Stand out in disasters

An awareness campaign for the EUR-OPA Major Hazards Agreement
Executed by Scienseed

#BeReadyStandOut
A creative campaign has been designed to raise awareness about disaster risk reduction, and particularly the activities and achievements of the EUR-OPA Major Hazards Agreement.

Background

The EUR-OPA Major Hazards agreement was set up by the Council of Europe as one of the first tools for cooperation in disaster risk reduction (DRR). As other international organisations have gained prominence, it is increasingly relevant to highlight the core values of EUR-OPA to member states and non-member states. EUR-OPA aims to strengthen resilience, preparedness and response to disasters through improvements to infrastructure and policy. These activities are brought about by shared experience between countries and research from a network of Specialised Centres. A unique feature of this approach is that it is community-led and focused on championing human rights, for instance by paying special attention to the protection of vulnerable groups.

EUR-OPA’s DRR activities include post-disaster initiatives such as response and recovery, but are primarily focused on increasing preparedness, prevention and resilience — three important pillars of risk management which often go unnoticed by the public.

Target audience

This is a broad-spectrum social media campaign aimed at a wide audience. This includes members of the general public who may be unaware of DRR and are unlikely to know of the EUR-OPA Major Hazards Agreement.

However, it also includes general public members who are already interested in DRR, as well as emergency management practitioners and researchers from all regions, Permanent Representations and Ministries of Civil Defence, Emergency and Disaster Response of EUR-OPA’s member states and non-member states, EUR-OPA’s Committee of Permanent Correspondents, Directors of EUR-OPA’s Specialised Centres, external partners (e.g. UNDRR, EU, IOM, UNESCO) and other relevant stakeholders.

Concept

Successfully averted disasters are not newsworthy — people only notice disasters when their consequences are severe. ‘Stand out in disasters’ focuses on this phenomenon of invisible prevention, in order to draw attention to the effectiveness of DRR. The campaign materials show landscapes and structures which have survived or avoided different disasters (natural and technological), therefore highlighting the prevention and preparedness measures that saved them. The campaign slogan “Be ready, stand out” is a direct reference to this survivorship (e.g. “The building that withstood an earthquake”) which challenges the notion of DRR going unnoticed.
Execution

The campaign is comprised of a website and a series of materials which can be shared on social media or printed.

Shareable materials

Posters
There are four posters designed to showcase a range of averted disasters, each depicting the landscapes and structures that are at stake and need preserving. Three of the posters depict averted natural disasters (wildfire, earthquake, landslide), while the fourth is based on a technological disaster (oil spill).

Videos
Each poster has a corresponding animated version, in the form of a short video (approximately 10 seconds). These videos all start with a closeup view of the surviving/intact landscapes and structures, but transition into a new perspective which reveals the potential devastation that these elements could suffer in the absence of DRR.

Website
The campaign website contains information about the EUR-OPA Major Hazards Agreement, particularly its six thematic work areas. The website also includes interactive versions of each poster, which combine elements of the print versions and the animated videos, with further information about the Specialised Centres working on research surrounding each type of disaster.

Dates and sources
The social media campaign will run for two and a half weeks, starting a week before the International Day for Disaster Risk Reduction (IDDRR) on October 13th. The exact campaign dates are from Monday the 5th to Wednesday the 21st of October 2020.

During the first week of the campaign focus will be put on awakening people's interest in the campaign by sharing little traces of its key messages. The goal of the first week is to capture people's attention and to find out what the campaign really is about.

After the first week the emphasis is put on raising awareness on the key topics of the campaign: disaster prevention, the EUR-OPA Agreement and its Specialised Centres.

The campaign will be launched on the following pages:

Stand out in disasters website: www.standoutindisasters.eu
The EUR-OPA Major Hazards Agreement (@europarisk) page on Facebook: www.facebook.com/europarisk
The Council of Europe Directorate-General for Democracy (@CoEDemocracy) Twitter account: twitter.com/coedemocracy
The Against Disasters (@AgainstDisaster) Twitter account: twitter.com/AgainstDisaster

Hashtags: #BeReadyStandOut #DRRday
3 Posters and videos

Four posters and corresponding animated videos have been created to highlight the tangible consequences of improving preparedness, prevention and resilience.

