"Public awareness, Preparedness, Participation and Coordination for Civil Protection for All"

Del. 3.1.2

Joint Cross-Border Study

Κοινό Όραμα & Διαβούλευση Μεθοδολογίες συμβολών εταίρων και διαβουλεύσεων Π 5 α

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Document History

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Preamble

The present Deliverable is called upon to contribute substantially to the formulation of an appropriate strategy for the joint development of the Inclusive Civil Protection. The main aim of the "4PLUS" Act is the upgrade / improvement of the existing infrastructure and development of human resources skills in the respective stakeholders, in order to take into account and better meet the needs of people with disabilities, people with chronic diseases, people with disabilities. age and people with reduced mobility in general ("low independence & high-risk groups").

In order to achieve the goal of developing Inclusive Civil Protection and to include the needs of people with reduced mobility / independence in the planning of any civil protection initiative in the cross-border area, it is necessary to develop strategies to promote "Accessibility". And the principles of "Planning for All" in all phases of civil protection (prevention, preparation, early warning, immediate intervention and crisis management, response and rehabilitation, etc.) that will meet the characteristics and requirements of people belonging to high-risk groups.

The Deliverable is divided into six Parts.

PART I

Provision of Methodology and Instructions regarding the contribution of the partners PB2, PB3, PB4, PB5 and PB6 to the Deliverable

Παροχή Μεθοδολογίας και Οδηγιών για τον συντονισμό της συμβολής των εταίρων PB2, PB3, PB4, PB5 και PB6 στο Παραδοτέο

Introduction

Leaders and decision makers in public administration, businesses and civil society who have responsibility for services that affect people with disabilities should accept that they may be more at risk than the general public, and may be more vulnerable to hazards, the consequences of a disaster, and unfair treatment during the event or its aftermath.

To ensure that people with disabilities receive adequate care is a matter of equity, fairness and justice, as well as an important affirmation of the values of civility. Whereas emergency preparedness for the non-disabled is usually provided to groups, it is necessary to consider the particular needs of people with disabilities more in detail.

Disability is not limited to restrictions on personal mobility such as those of people in wheelchairs. Instead it covers a very wide range of physical, sensorial, mental and emotional conditions, including the effects of old age or illness, and forms of dependency on medical drugs or equipment.

With respect to the general population, people with disabilities may be less able to perceive hazards and risks, or less mobile, or dependent upon assistance in order to be able to react to crisis situations.

Assisting people with disabilities during public emergencies requires planning, foresight and concerted action *before* disaster strikes, so that programmes and procedures are in placed when the situation becomes critical.

This set of guidelines is intended to ensure that national governments, policy makers, and their counterparts at regional and local level, civil society organisations and relevant offices in both the public and private sector obtain a clear idea of how to proceed with the provision of disaster risk reduction for people with disabilities.

Useful Definitions towards a roadmap development

Disability

A physical, sensorial or mental condition that impairs a person's ability to perceive or react to events around himself or herself and, in interaction with various barriers, may hinder the person's full and effective participation in society on an equal basis with others. Disabilities may be permanent or temporary, but these guidelines refer specifically to those that are permanent or affect a person in the long term.

Hazard

A condition that threatens the safety and well-being of people. In origin it may be natural (e.g. earthquakes, floods), technological (e.g. transportation crashes, toxic releases), social (e.g. crowd crushes, demonstrations) or intentional (e.g. terrorism, politically-inspired violence).

Vulnerability

A person's susceptibility to harm as a result of external adverse events such as natural disasters, public emergencies, technological incidents or political violence.

Risk

The product of hazard and vulnerability leading to a probability of harm, expressed as physical or psychological injury, damage, destruction or interruption of productive and essential activities.

Crisis

A major incident that interrupts normal activities for a significant number of people and causes, or threatens to cause, harm to themselves or their property.

Disaster

A major destructive event that involves a large number of people and causes widespread damage and probably significant physical injury, possibly with a number, more or less large, of fatalities. Attempts to quantify the threshold at which an incident becomes a disaster have not generally been successful, but

disasters have a profound effect on society and communities and tend to be larger, or more serious, than incidents.

Disaster risk reduction

The process of preparing for, reducing the risk of and planning to face disaster when it happens.

Resilience

For individuals, groups of people and society as a whole, the state (and process) of being robust in the face of disaster risks. This means being able to reduce the impact of disaster, manage its effects with efficiency and recover rapidly from it, hopefully to a state of greater resistance than existed before (the "bounce forward" strategy).

