DV. 7.6.3

Communication campaigns to be tested in T 7.6.3

A qualitative study on risk communication campaigns in Italy

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1. Introduction

1.1 The study of communication campaigns within the framework of the RETURN project

This deliverable serves as a preliminary step towards implementing a risk communication campaign. WP6, "New models of risk education and communication," includes, among other actions, implementing a communication campaign to be tested with differentiated audiences. The campaign will be carried out together with the subject(s) who won the "cascade calls" related to TS3 (and, more,specifically, to our WP). At this stage, we have focused on analyzing the existing scenario. This action was undertaken in continuity with previous stages of the project. Indeed, Deliverable 6.1.1, "Identifying Best Practices in Risk Communication: A State-of-the-Art Review of International Literature," gathered experiences, tools, and communication campaigns analysed in international literature. Deliverable 7.6.2a, "Identifying Best Practices in Risk Communication: Guidelines Benchmarking," analysed international risk communication guidelines produced by significant international actors, identifying comparative indications regarding proper risk communication. This analysis of the guidelines identified points of convergence among different agencies, such as the need to engage the public to increase participation and trust, as well as some elements of divergence, identifiable in the different attention to specific issues. In Deliverable 7.6.2b, "Communication Plans for Multi-Hazard Risks: An Analysis of Civil Protection Plans," we focused on the national dimension. Adopting a citizen-centred perspective, we researched communication plans produced by public agencies and local authorities. This research did not yield significant results, as it is plausible that such documents are intended for internal consultation or managed by ad-hoc experts or political staff. In the same research action, we analysed Civil Protection Plans, identifying the presence of the communication section and verifying if and how this could be considered similar to a risk communication plan. The results regarding the national panorama presented a composite scenario.
On the one hand, it is essential to recognize the existence of centralised guidelines and regulatory obligations that influence the actions of public actors. On the other hand, it is necessary to note the marginality of communication in comparison to the initiatives promoted by institutions for risk prevention and management. After focusing on whether and how institutions promote the managerial and organisational dimensions of risk communication, we investigated whether the *communication campaigns*, as operational outputs, were equally visible. Studying these elements helps to identify the key components for developing effective campaigns.

1.2 The rationale of the research

This research action initiative aims to create an archive of risk communication campaigns to assess the current state of the art in Italy. This repository of practices and knowledge will serve as a foundation for developing the communication campaign, as it enables the identification of the most relevant practices and their potential adaptations to local contexts.

Furthermore, the desk research, based on the search for public traces of risk communication campaigns, was aimed at checking whether and how these communication actions were promoted by different administrations, as well as at highlighting the choices regarding their visibility within more generic dissemination repositories, such as institutional websites. Archiving a campaign and making it consultable even beyond its duration, determined by dissemination through broadcast or digital media, represents, first and foremost, an effective way to amortise the initial investment with relatively low monetary and design effort (e.g., concerning search engine indexing). But it also demonstrates the administrations' willingness to publicly design and express a constant and continuous focus on risk communication issues rather than sporadic attention that may be exhausted through a press release.

Building on the theoretical definitions of communication campaigns, this deliverable also examines the actual configuration of these initiatives. Specifically, we will assess whether the findings of our desk research can be properly defined as a communication campaign or if they fall under the broad category of risk communication tools (activities or tools that communicate one or more risks, without having a systematic approach).

Additionally, this research action aims to facilitate the campaign's preparation, as it allows drawing from a base of materials and understanding how differentiated experiences or good practices can already be present in the communicative habits of Italian administrations and public actors.

Finally, this analysis contributes to updating the research perspective by applying theoretical concepts to the practice and usage perspectives of administrations and publicly relevant subjects.

1.3 Structure of the deliverable

This deliverable is organised as follows. First, we will present a definition of a communication campaign. This definition follows and integrates the operational guidelines presented in Deliverable 6.1.1, "*Identifying Best Practices in Risk Communication: A State-of-the-Art Review of International Literature.*" Next, we'll illustrate our method and a selection of objects that have been investigated. Subsequently, we'll present the findings from the census of public actors, regions, and regional capitals. These initial results highlighted the centrality of the "*Io non rischio - Buone pratiche di protezione civile*" (*I don't take risks - Good civil protection practices*) campaign, conceived and promoted by the National Civil Protection. For this reason, a specific section of the deliverable will delve into the campaign, describing the most relevant actions and their territorial impacts. Finally, the main results will be discussed, with a specific focus on their practical implications for our research.

1.4 Impact on Future Research Actions

This deliverable and the research actions described are preliminary steps towards the creation of some specific communication tools that will be developed and tested in the next steps of the research (T 7.6.3). While waiting to begin working with the recipients of the recent 'cascade calls,' desk research was conducted to gain a better understanding of the Italian context. The findings from the campaign analysis will be discussed with the communication professionals involved in designing the campaign(s).

Additionally, this research has identified several areas in need of further qualitative investigation, such as organisational challenges and the perceptions of those involved in the design and dissemination of campaigns at the local level. These aspects will be explored in the next phases of the project, which include systematic consultations with communication professionals participating in the project, as well as qualified external stakeholders

2. Understanding communication campaigns

There are several definitions of campaigns that describe their characteristics, elements and objectives. Campaigns have long been regarded as distinctive subjects in mass communication research due to the intentional dissemination of messages by broadcasters and the deliberate pursuit of specific goals by their promoters (Katz & Lazarsfeld, 1955). Paisley (1989) defines a communication campaign in terms of its goals and methods. Its primary purpose is to influence a group's beliefs or behaviours through communication. A communication campaign is defined by Atkin (1981) as an effort to reach a desired audience with promotional messages of public interest. Rice and Atkin (2009) provide a general definition of a communication campaign. This definition can, by extension, be applied to any type of public communication about risk and can guide the analysis of the communication environments and production processes surrounding it.

> Public communication campaigns can be broadly defined as (1) purposive attempts (2) to inform, persuade, or motivate behaviour changes (3) in a relatively well-defined and large audience, (4) generally for noncommercial benefits to the individuals and/or society at large, (5) typically within a given time period, (6) by means of organised communication activities involving mass media, and (7) often complemented by interpersonal support (adapted and expanded from Rogers & Storey, 1987). The use of digital media in campaigns extends the traditional definition a bit. The International Society for Research on Internet Interventions (www.isrii.org) defined "Internet interventions [as] treatments, typically behaviorally based, that are operationalized and transformed for delivery via the Internet. Usually, they are highly structured; self-guided or partly self-guided; based on effective face-to-face interventions; personalised to the user; interactive; enhanced by graphics, animations, audio, and video; and tailored to provide follow-up and feedback," but do not include sites that just provide information (Ritterband et al., 2006). (Rice & Atkin, 2009: 436).

A communication campaign is designed and implemented to achieve changes in perceptions and behaviours along the dimensions described by Rice and Atkin (2013). Qualitative and quantitative specifications are distinguishable, according to the authors. Regarding the *qualitative* aspect, messages must be credible, considering the content and the sources that support it. Furthermore, the content must be engaging, accessible and entertaining to audiences by combining essential information with stylistic execution. The content must be conveyed using material and appealing stylistic devices relevant to the subjects' habits. Understandability is a central dimension of promoted messages, which must have detailed but straightforward text that is extensive but understandable to the target audience. As a final point, persuasive campaigns must intercept motivational incentives. The *quantitative* dimension also includes other elements to consider in message dissemination. Campaign reach and visibility criteria must be established during the design and implementation stages.

As a result, the volume of stimuli must be defined in terms of both campaign reach and frequency of exposure, as well as audience understanding and recognition. It is then necessary to repeat specific executions of campaigns to train audiences to adopt relevant ideas or behaviours. These repetitions must, however, not bore the audience. Media messages deserve prominence for various reasons, including recognizability, hierarchy, and importance attribution. As a result, campaign planners must determine whether the message presence should be spread over time or concentrated at certain times. In addition, the length of the overall campaign depends on the type of problem being addressed. Complex issues require constant awareness and perpetual attention. However, focusing on information for a specific period may sometimes be necessary.

Communication campaigns are coordinated and organic sets of persuasive or informative activities designed to disseminate social content on topics of collective interest. These activities are designed to achieve specific objectives set by the campaign's proponents (Gadotti, 2001).

The primary goal of these campaigns is to effect change. According to Kotler and Roberto (1989), these changes can be of four types: 1) cognitive changes, 2) action changes, 3) behavioural changes, and 4) value changes.

Over the years, risk communication campaigns have undergone significant transformations, evolving into more synergistic and digitally-dependent entities. This shift underscores the campaigns' adaptability to different environments and languages, proposing strategies that can be disseminated across multiple channels, including the more volatile ones, such as social network sites. Expanding these spaces leads to greater competition for citizens' attention and the affirmation of narratives or messages. Therefore, it is crucial to develop storytelling that can emotionally engage the public, highlighting the relevance and necessity of adapting to new communication channels, such as digital media, which have significantly expanded the reach and impact of communication campaigns.

Furthermore, an initial classification conceived for public health communication (Shi, Poorisat, Salmon, 2016; Lovari, 2017) can be adapted to organise risk communication into two macro-types. The first type involves *first-order campaigns*, where social network sites are used as bulletin boards to post relevant information, such as municipalities using their social media profiles to inform about weather alerts. The second type, however, involves *second-order communication campaigns*, which aim to leverage the platforms' capabilities to engage citizens in disseminating messages. This potential of second-order campaigns to empower citizens and amplify the reach of messages is a testament to the power and influence of communication campaigns in the digital age.

Campaigns should, therefore, be meticulously planned with a *media-neutral attitude* (Lombardi, 2013), focusing on ideas and using formats suitable for the intended audiences. This approach is crucial to ensure that the communication medium does not influence the messages but instead focuses on engaging the intended audiences in their usual media environments, ensuring equal and uniform content distribution.

3. Research Methods

3.1 Research Questions and Purpose of the Research Action

The work presented here aimed to document communication campaigns conducted in Italy over the past ten years. The inclusion criteria limited data collection with regard to the actors involved: only campaigns promoted by public actors or those with social purposes were considered. This aspect addresses a dual need:

1. To direct attention towards subjects legitimately entitled to produce information regarding risks from regulatory references and ordinary practices of public communication by administrations;
2. To systematically explore the production of public actors in relation to risk communication without setting limits or restrictions on the products to be identified, except for those defined by the previously described campaign definition.

This research action aims to create an archive of risk communication campaigns that have taken place in Italy. By identifying recurring content and areas for improvement and strengthening, we aim to enhance the design of our communication campaign.

3.2 Identification of Units of Analysis

In line with previous activities, retrieving campaigns from various local units proved valuable. The analysis in the prior deliverable revealed an inevitable fragmentation of experiences across different territories. It also underscored the challenges in accessing information, particularly for smaller municipalities, which do not always have fully updated online tools. Therefore, we decided to adopt a multilevel approach, examining communication campaigns produced by various stakeholders.
- Institutions operating nationwide;
- Regions;
- Regional capital cities.
These different units of analysis allowed us to verify: a) the degree of centralization of the campaigns, b) similarities and differences between the various levels of centralization, c) autonomous communication initiatives.

