

Project  
**4PLUS**

**Del. 3.6.2**

PB6 – URI

***Input on Common Vision & Joint Roadmap Cross-  
Border Study***

---

Version 1.0 • November, 2020

## Document History

| Authors:      |                             |
|---------------|-----------------------------|
| Zana Vokopola | email: zvokopola@uri.org.al |
| Denada Qenami | email: qenamid@hotmail.com  |

| Project Manager: |                           |
|------------------|---------------------------|
| Marinela Spahiu  | Email: mspahiu@uri.org.al |
| Approved         | Date: November, 2020      |

| Project Financial Manager: |                            |
|----------------------------|----------------------------|
| Ina Janushi                | Email: ijanushi@uri.org.al |
| Approved                   | Date: December, 2020       |

## Reference Documents

| Document Name  | Author             |
|--|--------------------|
| 4PLUS Subsidy contract <A2-1.4-1>                                  | SEE JTS & NCDP     |
| 4PLUS Application Form   | NCDP               |
| Visual Identity Guidelines   | JTS                |
| Decision of the Joint Steering Committee through written procedure | JTS                |
| Implementation Manual  | JTS                |
| 4PLUS Partnership Agreement  | All 4PLUS Partners |

## Distribution List

This document has been distributed to:

| Name   | Position             |
|--|----------------------|
| LB-1. National Confederation of Disabled People of Greece                    | Project Lead Partner |
| PB-2. Regional Union of Municipalities of Ionian Islands, Greece             | Project partner      |
| PB-3. Regional Association of Local Governments of Western Macedonia, Greece | Project partner      |
| PB-4. Albanian Association of Municipalities, Albania                        | Project partner      |
| PB-5. Municipality of Kolonje, Albania                                       | Project partner      |
| PB-6. Urban Research Institute, Albania                                      | Project partner      |



## 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 PB6 to  
the Deliverable*

## 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 place 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 does Successful Implementation of civil protection for PwDs 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 recognized 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 counter disaster organisations of government and public administration should insist on involving civil protection voluntary organizations and organizations 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 PB6

|                             | Awareness   | Inception  | Development  | Consolidation  |
|-----------------------------|---|--|--|--|
| <b>Political commitment</b> | <ul style="list-style-type: none"> <li>- Motivating local policy makers</li> <li>- Motivating people/PWD to participate and advocate into the policy process</li> </ul>   | <ul style="list-style-type: none"> <li>- Deciding to start the implementation</li> </ul>   | <ul style="list-style-type: none"> <li>- Creating an official mandate and attributing tasks</li> <li>- Draft Political Agenda</li> </ul>   | <ul style="list-style-type: none"> <li>- Follow-up and support</li> <li>- Including the measure systematically in budget provisions</li> </ul>               |
| <b>Co-ordination</b>        | <ul style="list-style-type: none"> <li>- Identifying potential partners</li> <li>- Cooperation local &amp; central authorities, based on agreed upon standards</li> <li>- Deciding who should take responsibility for the task</li> </ul> | <ul style="list-style-type: none"> <li>- Nomination and job description</li> <li>- Specify roles and responsibilities of each authority</li> </ul> | <ul style="list-style-type: none"> <li>- Establish multisectoral coordination mechanisms for disability involving people with disabilities and representatives from the disability sector for all aspects of emergency risk management.</li> </ul> | <ul style="list-style-type: none"> <li>- Establishing the coordinating body in official structures</li> <li>- Meeting reports, knowledge products</li> </ul> |

|                           |  |  |  |  |
|---------------------------|--|--|--|--|
|                           |  |  | <ul style="list-style-type: none"> <li>- Establish a Focal Point for referral who not only refers cases but continuously follow-up the referral</li> <li>- Facilitate disability sector participation, input and ownership in planning and coordination for multisectoral emergency risk management</li> </ul> |  |
| <b>Networking</b>         | <ul style="list-style-type: none"> <li>- Present the mechanism for creating the network</li> <li>- Identifying potential partners</li> <li>- Participation of local communities in DRR&amp;CP</li> </ul> | <ul style="list-style-type: none"> <li>- Integrated and flexible network</li> <li>- Inviting internal and external partners and defining roles, structures and working methods.</li> </ul> | <ul style="list-style-type: none"> <li>- Establishing Working Methods</li> </ul>   | <ul style="list-style-type: none"> <li>- Maintaining the structure and acquiring expertise</li> <li>- Regular and periodic meetings for follow up</li> </ul> |
| <b>Strategic planning</b> | <ul style="list-style-type: none"> <li>- Presenting relevant approaches/models</li> </ul>  | <ul style="list-style-type: none"> <li>- Defining goals, aims and actions</li> </ul>   | <ul style="list-style-type: none"> <li>- Developing a master plan with agreed and fixed strategies,</li> </ul>   | <ul style="list-style-type: none"> <li>- Organizing an on-going assessment of</li> </ul>   |