Civil protection

The provision of services to the general population that enable them to face the risk of survive and reduce the damaging effects of disasters and crises.

What Successful Implementation of civil protection for PwDs does it mean?

Political commitment.

Governments must make clear decisions and include in their political agenda the commitment to make a serious effort to develop effective disaster risk management for people with disabilities. As part of the more general endeavour to ensure the safety of their constituent populations, they must consistently pay attention to such people's needs.

Co-ordination and continuity.

In order to guarantee the effective development, application and monitoring of emergency systems for people with disabilities, one particular body of governmental administration must be responsible for co-ordination and the continuity of initiatives. In close cooperation with all relevant stakeholders, it will be the task of the coordinating body to make sure that all relevant information is collected and centralised.

Networking.

At least one network should exist that allows stakeholders to meet and exchange information about the challenges to be met if risks are to be identified and solutions are to be found. These networks should always be open to new members and should take full account of evolutionary changes in technology, habits and expectations.

Strategic planning.

A master plan should be set up and constantly updated. The organisation of training activities and the evaluation of emergency exercises should be part of a constant process of adaptation of the master plan.

Knowledge management.

A coherent programme of knowledge management should be used to ensure the transfer of acquired know-how to those who can benefit from it. This knowledge would facilitate the organisation of training activities and allow emergency schemes constantly to be improved. Specific added value will be provided by the involvement of people with disabilities and their organisations.

Identification and optimisation of resources.

The evaluation of a master plan and constant updating of its capacities, and the general level of knowledge, should allow stakeholders to estimate needs regarding financial, organisational and human resources. At the same time, the best possible use of existing or new resources may allow the action plan to be improved.

Communication.

In order to ensure that everyone is kept informed about the state of preparedness, a good communication policy is needed. Energetic dissemination of information will ensure that more and more relevant stakeholders are contacted and involved in the preparedness process.

Roadmap Phases

Phase #1: Prevention: Disaster Risk Reduction

Before disaster strikes, there should be a general process of mitigation, risk reduction, preparedness and planning. During the interval between disasters, it should be recognised and firmly established that in emergency situations, people with disabilities have a fundamental right to as good a level of protection as the rest of the population.

When it comes to identifying the practical problems to be anticipated, the counterdisaster organisations of government and public administration should insist on involving civil protection voluntary organisations and organisations of people with disabilities, or that represent and assist such people, in a multilateral dialogue that is intended to promote planning and action.

The overall goal of this phase is to ensure that people with disabilities are as resilient against disaster as the rest of the population, and that this level of resilience is satisfactory for all parties.

Governments, public administrations and preparedness organisations should ensure that the rights and needs of people with disabilities form an integral part of the emergency planning process. This involves the following:

⇒ Knowing about people with disabilities by compiling records of addresses and needs for assistance, and where they are likely to be located. This may require using census data (with appropriate reference to legal requirements for privacy) or in the absence of registration systems for people with disabilities, conducting a survey of the local area. Hence, all beneficiaries with special needs during an emergency should be identified, quantified and registered with the civil protection authorities.

⇒ Common and specific hazards and risks should be considered in terms of how they affect people with disabilities, not merely how they impinge upon the general population.

⇒ Special needs are associated with care homes for the elderly, psychiatric hospitals and rehabilitation centres, as well as other special institutions that cater for people with severe disabilities who are unable to live in the community. These institutions represent concentrations

of vulnerable people who may require special assistance during an emergency and should not be missed when designing preventative activities.

⇒ The needs of people with disabilities in an emergency must be estimated and resources found to cater for them. This process must recognise the individuality of particular needs resulting from disability and not overgeneralise them. It must be recognised that the needs of people with disabilities will be highly varied according to the types of disabilities involved, the living arrangements and the care and support services utilised by the individuals concerned.

⇒ Preventative emergency planning for people with disabilities should consider whether and how individuals are able to summon assistance, whether and to what extent rescuers are trained to deal with them, whether there are barriers to processes such as evacuation, and whether such processes are adequately endowed with resources, and whether appropriate temporary accommodation can be provided to people with disabilities if long-term evacuation is required.

