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Purpose of the Document

The purpose of the document is to synthetically report on the dissemination activities of RASOR to be compared with the activities foreseen in the Dissemination Action Plan.

Executive Summary

The present dissemination periodic report reports to-date delivered outcomes achieved within RASOR's communication strategy. Thus, it follows the last Dissemination Action Plan objectives, delivered on May 2015 and it also presents the desirable future outcomes to be reached within the remaining project's duration period. The main focus of the dissemination strategy remains on how results and knowledge will be exchanged among partners and within the scientific community, end-users, institutional bodies and society.

Abbreviations

Abbreviation	Meaning
DAP	Dissemination Action Plan
RASOR	Rapid Analysis and Spatialisation of Risk
SC	Steering Committee
AB	Advisory Board

Introduction

Dissemination activities within RASOR project have a significant role on expanding and communicating project's potential and outcomes.

Considering the extension of RASOR's audience and variety of communication tools in use, the dissemination strategy design has followed from the beginning an internal communication plan - targeted mainly at the project consortium members - and an external communication plan, which includes all other beneficiaries. Such strategy has been divided in three key periods:

- I) an **initial phase**, set between December 2013 and August 2014 - devoted mainly to internal communication and strategic end users involvement;
- II) an **intermediate phase**, going from September 2014 to August 2015 which is being devoted to the project results' dissemination, based on the case studies implementation;
- III) a **final phase**, which will start on September 2015 and will last until the end of the project. It will focus on favoring the adoption of RASOR's Platform to end users and service providers. An effort shall also be made to inform the general public on the utility and applications of RASOR in citizen's lives.

Project Overview

Climate change challenges our understanding of risk by modifying hazards and their interactions. Sudden increases in population and rapid urbanization are changing exposure to risk around the globe, making impacts harder to predict. Despite the availability of operational mapping products, there is no single tool to integrate diverse data and products across hazards, update exposure data quickly and make scenario-based predictions to support both short and long-term risk-related decisions.

RASOR offers a single work environment that generates new risk information across hazards, across data types (satellite EO, in-situ), across user communities (global, local, climate, civil protection, insurance, etc.) and across the world.

RASOR will develop a platform to perform multi-hazard risk analysis for the full cycle of disaster management, including targeted support to critical infrastructure monitoring and climate change impact assessment. A scenario-driven query system simulates future scenarios based on existing or assumed conditions and compares them with historical scenarios. Initially available over five case study areas, RASOR will ultimately offer global services to support in-depth risk assessment and full-cycle risk management.

RASOR uses the 12m TanDEM-X Digital Elevation Model as a base layer, and then adds archived and near-real time very-high resolution optical and radar satellite data, combined with in-situ data. A scenario-driven query system allows users to model multi-hazard risk both before and during an event. Managers can use actual scenarios when determining new mitigation or prevention measures, and integrate new, real-time data into their operational system during disaster response.

RASOR is structured along three tracks: a global risk assessment service, and SME-led national and local services through innovative partnering arrangements. These tracks are validated in five geographic locations with end users and practitioners, as well as with international organizations.

A three-phase approach allows RASOR to: demonstrate the technological feasibility of the concept and develop a global tool and apply RASOR services to specific user segments and geographic areas.

In essence, RASOR will improve risk assessment by serving as an information integrator for satellite and in-situ data at local, national and international levels. It will provide a robust backbone for multi-hazard, end-to-end, full-cycle disaster and risk management. RASOR acts on each element of the risk equation, offering regularly updated hazard information, up-to-date and complete exposure data and dynamic vulnerability evaluation.

Dissemination Objectives

To date, several dissemination tools have been developed aiming at an effective flow of communication both between partners, scientific communities and general public.