3.3 Collection and Archiving of Campaigns

Three researchers from the team collected the risk communication campaigns carried out in Italy in the last ten years. The survey was made in the two-month period May-June 2024. The empirical material was analyzed in July and September 2024. The collection method was agreed upon in advance, mirroring the main aspects employed in the previous deliverable. This combined the use of generic keywords on generalist search engines like Google with more targeted explorations of the websites of different organisations. These sites were thoroughly examined, individual sections were navigated, and keywords (communication campaign + risk, risk communication + region/regional capital) were searched for if internal search engines were available. All risk communication activities found were archived in a file,

even when they were not specifically configured as campaigns. The research group then jointly analysed the archived materials.

The research team analyzed 81 websites, of which 44 concern the regions and the regional Civil Protection and 38 concern the regional capitals and the local Civil Protection. The study of the empirical material involved the content of analysis (Losito, 1996; Rositi, 1988; De Lillo, 1971) of the information collected on the websites with a survey form containing the main variables: year of implementation of the campaign; type of risk; communication actions, reference audiences.

3.4 Analysis of Campaigns and Use of the Results

The materials collected were analysed considering the campaign's definition and the systematic nature of the actions. Given the varied nature of the materials, a descriptive approach was favoured, prioritising the presentation of formats and content of communication actions. The processed data were then discussed with the entire research group. The results of this action were used as a discussion element in the in-depth interview guide. Furthermore, these results will be utilised in the campaign design.

4. Main results

Institutions and organisations

Department for Information and Publishing

It was chosen to verify the level of centralisation of risk communication campaigns by recording their presence and visibility at the Department for Information and Publishing under the Presidency of the Council of Ministers ("Dipartimento per l'Informazione e l'Editoria della Presidenza del Consiglio dei Ministri"). The Department for Information and Publishing is the supporting structure for the President of the Council of Ministers, operating in the functional area related to coordinating institutional communication activities, promoting policies supporting publishing and editorial products, coordinating activities aimed at protecting copyright, and international activities in the field of information and publishing. The Department's website also hosts an archive of campaigns promoted over the years. For this reason, we can view the campaigns conducted by the XV legislature to the present day (XIX legislature). In the case of the Department for Information and Publishing, "*Io non rischio*" (I Do not Take Risks) is the primary campaign. Starting from the campaigns conducted in the XVIII legislature, this campaign appears at least once per legislature, mostly coinciding with public events aimed at recruiting volunteers and reigniting information about the campaign. Although various awareness initiatives on environmental issues can be found, few campaigns specifically focused on "risk" topics. Among the campaigns, those related to the prevention and fight against wildfires stand out, as well as those in collaboration with the Coast Guard for sea safety or those aimed at encouraging proper behaviour in the mountains. Even if it is not always clearly specified, these campaigns show an embryonic targeting, as they are also (if not predominantly) aimed at tourists or non-regular visitors to such areas. The following table lists the main results. It should be noted that the XVI legislature is distinguished by campaigns dedicated to reconstructing the city of L'Aquila and other municipalities in Abruzzo following

the devastating earthquake of 2009. Although not explicitly linked to natural hazard communication, post-disaster communication regarding reconstruction initiatives is equally essential for risk communication. Indeed, if timely, transparent, and empathetic, this communication helps generate trust in the authorities, making it easier to transmit safety messages and adopt preventive behaviours.

Table 1: Relevant campaigns for risk communication

Legislature	Total number of campaigns run by the Department of Information and Publishing	Relevant campaigns for risk communication by the Department of Information and Publishing
XIX legislature	97	1. Io non rischio: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xix-legislatura/buone-pratiche-di-protezione-civile_2023/ 2. Incendi boschivi: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xix-legislatura/incendi-boschivi/ 3. Io non rischio: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xix-legislatura/buone-pratiche-di-protezione-civile/
XVIII Legislature	254	1. Io non rischio: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xviii-legislatura/buone-pratiche-di-protezione-civile/ 2. All4climate: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xviii-legislatura/all4climate/ 3. Guardia costiera: la tua sicurezza in mare: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xviii-legislatura/guardia-costiera-la-tua-sicurezza-in-mare/ 4. Io non rischio: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-

		comunicazione-del-governo/campagne-xviii-legislatura/io-non-rischio-2018/
XVII Legislature	126	1. Io non rischio: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvii-legislatura/io-non-rischio-buone-pratiche-di-protezione-civile/ 2. Cogli un fiore per un mondo migliore (campagna destinata alla comprensione dell'uso di risorse naturali e alle emissioni inquinanti, ai pericoli e ai rischi della loro manipolazione e alla produzione di rifiuti) https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvii-legislatura/cogli-un-fiore-per-un-mondo-migliore/ 3. Acque d'Italia. Conferenza nazionale delle acque https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvii-legislatura/acque-d-italia-conferenza-nazionale-delle-acque/ 4. La sicurezza in montagna https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvii-legislatura/la-sicurezza-in-montagna/

XVI Legislature	206	1. Incendi boschivi: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvi-legislatura/incendi-boschivi/ 2. Ricostruire L'Aquila: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvi-legislatura/ricostruire-laquila/ 3. Emergenza terremoto Abruzzo: gli strumenti per ripartire: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvi-legislatura/emergenza-terremoto-abruzzo-gli-strumenti-per-ripartire/ 4. Incendi boschivi: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvi-legislatura/incendi-boschivi-2009/ 5. La forza dell'Aquila: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvi-legislatura/la-forza-dellaquila/ 6. Salviamo l'arte in Abruzzo: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xvi-legislatura/la-forza-dellaquila/

XV Legislature	73	1. Emergenza idrica: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xv-legislatura/emergenza-idrica/ 2. Emergenza caldo: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xv-legislatura/emergenza-caldo/ 3. Incendi boschivi: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xv-legislatura/incendi-boschivi/ 4. Antincendi boschivi: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xv-legislatura/antincendi-boschivi-numero-15151/ 5. Emergenza caldo: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xv-legislatura/emergenza-caldo-2006/ 6. Incendi boschivi: https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xv-legislatura/emergenza-caldo-2006/

Source: Elaboration by the research team

Ministry of the Environment and Energy Security

Due to thematic affinity with risk communication, it was decided to check whether any campaigns were on the Ministry of the Environment and Energy Security website. Even in this case, it was not possible to identify campaigns specifically dedicated to risk communication. This aspect is marginally intercepted by initiatives raising awareness of environmental and climate change issues, such as the platform "Dipende da noi" (It Depends on Us) or the project "Educare all'acqua" (Educating About Water).

Natural and Environmental Research Centers

As also emerged from the literature review (Massa & Comunello, in press), Italy shows a fair amount of activism by entities and research centres that study and disseminate information on risks. We were able to record some communication products from these actors. However, these efforts should be considered more as dissemination activities, rather than as fully

structured communication campaigns where the promoting entity, objectives, channels, and target audiences are clearly defined

The "Istituto superiore per la protezione e la ricerca ambientale" (ISPRA) shares some reports on participatory initiatives. Although the website has a section titled "Risk Perception and Communication," it describes research activities.

INGVterremoti has a communication section that primarily refers to events in the area or announcements of ongoing activities on social network sites. The reference campaign, however, remains "*Io non rischio*."

INGVvulcani hosts an extensive communication section divided into various subsections (events, insights, photo news, games, bulletins on the surveillance of Italian volcanoes, galleries, videos, infographics, resources, and specials). None of the content reported in this section can be assimilated into a campaign.

Non-Governmental Organisations

We also decided to analyse non-governmental organisations' communication to verify whether and how organisations aimed at involving (also) civil society, including for advocacy purposes, have included campaigns aimed at combating risks or socialising citizens towards their management.

The NGOs chosen were Legambiente and Greenpeace, due to their focus on environmental issues. In both cases, attention was paid to matters related to climate change. Therefore, the Legambiente website presents environmental awareness strategies (https://www.legambiente.it/campagne/). On the other hand, the Greenpeace website has an entire section related to climate, detailing initiatives and campaigns.

Additionally, the website features a section presenting the results of monitoring media coverage on climate and climate change issues. However, none of these contents can be framed as *risk communication*. Moreover, none of these contents can be said to meet the definition of a campaign presented earlier.

Regional campaigns

The following paragraphs present the first results of the risk communication campaigns conducted at regional level over the last ten years. The study was conducted with the analysis of the contents of the institutional websites of all the italian Regions (including the Autonomous Provinces of Trento and Bolzano) and the local Civil Protection. The selection of sites was made by entering the keywords (communication campaign + risk, communication risk + region) in the main search engines (Google). Having verified the centrality of the national public communication campaign "Io non rischio", this in-depth study was aimed at detecting autonomous campaigns carried out in regional contexts, capable, for example, of looking at the specific risks of the territories, linked to particular geographical conditions, such as insularity. As can be read in the following paragraphs, this result is not there.

Abruzzo

The Abruzzo region website was explored to verify the presence of risk communication campaigns. The only two relevant results are related to the Wildfire Prevention Campaign, published on July 21, 2021. The Abruzzo region promoted a wildfire prevention campaign to raise awareness among citizens about the risks associated with wildfires in wooded areas and the preventive measures to be taken. The second identified campaign is "Montagna Consapevole" (Mountain Awareness). It is an initiative to promote awareness of the risks and precautions in the mountains. The campaign aims to educate visitors to mountain areas on how to behave to ensure their safety.

The regional Civil Protection website was then consulted. Several sections are present here, which we will list below.

> 1. Seismic Risk: The section dedicated to seismic risk offers informational material on what to do in case of an earthquake, including guides for secondary schools and leaflets from the "*Terremoto, Io non rischio*" ("Earthquake I Don't Take Risks") campaign.
> 2. Hydrogeological and Hydraulic Risk: Although there is no specific material akin to a campaign, there are references to initiatives like "*Io non rischio*" and the National Educational Project on hydrogeological and hydraulic risk for schools.
> 3. Avalanche Risk: This section includes informational material, such as slides prepared by university professors, with references to "*Io non rischio*" and activities for schools.
> 4. Industrial Risk: There are references to "*Io non rischio*" and training activities for schools.
> 5. Wildfire Risk: Includes informational material such as university lectures and school projects.
> 6. Health Risk: The section includes references to "*Io non rischio*" and school projects.
> 7. Tsunami Risk: Includes references to "*Io non rischio*" and school projects.
> 8. Volcanic Risk: Comprises references to "*Io non rischio*" , school projects, and university informational material.
> 9. Environmental Risk: This section references "*Io non rischio*" and school projects.
> 10. Water Deficit Risk: Includes references to "*Io non rischio*" and school projects.

The Civil Protection website hosts a page entirely dedicated to the "*Io non rischio*" campaign. The page dedicated to the "*Io non rischio*" campaign includes YouTube videos in which civil protection experts disseminate helpful information.