URBAN RESEARCH INSTITUTE

|                                    |  |  |  |   |
|------------------------------------|--|--|--|---|
|                                    | <ul style="list-style-type: none"> <li>- Proactive attitude in dealing with DRR&amp;CP</li> <li>- Prevention/mitigation and recovery</li> <li>- Effective disability policies aligned</li> </ul>           | <ul style="list-style-type: none"> <li>- Determine the existing baseline</li> <li>- Provide a mechanism by which the impact of institutional and community based disaster risk reduction and resilience activities can be measured over time.</li> </ul> | <ul style="list-style-type: none"> <li>- actions, timescale and resources</li> <li>- Individualized and comprehensive approaches to support PWDs</li> <li>- Well-coordinated sectoral policies and programmes</li> <li>- Legislation is aligned</li> </ul>                         | <ul style="list-style-type: none"> <li>- quality and success levels</li> <li>- Follow-up, update and support</li> </ul> |
| <p><b>Knowledge management</b></p> | <ul style="list-style-type: none"> <li>- Transfer of acquired know-how</li> <li>- Flexible, adaptive and PWD-oriented programs</li> <li>- Rising levels of interest and appearance of questions</li> </ul> | <ul style="list-style-type: none"> <li>- Situation analysis (legal framework, documentation, etc.).</li> <li>- Identifying needs for education or external expertise.</li> <li>- Involvement of people with disabilities</li> </ul>                      | <ul style="list-style-type: none"> <li>- Setting up a common knowledge base (for education, training, information, conferences, etc.)</li> <li>- Proven traditional practices widely applied</li> <li>- Include disability issues in all information management systems</li> </ul> | <ul style="list-style-type: none"> <li>- Managing newly acquired knowledge on an on-going basis</li> </ul>              |



|                         |   |   |  |   |
|-------------------------|---|---|--|---|
|                         |   |   | <p><i>to ensure that data used to inform policy and practice are relevant to people with disabilities</i></p> <ul style="list-style-type: none"> <li>- <i>Adapt early warning communication systems and media to ensure that they reach and are understood by people with disabilities</i></li> </ul>                      |   |
| <p><b>Resources</b></p> | <ul style="list-style-type: none"> <li>- <i>Good knowledge of the available resources and services including location, service providers and who they are targeting</i></li> <li>- <i>Looking for existing resources (voluntary roles)</i></li> </ul> | <ul style="list-style-type: none"> <li>- <i>Estimate needs regarding financial, organisational and human resources</i></li> <li>- <i>Include dedicated funding for services, programmes and capacity development to address the needs of people with disabilities in all</i></li> </ul> | <ul style="list-style-type: none"> <li>- <i>Allocating resources according to a master plan and opportunities</i></li> <li>- <i>Integrate volunteers that support persons with disabilities and older persons</i></li> <li>- <i>Identify local or community members who can assist with communication (e.g.</i></li> </ul> | <ul style="list-style-type: none"> <li>- <i>Follow-up and support</i></li> <li>- <i>Assigning stable resources</i></li> </ul> |



URBAN RESEARCH INSTITUTE

|                             |   |  |   |   |
|-----------------------------|---|--|---|---|
|                             |   | <p><i>aspects of emergency risk management</i></p>   | <p><i>interpreter for people who are deaf</i></p>   |   |
| <p><b>Communication</b></p> | <ul style="list-style-type: none"> <li>- <i>Communication between governing bodies, local authorities and the local population</i></li> </ul> | <ul style="list-style-type: none"> <li>- <i>Communication policy/strategy drafted and consulted among stakeholders</i></li> <li>- <i>Communicating and announcing intentions</i></li> <li>- <i>Identification of means/measures for dissemination of information, in particular appropriate for PWD</i></li> </ul> | <ul style="list-style-type: none"> <li>- <i>Implementation of the Communication policy/strategy</i></li> <li>- <i>Communication and feedback of steps achieved</i></li> </ul> | <ul style="list-style-type: none"> <li>- <i>Follow-up and support</i></li> <li>- <i>On-going monitoring of quality and success</i></li> </ul> |

# PART II

*Synthesis of the contributions of the PB6 partners  
in Part I*

## Political commitment

### Awareness

Motivating local policy makers / Motivating people/PWD to participate and advocate into the policy process

The full weight of local and national government support for the efforts to make DRR disability inclusive requires political commitment with a focus on rights, responsibilities and accountability.