The stakeholders for dissemination of RASOR intermediate and final results can be identified in the following categories:

- RASOR Partners;
- SMEs and organizations active in the business of satellite services with focus on Disaster Risk Reduction applications, also referred to as Service Providers;
- Donors and International Funding Institutions (IFI)
- Governmental Institutions and stakeholders, especially technical staff;
- NGOs and Civil Society;
- Scientific, Academic and Research Community;
- Other Beneficiaries

Overall, the dissemination of the RASOR project pursues the following objectives:

- Stimulation of technology transfer between partners;
- Promotion of awareness regarding the potential benefits to the world from the technology developed in this project;
- Establishing contacts and connections with stakeholders for further collaborations;
- Establishing connection with service providers as potential partner of razor in its second phase of implementation, and in future for the service delivery and sustainability;
- Creating communication channels through which the target audiences will receive the key messages;
- Developing and using the right tools and activities for achieving the goals within the dissemination plan;

Dissemination Tools And Materials

RASOR Logo



1. RASOR final logo

The creation on RASOR's logo has been the first step on designing project's identity and "brand image". The logo was chosen by partners from a wide selection of logos proposed and is currently present in all dissemination materials – both printed and virtual - used by all partners in internal and external communication/dissemination events.

The logo carries two main messages: i) the evident satellite utilization, by substituting the character "O" with a satellite icon; ii) an interpretation of the name "RASOR" as a variation of the original word "RAZOR" while being a "cutting"-edge solution for disaster risk identification.

PRESENTATION MATERIALS

The second step on setting the project's identity has been the design of a word (.doc) and power point template (.ppt) for partners to use at any presentation/event related to the project. Such templates have been shared with all partners and can be downloaded at the content repository hosted by RASOR's website: www.rasor-project.eu

A Power-Point presentation has also been designed, containing all the relevant information concerning project's description, objectives, technical approach and expected impacts. The presentation is available to partners on RASOR's repository to be used when necessary.



RAPID ANALYSIS AND SPATIALISATION OF RISK



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[HTTP://WWW.RASOR-PROJECT.EU](http://www.rasor-project.eu)