From the research conducted on the institutional websites of the Abruzzo region and the Civil Protection, it emerges that although there are many initiatives and informational materials related to managing various risks, only some of the information can be defined as structured communication campaigns. The "*Io non rischio*" campaign appears to be the primary reference for risk communication in various thematic areas. It is specified that it was not possible to locate a "Media and Communication" section on either site where all campaigns can be centrally accessed.

Basilicata

The regional website does not feature dedicated sections on environmental risk. The Direzione generale dell'ambiente del territorio e dell'energia (General Directorate of Environment, Land, and Energy) of the Basilicata region can be accessed at regione.basilicata.it. Here, under the "Environment, Land and Energy" category, there are a few entries related to "Environmental Prevention and Control," which mainly illustrate anthropogenic damage. Additionally, ARPA (from now on Regional environmental protection agency) Basilicata, which specialises in environmental matters, publishes detailed reports and information on their homepage but specific risk communication campaigns cannot be identified. Moreover, specific projects on environmental awareness can be found. For instance, the PON Governance 2014-2020 project exposes data on seismic and volcanic risk across various regional areas. This study is co-funded by multiple associations, including the EU, civil protection agencies, and the Institute of Environmental Geology and Geoengineering (IGAG). It also provides general information on other environment-related topics.

Calabria

The regional website has highlighted results related only to the national campaign "Io non rischio", to wh." It has also added the survey of the *Regional Plan for the prevention and active fight against forest fires 2018,* which is added to the survey of the *Regional Plan for the prevention and active fight against forest fires 2018* in which it speaks generically of communication campaigns.
The regional Civil Protection website, although divided into 9 sections (Home/Department/Volunteering/Thematic Areas/Calls and Notices/At Earthquake School/Reserved Area), does not have a thematic area dedicated to risk communication campaigns. The exploration of the same did not provide further results beyond the volunteer training activities envisaged by the national campaign.

Campania

The Campania region's website hosts a section dedicated to the Campi Flegrei. This section provides informational and technical details about volcanic risk. Regarding bradyseism risk, it features a series of questions and answers, a timeline tracing the history of bradyseismic events, and a section titled "Are You Prepared?" summarises the recommended behaviour guidelines. There is also a YouTube-embedded LIS (Italian Sign Language) video lasting over 10 minutes. Additionally, the bradyseism risk communication plan is available for consultation. The "*Io non rischio*" campaign is also promoted here, with specific information about the Campi Flegrei.
Communication campaigns are not identifiable in the Civil Protection section of the regional website, which is mainly dedicated to news. Similarly, no specific risk communication campaigns are found on the regional Civil Protection website. In this case, too, there is no "Media and Communication" section where campaigns can be centrally accessed.

Emilia Romagna

The regional site is primarily focused on communicating updates about weather and hydro conditions, as well as measures taken for reconstruction following 2023's flood that affected the regional territory. Regional agencies are focused on climate change related projects. Indeed, the projects by ARPAE (from now on the Regional Agency for Prevention, Environment, and Energy of Emilia-Romagna) actively engage citizens and align more with climate change mitigation goals. These projects focus more on the valorization and preservation of natural heritage rather than providing practical risk information. A notable ongoing project is the Sustainability Education Metaproject. The ARPAE site frequently addresses environmental topics such as heat and industrial risk, offering practical tips to avoid the dangers of excessive heat and mapping establishments potentially harmful to health and the environment. Arpae Emilia-Romagna also promotes activities in collaboration with the INFEAS network, which has developed a "Regional Sustainability Information and Education Program" for 2020-2022, aligned with the 2030 Agenda goals, focusing on mitigation efforts. The communication section refers to other campaigns pertaining to mitigation.

Friuli Venezia Giulia

The regional website highlighted findings related only to the national campaign "*Io non rischio*". However, it is worth mentioning the reference to the initiative "*TEMARiskFVG – Sai cosa rischi in terra e in mare*?", A scientific dissemination project created to disseminate, through a series of conferences, meetings and events in the 4 provinces of Friuli Venezia Giulia, the most recent knowledge on issues related to natural risks, to promote the culture of prevention and environmental protection, coordinated by the National Institute of Oceanography and Experimental Geophysics and funded by the Autonomous Region of Friuli Venezia Giulia[1].
The regional Civil Protection website refers mainly to the national campaign, although in the volunteer section it also highlights for 2024 the granting, pursuant to LR 64/1986, of funding for exercises and training events; local residential school camps and awareness-raising and information/training projects in particular for young people and students. realisation of information sessions aimed at civil protection volunteers involved in local residential school camp initiatives and awareness and information/training projects in particular for young people and students.

Lazio

The regional site directly links to the autonomous Civil Protection website. The section of the Civil Protection site detailing natural and anthropogenic risks contains only brief descriptions, without in-depth information or specific campaigns. The "I Do not Take Risks" campaign is mentioned in a dropdown menu on the homepage under the "Volunteering and Training" section. This campaign does not offer specific adaptations but only a generic introductory text. There is no dedicated "Media and Communication" section to access the campaigns centrally.

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[1] In this sense, please refer to the dedicated website at the following link: https://www.ogs.it/it/press/temariskfvg-sai-cosa-rischi-terra-e-mare-progetto-di-divulgazione-scientifica-diffondere (last accessed: 16-07-2024).

Liguria

The Ligurian Civil Protection website provides a comprehensive illustration of major environmental hazards and detailed directions for emergency situations, all presented through a particularly intuitive interface. On the homepage of the Civil Protection for the Liguria region, you can access several essential online services. One of the critical services is for compulsory communications, especially concerning forest fire risk. This includes declarations of severe danger for wildfires, which are regularly updated. In 2023, Liguria activated a heat risk campaign in coordination with "Heat Plan 2023" promoted by the Ministry of Health. This initiative is particularly important as it addresses the approximately 6,000 Ligurians at risk due to extreme heat. Moreover, Liguria, in collaboration with Valle D'Aosta and Piedmont, is part of an EU-funded plan that also includes several French regions. This cross-border cooperation extends to the R!sk-Com campaign, which provides citizens with clear and practical advice on managing risks. The campaign features straightforward text and guidance aimed at enhancing public awareness and safety.

Lombardy

The regional portal is divided into several sections in which issues related to environmental risks are exposed, but not a specific reference and not even an ad hoc area for risk communication campaigns. In the dedicated sections there is space for the approval of the *Piano Antincendio Boschivo* (from now on AIB) 2024 as well as the Campaign AIB, the Programma Regionale Integrato di Mitigazione dei Rischi and the information sheet on how to assess avalanche risk in the area. The fact sheet on the section dedicated to Civil Protection does not highlight results relating to micro-campaigns.

Marche

The website contains detailed technical information on the natural and anthropogenic risks present in the region. However, none of these details are accompanied by campaign-like information. There is a reference to the "*Io non rischio*" campaign (under the dropdown menu "Prevention") with information on local awareness events related to the campaign. Additionally, there is a page for IT Alert dissemination. Although a communication section is provided, it does not feature an archive of campaigns; it only has sections similar to a "press room" and a collection of press releases.

Molise

The Molise Region website lacks a dedicated Civil Protection section. However, there is a "States of Emergency" entry that documents risk situations and related administrative measures from the past seven years. The "Environmental Assessments" area is active, providing updates on environmental evaluations. The official Civil Protection website offers news about the "I do not risk" operations within the regional territory. The "States of Emergency" section can be accessed from Regione Molise - Stati di Emergenza and the "Environmental Assessments" section under Regione Molise - Valutazioni Ambientali. A short section highlights a few territorial projects aimed at mitigation, which can be found under Regione Molise - Ambiente e Territorio - Educazione Ambientale. ARPA Molise offers a wealth

of information on ongoing water, air, and soil measurements within the region. It also provides details on hazards from anthropogenic activities, primarily listing ordinances. Hydrogeological risk is given significant attention, with a separate section dedicated to it on the institutional site. However, the interface is not particularly user-friendly, and detailed information is limited. This section can be accessed under Regione Molise - Ambiente e Territorio - Commissario di Governo per il contrasto al dissesto idrogeologico.

Piedmont

The regional portal, in addition to references to the national campaign "*Io non rischio*", in the section dedicated to Civil Protection, focuses on the communication of natural risks and the role of the Piedmont Region, a protagonist in Europe with the adoption of *Piano integrato tematico, Pitem Risk - "Resilienza, informazione, sensibilizzazione e comunicazione verso i cittadini*" included in the Italy-France Alcotra 2014-2020 cross-border cooperation programme. The plan focuses on specific actions in the territories most exposed to risks, providing innovative solutions for communication and risk awareness, for the population and operators, as well as resilience and information actions to inform citizens with participatory actions. The plan, activated in 2019 with a partnership between the Piedmont Region (leader), CIMA Foundation, the Savona Fire Brigade and the Valle D'Aosta Region, aims to make communication strategies more effective. The other objectives are: 1) to create awareness among the population of the fragility of the territory and the increasingly disastrous impacts of extreme phenomena; 2) define the most effective tools for emergency communication through the use of new technologies and social media, countering contradictory and misleading information; 3) to create shared information tools in relation to cross-border mobility. The expected results are diversified, starting from the basic language training course for 60 operators, a Risk-Com website connected with the Pitem portal, newsletters and mailing lists, events and conferences, coordinated project image, with the aim of creating an integrated platform for risk communication, to be implemented through a massive multimedia campaign. Involving the population in the management of natural risks through the training of operators and communication that exploits all available channels, both in emergency situations and in the prevention phase, is the commitment of the Piemonte Region in Pitem Risk, with a view to cross-border and interregional collaboration[2].

Puglia

The Puglia region's website does not feature a dedicated Civil Protection section. However, the regional Civil Protection division's website includes a communication section accessible via a dropdown banner on the homepage. The only campaign listed under "Communication Campaigns" is "Io non Rischio". Despite a brief note on the involvement of local volunteers, the materials remain the generic ones from the campaign.
There is also a "Press Region" section, which primarily collects press releases. The "Civil Protection" tag is clickable but yields 873 results, many likely off-topic.

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[2]   For further information, please refer to the following link: https://appweb.regione.vda.it/dbweb/comunicati.nsf/%28Sezioni%29/B108E260D27C87FBC125839E 0053B6FB/$FILE/Sintesi%20elementi%20strategici.pdf?openelement (last accessed: 16-07-2024).

Sardegna

The firefighting campaign launched in 2023 involves the coordinated deployment of various agencies across the region. It includes awareness-raising interventions and media spots broadcasted via radio, TV, and press. The institutional website also offers access to the "Integrated Civil Protection Information System." This system provides a comprehensive overview of information on various modules and includes brief mentions of operational plans. Additionally, it contains reports on critical issues related to fire and weather hazards.

