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## PROGRESS REPORT No. 2

On the technical and financial implementation

Covering the project activities from:

01/09/2009 – 30/04/2010

Reporting date: 31/05/2010



Project co-funded by the European Commission, DG Environment, Civil Protection Unit  
Teaming Up For Civil Protection | [www.teamcivilprotection.eu](http://www.teamcivilprotection.eu)

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## 1) Introduction and reminder of project objectives

The project "Teaming Up For Civil Protection" is pursuing the following objectives:

- Raise the awareness on civil protection measures amongst the general public in Austria, Germany, UK and Poland by developing initiatives to involve the public in civil protection. The integrated Austrian approach of forming a convergent volunteer community and promoting it with the help of a media partner is used as a role model and starting point for British, German and Polish project partners.
- Develop ready-to-use concepts on how to team up a group of highly motivated citizens, who are willing to assist civil protection actors when additional help is needed - taking different structural frameworks and national realities into account.
- Ready-to use online coordination structures are provided for project partners.
- Meet the expectations of convergent volunteers to keep them motivated and provide them with training in various fields of self-protection. This will enhance people's preparedness to cope with emergency situations, to protect themselves and others, especially highly vulnerable persons.
- Disseminate the know-how and lessons learnt of this project on developing and implementing such initiatives to civil protection authorities and actors within the European Union.

Austrian Red Cross, as coordinating beneficiary, is taking the necessary actions for fulfilling the stated objectives. Associated beneficiaries are the Red Cross sister societies in Germany, Poland and the UK, as well as Austrian Red Cross' media partner Hitradio Ö3, who is facilitating and advising the other partners in developing media campaigns for implementing convergent volunteer initiatives in their countries.

**Expected results are:**

- The development of 3 ready-to-use concepts for media campaigning in Germany, Poland and UK, seeking to raise the awareness of the population for civil protection by motivating people to help in a team in case of disaster. These 3 campaign concepts, together with the already implemented campaign in Austria, will constitute a recommendation for good campaigning in the European Civil Protection sector, which will be disseminated to Civil Protection actors within the European Union.
- Secondly, the existing Austrian "Team Österreich" convergent volunteer database will be adapted for the use of the project partners in Germany, Poland and UK, so they are given the tried and tested technical means to coordinate a team in case of implementation of the campaign (implementation not target of this project).
- Thirdly, the project will develop and evaluate means to meet the expectations and needs of the convergent volunteer community, so members are kept motivated and their disaster preparedness is enhanced. With help of a web 2.0 platform, the members are given the possibility of interaction and knowledge exchange. The use and integration of social networking possibilities to this platform enable members to share thoughts, mission experiences, get to know other fellow members and constitutes an important multiplier for the project's targets by dissemination to family, friends and colleagues of the users.
- A training curriculum in self protection covering the disaster scenarios "blackout" and "floods", targeted at members of the convergent volunteer community as well as the general public, will be edited by the project team and then adapted for use in an online training application.
- This online training will be developed by a sub-contractor as an interactive online flash application with social networking functionalities. The online training application follows a serious gaming approach, bridging entertaining and challenging gaming experiences with casual learning processes, thus enhancing mental awareness and preparedness for self protection measures. So called "micro-learning" modules which are

used in e-learning for knowledge transfer based on small coherent units of information, provide quality information on disaster preparedness. Collaborative learning is promoted by embedding the training applications into social networks (such as "Facebook") where users can compete and share their progress with friends, in this way capitalising on the viral marketing effects of social networks and spreading awareness on civil protection issues.

## 2) Summary of progress (for an overview of past, ongoing and future activities see Annex1)

In the period from 01/10/2009 to 30/04/2010 work on the following actions was in progress:

<p><b>Task A</b> Task management and reporting to EC</p>	<p><b>Implemented activities:</b></p> <ul style="list-style-type: none"> <li>▪ Project meeting in Warsaw 23. – 24. Nov 2009.</li> <li>▪ Project update reports in Nov 2009, Jan 2010, and May 2010 sent to all partners.</li> <li>▪ Steering group phone conference 19/10/2009.</li> </ul> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>▪ Minutes of Meetings.</li> </ul> <p><b>Comparison of expected and actual results:</b> Tasks A1 - A4 as planned. Project meeting planned for Spring 2010 in Vienna postponed to Sep/Oct 2010 to round up the results of the 3 national media workshops, taking place in Summer 2010 and condense them to recommendations for campaigning in the European Civil Protection context.</p>
<p><b>Task B</b> Collect and integrate information and expertise</p>	<p><b>Implemented activities:</b></p> <ul style="list-style-type: none"> <li>▪ Research phase completed in September 2009.</li> </ul> <p><b>Comparison of expected and actual results:</b> Tasks B1-B4 as planned. Valuable insights made during research phase led to minor adaptations in subsequent actions. The initially targeted community for survey turned out not to be suitable as target group.</p>
<p><b>Task C</b> identification of training needs and expectations of volunteers</p>	<p><b>Implemented activities:</b></p> <ul style="list-style-type: none"> <li>▪ An online survey to identify motivations, expectations and training needs of members of convergent volunteer organisations was conducted. Over 1300 members of "Team Österreich" volunteer community and members of German "people's action group" of Cologne were surveyed.</li> <li>▪ Austrian analysis report was presented on 11/2/2010.</li> </ul> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>▪ Survey analysis report.</li> </ul> <p><b>Comparison of expected and actual results:</b></p> <ul style="list-style-type: none"> <li>▪ While C1 (development of survey guideline and online questionnaire) was ahead of schedule, the actual implementation process needed more care than originally expected. 25,000 members of "Team Österreich" were invited to participate in the survey, therefore a wider time frame – from 10/2009 to 01/2010 " was accorded. Analysis report of "Team Österreich" online survey was presented 11/02/2010, while German analysis report is currently being edited.</li> <li>▪ A major finding of Task B was that the "London Resilience Forum" was not suitable as target</li> </ul>