The tree that survived a wildfire

This poster focuses the viewer’s attention on a solitary pine tree in a pristine landscape. The accompanying text directs the viewer’s imagination to a devastating wildfire — but this disaster is nowhere to be seen, due to the effective protection of physical infrastructure, like the firebreak, combined with unseen prevention policies.

In the animated video, a zoom-out effect reveals the damage that can be caused by flames before reaching the firebreak. This is also seen in the interactive version of the website, which highlights the work done by the Global Fire Monitoring Centre (GFMC) in Freiburg and the European Centre for Forest Fires (ECFF) in Athens.
The building that withstood an earthquake

Natural disasters can also damage valuable human-made structures, such as homes and offices. This poster draws attention to a high-rise building which remains intact in the wake of an earthquake, as can be achieved by seismic-resistant structures and safe urban planning.

In the animated video, the camera travels vertically to ground-level, revealing the potential devastation that earthquakes can wreak, including collapsed buildings and damaged historical sites. The interactive version also shows this damage, highlighting the successful work of the European Centre on Prevention and Forecasting of Earthquakes (ECPFE) in Athens, the European Centre for Rehabilitation of Buildings (ECBR) in Bucharest and the European University Centre for Cultural Heritage (CUEBC) in Ravello.
The road that escaped a landslide

Nature-based solutions are central to EUR-OPA’s sustainable approach to DRR. In this poster, vegetation-banked terraces protect a road from the dangerous landslides which would otherwise afflict this sort of landscape. The poster text highlights this danger, drawing attention to the effective prevention measures.

In the animated video, the camera travels horizontally along the road, revealing an area further along where there is no vegetation, and landslides have collapsed roads, buildings and power lines. The interactive version of this image explains how this potential damage is minimised by the work from the European Centre on Geomorphological Hazards (CERG) in Strasbourg and the European Centre on Urban Risks (CERU) in Lisbon.
The coast that was spared from an oil spill

Disaster risk reduction also applies to technological disasters, caused by damage or malfunction of human-made structures and devices. In this poster, a peaceful coastal landscape takes centre stage, while viewers are prompted to imagine the environmental damage that could be caused by an oil spill from the distant tanker. Effective DRR prevents this type of event, through policy that requires reinforcing hulls and preparedness which allows rapid response measures.

The animated video for this poster flickers, alternating between the averted oil spill and the disaster scenario. The interactive version on the website focuses on education and post-disaster aid measures carried out by the European Centre for Disaster Awareness (BeSafeNet) in Nicosia and the European Centre for New Technologies of Risk Management (ECNTRM) in Moscow.
Social media

Campaign posts will focus on raising awareness on DRR, the EUR-OPA Agreement and the Specialised Centers working within the Agreement.

There are four content categories in the campaign:

- **Stay tuned for more:** The content under this category will be published only during the first week of the campaign, its goal being awakening people’s interest towards the campaign. This type of content doesn’t yet reveal the core of the campaign but instead gives away little bits and pieces, making people want to tune in to the social media channels the following week.

- **Disaster prevention facts:** the content gives insight into the topics of disasters and hazards, their prevention and reduction.

- **Get to know the EUR-OPA Agreement:** the posts shed a light on the Agreement and the six work areas the member states cooperate in.

- **Introducing the EUR-OPA Specialised Centres:** the publications share the work conducted in the Specialised Centres of the EUR-OPA Agreement. The Centres and their directors are tagged in the publications if they have Facebook or Twitter accounts.

It is important to note, however, that the categories are directional, and one type of content can include bits of another.

All posts published under the campaign will be equipped with the campaign hashtag #BeReadyStandOut. A link to the campaign website (www.standoutindisasters.eu) will also be included, however only in the posts published after the first week of the campaign to ensure maximum hype building around the campaign. The hashtag for International Day for Disaster Risk Reduction (#DRRday) as well as its theme for 2020 (#ItsAllAboutGovernance) will also be included in the posts when suitable.

All social media publications will include either one of the campaign banners or animations to accompany the social media text or a social media card directing the viewer to the campaign website.
The campaign content on social media directs users to the interactive website, where they will find further information about the EUR-OPA Major Hazards Agreement.

The campaign website landing page highlights the EUR-OPA values and details the six thematic work areas. It also includes a call to action for non-member states to join, directing stakeholders to the official EUR-OPA website for contact details and further information.

Engagement in the website relies on four interactive versions of the campaign posters, where users can find further information about the Specialised Centres working on research surrounding each type of disaster.
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Contact

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