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## EUROPEAN AND MEDITERRANEAN MAJOR HAZARDS AGREEMENT (EUR-OPA)

### COMMUNICATION TOOLS AND VISIBILITY

## Introduction

The Major Hazards Agreement continues to experience a lack of visibility at different levels:

- ✓ Internally (Council of Europe);
  - ✓ CoE member States (in particular the entities in charge of civil protection);
  - ✓ Other potential partner organisations in the field of disaster risk reduction;
  - ✓ General public.
- ✗ This factsheet presents the ongoing initiatives to improve EUR-OPA's visibility, in particular the communication tools already available or currently being developed.

## Website EUR-OPA

- ✗ The EUR-OPA institutional website has been migrated to a new platform in 2017 (Liferay content management system):
- ✓ It is a responsive platform (the format adapts automatically to the device used such as, tablet, smartphone, etc.);
  - ✓ It is more attractive as it gives more prominence to photos and illustrations.

## Documents

- ✗ Documents and publications are all published on the Website. However, it is still difficult to find them. The Secretariat is currently collaborating with the CoE IT Service in order to develop a search engine which will facilitate finding documents by type/subject, etc.

## Video

- ✗ A video briefly presenting the work of the Agreement has been produced and shared on the communication channels of the Agreement (Website and Facebook). It is at the disposal of Permanent Correspondents and Specialised Centers for their use.
- ✗ Target groups : general public and partners.

## Social Media

- ✗ The Agreement launched a Facebook page for the EUR-OPA Major Hazards Agreement one year ago.
- ✗ It is currently managed by the Secretariat with the support of a service provider for thematic posts (5 posts a month).

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- ✖ Target group: general public and partners.
- ✖ The aim of the Facebook page is to provide new opportunities to communicate on events, subjects that are not directly related to the institutional work of the Agreement (as opposed to the Website). It is also for the purpose of promoting activities/events of the Specialised Centres or other partners.
- ✖ It is important that this page is shared among the networks of partners and for the Permanent Correspondents and Directors of Centres to inform the Secretariat about any information, document or event that they would like to publicise.

## Collaborative web platform for Specialised Centres

- ✖ The Secretariat is in the process of developing a collaborative platform to give more visibility to the activities of the Centres financed by EUR-OPA as well as to improve the administrative process related to the financing of coordinated projects.
- ✖ The Specialised Centres will be able to directly submit their project proposals to the Secretariat through the collaborative platform and manage all the steps of the procedure including the publication of an abstract on the EUR-OPA website.

### Objectives

The new web platform will aim to:

- ✓ Facilitate the submission of project proposals from the 26 Specialised Centres by providing standardised project templates.
- ✓ Improve the negotiation and selection process of projects by providing a standardised procedure workflow.
- ✓ Facilitate the financial, administrative and narrative reporting on the projects.
- ✓ Give visibility to these activities with dedicated webpages. The information on the webpages will be automatically extracted from the database.
- ✓ Reduce the administrative workload for the the Directors of the Centres and the Secretariat.
- ✓ Reduce costs related to time-consuming procedures.
- ✓ Bring transparency and accountability to this process.
- ✓ Improve quality of projects in line with Council of Europe administrative and financial procedures and standards.