Sicily

The regional portal, in the section dedicated to communication campaigns, hosts exclusively health initiatives. In the section dedicated to the Civil Protection Department, there is an information sheet on hydrogeological risk, not accompanied by references to specific communication campaigns, not even to the national one.
The regional Civil Protection website highlights the good practices related to the national campaign and the AIB 2018 Campaign on the activities to be implemented for the prevention and contrast of the risk of forest and interface fires. For the year 2023, the courses activated by the Civil Protection as part of the "Pronti all'Azione" campaign created with the aim of informing, educating and raising awareness among citizens on resilience, prevention and risk reduction are highlighted[3]. The campaign is aimed at all Sicilians, with particular attention to students and active citizens engaged in the sector of organised and specialised civil protection volunteering. The initiative saw three main stages (Palermo, Messina, Catania) where three roadshows were set up in which students and teachers visited the "Civil Protection Village". In this space they were able to learn more about the eight Civil Protection risks involving the region (seismic, volcanic, tsunami, meteo-hydro, environmental, industrial, health, fires) as well as learn correct behaviours to be maintained to reduce the risk and increase the resilience of the territory and the community. During the roadshow, the classes competed in a team edugame also available online on the various browsers.

Toscana

The website of the Tuscany region does not feature a dedicated Civil Protection section (not all menus are clickable and navigable). However, a Google search reveals that the Civil Protection section is accessible. The only available reference is the "*Io non rischio*" campaign, which includes a campaign presentation and reports on local initiatives. Dedicated social media channels for the campaign are also available (Facebook: https://www.facebook.com/IoNonRischioInToscana/; Instagram: https://www.instagram.com/iononrischiointoscana?igsh=azQ5MGlid3V5Z2o0; YouTube: https://www.youtube.com/@PROTEZIONECIVILEREGIONETOSCANA/videos).
There is no communication or press area section.

Trentino Alto Adige

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[3] For further information, please refer to the dedicated website at the following link: https://www.prontiallazione.it/la-campagna-di-comunicazione/ (last accessed: 17-07-2024).

The regional institutional website has no references to the Civil Protection. The Authorities for the monitoring and promotion of the conscious use of the various territorial areas are active within the Autonomous Provinces of Trento and Bolzano.

Present at the "Official Bulletin" area a list of ordinances regarding previous environmental risk situations[4].

The region participates in the test of "IT-alert", the new public alert system, managed by the National Civil Protection.

In 2022, the region carries out the communication activities of the national campaign "*Io non rischio*" with the meeting "Inside the emergency. Together to defend the territory from floods and landslides". During the event, the focus was on combating hydraulic and hydrogeological risk[5].

There is no evidence of the implementation of risk communication campaigns that are independent of the national campaign.

Umbria

The regional portal does not indicate the reference to specific communication campaigns beyond the national campaign. With respect to the risk of heat waves, however, it is worth mentioning the publication of a brochure aimed at citizens with the rules to be observed to live a summer safely.

Valle D'Aosta

The Civil Protection section offers various resources on "What to Do in an Emergency" (https://www.regione.vda.it/protezione_civile/cosa_fare_emergenza/default_i.aspx), covering situations such as floods, building fires, wildfires, pollution, blackouts, adverse weather conditions affecting roadways, landslides, avalanches, earthquakes, heatwaves, and lightning. However, none of these resources is organised in a campaign-like manner. The texts are similar to those in the "*Io non rischio*" campaign.

A "Mountain Safety" section with leaflets and brochures provides information for skiers, mountaineers, and other mountain enthusiasts.

The website includes a press section. Notably, it presents the "Environment" magazine, which details regional environmental initiatives. The magazine could be a relevant tool to share risk information.

Veneto

The institutional website provides some information on weather and forest fire hazards within the Civil Protection area. However, it lacks practical advice or guidelines on actions to take in such situations. Classified by the ARPA Veneto website as a communication campaign, VENETARIA was launched in 2021 to raise awareness and inform citizens about protecting

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[4]   For   further   information   please   refer   to   the   following   link: https://bollettino.regione.taa.it/it/Ricerca123.aspx (last accessed: 22-09-2024).

[5] For further information please refer to the following link: https://www.ladige.it/2022/10/07/protezione-civile-1.3328010 (last accessed: 22-09-2024).

and improving air quality. The campaign included informational videos released on social media platforms such as Facebook, Twitter, and Instagram.

Autonomous Province of Trento

The provincial portal, as well as the local civil protection website, do not highlight specific communication campaigns. However, it is noteworthy that the Autonomous Province of Trento has been a partner in the European project since 2022 Interreg Spazio Alpino "*X-RISK-CC: How to adapt to changing weather eXtremes and associated compound RISKs in the context of Climate Change*", which will end in 2025. The project aims to develop, together with other countries in the Alps, strategies for managing risks from extreme weather events in the context of adaptation to the impacts of climate change. The project is managed for the Province by the Risk Prevention and Cue Service in collaboration with the Mountain Basins Service and the Appa. The study area in Trentino consists of the Fiemme and Fassa Valleys, in which some activities of involvement and participation of communities and stakeholders are planned. The first project workshop was dedicated to a retrospective reflection on the management of the Vaia emergency at the provincial level in the different phases that define civil protection activities, from those of prevention and pre-event preparation to those of response and recovery after the storm. The goal is to lay the foundations for jointly identifying the best strategies for the management of similar events in the future, thanks to the experience gained and the collaboration of those who have been directly involved in recent years, such as the competent provincial structures, the Municipalities, the Federation of Volunteer Fire Brigades, operators in the forestry sector and other Trentino stakeholders[6].

Autonomous Province of Bolzano

The Civil Protection section provides various technical details on Civil Protection issues. However, beside a banner for emergency number 112 and the "*Io non rischio*" campaign, which includes standard text, leaflets, and sheets not tailored to the local context, no campaigns have been found.

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[6] For further information, please refer to the dedicated website at the following link: https://www.alpine-space.eu/project/x-risk-cc/ (accessed: 17-07-2024).

Regional capitals campaigns

The following paragraphs present the first results of the analysis of the institutional communication campaigns carried out in the regional capitals in the last ten years. Given the few results obtained with the survey on communication campaigns at the regional level, the research team considered it necessary to investigate this level as well. The aim is also to identify micro-campaigns carried out by public institutions capable of highlighting the contextualization of risks with reference to geographical conditions or on the basis of specific audiences (e.g.: people with disabilities). The empirical material was collected by entering the keywords (communication campaign + risk, risk communication + regional capital) in the main search engines (Google). The results were not satisfactory and for this reason initiatives (e.g. communication projects) were also highlighted which, although not communication campaigns, can be useful to get some information on risk communication at the local level.

Ancona

The Civil Protection section of the website, accessible via Google search, features three main sections:

1. Civil Protection: This section contains only information about the offices.
2. Earthquake: This section provides information solely on applying for the Autonomous Accommodation Contribution (CAS).
3. Autonomous Accommodation Contribution (CAS): Information about the CAS is repeated here.

No detailed information or campaign information is available in any of these sections.

Aosta

The Civil Protection section of the website provides navigable links on the following topics:

- General National Legislation
- Regional Legislation
- Municipal Civil Protection Plan
- Operations Room
- General Data and Useful Numbers
- Volunteer Firefighters

While these links offer valuable technical information, they do not direct users to outreach materials or campaigns.

Bari

The Civil Protection section provides information on the following aspects:

1. Civil Protection Plan
2. Weather Alerts
3. Establishments at Risk of Major Accidents

The texts are concise, and the attachments are primarily technical in nature.

Bologna

The institutional website of the Bologna municipality features several key resources related to risk communication:

1. Weather Bulletin
   - The website prominently displays the weather bulletin, which is developed in cooperation with ARPAE. This bulletin provides up-to-date weather information and alerts to the public, enhancing preparedness for adverse weather conditions.
2. Major Accident Hazard Companies
   - There is also a section dedicated to anthropic risks. Specifically, the websites illustrate regulations and information on companies classified as "Major Accident Hazard Companies." This list includes critical details that help inform the public about potential industrial risks and safety measures related to these high-risk establishments.

These resources indicate that the Comune di Bologna is actively involved in "technical" risk communication, focusing on weather-related hazards and industrial safety. However, the site does not feature a dedicated risk communication campaign section.

Cagliari

Despite a good number of initiatives aimed at mitigation and pollution protection, the institutional website of the city of Cagliari lacks any specific information on Civil Protection practices and projects. There is no dedicated section for Civil Protection information. A few alerts related to public safety are listed under the label "Public Safety."

Campobasso

The institutional website lacks specific references to Civil Protection concerning environmental hazards. Instead, any mention of Civil Protection appears solely within the "Urban Planning, Public Works, Heritage" section.

Catanzaro

The website of the regional capital confirms the reference to the national campaign by not bringing out results attributable to campaigns.

Florence

The Civil Protection section includes:

- An interactive panel that links to information from the Operations Room.

- Highlighted news indicating services available to the population (e.g., Firenze Alert, the official WhatsApp channel of the Civil Protection of the Municipality of Florence, and the new Civil Protection Plan).
- A series of small banners, including a reference to the standardised, centralised version of *"Io non rischio."*

Genova

The institutional website of the Comune di Genova includes several resources related to risk communication:

1. *Civil Protection Section:* The website features a dedicated Civil Protection section that provides information on major environmental hazards. This section includes crucial contacts for reporting and responding to emergencies, ensuring that residents have access to necessary resources in times of need.
2. *Public Awareness Campaigns***:** Although not specifically focused on environmental risks, the municipality promotes various campaigns aimed at improving public safety. These include driving safety campaigns (Initiatives to inform and educate the public about safe driving behaviours) and Wildlife Interaction Campaigns, summarising efforts to guide the public on appropriate behaviours when encountering wildlife. These campaigns are highlighted on the Genova Smart platform, indicating the city's commitment to comprehensive safety and awareness efforts.

L'Aquila

The municipal website's Environment and Civil Protection section primarily includes news articles. A Google search reveals that campaigns are listed in the "Emergency, Civil Protection Plan" section. These include the 2022 ANCI—VVF wildfire prevention campaign (notebook and brochure) and a banner for the "Communicate to Protect AQ" app (app link and school brochure).

Milan

The website of the metropolitan city of the regional capital confirms the reference to the national campaign by not bringing out results attributable to different campaigns.

Naples

The Civil Protection section of the municipal website includes a reference to a risk mitigation questionnaire. The identifiable sections are as follows: Bradisism, Volcanic Risk Plan for Campi Flegrei, Municipal Seismic Risk Plan and Emergency Areas, and the General Emergency Plan for Civil Protection in the Municipality of Naples (https://www.comune.napoli.it/protezione-civile). None of these sections feature campaigns; the detailed information is written in technical language.

Palermo

The website of the regional capital confirms the reference to the national campaign by not bringing out results attributable to different campaigns.

Perugia

The website of the regional capital confirms the reference to the national campaign by not bringing out results attributable to different campaigns.

Potenza

The institutional website features a section dedicated to Civil Protection, where it highlights several projects from the national "I do not risk" campaign. It also includes a bulletin board displaying the latest ordinances related to environmental hazards, with forest fires being the most frequently addressed issue.

Rome

The city of Rome presents different information materials on risks. However, none of these materials fit the definition of risk communication campaigns that we are considering in this report.

Here is a list of the risk communication materials and initiatives that can be retrieved by consulting the city of Rome's website.