Motives constitute a commitment to a specific program out of a personal conviction and a desire to participate in the policy process, commitment to public programs based on personal identification. Attention to disability issues is now increasingly being seen in the policies and programmes of bilateral countries.

Actively engaging people with disabilities in emergency risk management can significantly reduce their vulnerability and enhance the effectiveness of policies and practices. Opportunities exist to build on available disability-related resources, involve disabled people's organizations (DPOs), promote self-help and raise disability awareness, understanding, skills and confidence among all health actors.

To enable people with disabilities to contribute to creating opportunities, share in the benefits of development, and participate in decision-making, it is important to break the cycle between disability, and exclusion, by both empowerment of individuals/families/organizations and by breaking down barriers in society, and is advocated for by many international donors. Thus, governments, public administrations and preparedness organizations can ensure that the rights and needs of people with disabilities form an integral part of the emergency planning process.

### Inception

Deciding to start the implementation. This will be an intermediate phase, foreseen for necessary negotiations toward the involvement of the counter-disaster organizations of government and public administration.

## **Development**

Inclusive development is that which includes and involves everyone, especially those who are marginalized and often discriminated against. In order to achieve the political commitment a draft political agenda needs to be prepared, including all political institutions involved in the DRR&CP sector, while clearly defanging their expected contribution and attributing tasks among identified actors.

## **Consolidation**

Follow-up and support will be consistent referring to this component. Including the measure systematically in budget provisions will be the performed in regular basis. Performance budgeting can present better choices for the political authorities by requiring each budget unit (internal and contract) and providing performance accountability.

## **Coordination**

### **Awareness**

The multisectoral and multidisciplinary nature of emergency risk management, disability and health requires leadership and coordination within and across sectors and government ministries at all levels – community, sub-national, national and international. For the purpose of this phase it will be necessary to identify the potential partners and define roles and responsibilities among them, allocating task and indicating standards.

## Inception

Nomination and job description.

Specify roles and responsibilities of each authority.

## Development

An effective coordination between key stakeholders in the design and implementation of demand-responsive projects and programmes that address, in a sustainable way, the root causes of vulnerability of local stakeholders to natural hazards would require the establishment of multisectoral coordination mechanisms for disability involving people with disabilities and representatives from the disability sector for all aspects of emergency risk management. This would build among others in the following key point:

- what institutional structures, mechanisms and processes are driving national DRM programmes in Greece-Albania?
- what technical capacities, tools, methods and approaches are available within existing institutional structures to operationalize DRM at national and local levels (that is, assessing comparative strengths as to who could do what best)?
- what existing good practices (of either indigenous and/or scientific origin) are actually applied at local level to strengthen community resilience against climatic and other natural hazards, and what are the potential technology gaps (including access to technologies) at local level?
- how to improve approach toward people with disabilities?

Of importance will be the establishment of a Focal Point for referral who not only refers cases but continuously follow-up the referral.

Facilitate disability sector participation, input and ownership in planning and coordination for multisectoral emergency risk management - this should include identifying relevant qualifying criteria; promoting opportunities for persons with disabilities to contribute to

the sector; and ensuring that government contingency funds for scaling up social protection schemes in emergencies can include or target persons with disabilities.

## Consolidation

The consolidation of this phase would require the introduction of the established group into the official structures. Among others it would require follow-up meetings and reports so to be sustained and systematic.

## Networking

### Awareness

Networks have become an important tool for government service delivery. Disaster management systems rely heavily on networks of partners from public, private, and nonprofit sectors.

Disaster management networks are actively used at all levels of government (local, state, national) and can develop voluntarily or by government mandate. Evaluating these networks is a challenging task because traditional performance measurement tools are not applicable to network settings. Effective communication, trust and social capital, and learning and adaptation are some fundamental factors that contribute to establish a success of disaster management networks.