⇒ Finally, planning should include measures to monitor, evaluate, and deal with discrimination against people with disabilities if it occurs during emergency, disaster or crisis situations. The approach to and respect for people with disabilities should be incorporated, as principles and as prescriptions for action, into training programmes for people who deal with disaster as planners, managers, decision makers or responders. Education for the contact with people with disabilities should extend to all phases of disaster: mitigation, alert, emergency action and recovery.

Phase #2: Protection: Emergency Action

This phase refers to an emergency or crisis situation in which responses such as rescue, evacuation and care are required. Those rescuers who are required to lift and transport physically people with disabilities, and the frail elderly, should be trained and equipped to carry out such actions in the proper, professional manner with minimal risk to the giver or receiver of assistance. All equipment and technical devices should be well maintained in order to be fully operational in case of an emergency. Emergency responders and other carers must be required to maintain a correct, professional and non-discriminatory attitude to people with disabilities at all times.

On the basis of detailed knowledge of the people with disabilities who are likely to be present in the local area, detailed studies should be made of how each individual will perceive danger or receive an alert. In order to ensure that it is effective, the process of sending out an alarm should be studied in relation to the cognitive and sensorial capacities of each person to be alerted, or the needs of his or her careers.

Phase #3: Evacuation

Evacuation is one of the principal means of avoiding harm to people during threatening or crisis situations. It can be divided broadly into the pre-impact (preventative) kind and that which is practised during or after the impact (for rescue or the maintenance of public safety). When evacuation is needed, civil protection authorities should have pre-existing procedures to ensure no one is left behind.

Arrangements should be made to ensure that people with disabilities are able to follow evacuation orders when these are given out by the authorities. This involves ensuring that departure, the journey and the arrival at destination can be conducted efficiently and in safety without undue delays or impediments—and under the same criteria of efficiency and safety as are applied to the general population.

There should be no physical barriers to these three phases of movement: this involves checking for the presence of steps, that corridors are wide enough to permit passage, that manpower and transport are available and are suitably equipped, and that arrangements are in place for accommodating each type of disability.

Bedridden people who are unable to move themselves should be raised, dressed (if necessary) and transported by carers or responders who are trained in how to carry out this kind of work and who will use the proper procedures.

If people with disabilities are taken to rest centres, these should be planned and equipped so that they are accessible and able to accommodate such people as far as possible without additional hardship. The person with a disability should have access to any equipment that is essential to the normal maintenance of his or her health and safety, including, where necessary, medications and life-support machinery.

Phase #4: Rehabilitation

This phase refers to the aftermath of a disaster, crisis or emergency in which the emphasis is placed on restoring conditions to normal and recovering from damage and disruption. This may be a slow process that lasts years and requires a lengthy period of living with temporary arrangements.

Governments and public administrators should seek to ensure that people with disabilities are not discriminated against in the planning, design or assignment of temporary post-disaster shelter, which must be accessible and functional according to their needs. Moreover, people with disabilities should not

be discriminated against in the provision of post-disaster employment opportunities, or in the assignment of permanently rebuilt housing.

As in the emergency phase, every effort should be made to accommodate working animals, such as guide dogs for the blind. People with disabilities should not suffer higher levels of post-disaster risk than do the general population.

The presence of discrimination in any of the ways outlined here should be monitored regularly and, if it occurs, measures should be taken promptly to stop it and discipline or re-educate any staff who are guilty of exhibiting discriminatory attitudes or behaviours, or making decisions that cause discrimination.

Contributions of Partners PB2, PB3, PB4, PB5 και PB6

	Awareness	Inception	Development	Consolidation
Political commitment	- *e.g. Motivating local policy makers* - *To be filled in by the partners (1-3 bullets)*	- *e.g. Deciding to start the implementation* - *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*
Co-ordination	- *e.g. identifying potential partners* - *To be filled in by the partners*	- *e.g. Nomination and job description* - *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*

Networking	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *e.g. Establishing Working Methods* - *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*
Strategic planning	- *To be filled in by the partners (1-3 bullets)*	- *e.g. Defining goals, aims and actions* - *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*
Knowledge management	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *e.g. On-going monitoring of quality* - *To be filled in by the partners (1-3 bullets)*

Resources	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*
Communication	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*	- *To be filled in by the partners (1-3 bullets)*

PART II

Synthesis of the contributions of the PB2, PB3, PB4, PB5 and PB6 partners

in Part I

Σύνθεση των συμβολών των εταίρων PB2, PB3, PB4, PB5 και PB6

στο Μέρος I

Political commitment

Awareness

Motivating the government to become active

Inception

Deciding to start the process of implementation

Development

Creating an official mandate and attributing tasks

Consolidation

Including the measure systematically in budget provisions

Co-ordination

Awareness

Deciding who should take responsibility for the task

Inception

Nominations and job description

Development

Organising actions and reporting.