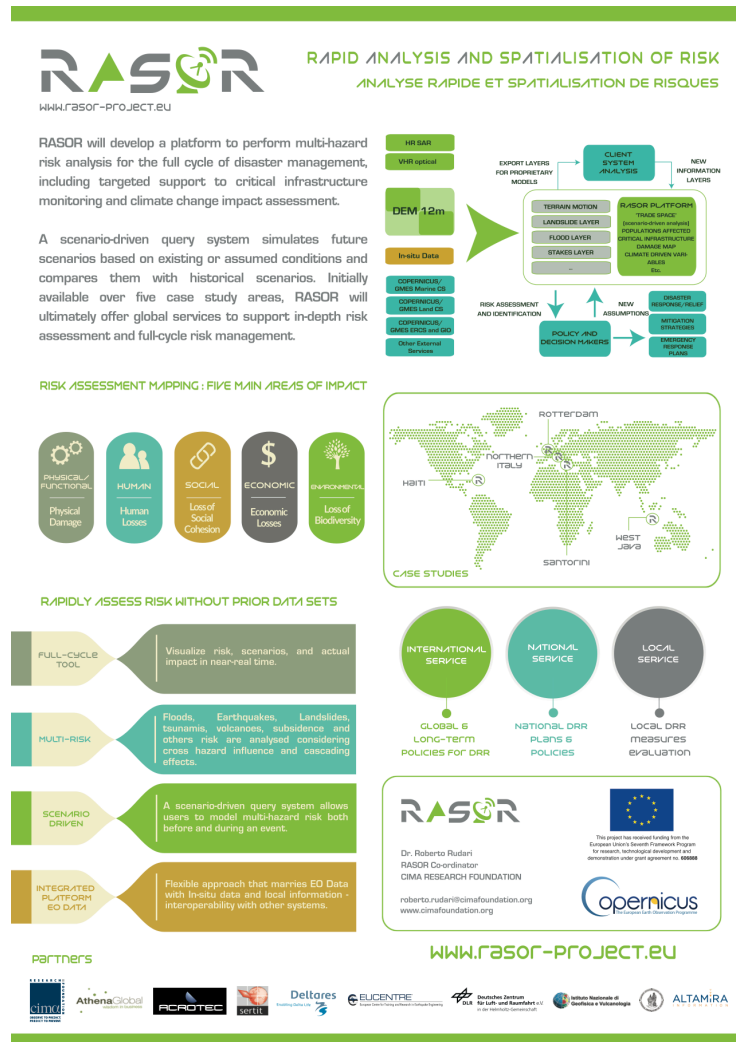
2. Power-Point template preview



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POSTER

An informative poster to be presented at events was designed and shared with all partners to be printed according to their need. The poster can be printed in a A3 version or a A2 version and its available under RASOR's repository.



3. Poster preview

RASOR WEBSITE

WWW.RASOR-PROJECT.EU

During the initial dissemination phase a project website has been set up to include the project's description/structure and its expected impacts (www.rasor-project.eu). The website has been constantly updated with news, photos, articles and other documents relevant to the project.

Aiming at not being merely an informative platform RASOR's website has developed to become an integrated platform which articulates both the necessity of communicating the project to the wider public and the necessity of having a private/shared content platform between partners, stakeholders, European commission and other actors. Through an easy login process the user can enter the Content Repository, under the menu "**WP FILES**" where it is possible to upload draft and final versions of documents to be delivered or presented at any type of event/deadline. This content repository avoids the duplication of information while guaranteeing an "on-time" flow of information where each partner knows whom and to do next.

The content in the repository is constantly updated during the implementation of the project and partners can share the following information:

- Contractual documents: Consortium Agreement, Grant Agreement, WP Description.
- Administrative documents: financial reports, ...
- Technical documents: deliverables, reports.
- Other documents: dissemination material, templates, meeting minutes, contract details of all the participants.
- Workspace: a common space for those activities in which different partners work simultaneously. This is useful to share draft documents, references, images and any type of information of interest.

To assure a dynamic discussion between partners, end users and beneficiaries in general, an interactive User Forum has been created and hosted by RASOR's website. The Forum is moderated by the dissemination coordinator and besides stimulating a dynamic and continuous discussion around RASOR topics, will give access to detailed information on the project case studies and findings.



RAPID ANALYSIS AND SPATIALISATION OF RISK



4.website screen-shot

INFOGRAPHIC LEAFLET

Searching for an easy and straightforward form of communication, RASOR's communication team has designed an infographic leaflet to be presented at the next events.

The advantages of using an infographic leaflet relate to an easier comprehension of the information which is supported by graphic elements and some, but not extensive text.

To date RASOR's first infographic contains a brief project description, its objectives and technical approach as well as its expected impacts and benefits.

Further infographic leaflets are expected to be designed as project runs and it will then be possible to quantify and represent its results. By the end of the project all the infographics created shall be presented together, telling project's evolution and outcomes.





RAPID ANALYSIS AND SPATIALISATION OF RISK

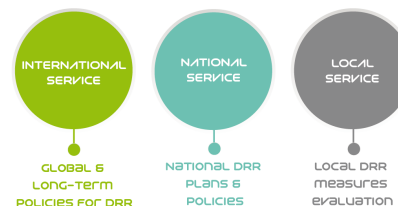
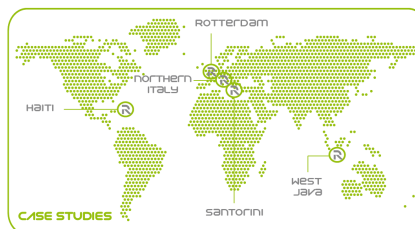
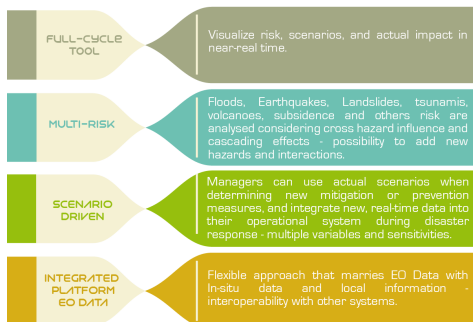
RASOR will develop a platform to perform multi-hazard risk analysis for the full cycle of disaster management, including targeted support to critical infrastructure monitoring and climate change impact assessment. A scenario-driven query system simulates future scenarios based on existing or assumed conditions and compares them with historical scenarios. Initially available over five case study areas, RASOR will ultimately offer global services to support in-depth risk assessment and full-cycle risk management.