Therefore, it is important to identify potential partners and develop and maintain effective partnerships with other sector organizations prior to emergencies. At the same time it is important to integrate local communities during the planning for the DRR&CP.

### Inception

Integrated and flexible network - Hierarchical networks can work efficiently during routine operations, but they function very poorly in dynamic environments of emergencies. In the aftermath of any extreme event or disaster, the required rate of problem solving and information sharing dramatically increases.

The key to surviving a disaster in the short term is for the network to retain its connectivity while not incurring any failure. Hierarchies generally perform badly in emergencies, because if any of a hierarchy's top nodes fail, they isolate large networks from each other.

Flexible and redundant modes of connectivity can distribute the information congestion associated with problem solving across the system and minimize the possibility of failure, which is very fundamental for resiliency of the community under uncertain emergency conditions.

Inviting internal and external partners and defining roles, structures and working methods - it will be effective if the partners share a strategic vision, pursue compatible targets, and are all equal members in a predetermined organisational structure. The notion of ownership is often used in this context to describe the emotional binding of the institutions and persons involved, which should ideally be with the partnership. Thus the partnership should be able to bring together different actors in collaborative action as well as in collaborative efforts to effect change, while defanging roles, tasks and expected contributions.

## Development

Establishing of the Working Methods will:

- Be a dedicated, independent communication system to be used by emergency response agencies for coordinating disaster management.
- Be a network with national coverage with broadcast capabilities for coordinating disaster management and rescue operations among response agencies and the ECC.



- Be provided with necessary spectrum resources for emergency operation in collaboration with relevant bodies so to address issues of PWD.

## Consolidation

The consolidation of this phase would require maintaining the structure and acquiring expertise to implement the component. Among others it would require follow-up meetings and reports so to be sustained and systematic.

## Strategic planning

### Awareness

Most of the regions in the CBC area Greece-Albania experience disasters. Some of these disasters increase morbidity and mortality. Some disasters are large scale, such as forest fires, and earthquakes. Others are more localized, such as landslides, snowfalls. Disasters can lead to severe physical injuries, emotional distress, loss of life, and property damage to the point of destroying communities.”

In emergency preparedness, a major goal is to be able to reach every person in a community. To do this the emergency authorities, must be able to get information to community members quickly. To do that, it is important to know which groups are at risk, where the people in these groups live and work, and the best ways they receive information.

Organisations and vulnerable countries engaged in DRR have moved from a reactive, top-down mode to proactive, community-focused disaster management. Thus, it is important to follow a proactive attitude while dealing with DRR&CP cases; which consists of a multi-governmental approach, stakeholder participation, and adaptive strategies that deal with uncertainty and link with other agendas and policies.

Adequate institutional arrangements (legal and financial) guarantee future implementation.

## Inception

While emergency response is still an essential part of sectoral disaster risk management, the need to adopt a long-term and risk-reduction approach remains central in the promotion of resilience for sustainable development.

While creating a Disaster Prevention and Recovery Plan the core goals of the emergency management programs are to establish and maintain the procedures, plans, resources, and roles to ensure that they:

- reduce or remove the effects of emergency incidents and prevent exposures from turning into larger emergency incidents;
- are prepared to respond to emergencies, in particular to the most vulnerable groups, such as PWDs;
- activate, mobilize and coordinate all necessary resources and activities to manage the emergency' s immediate consequences, taking into consideration any regional-specific considerations such as population density, local sensitivities (i.e., hospitals, schools, high population density, high consequence areas, local infrastructure) and environmental sensitivities; and
- restore the affected area back to pre-incident or better condition and learn from the event.

Provide a mechanism by which the impact of institutional and community based disaster risk reduction and resilience activities can be measured over time.

- Determine the baseline data, providing a historical point of reference to: inform the strategic planning, such as target setting, and to monitor and evaluation change for strategic implementation and impact assessment.

## Development

The master plan should be developed with agreed and fixed strategies, actions, timescale and resources between all identified stakeholders till the beginning of the process.

A sound understanding of the nature, scope, and limitations of a disaster plan ensures that management's expectations are realistic and the plan plays its proper role in achieving the department's overall goals and objectives.