Consolidation

Establishing the co-ordinating body in official structures

Networking

Awareness

Identifying potential partners

Inception

Inviting internal and external partners and defining roles, structures and working methods.

Development

Establishing working methods.

Consolidation

Maintaining the structure and acquiring expertise.

Strategic planning

Awareness

Looking for possible models

Inception

Defining goals, aims and actions

Development

Developing a master plan with agreed and fixed strategies, actions, timescale and resources.

Consolidation

Organising an on-going assessment of quality and success

Knowledge management

Awareness

Rising levels of interest and appearance of questions

Inception

Situation analysis (legal framework, documentation, etc.). Identifying needs for education or external expertise.

Development

Setting up a common knowledge base (for education, training, information, conferences, etc.)

Consolidation

Managing newly acquired knowledge on an on-going basis.

Resources

Awareness

Looking for existing resources (voluntary roles)

Inception

Clarifying the allocation of resources.

Development

Allocating resources according to a master plan and opportunities.

Consolidation

Assigning stable resources

Communication

Awareness

Interest appears (through key experiences, press releases, etc.).

Inception

Communicating and announcing intentions. Seeking external exchange and communication.

Development

Communication and feedback of steps achieved.

Consolidation

On-going monitoring of quality and success (customer relationship management).

PART III

Coordination of the Consultation of the partners PB2, PB3, PB4, PB5 and PB6

by providing Methodology and Instructions

Συντονισμός της Διαβούλευσης των εταίρων PB2, PB3, PB4, PB5 και PB6

με παροχή Μεθοδολογίας και Οδηγιών

The importance of involving stakeholders into 4PLUS project

The efficiency and effectiveness of any strategy creation and project implementation largely depends on the level of agreement between the stakeholders concerned, which makes cooperation a necessary condition for success. Without engaging stakeholders, there can be no common enduring agreement, ownership or support for a particular project.

A project is more likely to succeed, especially in the long-term, if it takes into consideration the environment in which it operates and endeavours to meet the needs of the stakeholders affected by it. For some of these actors, cooperation is certainly every-day practice and partly also regulated e.g. between local government agencies. However, considering the range of interests evoked above it is immediately clear that many important stakeholders are actually not (or only marginally) involved in broadband network strategy development and implementation processes.

Early and continuous involvement by representatives of the various stakeholder groups such as PwDs will increase the likelihood that the evaluation findings will also be used by the stakeholders. Their participation means that they will have a detailed information about the outcomes and the progress of the project; they will feel a sense of ownership in both the evaluation and in the program or project itself. Involving stakeholders in broadband network strategy creation enables the project team to draw on specialised and local knowledge when defining a specific broadband network problem and generating suitable solutions. In addition, engagement is particularly valuable in ensuring that the implemented strategy or scheme delivers popular and sustainable solutions that will improve local quality of life.

Getting the stakeholders informed can help to:

⇒ Promote local solutions to local challenges;

⇒ Improve public acceptance of the project;

⇒ and create political credibility.

Purpose of the Methodology

In order to achieve this integrated approach, each partner will organize consultation processes. In order to ensure bottom up involvement and commitment, this methodology provides the partners with tools and instruments on how to inform and at a later stage involve stakeholders in the process in a tactical way respecting the different responsibilities of the players. The methodology will also function as a help desk for all partners on how to use this method in practice.

This methodology is intended to give support for local project managers for organization the stakeholder involvement process for the organisation of consultations for $PLUS project.

Identification of the target groups

Definition of the stakeholders

Generally speaking, in the context of public participation, a stakeholder can be defined as any person, or group, who has an interest in the project or could be potentially affected by its delivery or outputs. Stakeholders are actors with a specific interest - articulated or not - in the development of a policy or measure. They are those people who have a stake in the evaluation findings.

This implies a broad range of public and private organisations (authorities, universities, chambers, associations, enterprises, etc.), individuals (experts, politicians), the media as well as citizens, and People with Disabilities. Community leaders are all potential stakeholders in a program or project. Stakeholders can be organisations or individuals. These individuals may be involved in the project's implementation, may be in decision-making positions for future project funding, or may be potential recipients of project services.