Anti-Wildfire Section

This section includes several attachments:

- Good Practices to Prevent a Fire (flyer)
- To Prevent The Fire (brochure)
- Infographic on the 2023 Anti-Wildfire Campaign

Weather Alerts

This section describes the service.

Heatwaves

This section offers downloadable information and materials, including:

- A booklet on how to cope with heatwaves
- Video clips on heatwaves
- The Waidi WOW app

Civil Protection Plan

This section includes a downloadable plan, a video clip, and a presentation booklet.

Civil Protection

This section contains explanatory texts about the role of Civil Protection and several attachments:

- La Protezione Civile di Roma Capitale (flyer)
- The Civil Protection (brochure)
- Discovering Civil Protection with Romina (guide on correct behaviours) (D.G.C.215 of 10.09.2021)

Additionally, there are "Civil Protection Pills," which are links to YouTube videos covering topics such as:

- The Civil Protection Plan of Roma Capitale
- What to Know and Do During Heavy Rain
- What to Know and Do in Case of Strong Winds
- What to Know and Do in Case of Snow-Ice Risk
- What to Know and Do in Case of Landslide Risk
- Heatwaves
- Anti-Wildfire Campaign – AIB

Risks Section

This section presents concise information on various risks, including:

- Industrial and hazardous substance transport risk
- Hydrogeological landslide risk
- Hydraulic and meteorological-hydrogeological risk
- Wildfire and interface fire risk
- Major accident risk
- Underground cavities and sinkholes
- Seismic risk
- Endogenous gas emissions from the subsoil risk
- Radiological and nuclear risk

Volunteering

There is also a section dedicated to volunteering.

It should be recorded that the same section also includes information on fines, reports, road conditions, and traffic.

Trento

The website of the Municipality of Trento does not highlight any further companions but the vademecum is displayed in the thematic area on Civil Protection "Protezione Civile in Famiglia" which, with simple concepts and numerous illustrations, describes the risks present on the Italian territory, suggesting to the reader the behaviours to adopt in the face of small or large emergencies.

Trieste

The website of the regional capital confirms the reference to the national campaign by not bringing out results attributable to different campaigns.

Turin

The website of the regional capital highlights the "*ChangeTo Campaign"* focused on a project to adapt the urban fabric in response to the needs dictated by climate change promoted by the Municipality of Turin with the aim of informing citizens about adaptation interventions for a more livable city.

Campaigns at a glance

Italian regional and municipal campaigns have focused on building awareness of area-specific risks. Institutions such as Regione Sardegna undertook a multimedia campaign for fire prevention, while Regione Sicilia took an educational and hands-on approach to risk reduction; Regione Lombardia focused on professional training and the use of social media, while administrations such as Regione Veneto attempted to engage the community through public events and media presence. Depending on the morphological variety of the peninsula and islands and their socioeconomic context, individual regions undertake campaigns that focus on the threats most present in their territory (Gioia *et al.*, 2022).

In this regard, local institutions concentrate their focus on different topics, depending on the proximity of specific risks, selecting the different "*Io non rischio*" materials accordingly.

Some projects initially declined at the regional level only, like those dealing the Campi Flegrei area in Campania, were also embraced by the broader "*Io non rischio*" campaign, promoted by the Civil Protection on a national scale.

More recurring and rather uniform is the spread of short, discontinuous communication initiatives for periods of weather alert: between Emilia-Romagna, Piemonte, and several municipalities, more than a dozen have been launched in the last three years.

In several regions, such as Emilia-Romagna and Friuli Venezia Giulia, the work of national environmental protection agencies is integrated with that of public administrations: the results are articulated in various dissemination and preventive projects, which are again mostly dissemination-oriented.

For example, in the case of the Friuli Venezia Giulia region, the "TEMARiskFVG" project has activated residential school camps with awareness-raising projects for youth and students, while Emilia Romagna organises environmental sustainability events with specific climate change mitigation goals. Among the activities promoted at the regional level are those in collaboration with the INFEAS network, (Information, Training and Education on Environment and Sustainability), which has drafted, in anticipation of the goals of the 2030 Agenda, the "Regional Program of Information and Education for Sustainability" for the years 2020-2022. Again, the main objectives seem to be part of the mitigation sector; this does not allow these initiatives to be fully included as a unit of analysis. The paragraph on communication of the brochure describing the project refers to other campaigns in the area, such as "ConsumAbile," "Economia Circolare," and others.

In other areas, as in the case of the autonomous provinces of Trento and Bolzano and the

Molise Region, the good amount of environmental monitoring and surveys by institutional agencies is not accompanied by campaigns that can effectively communicate the risks and results of those same studies. The same is true in Puglia, where data processing is done in collaboration with Istituto Superiore per la Protezione e la Ricerca Ambientale (ISPRA), but the communication phase is not very enveloping. On the other hand, the autonomous region of Valle D'Aosta provides a browser service for mountain safety: its name is "avalanche bulletin." These are some of those instances where illustrations such as graphs and grids are proportionally more present, capable of clearly summarising the danger of the risks; nevertheless, many of these graphical elements are not very accessible for all citizens who do not have adequate training. This is one element that, as much as others, provides insight into the need for better dialogue solutions between the scientific community, institutions, and residents of various risk areas (Spiegelhalter, 2017).

There are plenty of examples of studies in which regional entities see the participation of multiple national and supranational associations, such as in the case of the 2014-2020 PON Governance for dissemination on volcanic and hydrogeological hazards and in the case of the "Calore 2023 Plan," in which the Ministry of Health collaborated with the Liguria region. The latter regional area is also involved in other cooperative campaigns such as R!sk-Com, in which Valle D'Aosta and Piemonte are also included. This EU-funded plan, which also engages portions of French territory, has made accessible online a clear text full of practical advice for citizens. As is the case with files published by regional bodies in collaboration with associative entities, good analytical work hardly finds ways to extend beyond the boundaries of institutional sites. Particularly emblematic is the case of the Lazio region, whose site makes superficially accessible a series of data on the probability of various environmental risks and detailed plans for emergency situations. Except for training activities relegated to the voluntary sector alone, however, It appears complicated to convey a convergence between online dissemination activities and constant presence with citizens.

As we are going to discuss in the next paragraph, the "*Io non rischio*" campaign seems to be the standard in Italian risk communication campaigns. Nevertheless, the landscape of risk communication in Italian regions is heterogeneous. Although faced with the same type of risk, regions apply different communication methods both in terms of the formats and channels employed.

The national communication campaign "*Io non rischio*"

Research objectives and methodology

The initial mapping conducted by the research team of the University of Cagliari and Sapienza University of Rome through desk research on risk communication campaigns carried out at a national, regional and regional capital level in the last decade did not yield the expected results, with the exception of the national campaign "*Io non rischio- Buone pratiche di protezione civile*", which has been adopted at national level, and sporadic micro-campaigns. In view of this, we decided to further analyse the national campaign "*Io non rischio*", considering that good risk communication, in the preventive phase, fosters the resilience of communities (Zaman & Hussain Raihan, 2023; Agarwal & Buzzanell, 2015; Buzzanell, 2010). The national communication campaign "*Io non rischio*" is implemented through the establishment of information points in public squares across Italy, where citizens can engage with volunteer communicators and receive informational materials. This initiative is supported by the organisation of events during Civil Protection Week, as well as other communication activities carried out in collaboration with various partners, including universities

The research objective is to analyze the national communication campaign "Io non rischio" as designed at a national level. Specifically, this in-depth study aimed to investigate the following research questions:

- What communication strategies and actions are in place for the prevention of risks related to natural disasters?
- Who are the institutional and social actors participating in the campaign? To what extent are audiences engaged?
- How has the communication campaign been implemented at the national level? Has its structure evolved over time also with respect to multi-channel approaches?

The study presented in the following pages was developed through the qualitative content analysis of secondary sources (Losito, 1996; Rositi, 1988; De Lillo, 1971) relating to the national campaign. Specifically, the content of the following secondary sources was analysed with a desk work: 1) the main websites concerning the initiative at national level (i.e. the institutional website of the Civil Protection Department, the Ministry of the Environment and Energy Security, the site dedicated to the campaign[7], etc.); 2) ministerial documentary sources (notes and memoranda of understanding) useful for exploring the declinations of the campaign with respect to different audiences[8]. In pursuit of this goal, we considered the risk communication model proposed by Lundgren and McMakin 2013[9] (*care, consensus and crisis*

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[7] For further information, please refer to the dedicated website at the following link: https://iononrischio.protezionecivile.it/it/ (last accessed: 22-09-2024).

[8] The information on the national communication campaign has been systematised in a survey sheet in which the following variables have been included: objectives, recipients, partnerships, communication actions, coordination actions with the regions, social media policy.

[9] The model in question was theorised by Lundgren and McMakin (2013) and includes three different dimensions of public communication: 1) *consensus communication* (encouraging discussion between

communication), considering care communication as the main one, being the national campaign aimed at spreading the culture of prevention and good practices of Civil Protection. In the following sub-paragraphs, the objective is to not only reconstruct the partnership, seen as the key driving force behind the initiative, but also to examine the roles of the primary entities responsible for its implementation, along with the main phases of the initiative. This will help to highlight the progressively adopted multi-risk approach and the corresponding need for multi-channel communication strategies.

Partnership, communication actions and social media policy

The national campaign, intended for all people who are in Italy, has been carried out since 2011 to inform citizens about the possible natural and anthropogenic risks of their territory, through public initiatives, in the main squares of the cities and in schools, with the support of Civil Protection volunteers. It is a permanent public communication campaign on good Civil Protection practices based on the synergy between science, volunteering and institutions.

Today the campaign is multi-risk because it aims at spreading the culture of prevention and good civil protection practices for risks: flood, earthquake, forest fires, tsunami, volcanic (Campi Flegrei, Stromboli, Vesuvius and Volcano), industrial, nuclear and large dams.

The slogan of the initiative is "*Io non rischio*" and aims to draw the attention of the public to the good practices to be adopted to reduce the impacts of natural and anthropogenic risks to which Italy is particularly exposed[10].

The initiative is distinguished by its polyphonic nature, while maintaining a cohesive formal and substantive identity. Each action is carefully crafted to ensure both visual and content coherence, making it easily recognizable. The campaign is promoted and executed by a partnership primarily composed of public institutions: Civil Protection Department, Istituto Nazionale di Geofisica e Vulcanologia (from now on Ingv), Associazione Nazionale Pubbliche Assistenze (from now on Anpas), Rete dei Laboratori Universitari di Ingegneria Sismica Consorzio interuniversitario dei laboratori di Ingegneria sismica (from now on ReLUIS) and Fondazione CIMA, in accordance with the Conferenza delle Regioni e delle Province Autonome and the Associazione Nazionale Comuni Italiani. There is also the National Coordination Table of all the regions and municipalities (Associazione Nazionale dei Comuni Italiani, ANCI) with functions of coordination of initiatives in the national territory.