RISK ASSESSMENT MAPPING: FIVE MAIN AREAS OF IMPACT



RAPIDLY ASSESS RISK WITHOUT PRIOR DATA SETS



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5a. Infographic n. 1 Front



RAPID ANALYSIS AND SPATIALISATION OF RISK

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5b. Infographic n. 1 Back



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RASOR NEWSLETTER

A biennial newsletter is created in order to highlight the main achievements of the RASOR project. At date RASOR's two newsletters have been created and sent to all partners and registered users. It is possible to subscribe to the project's newsletter by registering name and email on the RASOR's website home page.



RAPID ANALYSIS AND SPATIALISATION OF RISK
ANALYSE RAPIDE ET SPATIALISATION DE RISQUES

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NEWSLETTER # 1

RASOR KICK-OFF - PUSHING BEYOND THE CURRENT STATE-OF-THE-ART



CASE STUDIES



PHYSICAL FUNCTIONAL
Physical Damage



HUMAN
Human Losses



SOCIAL
Loss of Social Cohesion



ECONOMIC
Economic Losses



ENVIRONMENTAL
Loss of Biodiversity

RISK ASSESSMENT MAPPING: FIVE MAIN AREAS OF IMPACT



Brussels, December 2013. A consortium of European research institutes and companies meet with the European Commission's Research Agency to kick off the Rapid Analysis and Spatialisation of Risk Project, or RASOR Phase 1. The EC has already invested significantly in rapid response services through the Emergency Management Services Programme, one the Copernicus Core Services. Through the Copernicus downstream services call, the EC signaled a desire to see new disaster risk management services created, facilitating the work of those interested in risk reduction and mitigation, and supporting the full cycle of disaster management. RASOR aims to increase the simulation abilities of national civil protection agencies, international organisations interested in risk reduction and the reinsurance sector. RASOR has a global focus, and aims to support risk reduction through enhanced spatialisation of hazard, exposure and vulnerability, combined with


the possibility of simulating risk reduction measures that support the development of new emergency management protocols. Unlike many new disaster-related applications, RASOR is not a mapping services, or a visualization portal. RASOR is a trade-space, in which users and practitioners can upload information and products from a wide range of different sources and perform simulations based on real or imaged events from the past, present and future. Users can compare the results of flood models with EO-based flood monitoring, or analyse the impact of a landslide on a flood risk profile. Ultimately, risk reduction decision makers will always be taking subjective decisions. RASOR aims to make those subjective decisions as expert as possible by enabling a single, common spatialisation and viewing platform for risk-related information. Ultimately, RASOR users will be able to analyse impact on five critical areas of interest: physical, demographic, social, economic, environmental.

Partners





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6. Newsletter n.1



RAPID ANALYSIS AND SPATIALISATION OF RISK
ANALYSE RAPIDE ET SPATIALISATION DE RISQUES

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NEWSLETTER # 2

PAN EUROPEAN NETWORK PROFILE



The Pan European Networks Science and Technology magazine published an interview to the RASOR Coordinator Roberto Rudari to clarify objectives of the Project within the European and Global context. Here we report part of this interview that you can find integrally at:
<http://www.paneuropeannetworkspublications.com/ST12/#222>

How will RASOR build on established crisis management platforms and technologies?

It is a sensible approach to build on successes of other services, and, of course, we were asked by the European Commission to make the best of what had already been established within the Copernicus framework in terms of core services and other downstream services. The key innovation offered through the RASOR project is integration. That includes integrating existing applications with the next-generation Digital Elevation Model TanDEM-X, provided by DLR and Airbus over all RASOR case study areas.

