) a section dedicated to the project's useful information ii) the RiskPACC objectives iii) the consortium partners logos iv) the RiskPACC project coordinator contact v) the link to the project's social media networks (Twitter, LinkedIn and the Website).

#### 4.3 RiskPACC poster and roll-up

The RiskPACC poster and roll-up, to support the visual presence of RiskPACC at events, were respectively finalised and implemented at M4 and M6. The consortium already used and will use both the materials during internal and external events.



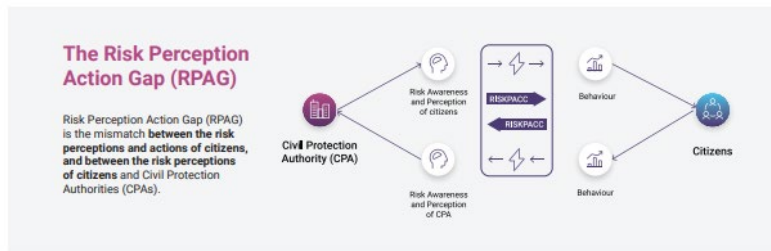
### RiskPACC Objectives

- Understand and close the RPAG
- Facilitate interaction between citizens and CPAs
- Develop potential procedural and technical solutions to build enhanced disaster resilience
- Provide an understanding of disaster resilience from the perspective of citizens and CPAs
- Facilitate collaboration between citizens, CPAs, Civil Society Organisations (CSOs), researchers and developers
- Provide the "risk pack" of solutions that will include a framework and methodology to understand and close the RPAG

### The Co-creational Approach

The Co-creational Approach in RiskPACC consists of four phases, through which the RiskPACC solutions will be developed and tailored in collaboration with CPAs, CSOs, and citizens.

The first phase establishes the scientific foundation of the solutions by researching understandings of disaster resilience from the perspective of CPAs, CSOs, and citizens and identify good practices that have been implemented internationally by CPAs (top-down) as well as by citizens (bottom-up). The second phase focuses on ideation and the development of RPAG-bridging solutions which will be both technical and procedural. In the third phase, the RiskPACC solutions are tailored to the specific case studies and evaluated, and their wider applicability is tested in new environments via cities and regions to understand their broader value and transferability. The fourth phase develops a set of guidelines, and recommendations which will be widely disseminated.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101021271.



FIGURE 22: POSTER

The RiskPACC poster presents the same features of the flyer and brochure and is possible to consult the it here <https://www.riskpacc.eu/downloads/> .

The RiskPACC Roll-up has been designed and implemented at M6, and it is used by the consortium during the events, such as conferences and workshops.

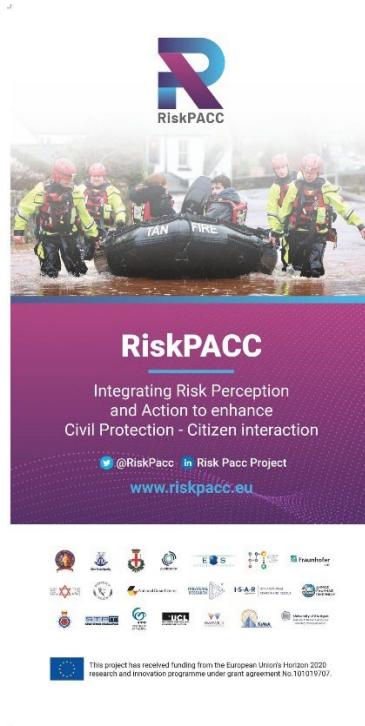


FIGURE 23: ROLL-UP

## 5 CONCLUSION

This deliverable (D8.4) introduces and presents the RiskPACC communication package, the visual identity and the implemented online presence (social media, website, newsletter). This document compliments *D8.1 Communication and Dissemination Strategy* by focusing on demonstrating the visual content developed so far to successfully implement the outlined strategy of D8.1. A further outlook on future materials (upcoming videos, newsletter etc.) to be developed within the project lifespan and along this strategy is also given

With the complementary reports *D8.1 Communication and Dissemination Strategy*, *D8.2 Midterm Project Dissemination Impact Assessment Report a* (M20), the updated Communication and Dissemination Strategy that will present at M24 and *D8.3 Final Project Dissemination Impact Assessment Report and Final Communication, Dissemination and Exploitation Strategy* (M33) the consortium does and will outline and present the project's dissemination and communication activities to maximise the outreach and impact of the RiskPACC outcomes and to support their sustainability.