What is the role of the partners in this initiative? The Civil Protection Department together with its partners represent the control room at national level. Each of them participates in all the activities of the campaign and is responsible for providing scientific support in the preparation of information materials and in the preparation of trainers. The role of directing and coordinating the activities of planning, organising and implementing the campaign is the responsibility of the Civil Protection Department. This function is carried out in synergy with the remaining subjects of the partnership, also developing a strong understanding and

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the different stakeholders participating in the discussion on risk to foster the widest possible consensus on controversial choices); *care communication* (guides citizens to adopt preventive behaviours); *crisis communication* (orients people in conditions of danger and imminent crisis).

[10] Annually, on the dedicated online portal, the opening of the collection of memberships is communicated for voluntary associations that intend to participate. All Civil Protection volunteer associations already registered in the Territorial List of the Region or Autonomous Province to which they belong or whose registration is being finalised can apply. In this sense, please refer to the dedicated website at the following link: https://www.iononrischio.gov.it/it/partecipa/volontari/ (last accessed: 04-07-2024).

collaboration with the municipal administrations that make the squares available for the implementation of the initiatives. Although not formally part of the partnership, local authorities put in place decisive actions for the best success of the event, including: 1) optimal identification of the square; 2) concession of public land; 3) promotion of the initiative through its own channels; 4) involvement of municipal officials in the illustration in the square of the municipal plan of Civil Protection and any further initiatives launched by the municipality in the field of risk reduction; 5) scheduling of any replicas in correspondence with events relevant to the local community.

To promote processes of identification between citizens and public environments of risk communication, the municipal squares[11] host information stands where specialised resources (volunteer communicators) begin to build a dialogue with local communities. Logistical proximity is accompanied by an emotional closeness to the public, in line with the definition of risk communication provided by the *National Research Council Committee on Risk Perception and Communication* in 1989, understood as an interactive process of exchange, which in other words cannot address only the rational and technical-scientific side of the risk in question. but above all it must address the emotional side of the reaction of the interlocutors.

To intercept the recognition of the communication activities of the campaign by the public, as seen in the images below, the colour yellow was chosen to characterise the coordinated image of "*Io non rischio*" which is repeated in the information stands as well as in the information materials (fig.1).

Figure 1: Claim of the national communication campaign

Source: https://www.protezionecivile.gov.it/it/notizia/online-il-nuovo-sito-io-non-rischio-0/, visited on 23-09-2024

To promote interaction among citizens and volunteers, the campaign space features different set-ups for different risks, according to the risk covered: the totem, the flood tent, and the timeline, as shown in the following table:

Table 2: Toolkit of the national communication campaign "*Io non rischio*"

Totem	The flood tent	The timeline

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[11] However, the possibility of organising "shared squares" in which two or more territorial Associations/Municipal Groups/Local Sections of National Organizations share their trained communicators is contemplated; they define the set-up together (often "multi-hazard") and collaborate in the creation of the square. In this sense, please refer to the following link: http://www.gestionaleinr.it (last accessed: 04-07-2024).

It is an installation present in the squares where the Io non rischio- Earthquake campaign takes place. Volunteers are responsible for its creation, using stacked boxes, coloured and illustrated with images that support learning the good practices to adopt to reduce seismic risk. Visible in the square, the purpose of the totem is to attract the public's attention, simplifying interaction between volunteers and citizens.	It is located in all squares where Io non rischio - Flood takes place. Volunteers use threads to build it, with paper drops attached containing images and texts with the contents of the campaign. At the top of the tent, above the drops, four clouds represent the four stages related to risk: 1) *right from the start* (explains the warning system and provides important information on flood risk); 2) *during the alert*, (illustrates the actions to adopt immediately after the alert is issued); 3 *during the flood*, (describes the standards of behaviour to adopt in case of a flood, both outdoor and indoor)	It is located in all squares where Io non rischio takes place. It is a versatile, multi-risk element made by the voluntary associations joining the campaign. It is an installation composed of copies of news pages, diaries, photographs and memories of local traditions, hung on a single thread, ideally representing a journey through the historical memory of the area. Its aim is to visually represent the "traces" of the past events that affected the territory where the square is held. The idea: to preserve the memory of events that affected the community at different time periods.

Source: Elaboration by the research team on the website of the national communication campaign

The use of the supports for the implementation of communication actions makes it possible to make the understanding of complex processes such as emergency management more accessible to citizens. A commitment that highlights inclusive paths in public communication (Bovaird *et al*., 2015), renewing its function of raising awareness on social issues and issues of collective interest (D'Ambrosi *et al*., 2024).

The campaign is present on social networks (Facebook and X what @iononrischio and Instagram what @io_non_rischio).There is also an active YouTube channel and Flickr profile where photos and videos of the campaign are available. The profiles are moderated by the Civil Protection Communication and Culture Service of the Civil Protection Department. The following table shows the details of the social media policy[12] that regulates interactions on social channels, updated to 2024 but subject to revisions as needed:

Table 3: Social media policy of the national communication campaign "*Io non rischio*"

Social network content	Interactions with audiences	Content moderation

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[12] For further information, please refer to the dedicated website at the following link: https://www.iononrischio.gov.it/it/news-e-multimedia/social/ (last accessed: 23-09-2024).

The campaign's social profiles include:	Replies to user comments regarding:	All users can intervene on the campaign's social profiles to express their opinion, following the good rules of politeness and respect for others.
1. News and updates on the national campaign 2. News and content of interest from the Department of Civil Protection's; institutional website 3. Insights on civil protection volunteer topics and good civil protection practices; 4. News or relevant events distributed on the websites or social channels of the campaign partners and/or actors of the National Civil Protection Service.	1. Questions pertinent to the subject of the posts; 1. General inquiries about the I don't take risks campaign; 2. Clarifications or insights on good civil protection practices.	The moderation of content takes place at a time after its publication and in any case during the monitoring hours. Comments and posts that do not comply with the conditions on this page or any applicable law are moderated or removed.

Source: Elaboration by the research team on the website of the national communication campaign

The Facebook page has the largest number of followers (41.278), confirming the interaction with the digital platform most used both by the world of institutional information and by citizens for the transmission of content of collective relevance, at least for an adult audience (Lovari, Righetti 2020; Citarella, 2017). The fact that the social channels are moderated by the structures of the Department Civil Protection makes it possible to contain the potential exposure of the campaign to *fake news* capable of disorienting the public, fragmenting the opportunities to learn the most appropriate actions to be taken in conditions of risk (Melchior, Strizzolo 2024).

The key role of volunteer trainers and communicators

The campaign is characterised by a leading role of organised volunteering and the direct involvement of the scientific community, through collaboration and constant discussion with national and territorial institutions.

The Regions and Autonomous Provinces provide indispensable territorial support in every phase of the initiative, taking care of the applications and selection of volunteer trainers, meetings at regional level with volunteer trainers and volunteer communicators, the logistical organisation of events, the monitoring of information activities and relations with Local Authorities. In fact, every year there is a training phase for a certain number of volunteers distributed throughout the country who, after passing a test, become "volunteer trainers". In turn, the latter carry out preparation and training activities for a defined number of volunteers distributed throughout their regional territory (Galluzzo, 2023).

But how is the training course of trainers regulated? Volunteers trained from 2019 onwards are included in the list of campaign communicators with the specialisations for which they have been trained. The specialisations are: management of the square, declinations of risks (earthquake-tsunami; flood; volcano Campi Flegrei). The volunteer trainers selected and

distributed throughout the national territory have received specific training, aimed at the cascading training of volunteer communicators and take care of the organisation and management of each event related to the campaign. Their coordination is delegated to the representatives of the civil protection structure of their territory who have the task of organising and carrying out the training for the volunteer communicators[13] participating in the campaign. The latter are required to participate in the training activities carried out on the basis of their training course within the campaign, which mainly focus on training courses for new volunteers and refresher courses for communicators of previous editions. They have the task of disseminating good practices of Civil Protection among citizens and it is up to the associations to identify those who are most suitable to play this role. The due homogeneity in the level of knowledge among communicators may require the organisation of "refresh" days in the territories to allow volunteers to deepen some topics and practices with concrete simulations[14]. The care of the communication of volunteer trainers and communicators therefore represents one of the main points of the effectiveness of the campaign, aimed also at containing the possible effects of disinformation (Faccioli *et al.* 2020; Lovari & Righetti, 2020) that can originate in the context of initiatives without adequate planning of all operational levels.

Information and awareness-raising activities in public squares

The campaign, in addition to providing training actions for volunteers, includes information and awareness activities, also functional to the dissemination of best practices, understood as concrete actions for risk reduction: knowing what to do before, during and after an emergency condition and understanding how the Civil Protection works is a crucial step to ensure the safety of local populations. For this reason, the active role of citizens is central, as they can meet and discuss in the more than 500 squares, including physical and digital, as well as get information in these dedicated spaces through interactive content and live streaming on social media where they can find insights on the themes of the campaign[15].

To highlight the specificity of the information actions carried out in public squares, we report below some cases, by way of example and not exhaustively. In 2017 in Lombardy, on the other hand, the support given by the "Timeline[16]" the volunteers illustrated the main emergencies that occurred in the Bergamo area and experienced by the volunteers themselves: flooding of the Serio and Brembo rivers, landslides and the hydro-geological risk in the upper Brembana valley[17]. In 2023, for the first time, the communication campaign

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[13] For the selection of volunteer communicators, there are additional selection criteria indicated in the document "Procedures for identifying volunteer communicators "Io non rischio scuola". Text available online at the following link:https://iononrischio.protezionecivile.it/static/76e7c04f2441d45b36b3ff67f545e7db/procedure-individuazione-volontari-comunicatori-io-non-rischio-scuola-2023.pdf (last accessed 04-07-2024).

[14] Please refer to the dedicated website at the following link: https://www.iononrischio.gov.it/it/partecipa/volontari/ (last accessed: 04-07-2024).

[15] In this sense, please refer to the dedicated website at the following link: https://www.sardegnaambiente.it/index.php?xsl=2282&s=428707&v=2&c=95748 (last accessed: 17-06-2024).

[16] The content of this toolkit has been explained in the paragraph *Partnership, communication actions and social media policy.*

[17]https://www.regione.lombardia.it/wps/wcm/connect/85fac348-c153-44ee-a2fe-2425465b6cb9/io-non-rischio-2017-lombardia-le-piazze-raccontate-dai-

included a double national appointment with an additional two days in May (in addition to those in October) dedicated to volcanic risks and forest fires. Trained civil protection volunteers met citizens in Campania, in the Campi Flegrei area, where eleven information points were set up to talk about the volcanic risk in the area. In Sicily, on the Aeolian Islands, four squares have been chosen to spread knowledge on volcanic risk in Stromboli and Vulcano, the most visited places during the summer. On the same weekend, in 13 regions, trained volunteers welcomed citizens in the 27 stands set up to talk about the prevention of forest fires, a risk more widespread in summer[18].