How do these pieces, once together, support the full cycle of disaster management?

RASOR was conceived first and foremost as an analysis tool to be used to simulate scenarios and improve mitigation before disasters strike. The 'R' of the 'RASOR' acronym stands for 'rapid', but this does not refer to rapid mapping or near-real-time monitoring. Instead, it refers to being able to update models and scenarios in hours and days instead of

weeks and months. That said, RASOR can also be used to track the evolution of risk during the warning phase and to track impacts during response.

What progress has been made to date, and what are your long term goals?

Our long term is next April, when we will see the release of the first platform. Next June, we will present the first version of a platform to supporting partners. We will use the feedback from this to amend our work throughout the following year, with the Seventh Framework Programme phase of the project ending mid-2016. We believe that, after that, the RASOR tool can be made freely available to the global user community, together with add-on products and services provided on a commercial basis. This innovative business model means users worldwide will have access to the unique RASOR services at no cost – to either them or donors. Achieving this will be a huge step forward for global disaster risk management, and we look forward to working with global DRM stakeholders and donors to make that happen.

partners







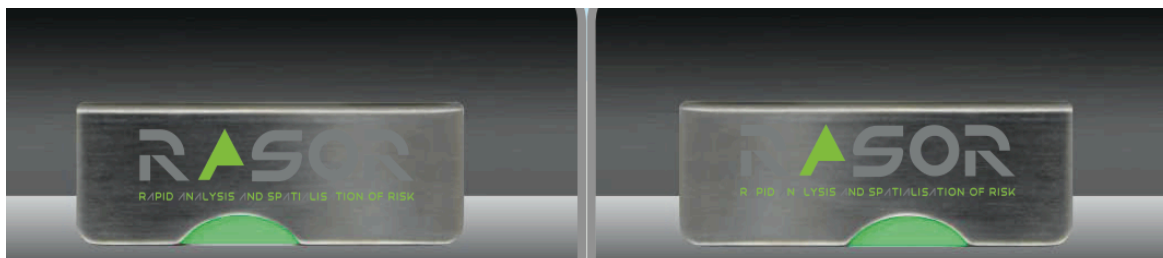




page 1

7. Newsletter n.2

GADGETS (USB PEN)



8. USB with RASOR logo

A USB Pen with RASOR's logo and containing all the materials produced within the project is already being distributed to all partners, end-users and participants at important events. The decision to distribute a USB Pen allows for people to decide what (and if) to print reducing RASOR's environmental impact in terms of carbon emission and print pollutants.

VIRTUAL BOOKLET

A final booklet containing all the WP actions, services and products shall be progressively designed and produced to be present by the end of the project. It will not be printed but it will be downloadable from a reserved area from the web site. The single pages describing the various products could be composed in such a way that the best combination for each event can be designed and printed.



RAPID ANALYSIS AND SPATIALISATION OF RISK

RASOR STICKER



RAPID ANALYSIS AND SPATIALISATION OF RISK

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9. RASOR Sticker Design

A RASOR sticker including logo and payoff will be designed and printed so that will be possible to use it to personalize paper folders/directories in events related to RASOR, the booklet pages can be contained in such personalized folders.

ANIMATED PRESENTATION (VIDEO)

An animated presentation is being designed in order to better describe RASOR's nature, scope and benefits even to the non-scientific/technical communities. Such presentation shall be presented during the present year.