The disaster plan should be a practical program of preventive steps and actions responding to potential and actual disasters. While each involved department in an institution must determine its own specific objectives, several main objectives are present in all plans. The plan should:

- Identify and adequately protect the department's vital records (vital records program).
- Reduce the risk of disasters caused by human error, deliberate destructiveness, and building or equipment failure, as well as, the adverse consequences of all disasters by mandating specific security, maintenance and training programs (disaster prevention).
- Ensure the department's ability to effectively resume operations after a disaster by spelling out management policies, procedures, and resources to be activated in disaster situations (crisis management).
- Ensure the department's ability to rapidly reconstruct essential information and salvage damaged records containing information essential to establishing detailed recovery procedures, and a management directive for implementation (disaster recovery).

Part of this master plan should be the identification of individualized and comprehensive approaches to support PWDs and coordinating sectoral policies and programmes.

## Consolidation

The consolidation of this phase would require the organising of an on-going assessment of quality and success levels. Among others it would require follow-up meetings and reports so to be sustained and systematic.

## Knowledge management

### Awareness

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.

This shall consist of a flexible, adaptive and PWD-oriented programs.

### Inception

Situation analysis (legal framework, documentation, etc.) should allow for a mainstreaming of disability people into Disaster Risk Reduction. Political, economic and legal factors: e.g. disaster management frameworks and policies that don't address disability issues have to be reviewed and updated properly harmonizing with best practices.

The preparation of a strategic planning requires efforts that may not be provided by local/central authorities' themselves. Thus in this cases, should be foreseen training programs for the capacity building for the authorities' staff or considered to provide it as an external expertise.

Involvement of people with disabilities - the whole community should engage in disability awareness and capacity building for disaster preparedness and through the involvement of persons with disabilities positive attitude changes could be noticed. Similarly, through always applying accessible design of latrines, flood shelters, rescue boats, and tube-wells, the community and local development actors can have an idea of easily adaptable ways of making structures and tools useable for all.

It is imperative that the community, persons with disabilities and local government are meaningfully engaged in all DRR planning and its implementation. It is their support that is a key factor for success of undertaken programs. Persons with disabilities often need counselling, life skills development, and access to information, positive environment,

rehabilitation care and capacity on DRR to enable them to participate effectively and confidently. If such opportunities and services are available and if there are appropriate policies and these are implemented, persons with disabilities can contribute as their neighbours to community development.

Participation of persons with disabilities in community level committees on DRR and advocacy activities – the sensitisation of community members and local government representatives leads to a better understanding and agreement on creating dignified opportunities for the inclusion of persons with disabilities.

## Development

Include disability issues in all information management systems to ensure that data used to inform policy and practice are relevant to people with disabilities. This systems should employ best practices from the latest international guidelines.

Adapt early warning communication systems and media to ensure that they reach and are understood by people with disabilities, with the following four interlocking parts: risk knowledge, monitoring, response capability and warning communication. Each part must function efficiently for the system to be successful:

- Risk knowledge builds the baseline understanding about risks (hazards and vulnerabilities) and priorities at a given level.
- Monitoring is the logical follow-on activity to keep up-to-date on how those risks and vulnerabilities change through time.
- Response capability insists on each level being able to reduce risk once trends are spotted and announced - this may be through pre-season mitigation activities, evacuation or duck-and-cover reflexes, depending on the lead-time of a warning.
- Warning communication packages the monitoring information into actionable messages understood by those that need, and are prepared, to hear them.

EWS are not successful or sustainable as independent stand-alone efforts. When an EWS is considered appropriate, it should be designed and set up within a larger DRR and

management effort. Setting up an EWS at any level without clear links to other disaster risk reduction/management efforts and entities will inevitably result in inefficient or unsustainable products and less effective impact (loss of life and livelihoods). Developing and maintaining CEWS, even if inexpensive relative to high-tech systems, requires considerable investment of time and resources, and should not be undertaken without careful consideration of alternatives, when appropriate, and sustainability. At any level, an EWS will benefit from being situated inside a more holistic DRR programme.

## Consolidation

The consolidation of this phase would require the managing newly acquired knowledge on an on-going basis, while updating and prevising training programs when deemed necessary. Among others it would require follow-up meetings and reports so to be sustained and systematic.

## Resources

### Awareness

Good knowledge of the available resources and services including location, service providers and who they are targeting. Firs to achieve this, building the capacity of individuals and professionals within communities prone to disaster risks is extremely important, as they can become key agents for change through raising awareness and spreading early warning messages as well as being the first to respond to disasters.