The design of the initiatives recognizes the value of inclusion and diversity and therefore aims to use tools and languages to involve the widest number of people without distinction of age, education, physical condition and social status[19]. The communication model used is based on clarity, to convey scientifically correct information in a simple way and within everyone's reach, with clear and recognizable messages, to transform awareness into action, contributing to the creation of a culture of Civil Protection in our country. Communication strategies are therefore in line with the national literature (Cerase & Maggi, 2017) according to which a broader vision of risk communication and, even before that, of care communication actions is needed. This is given by the awareness of the changes in the very nature of risks which, combined with the processes of social and individual differentiation of the same risks, have modified the relationship between individuals, the environment and the social system, redefining the social actions with which risks are perceived, recognized, understood and managed.

On the days dedicated to the campaign, information points are set up in the squares of the municipalities involved in the initiative. Volunteers meet citizens to answer questions on the actions to be taken to reduce risks and illustrate the contents of the information materials. Preparing as many people as possible for the emergency, leveraging planned and designed communication, in a constant and capillary way, especially in ordinary time, can help to create alternative prevention paths, as well as to the strengthening of individual *agency*. Preparing as many communities as possible for emergency management in a preventive logic means strengthening the resilience of communities (Gist & Lubin, 1989) to have adequate tools to cope with dramatic events such as disasters, being themselves catalysts of solidarity, social cohesion and a sense of belonging among their members (Tobim & Whiteford 2002). The challenges imposed by climate change, whose increased destructive potential is particularly insidious in a fragile territory such as Italy, require an increasingly active involvement of local communities. It is true that the task of dealing with this jumble of risks is attributed primarily to public institutions, but the contribution of citizens could grow through a transparent risk communication policy (Fondazione CIMA, 2022). The development of forms of civic

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protagonisti.pdf?MOD=AJPERES#:~:text=Per%20l'edizione%202016,%20il%2015%20e%2016%20ot tobre (last accessed: 25-09-2024).

[18] On the website dedicated to the comrade there is an interactive map to see all the information points open on 20 and 21 May, with the possibility of searching for the nearest one.For further informations, please refer to the following link:https://www.protezionecivile.it/it/notizia/il-20-e-21-maggio-tornano-le-piazze-io-non-rischio/#:~:text=In%20Sicilia,%20alle%20isole%20Eolie,%20sono%20state (last accessed: 25-09-2024).

[19] In this regard, it is worth mentioning the signing of the memorandum of understanding on 21 November 2002 by the Head of the Civil Protection Department Fabrizio Curcio and the President of the Paralympic Committee – CIP, Luca Pancalli. This is a renewal of the commitment already in place for years between the parties and a desire for synergistic cooperation to promote mutual support and the dissemination of the culture of risk prevention with particular attention to the issue of disability. https://iononrischio.protezionecivile.it/it/notizia/un-nuovo-protocollo-rinnovare-lintesa-tra-protezione-civile-e-disabilita-0/ (last access: 04-07-2024).

engagement (Bartoletti, Faccioli 2013; Coleman, Shane 2012) in the territories could thus be useful for establishing listening and collaborative relationships with civil society (Maile, Griffiths 2014). In this way, it could also be possible to reduce the distrust that citizens show towards institutions and public actions.

The most important milestones of the national communication campaign

The content analysis of the website dedicated to the national communication campaign and, in particular, of the "history" section[20], has made it possible to reconstruct the different phases in which communication actions towards the public are born and develop. This is useful for identifying communication actions on environmental risks aimed at local communities but also partnership that over time include new stakeholders. The following table shows the main stages of the campaign carried out at national level useful for understanding the multi-risk and multi-channel character gradually learned over the course of the different editions:

Table 4: Campaign milestones carried out at national level

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[20] For further information, please refer to the following link: https://www.iononrischio.gov.it/it/conosci/la-storia/(last accessed: 18-06-2024).

Period	Summary of activities	Synthesis Advancements
February 2011	The idea of creating a national day dedicated to informing the population on seismic prevention was born from a proposal of Anpas Ingv, ReLUIS, of the University of Basilicata and the Civil Protection Department	**Concerted campaign design**
October 2011	Campaign Launch "*Terremoto Io non rischio*" with volunteers Anpas in 9 squares in the regions of Tuscany, Campania, Basilicata, Puglia, Calabria and Sicily. Partners of the campaign are: Anpas, Ingv, ReLUIS and Civil Protection Department	**Launch of the campaign in some regions**
October 2012	Involvement of all the volunteers in the realisation of the companion "*Terremoto Io non rischio*". It is organised in over 100 squares in all regions of Italy, with over 1.500 volunteers involved. Adhesions to the campaign are extended to all national associations of organised civil protection volunteering which, in order to participate in the activities, are involved in specific training courses	**The involvement of volunteering**
September 2013	On the occasion of the third edition of I don't take risks, dedicated social channels are opened. The campaign takes place on 28 and 29 September in 215 Italian squares with the active participation of over 3 thousand volunteers. On the occasion of the international exercise Twist, which took place in the Province of Salerno from 24 to 27 October, the tsunami risk was introduced. For the implementation of the campaign, the following are also involved Ispra-Istituto Superiore per la Protezione e la Ricerca Ambientale and Ogs-Istituto Nazionale di Oceanografia e di Geofisica Sperimentale	**Opening new social channels and new risks**
October 2014	On 11 and 12 October, the fourth edition of the campaign will take place in over 200 squares in Italy, with the participation of 3,500 volunteers. The colour yellow is chosen to characterise the coordinated image of "*Io non rischio*" which thus adopts its definitive name	**A new visual identity**
October 2015	On 17 and 18 October in over 400 Italian squares more than 4 thousand volunteers will meet citizens to talk about earthquake, tsunami and flood risks. The Regions and Autonomous Provinces are also actively participating. The campaign receives a plaque from the President of the Republic. In different cities, conventions are organised where volunteers and representatives of the partners meet to strengthen the sense of identity and belonging to the project	**Involvement of Regions and Provinces**
November 2015	The Civil Protection Department hosts the first Civil Service project dedicated to the campaign to train the new generations on the issues of risk prevention and communication	**Training the new generations on risk communication**
October 2016	On 15 and 16 October, 7 thousand volunteers mobilised about 700 squares throughout Italy. It is a difficult edition, marked by the seismic events that, starting in August, hit Central Italy. The initiative also received great appreciation from the President of the Republic, with the awarding of the medal. Work begins to make the campaign inclusive and permanent, to reach citizens all year round and not just on the occasion of the days in the square	
October 2017	The seventh edition takes place on October 14 while the National Service of the Civil Protection is still engaged in the territories of Central Italy affected by the emergency. It was thus decided to hold the edition on a single date and only in the squares of the provincial capitals. The "super squares", each managed by a large number of associations belonging to the entire province, see the	**The edition of the "super squares"**

	involvement of over 5 thousand volunteers. On this occasion, new formats are also experimented with such as the "Trekking Urbano" and the "Caccia al Tesoro"	
June 2018	From 5 to 9 June, in the spaces of the international exercise Neiflex, an information point dedicated to "*Io non rischio alluvione*" will be set up. Among the countries participating in the exercise activities is Montenegro, which chooses to host a workshop on the campaign to assess its possible export to the local context. It is the first time that the campaign crosses national borders	**Beyond national borders**
October 2018	The eighth edition of the campaign takes place on 13 and 14 October in over 200 squares throughout Italy. In the autumn, the experimental project was also launched "*Io non rischio scuola*". The campaign is introduced in the exhibition itinerary of the exhibition Earthquakes of Italy, created by the Civil Protection Department	**Io non rischio Scuola**
October 2019	The campaign takes place on 12 and 13 October in over 850 squares throughout Italy and marks the opening of the first edition of the National Civil Protection Week. On the occasion of the international exercise Exe Campi Flegrei The first squares dedicated to volcanic risk in the Phlegraean area were set up on an experimental basis. After the experience in Montenegro, the campaign also arrives in Tunisia where the project is presented to local volunteers	**The campaign opens the National Civil Protection Week**
October 2020	Due to the Covid-19 emergency, the campaign takes place in digital squares, virtual places of aggregation where volunteers and citizens can discuss the issues of prevention and dissemination of good civil protection practices on a daily basis	**Introduction of digital places**
October 2021	On 24 October, 3 thousand volunteers returned to the field in 350 squares throughout Italy and in as many digital squares, which have now become part of the risk communication tools. The edition is officially opened by the "Diretta Nazionale", an experimental event, broadcast in web-streaming by the "Roberto Rossellini" Cine-TV Institute in Rome, which brings together representatives of the scientific community, civil protection, the world of culture and sport on the themes of the campaign	**Introduction of new communication tools**
October 2022	In Florence, on the occasion of Expo ETE, an interactive *Io non rischio* path is experimented for the first time, thanks to the Sisma VR project by Lares Italia which allows you to experience virtual reality on the earthquake. The national campaign takes place in over 400 squares in Italy thanks to the commitment of over 8 thousand volunteers. In the Aeolian Islands, the first squares "*Io non rischio*" dedicated to Stromboli and Vulcano are set up. For the tutorial "Sisma dello Stretto 2022", four squares dedicated to tsunami and earthquake risks are set up in Reggio Calabria and Messina	**The campaign is increasingly digital**
January 2023	In 2023 the campaign becomes permanent and begins to live all year round, also thanks to the numerous events to promote good practices of Civil Protection organised in the area: exhibitions, workshops, meetings with the population, cultural and sporting events, fairs, seminars, webinars and, of course, days in the square	**Start of the permanent campaign**
May 2023	For the first time, the campaign has an annual "double date". The national days of 20 and 21 May anticipate the traditional weekend of October. In five regions of Italy, 8 squares are set up on forest fires, which have recently entered the countryside, and 12 on the Campi Flegrei volcano. The Universal Civil Service program starts on May 25 "*Io non rischio 365: good*	**Good practice and new generations**

| | *practices of civil protection*" promoted by Anpas, Civil Protection Department and Fondazione CIMA | |

Source: Elaboration by the research team on the website of the national communication campaign

The descriptive explanation of the main stages of the campaign is useful for understanding its evolution in terms of languages and tools used to ensure inclusiveness and involve an increasing number of citizens. In 2014, for example, the campaign acquired a new visual identity, choosing the colour yellow as a sign of recognition of the same, also useful for the purpose of identifying it by citizens. Four years later, we are witnessing the declination of the campaign "*Io non rischio Scuola*" including the student population among the audience, confirming the need to build a socialised culture of risk and Civil Protection starting from the younger generations, capable of being able to contribute in this sense in the diffusion of these elements among the adult generations in a process of "reverse socialisation". In the three-year period 2020/2022, the initiative is characterised by the use of multi-channel, considering that physical squares are accompanied by digital ones, as well as live streaming and interactive paths through which citizens can experience proximity with the simulation of a risk situation. In recent years, the campaign has become permanent, a decisive step above all to highlight how risk communication and actions aimed at developing information and training of communities must increasingly develop in an ordinary time rather than in the acute phase of an emergency situation, in which it is increasingly difficult to contain damage, of any type.

