



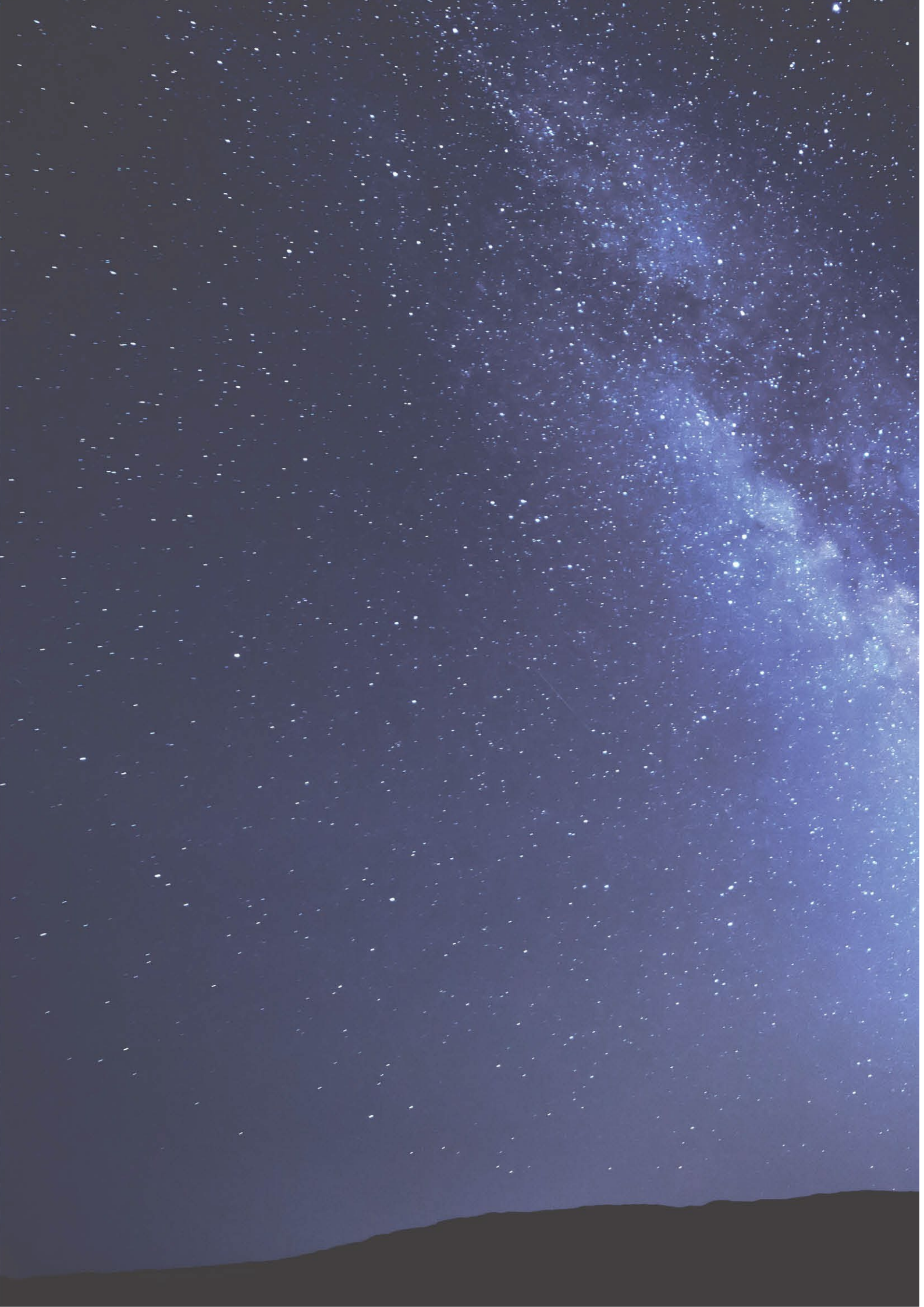
**PEERS**  
**PracticeE Ecosystem for standaRdS**

**Deliverable 6.1**  
**PEERS Communication and Dissemination**  
**Plan**

**27 January 2023**

**V1.0**







## Project Information

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<b>Project acronym</b>	PEERS	
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## Disclaimer

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## EXECUTIVE SUMMARY

The present document details the PEERS strategy and plan for communication and dissemination (C&D) purposes, providing internal guidance on the project scheduled C&D activities as well as on the tools for the implementation and achievement of the C&D objectives. The plan also reaffirms the PEERS partners' accountability for C&D actions and provides reference to the means to be used to measure the results of the implemented C&D activities and to regularly track progress against the project's expected goals.

The aim of the PEERS project is to advance and reinforce existing policy through practitioner-driven pre-normative / standardisation processes, which will enhance the development of a European Better Practice ecosystem. In this regard, the engagement with the target community (including Europe's disaster risk management for natural hazards and CBRN-E, European research policymaking and practitioner stakeholders as well as research community and national standardisation bodies) is of pivotal importance to build and execute a proactive co-creation programme leading to the development of a stakeholder-driven roadmap to strengthen European resilience to hazards through a comprehensive engagement and consultation governance mechanism.

At the core of the PEERS C&D strategy is the need of the project to achieve the following:

- **Raising awareness** around the project. This means spreading the voice over about the project, its objectives, its expected results and its activities, to make all relevant stakeholders aware of PEERS.
- **Generating understanding.** This phase is a follow-up step of the raising awareness activity, as it aims to transfer key messages to specific stakeholders, enhancing their knowledge and comprehension of the project itself, and generating a resurgence of interest in standardisation.
- **Engaging stakeholders.** This objective embraces the need to provide rapid access to the developed PEERS ecosystem to relevant stakeholders across the Disaster Resilience Society community, promoting the usage of the platform's acquired knowledge in standardisation to further exploit their own business outcomes as well as supporting the identification of standardisation gaps in Europe.
- **Ensuring impact.** This goal entails the need of PEERS to develop and deliver an ecosystem to strengthen preparedness and response in the field of disaster risk management and CBRN-E through standardisation by implementing a business-needs oriented approach focused on the people who are directly involved in it. This is the final and most ambitious target PEERS aims to achieve: its goal is to finetune any dissemination action delivering key messages and information to target stakeholders with the exploitation and sustainability pathway PEERS will design to ensure the long-term impact of the project results on the target audience.

The presented document is the first issue of the PEERS C&D plan, which will be regularly updated on a 12-month basis considering the progress of the project and any new opportunities or deviations that may arise. It is to be therefore considered as a "living" document working as a backbone of the PEERS C&D strategy, but also as a recording document detailing any C&D activity and product implemented or under development by the PEERS project partners to achieve the abovementioned.