## 6 REFERENCES

1. Bianchi, G., (2023) "Communication and Dissemination Strategy", RiskPACC Deliverable D8.1.
2. RiskPACC Twitter profile, [RiskPACC EU Project \(@RiskPacc\) / Twitter](#)
3. RiskPACC LinkedIn Page, [RiskPacc Project: Overview | LinkedIn](#)
4. RiskPACC YouTube channel, <https://www.youtube.com/channel/UCIqIxBjKSoilBsBVpKKULpg>
5. RiskPACC Website, [RiskPACC](#)

## 7 ANNEXES

### 7.1 Annex I - RiskPACC PowerPoint template

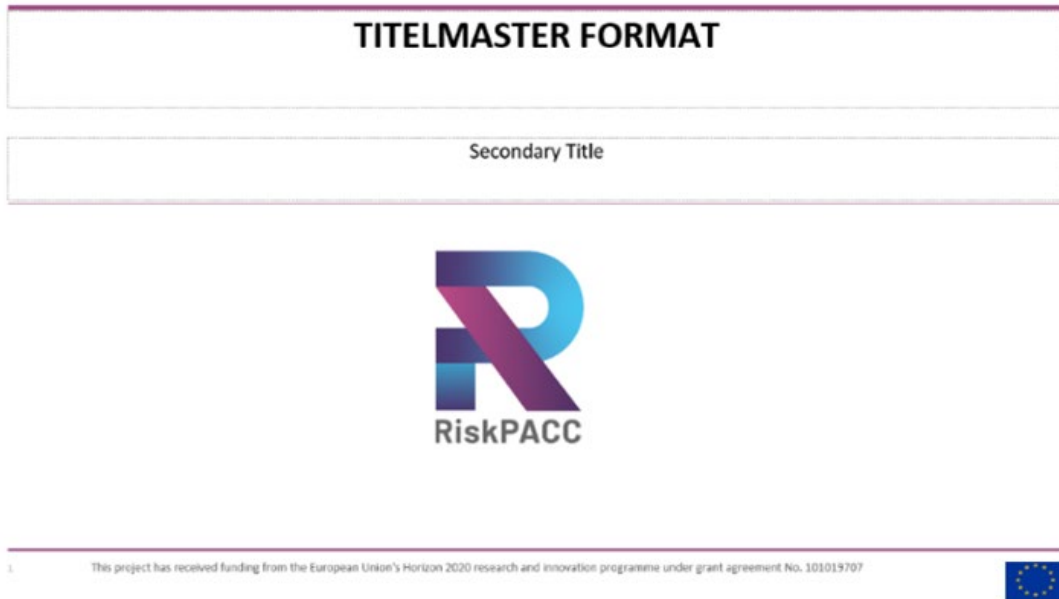


FIGURE 24: PPT TEMPLATE - PAGE 1

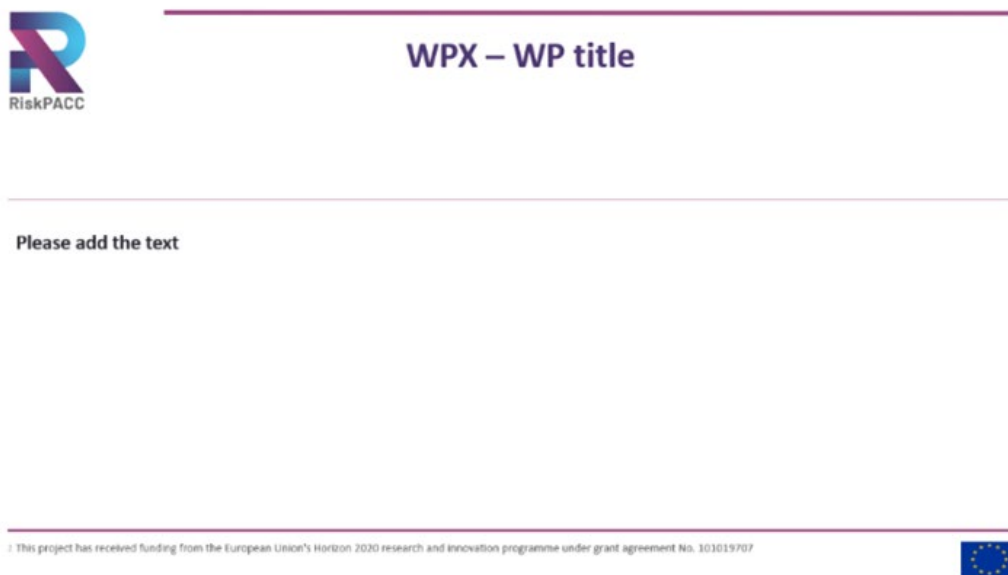


FIGURE 25: PPT TEMPLATE - PAGE 2



WPX – WP title

Subtitle

Number	Task Name	Duration	Responsible	Contributors

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019707



FIGURE 26: PPT TEMPLATE - TABLE EXAMPLE



THANK YOU!

- [Name of the presenter]
- [Organisation of the presenter]
- [e-mail address of the presenter]



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019707



FIGURE 27: PPT TEMPLATE - FINAL PAGE

## 7.2 Annex II – RiskPACC deliverable template



FIGURE 28: DELIVERABLE TEMPLATE - PAGE 1

DX.X NAME OF THE DELIVERABLE	
Deliverable number:	
Version:	
Delivery date:	
Dissemination level:	
Nature:	Report/Case Study/Summary/Minutes
Main author(s)	Name and Surname (Organisation)
Contributor(s)	Name(s) and Surname(s) (Organisation)
Internal reviewer(s)	Name(s) and Surname(s) (Organisation)

Document control			
Version	Date	Author(s)	Change(s)

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FIGURE 29: DELIVERABLE TEMPLATE - PAGE 2



**ABOUT RISKPACC**

Increasingly complex and interconnected risks globally highlight the need to enhance individual and collective disaster resilience. While there are initiatives to encourage citizen participation in creating a resilient society, these are typically fragmented, do not reach the most vulnerable members of the communities, and can result in unclear responsibilities for building disaster resilience.