Hints for selecting stakeholder groups:

⇒ A sample representative from the wider public (whether or not they directly affected by the issue);

⇒ Statutory consultants;

⇒ Relevant government organisations;

⇒ Special interest groups with PwDs;

⇒ Local or national NGOs;

⇒ Local online and offlline medias

⇒ Individuals with particular expertise in PwDs

Stakeholder groups in detail

Stakeholders can be categorized along different aspects. Often used terms are primary stakeholders or key stakeholders.

Primary stakeholders are for example organizations or individuals ultimately affected (positively or negatively) by a measure implementation. Another important stakeholder group for the organisation of the consultation event are the mass media (there can be online or offline media – newspapers, radios, internet sites etc.)

Stakeholder analysis

Stakeholder identification and management is a key skill for all project managers, program managers and executives (collectively called project manager for the purpose of this paper). Stakeholders are individuals who represent specific interest groups served by the outcomes and performance of a project or program. Project managers are accountable for the end-to-end management of their projects, including performance and expectation management of individuals who may be outside their direct control.

Project managers must give due consideration to the people issues surrounding projects and recognise that the appropriate involvement and management of stakeholders is almost always a critical success factor. Project managers should therefore have a formal stakeholder management process that is appropriate for the circumstances of the project.

The mapping of stakeholders can be easily carried out by creating an Influence-Interest-Matrix. In this diagram, the influence and the interest of a stakeholder is represented. A cluster analysis shows possible gaps in the stakeholder selection. Most important is to involve stakeholders who have a high influence and a high stake, while stakeholders with low influence and a low stake have lower priority.

Influence-Interest matrix

	Low influence	High influence
Low stake	Less priority stakeholder group	Useful for decision and opinion formulation, brokering
High stake	Important stakeholder group perhaps in need of empowerment	Most critical stakeholder groups

Potential target groups

The potential target groups could be:

⇒ National Confederation for People with Disabilities

⇒ Local Associations of People with Disabilities

⇒ Regional Authorities

⇒ Municipalities

⇒ Civil Protection Departments

⇒ Fire Service

⇒ Primary education

$\Rightarrow$ Secondary education

$\Rightarrow$ Higher education

$\Rightarrow$ Civil Protection Institutes

$\Rightarrow$ Hospitals

$\Rightarrow$ Social Welfare Directorates

$\Rightarrow$ Ministry of Health

$\Rightarrow$ Army

$\Rightarrow$ Volunteers and Citizens' Groups

Stakeholder engagement

Working with stakeholders can nowadays be considered common practice – yet often only particular stakeholders are involved. In many cases, only broadband service providers and sometimes organisation representatives have a say, while other stakeholders are ignored.

However, it is important to involve all different types of stakeholders at a specific point of the process, addressing their specific requirements. A dedicated strategy is needed, drawing on different formats and techniques when dealing with authorities, private businesses, civil society organisations, citizens or all of them together.

It is crucial to avoid participation gaps. A participation gap exists if certain groups are underrepresented while others are overrepresented in a process. This may lead to the effect that their requirements and ideas are also weighted higher than others, inconsiderate of their actual role in society. Moderators of participative processes therefore need to achieve balance in terms of quantity (i.e. a certain group is represented in a way that reflects its actual share in society) and quality (i.e. to avoid that certain stakeholders predominate others in meetings and events).

In detail the following aspects should be considered:

$\Rightarrow$ Choose a mix of appropriate tools and techniques to communicate your approach to different stakeholder groups at each step in the process.

$\Rightarrow$ Incorporate a feedback loop into the engagement activities and identify how and when you will keep stakeholders informed of key project stages, activities and milestones. By doing so, stakeholders can see how their views, opinions and issues are carried forward into the process.

Methodology background

The methodology for the realisation of the consultation event will follow the one-sided approach, which is the classical method. The classical methods of a consultation event is the one where there is a chairperson and there are two or three key spokespersons. Presenters

share their opinion on the topics from the agenda. After each presentaion a specific time for answering questions from all stakeholders is foreseen. The opportunity for asking questions provides the framework for any participant for an active involvement at a specific time during the process. This means that participants get the main topic of the day and a few questions to give food for thought. Generally, this method is considrered as a well controllable and does not require excessive preparation measures for the presentators.

Preparation of a consultation event

Building an organising team

Building a good organising team is one of the most important pieces of planning an event. An organising team is a group of individuals that supports the goals of the event and assists with its planning and execution. The organising team is so important because they make the event happen.