With increased knowledge they can also address authorities and urge them to take their responsibility for Disaster Risk Management and allocate sufficient resources at community level.

At the same time, crucial are the fundings required to maintain and increase access to health services for people with disabilities at the local level, and to support the development of disability related policies and strategic frameworks at the national level.

## Inception

*Estimate needs regarding financial, organizational and human resources*

Financing will be needed in all aspects of emergency risk management to provide:

- additional resources for risk assessments and needs assessments, including collecting disaggregated data on disabilities in the population-based assessments;
- specific medication, assistive devices and non-food items for people with disabilities;
- transport for people with disabilities to health facilities;
- referral services to specialist clinics and professionals;
- outreach activities in communities, shelters and camps;
- referral and hospital discharge planning, assistance and follow-up;
- community-based rehabilitation (CBR) services which should be planned and financed at an early stage;
- training and sensitization of staff, volunteers, community workers and DPOs;
- construction and reconstruction of structures that are accessible to people with disabilities before, during and after emergencies;
- innovation and research in the design of shelters, health facilities and other structures and services that are accessible to people with disabilities before, during and after emergencies.

Include dedicated funding for services, programmes and capacity development to address the needs of people with disabilities in all aspects of emergency risk management is to be addressed by the all involved authorities.

## Development

*Allocating resources according to a master plan and opportunities* - the resource allocation should form part of the budget process and therefore also the strategic planning process of local/central authorities involved in the sector.

*Integrate volunteers that support persons with disabilities and older persons / Identify local or community members who can assist with communication (e.g. interpreter for people who are deaf)*

Community based disaster preparedness looks at local knowledge and local wisdom as important points for the following two reasons. First, they are hidden in people' s daily life, thus it is difficult to share without installing the designated device, and secondly, the end-victims of a disaster are none other than community people, and they are eventually responsible for their own survival and saving their property.

Therefore, their ideas, their attitudes and their questions should be thoroughly taken into account in the management process.

People have gained experience in dealing with disasters because they have had to, and the knowledge and expertise they have acquired are invaluable to effective disaster preparedness. This local knowledge, including wisdom obtained from indigenous populations, is a welcome supplement to scientific knowledge to build strong disaster preparedness management.

## Consolidation

The consolidation of this phase would require assigning stable resources. Among others it would require follow-up meetings and reports so to be sustained and systematic.



## Communication

### Awareness

*Communication between governing bodies, local authorities and the local population*

Persons with disabilities need to know how to help themselves. In terms of warning communication, government should make sure that warning message would accommodate all types of disabilities. It is universal right for all people to have access and make use of available services, especially in disaster situations. For example, shelters must be accessible and the registration of evacuees must be disabilities sensitive, how to approach persons with disabilities in emergency rescue operation, the referral system for persons with disabilities must be thought of thoroughly.

### Inception

*Communication policy/strategy drafted and consulted among stakeholders needs to be drafted for among others the establishment of functional lines of communication amongst stakeholders that would consist of the following:*

- Developing relationship with relevant media stakeholders.
- Developing a database (telephone numbers, e-mails and contact addresses of PWDS) and integrating it into National, State and Local contacts.
- Developing a database of available equipment that can be used for disaster management, and specifically addressing PWDS needs.
- Monitoring and updating information on state of preparedness of stakeholders.
- Developing MOUs and having mutual understanding with stakeholders on their participation and deployment of their equipment during emergencies.
- Establishing affordable, accessible and secured Emergency Call Centers (ECCs) at all levels of government.

- Identifying effective communication facilities, including close user group and Nigeria police radio-net for long range communication.
- Liaison with telecommunication network providers for use of their cell broadcast facilities.
- Updating database regularly.

## Development

*Implementation of the Communication policy/strategy should aim the following:*

- Ensure that all people or entities possibly affected by DRR are aware of and clearly understand the effects, its impacts and, and address stakeholder concerns using transparent and inclusive approaches;
- Ensure that traffic safety communication is built into the project to enhance public health and mitigate risk for PWD.

Communication and feedback of steps achieved - obtaining feedback and ensuring two-way information flow: information materials will indicate where PWD can get in touch with the designated focal point. Community meetings may ensure that accurate and sufficient feedback will be received from stakeholder groups.

## Consolidation

The consolidation of this phase would require on-going monitoring of quality and success. Among others it would require follow-up meetings and reports so to be sustained and systematic.