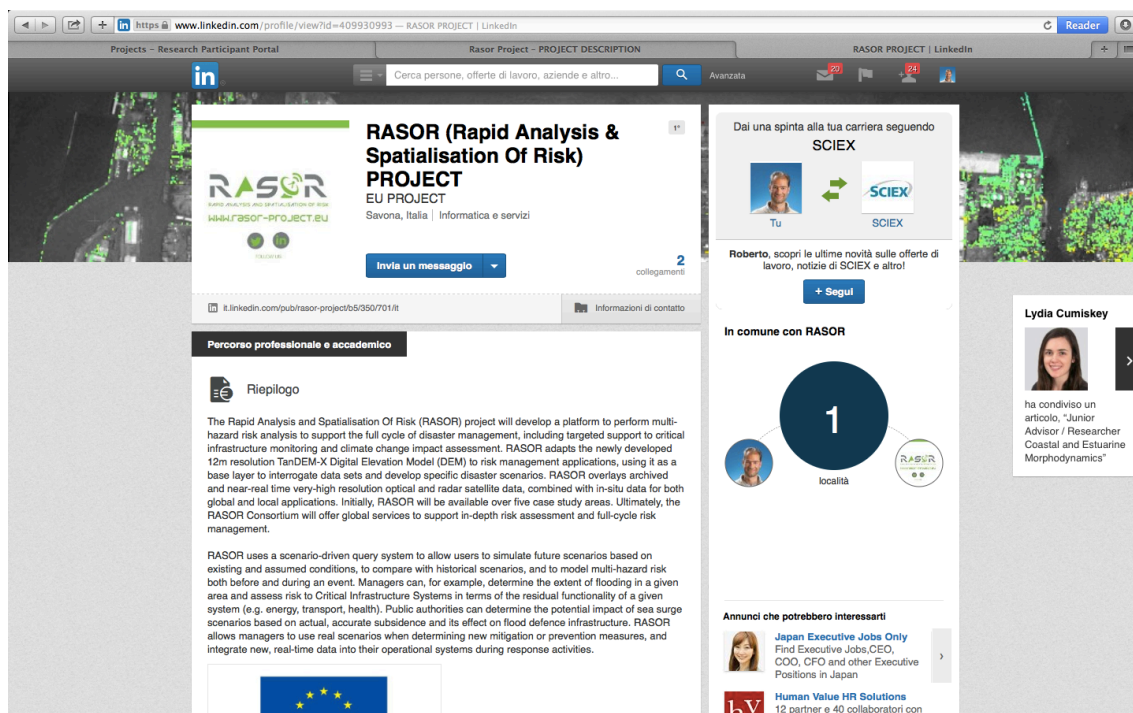
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SOCIAL NETWORKS: TWITTER and LINKEDIN



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Social Networks are important channels on the dissemination of projects results and outcomes. However, the highly scientific and technical nature of RASOR products would limit the effectiveness of traditional social network like Facebook. A more targeted social network, such LinkedIn, seems to be more beneficial in this case. A LinkedIn and a Twitter profile for RASOR have been implemented in order to fast disseminate RASOR related news to a wider audience.



10. RASOR LinkedIn Profile



11. RASOR Twitter Profile

ARTICLES

Dissemination to peers in research is being achieved through presentations at conferences, events and publications in journals. To date, a number of contributions have already been made, though it is anticipated that the most significant publications will occur when technical results become progressively available, from April onwards. In the specific a service contract has been signed with Paneuropean networks for 4 papers in Science & Technology Magazine: one just after the KO of the Project (already released), one 6 months later (already released), a third after the User Workshop (coming up September) and one right after the final RASOR Conference in 2016. Paired with this, the RASOR project is also advertised by a banner and a web description on the H2020 website of Paneuropean networks in order to raise the overall profile of the project (<http://horizon2020projects.com/il-space-profile/profile-rapid-risk-response/>). Within the second article release RASOR logo was also advertised in the front page of the S&T magazine.

The list of publications follows.

Contributions to scientific Conferences or Journals:

Rossi, L.; Koudogbo F. N.; Duro J.; Rudari R.; Eddy A. (2014), Multi-hazard risk analysis using the FP7 RASOR Platform, DOI: 10.1117/12.2067444 Conference: SPIE Remote Sensing for Agriculture, Ecosystems, and Hydrology, Volume: 92390J

Koudogbo F. N.; Duro J.; Huber M.; Rudari R.; Eddy A.; Lucas R. (2014), An assessment of TanDEM-X GlobalDEM over rural and urban areas, Proc. SPIE 9243, SAR Image Analysis, Modeling, and Techniques XIV, 92430M; doi:10.1117/12.2067463

Harb, Mostapha, Fabio Dell'Acqua, and Daniele De Vecchi. "Multi-risk buildings exposure and physical vulnerability mapping from optical satellite images: Developing an integrated toolset." Geoscience and Remote Sensing Symposium (IGARSS), 2014 IEEE International. IEEE, 2014.

