



Council of the European Union
General Secretariat

Brussels, 03 February 2020

WK 1265/2020 INIT

LIMITE

API

INF

WORKING PAPER

This is a paper intended for a specific community of recipients. Handling and further distribution are under the sole responsibility of community members.

WORKING DOCUMENT

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation by the Commission (DG ECHO) - Communication strategy on Civil Protection

Delegations will find attached copy of the presentation by the European Commission (DG ECHO) concerning point 3.c of the agenda of the WPI meeting of 31 January 2020.



EU Civil Protection: communication in partnership

Communication Unit - DG ECHO
WPI meeting, 31 January 2020

When an emergency overwhelms national response capacities,
the **EU Civil Protection Mechanism**
enables a coordinated assistance by



all EU Member States



6 Participating States

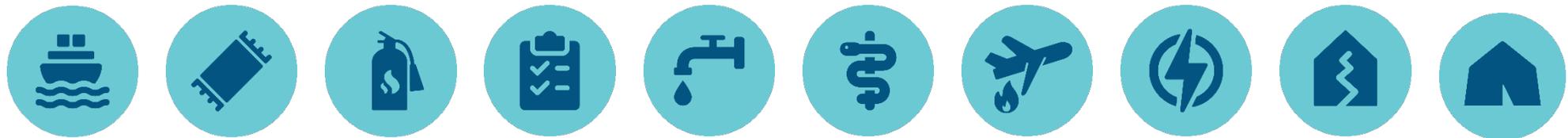




Emergency Response Coordination Centre (ERCC)

Since its creation in 2001 until 2020, the
EU Civil Protection Mechanism

has been activated for more than
330 emergencies



EU Civil Protection Mechanism



20 activations in 2019

-  Floods
-  Earthquakes
-  Medical emergencies
-  Forest fires
-  Preparedness & prevention
-  Environmental accidents
-  Epidemics
-  Marine pollution
-  Tropical cyclones

In 2019, the EU introduced an additional layer to its Civil Protection Mechanism
rescEU



Countries

share their national prevention & preparedness strategies to identify and address possible gaps in disaster response



European Commission

Complements national response capacities (rescEU)
Provides financial incentives to strengthen the European Civil Protection Pool
Finances adaptation, repair, and operational costs

The first
rescEU fleet
encompasses



**9 firefighting
airplanes**
**6 firefighting
helicopters**



Communication objectives



- Enhance general awareness and endorsement for reinforced EU cooperation
- Create a sense of solidarity and ownership
- Facilitate active involvement of civil protection community in the Member States

Priority target audiences



- **General public** in EU Member States, with a focus on **disaster-prone regions** (2017-2019: areas affected by forest fires)
- **Civil Protection community** in all EU Member States:
 - National, regional, local civil protection authorities
 - Volunteering associations, NGOs, citizens' initiatives
 - Multipliers: editors of stakeholder media, researchers and analysts

Communication actions 2019

- **General public**

- Media launches rescEU
(EU, IT, ES, GR, HR, SE)

- Online and social media campaign
(FR, IT, ES, PL, SE, GR, CY, HR, PT;
reach of 31,7 million)

- **Civil Protection Community**

- Mapping of all communication
stakeholders in EU MS

- Development and dissemination of
multilingual communication toolkit



IT'S **POSSIBLE TO HELP ANYTIME, ANYWHERE.**



rescEU. Europe's emergency force you can count on.

When a fire grows too big for a country to fight on its own, the European Union steps in and joins forces. Together we protect. Find out more on ec.europa.eu/echo



**European
Commission**

A photograph showing four rescue workers in yellow and black uniforms and red helmets, carrying an orange stretcher through a rubble-filled, collapsed concrete structure. The scene is dimly lit, emphasizing the aftermath of a disaster.

YOU CAN COUNT ON US.



The European Union. Together we protect you from disasters.

When a disaster grows too big for a country to fight on its own, you can count on specialised EU assistance. Anytime, anywhere. Find out more on ec.europa.eu/echo



**European
Commission**

Communication plan 2020

- **General public**

- Media trips on next steps in rescEU roll-out
- Awareness campaigning ahead of forest fires season
- General (online) campaigning on EU civil protection

- **Civil Protection Community**

- Dissemination of EU civil protection news
- Further promotion of the toolkit and outreach actions
- Communicators' seminar (December 2020)

Communication in partnership (1/2)



- In case of UCPM or ESCU activations visibility actions by the countries involved in the operations (contributors and beneficiaries)
- Support but reach towards civil protection stakeholders and multipliers

Communication in partnership (2/2)



- Inform **national civil protection events** days; identify possible hooks for our communication in the MS
- **Flag national sensitivities** regarding disaster response
- **Support awareness campaigns** (forest fires and general civil protection):
 - multiplication of Commission material
 - explore options for joint campaigning

More information:

DG Civil Protection and Humanitarian Aid Operations:
<http://ec.europa.eu/echo>

ECHO-COMM-CP@ec.europa.eu



@ec.humanitarian.aid



@eu_echo



EU Civil Protection
& Humanitarian Aid
Operations