A good organising team is:

⇒ One that can work together.

⇒ One that gives support to the organisers as they do their work.

⇒ One that completes the tasks that it sets out to complete.

⇒ One that has fun while doing the work

There are some steps, which every project partner should follow by building the right team:

⇒ At your first team meeting, make it clear who is in charge and what is to be expected from the team. This is the time to remove any confusion or conflict, and clearly set hierarchies, roles and responsibilities. Do this now to avoid potential problems later (In the appendix you will find a check list for all the activities of the event).

⇒ Well-briefed team-members are essential for a successful event. Tell the team-members what the aim of your event is and what message should be spread. At every stage ensure they are completely in the picture.

⇒ Set clear, unambiguous and achievable goals for the team as a whole, and for individuals within the team. No team-member's goal should conflict with another team-member's goal. Assign different tasks to one or more people. Make sure people are capable of their tasks and know what they can decide on their own and what they need to refer to you.

⇒ Communication is essential for the success of your event. Plan regular meetings to keep track of the event as it progresses. Encourage and foster cooperation, non competition.

Schedule the event

When you set the date for your event, make sure you factor in enough time to prepare, consider your potential guests and the dates and times that suit them, be aware of other events and holidays that are on around the same time, and factor in some flexibility. Therefore, consider the following potential issues:

⇒ Know your audience - Consider your audience's needs, then plan your dates around them. For example, you're less likely to attract people to a live event on Monday mornings or Friday afternoons. Busy executives are not likely to have the time to attend an all-day event, while people who need a lot of technical information are more likely to find the time.

⇒ Check holidays - once you have a general idea of when to hold your event, check to make sure there are no public holidays on the day of your event, or either side of it. It's also a good idea to check whether or not school holidays (both public and private) are on during your event, as this could also prevent some people from being able to come.

⇒ Chech other events - check whether there are any other events on at the same time as yours. In particular, check for industry events since they may draw attendance away from yours; non-industry events with subject matter that might interest your audience; and big events that may limit your choice of venue.

⇒ Prepare to be flexible - once you've narrowed down dates that will put your event's best foot forward, be prepared to change them. You may find that the venue you really want isn't available on your preferred date, or the keynote speaker you most hoped to attract can't make it. You may need to be adaptable to get what you want.

Creating the agenda

By the planning of the agenda it would be reasonable for the project partners to have in mind some pieces of advice. For example:

⇒ By holding a panel every project partner should always leave sufficient time for a question and answer session and let your audience and the media know that there will be time for their questions at the end. If the time for question by the audience and the mass media exceeds the expected time for it, do not stop the stakeholders asking. The interest in the 4PLUS project is a guaranty for future engagement of the stakeholders.

⇒ Try to present your presentations and materials in a more attractive way, what will positively reflect the attitude of the participants.

By organising a consultation event one of the main objectives is to increase the awareness of citizens, PwDs and policy makers. These objectives can be only achieved by gathering at one place all these stakeholders. At the same time the project partners of 4PLUS consortium will

have the opportunity to inform all stakeholders about the progress, the expected outputs and results of the project.

Promoting the consultation event

No marketing program can succeed without an effective communication program. This component plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific supporting action, and encouraging them to take action at specific times. When considering appropriate promotion and publicity for the event the project partners must think about the event brief and objectives of the event and how it relates to the project's strategy.

The project partners should prepare a profile of the target audience/s for your event and determine optimal numbers, audience profile, a common source for the group, and also the timing of the event. This will help you determine the most appropriate method of promotion. Consideration of the appropriate promotion of the event should be at least three or four weeks in advance.

Public service or 'community announcements' on radio, television and in the newspaper often provide free publicity to not-for-profit community based events.

⇒ Local radio stations tend to provide dedicated airtime for Community Announcements. To take advantage of these services, adequate lead time and details of the event must be provided. A direct contact with the regional medias would be a cheap and time effective way to find out their requirements;

⇒ Print advertising is not always the best option as it is a very crowded medium that requires a substantial amount of money to make an impact. If your budget allows, consider placing an insert in the local paper instead of an advertisement.

⇒ Advertising in special-interest publications and direct marketing – (such as direct mail letters to members of your audience group) may also be an option and is more cost-effective;

⇒ Local radio is a good medium for advertising as it is cost effective and you can often obtain free publicity through radio interviews with announcers or media releases to be aired in the station's news bulletins. Interviews can be conducted by the event organiser or other people of interest. Ensure that who ever is being interviewed is well briefed on the details of the event and further contact information for listeners.