# PART III

*Coordination of the Consultation of PB6  
by providing Methodology and Instructions*

## 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 4PLUS 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 offline medias
- ⇒ Individuals with particular expertise in PwDs

## Stakeholder groups in detail

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

Primary stakeholders are for example organisations 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 (ther 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
- ⇒ Secondary education
- ⇒ Higher education
- ⇒ Civil Protection Institutes
- ⇒ Hospitals
- ⇒ Social Welfare Directorates
- ⇒ Ministry of Health
- ⇒ Army
- ⇒ 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:

- ⇒ Choose a mix of appropriate tools and techniques to communicate your approach to different stakeholder groups at each step in the process.
- ⇒ 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. Presentors 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



considered 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, not 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.
- ⇒ Check 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 whoever 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

⇒ Welcome

- 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.

⇒ Registration

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

⇒ Assigning of name tags.

⇒ Giving out of event materials, including the schedule.

⇒ Making sure that lodging is taken care of

- Information table/Registration desk

⇒ 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.

- 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
  - 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.
  - 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.
  - 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 coffee-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 |             |          |        |

## Links

AEO - Association of Exhibition Organisers. [www.aeo.org.uk](http://www.aeo.org.uk).

AFO - Association of Festival Organisers. [www.afouk.org](http://www.afouk.org).

Eventia

[www.eventia.org.uk](http://www.eventia.org.uk)

NOEA - National Outdoor Events Association.

[www.noea.org.uk](http://www.noea.org.uk)

[www.marketingteacher.com/Lessons/lesson marketing environment.htm](http://www.marketingteacher.com/Lessons/lesson%20marketing%20environment.htm)

[www.smartdraw.com](http://www.smartdraw.com)

[www.jurossvente.it](http://www.jurossvente.it)

International Association for Public Participation [www.iap2.org](http://www.iap2.org)

New Economics Foundation. Participation Works! 21 Techniques of Community Participation for the 21st Century.

[www.neweconomics.org](http://www.neweconomics.org)

Open Space Technology:

[en.wikipedia.org/wiki/Open Space Technology](http://en.wikipedia.org/wiki/Open_Space_Technology)

Overseas Development Institute:

[www.odi.org.uk/resources/details.asp?id= 1436&title=stakeholder-engagement- good-practice-handbook-business-emerging-markets](http://www.odi.org.uk/resources/details.asp?id=1436&title=stakeholder-engagement-good-practice-handbook-business-emerging-markets)

Stakeholder Management Approach and Plan:

[www.google.hu/url?sa=t&source=web&cd=11&ved=0CGQQFjAK&url=http%3A%2F%2F](http://www.google.hu/url?sa=t&source=web&cd=11&ved=0CGQQFjAK&url=http%3A%2F%2F)

[www.archi.net.au%2Fdocuments%2Fresources%2Fmodels%2Fkm%2F](http://www.archi.net.au%2Fdocuments%2Fresources%2Fmodels%2Fkm%2F)

## Reading List

Boone L. and Kurtz D. (2002 ). Contemporary marketing. London, Thomson Learning.





Bowdin, G. et al(2007) Events Management, 2Nd Ed, Elsevier Butterworth- Heinemann, Oxford.

Getz, D (2007) Event studies; Theory, research and policy for planned events.

Goldblatt, J.J. (2002) Special Events: Twenty-first Century Global Event Management, Wiley, London.

Health & Safety Executive (1999), The Event Safety Guide, HMSO, London.

Health & Safety Executive (1996) Managing Crowds Safely, HMSO, London.

Jobber D. (1998). Principals and practice of marketing. London. MacGraw- Hill.

Rogers, T. (2008) Conferences & Conventions: A Global Industry, (2nded) Butterworth Heinemann.

Kotler, Ph., John T. Bowen, Jame C. Makens (2006). Marketing for Hospitality and Tourism. Person Education International.

Leonard F. Holey, CAE, CMP (2002). Event Marketing. How to successfully Promote Events, Festivals, Conventions, and Expositions.

Lovelock, Ch., Wright, L. (1999). Principles of Service Marketing and Management. USA, New Jersey: Prentice-Hall, Inc.

Masterman G. (2006). Strategic Sports Event Management. Elsevier Butterworth Heimann.

Watt, D.C. (1998) Event Management in Leisure & Tourism, Longman, Harlow