Further noteworthy progress, noted in 2023, is the birth of the "L'attimo decisivo" project as a declination of the national campaign, aimed at lower secondary school students[21], with the aim of increasing awareness of the risks among young people and encouraging prevention[22] actions. The initiative is promoted by the Minister for Civil Protection and Sea Policies, in collaboration with the Ministry of Education and Merit. It is carried out by the Civil Protection Department, with the contribution of other administrations and scientific research bodies, and makes use of the collaboration of professionals from the world of communication and storytelling. In this segment of educational development, the communication vector examined is central, a narrative close to the younger generations: a comic that tells the adventures of four adolescent boys united by a special "power" that allows them to face and counter the action of a mysterious adversary called "L'equazione". This giant, dark and impalpable, represents the inexorability of natural risks or risks caused by human activity, the effects of which cannot be eliminated but, thanks to knowledge and action, can be counteracted and reduced[23]. Emancipating the younger generations can perhaps be the way to build a culture

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[21] This commitment is also seen in the signing of the Memorandum of Understanding between the Ministry of Education and the Presidency of the Council of Ministers and the Civil Protection Department concerning "Collaborative actions for safety in schools". Text available online at the following link: https://giovani.protezionecivile.gov.it/static/652b97e0545ae2b33086f2a88a9e609c/protocollo-intesa-dpc-ministero-istruzione-2021.pdf (last accessed: 04-07-2024).

[22] In this sense, please refer to the following documentary sources: 1) Note of the Ministry of Education and Merit to School Principals of lower secondary schools, prot no. 00057778 of 12.10.2023 bearing the subject "International Day for the Reduction of the Risk of Natural Disasters"; 2) Note from the Ministry of Education and Merit to School Principals of lower secondary schools, prot no. 0007813 of 21.09.2023 bearing the subject "*Io non rischio - good civil protection practices*" campaign. Text available online at the following link: https://www.miur.gov.it/documents/7190124/7413870/Io+non+rischio.pdf/fc3ff924-f42c-d894-88ab-36e56476431b?version=1.0&t=1695647886978 (last accessed: 04-07-2024).

[23] An integral part of the project are the products created to support the teachers who guide the children in the classroom in reading the comic. These are short video lessons where civil protection experts and

of risk prevention, in an era increasingly characterised by increasing climate change that should urge all community actors to develop forms of community empowerment with dynamics of reorganisation of emergency conditions that can be activated in a bottom-up logic.

Insights from the research

The case study of the "*Io non rischio*" campaign allowed us to reflect on how public risk communication needs to be managed with a central direction that transmits key information to the entire population, but which is also able to rearticulate itself with respect to the needs of the territories and the populations that inhabit them, also thanks to the use of digital platforms. The desk work reported in the previous paragraphs highlights the centrality of the public in the planning of interventions to set up and implement an effective risk communication program. The objective behind such a program should aim at an informed decision by the citizens involved. When the population is involved in the decision-making process regarding a risk, they are more likely to accept it because they have gained an understanding of the historical efforts to manage the issue and have assimilated the technical data related to the risk. This sense of being heard and included fosters a feeling of engagement rather than exclusion (Antonucci *et al*. 2024; Lovari, Parisi 2011).

The main stages of the campaign encapsulate the core of risk communication, creating trust in the people who receive useful information to preserve themselves and their territory in emergency conditions. An objective that, as also confirmed by the declination of the campaign in the school environment, requires operational flexibility in terms of communication tools and strategies applied, leveraging the emotional aspects of the public (Covello, 2009).

The objectives of care communication (Lundgren, McMakin 2013), with information actions in public squares and schools, are therefore the common thread of the entire campaign. The logistical choice can push people to find themselves in places recognized as familiar where they can meet specialised human resources from whom they can learn the right behaviours to implement to safeguard themselves and the community. The choice to raise awareness among the younger generations helps in strengthening the resilience of communities (Zaman & Hussain Raihan, 2023; Agarwal & Buzzanell, 2015; Buzzanell, 2010). These communication strategies make it possible to build a wealth of knowledge to be used in peacetime together with civic engagement practices that increase the protagonism of citizens and also trust in institutions. Citizens play a leading role in the campaign. Volunteer communicators, together with those in charge of the square, have important effects in direct communication with citizens because being fellow citizens, they spread messages continuously (Comunello, 2014), eliminating the reverential fear of the public (Mucciarelli, 2012).

However, this first exploratory study also highlights the critical issues of the campaign: 1) The lack of specific support or tailored communication strategies aimed at informing vulnerable groups, such as the elderly or people with disabilities, is evident, with the exception of initiatives directed at students. This gap highlights the need for more inclusive communication pathways to ensure these groups are adequately informed; 2) a potential lack of transparency in the decision-making and organizational processes that take place between the Civil

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the scientific community deepen the issues addressed. The video lessons are available on the Indire platform as well as on this website. In this sense, please refer to the dedicated website at the following link: https://www.attimodecisivo.iononrischio.it/it/il-progetto/ (last accessed: 17-06-2024).

Protection Department and the regions participating in the National Coordination Table. In fact, we could not find any formal sources (memoranda of understanding, notes, etc.) useful for reconstructing the processes of organizational communication between the national and regional levels. To bridge this gap, it could be useful to continue this work to better rebuild the relations between the regions and the Civil Protection Department, also within the National Coordination Table. This advance could include, for example, semi-structured interviews with the civil protection managers of the regions to understand how each region dialogues with the Civil Protection Department to ensure uniformity in the prevention communication actions to be carried out in the territories.

For a future development of research on the communication strategies of central coordination, it could be useful to interview the Civil Protection managers of the regions. This could make it possible to understand how the regions organise further risk communication campaigns to avoid overlaps with national provisions.

5. Conclusion

Understanding communication campaigns is important, both for the qualitative and quantitative aspects, as highlighted by Rice and Atkin (2013). Their analysis makes it possible to identify the ways in which the messages are conveyed to citizens. An important step especially in the communication of risk prevention and risk because an effective communication strategy can contain the effects of environmental disasters by promoting citizens' skills and participation.

The national communication campaign "*Io non rischio*" puts citizens and the needs of the territories at the center of actions. The campaign also highlights the need to ensure that information on risk prevention is as accessible as possible. To do this, communication activities take place in physical squares, in digital ones and through social channels.

The first results of the qualitative analysis show an almost total absence of independent risk communication campaigns at the regional level compared to the national communication campaign "*Io non rischio*". In addition to this, there are some Italian regions, such as Lazio and Veneto, that adopt a delegation approach towards the Civil Protection Department for the management of risk communication. This is reflected on their websites, where the section dedicated to risk communication is entirely overlapped with the one managed by Civil Protection. Essentially, the regions provide direct links to the content produced by Civil Protection, often through explicit references to its website. This approach has two main characteristics. On the one hand, there is a delegation of communication. Indeed, regions do not develop original and independent content for risk communication, relying on Civil Protection to provide fundamental and updated information. For this reason, information and action tools can more likely be found on the Civil Protection website. Nevertheless, almost all regions and municipalities still maintain a section where information on risk communication can be retrieved on their websites. This section - even following a logic for which redundant information may be useful in risk communication - serves as an additional public showcase for Civil Protection activities. It may amplify information dissemination while ensuring citizens can access relevant resources by resorting to different sources. In this sense, regions and municipalities may optimise information production by resorting to Civil Protection expertise while still maintaining an active presence in providing information to citizens.

There are some signs of interregional and local cooperation at the territorial level, but these are dissemination activities that, although useful, are not designed to engage audiences actively and consistently outside the period of holding physical meetings. These, like the majority of implemented interventions and campaigns, do not consistently contribute to dialogue and co-construction of risk; they only partially consider the emotional aspect of audiences and do not give primary consideration to the dialogic nature of communication. (Bier, 2001; Sandman, 2003; Boholm, 2015 Corvellec, 2013). Generalist language is also

found to be ineffective in reaching resistant audiences (Antonioni, Ducci, 2016). Excluding initiatives that address the use of specific risky environments (such as sea and mountains) by definition or that are implemented at schools, the target audience of the various campaigns turns out to be generic and never personalised in relation to the audience (Bartolucci et al., 2023), as proven even by the analysis of Civil Protection plans discussed in Deliverable 7.6.2b, "Communication Plans for Multi-Hazard Risks: An Analysis of Civil Protection Plans,". The prevalence of informational material, which is often difficult to access and less focused on risk reduction practices, indicates a tendency for not fully dialogical and two-way approaches, identifying some areas where the deficit model application still may resist (Simis, Madden, Yeo, 2016; Balog-Way et al. 2020; Palenchar, 2020), despite the indications coming from international guidelines, as described in Deliverable 7.6.2a, "Identifying Best Practices in Risk Communication: Guidelines Benchmarking.

Dissemination on web and social channels is present in only a few cases, and they often turn out to be used as tools for posting releases without there being a structured and constant communication plan (Regan *et al.*, 2016). The different platforms' peculiarities generally result in their not being valued or employed to break down possible gaps in communication, such as the involvement of teenagers and young adults (Palen, Hughes, 2018; Marchetti, Colocci, Marincioni, 2023). For instance, in the campaigns identified, TV and radio commercials are released over a period that rarely exceeds a year, mostly corresponding to moments of crisis and emergencies rather than focusing on risks socialisation and prevention[24]. This is the case of those campaigns facing wildfires or heatwaves, such as the one activated from 6 July to 15 September 2023, mostly run during summertime. In those cases, what is called "peacetime communication" is not valued (Rafliana *et al.*, 2022).

For the purposes of the cognitive objectives of the RETURN project, exploring risk communication campaigns at a regional level was useful to reconstruct a first mapping. This research action will also be useful for the development of the subsequent qualitative part of the research, in the direct relationship with the interviewees. In administering interviews to stakeholders, on the basis of this initial information, it could also be useful to explore the progress of risk communication campaigns with respect to the regions to which the interviewees belong, starting from the elements included in this deliverable.

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[24]https://informazioneeditoria.gov.it/it/attivita/comunicazione-e-informazione-istituzionale/le-campagne-di-comunicazione-del-governo/campagne-xix-legislatura/incendi-boschivi/(last accessed: 22-09-2024).

Take Home Messages

In the synopsis reported here are the main critical issues that emerged from this research work. Their synthesis can be a basis from which to start for the next step of the project, interviews with stakeholders that can also be useful to better understand the general framework of risk communication actions at regional and local level:

N.	Main critical issues	Description
1	**Failure to emerge specific outcomes on regional risk communication campaigns**	Limited attention to the communication aspects that the public actors identified have often dedicated in their organizational strategies on risk management and in the transparency of the reporting of results
2	**Fragmentation of risk communication actions at regional and local level**	Public actors are sometimes engaged in micro-campaigns or autonomous initiatives (aimed in particular at training the world of volunteering) or with participation in regional or European projects that contain the central core of communication but do not highlight the specificities of risk communication
3	**Lack of a national control room on local risk communication activities of regional competence**	Absence of a coordinated and homogeneous approach at national level for the implementation at regional level of communication campaigns that are autonomous or supplementary to the national campaign "Io non rischio"
4	**Lack of devices regulating the communication actions of the regions in the public communication campaign "Io non rischio"**	Presence of a national control room made up of the partners of the initiative but absence of devices that regulate the contribution that each region must make for the implementation of risk communication actions at the local level

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