New technologies can also support preparedness and response to disasters, however, there is limited understanding on how to implement them effectively. Awareness of risks and levels of preparedness across Europe remain low, with gaps between the risk perceptions and actions of citizens and between the risk perceptions of citizens and Civil Protection Authorities (CPAs).

The RiskPACC project seeks to further understand and close this Risk Perception Action Gap (RPAG). Through its dedicated co-creation approach, RiskPACC will facilitate interaction between citizens and CPAs to jointly identify their needs and develop potential procedural and technical solutions to build enhanced disaster resilience. RiskPACC will provide an understanding of disaster resilience from the perspective of citizens and CPAs, identifying resilience building initiatives and good practices led by both citizens (bottom-up) and CPAs (top-down). Based on this understanding, RiskPACC will facilitate collaboration between citizens, CPAs, Civil Society Organisations, researchers and developers through its seven (7) case studies, to jointly design and prototype novel solutions.

The "RiskPack" toolbox/package of solutions will include a framework and methodology to understand and close the RPAG, a repository of international best practice, and toolled solutions based on new forms of digital and community-centred data and associated training guidance. RiskPACC consortium comprised of CPAs, NGOs, associated organisations, researchers and technical experts will facilitate knowledge sharing and peer-learning to close the RPAG and build disaster resilience.

**FIGURE 30: DELIVERABLE TEMPLATE - PROJECT DESCRIPTION**

**TABLE OF CONTENTS**

Executive Summary	2
Glossary and Acronyms	3
1 INTRODUCTION	4
1.1 Overview	4
1.2 Structure of the deliverable	4
2 CHAPTER TITLE	4
2.1 2 <sup>nd</sup> Level Header	5
2.1.1 3rd Level Header	5
2.1.1.1 4th Level Header	6
3 CONCLUSION	6
4 REFERENCES	6
5 ANNEXES	7

**List of tables**

Table 1: Glossary and Acronyms	5
Table 2: Example	7
Table 3: Annex XX	9

**List of figures**

Figure 1: RiskPACC Logo	9
Figure 2: The RiskPACC Consortium	10

**FIGURE 31: DELIVERABLE TEMPLATE - TABLE OF CONTENTS, LIST OF TABLES, LIST OF FIGURES**



Executive Summary

Le Lorem Ipsum est simplement du faux texte employé dans la composition et la mise en page avant impression. Le Lorem Ipsum est le faux texte standard de l'imprimerie depuis les années 1500, quand un imprimeur anonyme assembla ensemble des morceaux de texte pour réaliser un livre spécimen de polices de texte.

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FIGURE 32: DELIVERABLE TEMPLATE - EXECUTIVE SUMMARY



Glossary and Acronyms

Xxx	Xxx	Xxx	Xxx

TABLE 1: GLOSSARY AND ACRONYMS

FIGURE 33: DELIVERABLE TEMPLATE - GLOSSARY AND ACRONYMS



# 1 INTRODUCTION

## 1.1 Overview

The DoA describes this deliverable as...  
 The main objective of this document is to ...

## 1.2 Structure of the deliverable

This document includes the following chapters:

- Chapter Y: In this chapter ...
- Chapter Z: In this chapter ...

### 1.2.1 3<sup>rd</sup> LEVEL HEADER

Le Lorem Ipsum est simplement du faux texte employé dans la composition et la mise en page avant impression. Le Lorem Ipsum est le faux texte standard de l'imprimerie depuis les années 1500, quand un imprimeur anonyme assembla ensemble des morceaux de texte pour réaliser un livre spécimen de polices de texte.

#### 1.2.1.1 4<sup>th</sup> Level header

Le Lorem Ipsum est simplement du faux texte employé dans la composition et la mise en page avant impression. Le Lorem Ipsum est le faux texte standard de l'imprimerie depuis les années 1500, quand un imprimeur anonyme assembla ensemble des morceaux de texte pour réaliser un livre spécimen de polices de texte.

# 2 CHAPTER TITLE

XXX	XXX	XXX
Yyy	Yyy	Yyy

TABLE 2: EXAMPLE

Le Lorem Ipsum est simplement du faux texte employé dans la composition et la mise en page avant impression. Le Lorem Ipsum est le faux texte standard de l'imprimerie depuis les années 1500, quand un imprimeur anonyme assembla ensemble des morceaux de texte pour réaliser un livre spécimen de polices de texte.

FIGURE 34: DELIVERABLE TEMPLATE - STRUCTURE

### The RiskPACC Consortium



FIGURE 2: THE RISKPACC CONSORTIUM

FIGURE 35: DELIVERABLE TEMPLATE - LAST PAGE

## The RiskPACC Consortium



FIGURE 36: THE RISKPACC CONSORTIUM