Mail outs / Email

Carefully targeted direct mail can be very effective. The best results come when the recipient is already familiar with you, the organisation or the event. Use relevant organisation mailing lists that capture a particular profession, community group or alumni. A useful and often less costly form of direct mail is inserting a flyer or conference program into a relevant magazine

or newspaper. Promoting your event via email is also an effective way of reaching your target audience. There are a number of restrictions the organisation must comply with when sending emails to the general public.

Choose the appropriate time to send your invitations. The timing for sending the invitation should be chosen by the project partner the way that the potential stakeholders have enough time to plan their participation at the consultation event and at the same time is not too early for them to decide if they will be available for the event.

During and after the consultation event

Information and materials to participants

After deciding on the format of the consultation event and concrete issues regarding the event, the relevant stakeholders will be invited. The host project partner should prepare materials for handing out in order to inform the stakeholders in more details about the progress and the expected outcomes of the project.

Preparation phase is the key to success. After determining the method for organising a consultation event, the key to successful realisation is a carefully done preparation process.

A good idea is also to have prepared not only a detailed and useful presentation for the stakeholders but in advance to prepare some questions, which could be asked by the attendees.

Registration and information table

$\Rightarrow$ Welcome

- o Make sure that participants are welcomed as they arrive at the venue. If you are having speakers, welcome your speakers outside of the venue and escort them in.

$\Rightarrow$ Registration

You have a few tasks to take care of for registration. They include:

$\Rightarrow$ Assigning of name tags.

$\Rightarrow$ Giving out of event materials, including the schedule.

$\Rightarrow$ Making sure that lodging is taken care of

- o Information table/Registration desk

$\Rightarrow$ Make sure that someone is available throughout the event to answer questions or direct participants who get lost. Also, if your event is during the whole day, you may have people who will come at a later period of the info day.

- o Staff the event

To staff the event, you must have people doing things such as staffing the registration table, welcoming participants and speakers, and tidying the venue. You should have someone:

⇒ Introduce the speakers

⇒ Moderate discussion

⇒ Keep time

⇒ Record the talk and the discussion

    o Co-ordinate the media

⇒ The media contacts should co-ordinate the media at the event. They should meet and greet the journalists, give them their packets of materials, and organise people to give interviews.

    o Evaluation Forms

Encourage your participants, speakers, and organising committee to complete the evaluation forms and then collect the completed forms! At some events, you will give out the evaluation forms at the end of the event. At other events, evaluation forms will be included in the materials packet. However you give the form, make sure you get it back completed!

Follow-up

Correspondence

⇒ After your event, the project partners should be in touch with the people who were a part of the events. It is vital to reaffirm the relationships that have been just build.

⇒ It is important for all project partners to make professional pictures, which could be used later for sending them to the stakeholders. The pictures should be posted on the website of the project partners! Let all the participants, sponsors and speakers know that the pictures are up too!

⇒ After receiving media coverage, you should follow-up with the journalists who covered your event.

    o Delivering post-event materials

Checklists

Preparational phase

Venue

Task	responsible	deadline	status
Find a suitable place with one large room and a close smaller one for press conference and catering, room should be lit by natural light.			
Make sure of parking possibilities and accessibility for people living with disabilities			
Check on possible place for coffe- break-corner in the large room			

Technical equipment

Task	responsible	deadline	status
Make sure all equipment is placed well and are ready to use			
Make sure that banner stand is well visible			

Communication with stakeholders

Task	responsible	deadline	status
Have host or hostess(es) welcoming the participants			
Registration table is ready and the person responsible knows his/her tasks			

Make sure that there is a glass bowl at the registration table for business cards			

PART IV

Synthesis and Production of the Road Map entitled:

Joint Roadmap Towards Inclusive Civil Protection

Σύνθεση και Έκδοση του Οδικού Χάρτη με Τίτλο:

Joint Roadmap Towards Inclusive Civil Protection

PART V

Brochure Production 8-10 Pages

Παραγωγή Φυλλαδίου 8-10 Σελίδων

PART VI

Translation of the Brochure into Greek, Albanian and Greek

Μετάφραση Φυλλαδίου στα Ελληνικά, Αλβανικά και Αγγλικά

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