	<p>group for action C. The Swedish convergent volunteering group, though bearing closest resemblance to Austrian “Team Österreich”, would have implicated the need of extensive translation work, if surveyed. The search for alternatives led to German “people’s action group flood”. The representatives, which had already been invited to the experts workshop, were pleased to assist the CO. Previously stated factors and necessary adaptations led to the delay of Task C3.</p> <ul style="list-style-type: none"> <li>▪ The Team Österreich survey provided those insights needed for later actions, in this way ensuring the timely start of task E (curriculum development).</li> </ul>
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<p><b>Task D</b> Design media campaigns</p>	<p><b>Implemented activities:</b></p> <ul style="list-style-type: none"> <li>▪ Sub-contracts with 3 media consultants for developing concept campaigns and facilitating media partnerships.</li> <li>▪ Possible media partners for campaigns were identified and invited to the media workshops in GE, PL, UK. Dates for media workshops, where concept campaigns will be refined and presented, were fixed.</li> <li>▪ Development of concept campaigns in Poland and UK is well advanced and will be refined at the media workshops and expected to be finished in July 2010 (UK, PL) and September 2010 (GE).</li> </ul> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>▪ Sub-contract with media consultants: <ul style="list-style-type: none"> <li>○ Germany 02/11/2009 with BCI Consulting GmbH &amp; Co. KG,</li> <li>○ Poland 03/02/2010 with Identity medienservice und produktion OG,</li> <li>○ UK 11/02/2010 with NigelKay LTD.</li> </ul> </li> <li>▪ Media partners for possible campaign (Jan - Jul 2010).</li> </ul> <p><b>Comparison of expected and actual results:</b></p> <ul style="list-style-type: none"> <li>▪ Tender to 5 Polish, 5 German, 4 British and 2 European-wide media agencies was not successful. The only 2 offers by European-wide media agencies for all markets exceeded the project budget or didn’t meet the tender specifications.</li> <li>▪ Direct award to 3 media consultants for media market analysis, concept campaign development and facilitating contacts to media partners in the target countries.</li> <li>▪ Failed tender and individual search for media consultants resulted in a significant delay of D2 and D3. Simultaneous work of national working groups on needs, legal requirements and target groups largely alleviated negative effects of the delay.</li> <li>▪ Different structural points of departure (organisational, judicial and cultural of partners and member states) required a more customised approach, thus elevating the importance of joint work of the national working groups with their media consultants to design appropriate strategies for involving citizens in initiatives.</li> <li>▪ Concept development, on the other side, is advancing much faster than scheduled. Outcome- oriented consultants draft a tangible campaign in only few months time, ensuring the timely delivery of concept campaigns in July and August 2010.</li> </ul>
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<b>Task E</b> Development of instruments	<b>Implemented activities:</b> <ul style="list-style-type: none"> <li>▪ Concept for a web 2.0 platform and online training delivered 14/10/2009.</li> <li>▪ Design approval of a web 2.0 platform 22/04/2010.</li> <li>▪ Curriculum for online training in self protection and disaster preparedness based on 2 scenarios (blackout and flood) was edited.</li> <li>▪ Flash based serious-gaming application is being developed.</li> <li>▪ Registration process of ready-to-use coordination tool was adapted to the needs of the project partners. A translation table, containing all variables and values for German, Polish and English databases, was finished and will guarantee the implementation in due time.</li> <li>▪ Current database is being modified to host the different versions.</li> </ul> <b>Deliverables:</b> <ul style="list-style-type: none"> <li>▪ Develop concept for a web 2.0 Platform for communication and training of CVs (December 2009) – delivered 14/10/2009</li> </ul>
	<b>Comparison of expected and actual results:</b> Tasks E1-E5 running as scheduled. After evaluation of survey results and Web 2.0 concept paper action E2 will also include the implementation of the Web 2.0 platform, while nonetheless staying within the granted financial frame.
<b>Task G</b> Dissemination	<b>Activities and Deliverables:</b> <ul style="list-style-type: none"> <li>▪ The project website <a href="http://www.teamcivilprotection.eu">www.teamcivilprotection.eu</a> was launched and is regularly updated.</li> <li>▪ Dissemination of project at conferences.</li> </ul>
	<b>Comparison of expected and actual results:</b> Task G is running as scheduled.

### 3) Planned and used resources

- For current project expenditure see financial statement (Annex 2)
- For personnel resources see project organisation chart (Annex 4)

### 4) Project and partnership management

The period after the first progress report was characterised by settled and sound project partnership. That phase also put special emphasis on the work of the four national project teams, which were doing good progress and were supported by CO and media consultants as facilitators for the development of feasible initiatives. Regular reporting by CO to ABs conversely guaranteed the continuous exchange of knowledge and helped keeping track of the project's progress. CO is taking part at the national workshops and is steadily informed by the consultants' progress, assuring the implementation of activities, according to the plan. The final project meeting will play a central role in condensing the insights and outcomes of the four working groups and lay down recommendations for good campaigning in the European context.

### 5) Appendix

Annex 1: Task overview and schedule (XLS)

Annex 2 Financial Statements (XLS)

Annex 3: Updated T-Forms (PDF)

Annex 4: Project Organisation Chart (PDF)