Harb, Mostapha, Daniele De Vecchi, and Fabio Dell'Acqua. "A novel approach to co registering multi-temporal remotely sensed data in a vulnerability monitoring framework." EGU General Assembly Conference Abstracts. Vol. 16. 2014.

D. De Vecchi, M. Harb, F. Dell'Acqua (2014). Refining registration of large, multi-temporal stacks of medium-resolution images: a novel, automated approach for "Big Heritage Data". Proc. of the 2014 conference on Big Data from Space (BiDS'14) 326- 329, In:2014 conference on Big Data from Space (BiDS'14). 12–14 November 2014, European Space Agency-ESRIN Frascati, Italy,

Mostapha Harb, Daniele De Vecchi, Fabio Dell'Acqua. "PHYSICAL VULNERABILITY PROXIES FROM REMOTE SENSING: REVIEWING, IMPLEMENTING AND DISSEMINATING SELECTED TECHNIQUES". Accepted for publication on IEEE Geoscience and Remote Sensing Magazine.

D. De Vecchi, M. Harb, F. Dell'Acqua: "An integrated, open-source set of tools for urban vulnerability monitoring from Earth observation data". Abstract at EGU 2015

Contributions to scientific dissemination Journals:

RASOR Rapid Analysis and Spatialisation of risk: "Info Space" EU Space Research Space; Research projects under the 7th Framework Programme for Research (6th call)

Roberto Rudari and Andrew Eddy (2014): INNOVATION IN RISK ASSESSMENT: The Rapid Analysis and Spatialisation of Risk (RASOR) offers a powerful tool to integrate data and products for rapid risk analysis, Pan European Networks: Science & Technology, issue 11; www.paneuropeannetworks.eu

Rudari Roberto (2014): "RASOR Sharp: RASOR's Dr. Roberto Rudari tells PEN about how the project will build on existing technologies to provide a comprehensive crisis management platform", Pan European Networks: Science & Technology, issue 12; www.paneuropeannetworks.eu

PARTICIPATION AT EVENTS

To date, RASOR has been presented in the following conferences/events:

2014 Global Flood Partnership Annual Meeting, READING, UK, 6 March 2014 - PRESENTATION

IDRC, DAVOS 2014, "Integrative Risk Management - The role of science, technology & practice" 24 - 28 August 2014 | Davos, Switzerland - PRESENTATION

IEEE IGARSS 2014, Quebec, Canada July 13-18 2014 - PRESENTATIONS

Understanding Risk Forum 2014, June 30-July 4, London, UK, GFDRR – WB, UNISDR, RMS. - PRESENTATION

Understanding Risk Forum HAITI, 13-19 July, port au prince, Haiti – FULL RASOR SESSION

The 3rd World Conference on Disaster Risk Reduction (WCDRR), 14-18 March 2015, Sendai, Japan. – PRESENTATION, IGNITE PRESENTATION
(https://www.youtube.com/watch?feature=player_embedded&v=zPoZw0EsvWk#t=0)

Future appointments already targeted for dissemination are:

European Geosciences Union General Assembly 2015 Vienna, Austria: 12 – 17 April 2015 – FULL RASOR SESSION already prepared

European Civil protection Forum 2015, 6-7 May, Brussels

2015 SPIE Conference Meeting, Milan, Italy

2015 IEEE IGARSS General Meeting, Milan, Italy

2016 Understanding Risk Forum dates and place, Istanbul, Turkey

Conclusions/Implications for RASOR

N/A

[HTTP://WWW.GASOR-PROJECT.EU](http://www.gasor-project.eu)