

Minutes of meeting

CFPA-E Marketing and Information Commission

Minutes by Guido Zaccarelli	Location Cepreven. Madrid	Date 26th October 2017
Participants:	Mirna Rodriguez Tommy Arvidsson Jeanine Driessens Guido Zaccarelli Pia Mark Ingeborg Schlosser	Spain (Chair) CFPA-E Director Belgium Italy Denmark Germany

Point	Notes	By who	By when
1	Welcome & opening of the meeting		
	<ul style="list-style-type: none"> • Rodriguez opens the meeting and welcomes all those attending the meeting. 	All	
2	Approval of Agenda		
	The agenda was approved		
3	Election of interim Secretary.		
	<ul style="list-style-type: none"> • Guido Zaccarelli volunteered to be the interim secretary for this meeting 		
4	Reporting of CFPA Europe Commissions		
	<ul style="list-style-type: none"> • Guidelines commission <p>There is a proposal to review the Forest fire guideline, a proposal for a new Hail risk guideline (Natural Hazards). GC concluded the works on Photovoltaic panels guideline, with a lot of interesting comments and reviews. A final text is now available for member's approval. We need pictures for guidelines, but we have to take care about the problem of copyright. GC commission proposed a guideline about combustible material on roofs and facades, after the London Grenfell Tower fire.</p> <ul style="list-style-type: none"> • Security commission 	JD	

<p>There was a discussion about IT security guideline. The Security commission thinks that the guideline has no details enough, and so courses about them are difficult to organize. The GC Commission underlines that there are problems in writing too detailed guidelines, as many countries already have detailed guidelines on some topic, and it's not advisable to write guidelines that contradict national codes o guidelines (the problem is not easy).</p> <p>Some guidelines begin to be old, so do they need updating? The decision is that members will supply information about the most useful (and/or most used) guidelines and the possible need to update them. If a guideline is reviewed and considered good, in any case it will be published with a new date.</p> <p>Mirna shows on the CFPA-E website the system to look and download the guidelines and the easy system to leave a comment about guidelines.</p> <p>Security Commission proposes to insert in the webpage a new line "Cyber Security" under the Video/information window. Approved.</p> <p>There are already guidelines translated in various national languages. They will be inserted in the website, Jeanine is the voluntary who will ask all members the various translated guidelines.</p> <p>In any case, in case of possible doubts of translation, the English version is to be considered the correct one. A line explaining this will be inserted in the guidelines webpage.</p> <p style="text-align: center;">• Training Commission</p> <p>At each newsletter, TC will send some information to be inserted in the newsletter in order to promote one course.</p> <p>The names of members of the Guideline Commission published on the website need updating. The same for all other commission. A contact (email address, for example) will be inserted too.</p> <p>Pictures of participants taken during the meetings (Lisbon, Madrid, etc.) will be published on the website, too.</p> <p style="text-align: center;">• Management Committee</p> <p>The small leaflet should be distributed to the members. Mirna will send an email to all members informing that information and marketing material is available in the private section of the website.</p> <p>MIC does not have budget to start working in social media, so it will concentrate on newsletter and website. The calendar on the website looks poor, and almost empty. After a debate, MIC decides to publish on the CFPA-E website and calendar all relevant events in which one (or more) member is involved, also if the event does not have international connections: also national</p>	<p>IS</p> <p>MR</p> <p>All</p> <p>JD</p> <p>MR</p>	
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	<p>conferences in national languages, for example, will be published. All members are invited to supply information about those events.</p> <p>In order to avoid confusion, for now Mirna is the only person who can insert events in the website calendar.</p>		
5	TOPICS FOR DISCUSSION AND TO DO LIST		
	<p>Tommy asks to insert the 2018-2020 strategy document in the private part of the website.</p> <p>New election for the Management Commission have been made: the old members have been confirmed.</p> <p>We have a new B2 member, Estonia, and there are contacts with Hungary and Poland.</p> <p>Tommy thanks the Portuguese organization for the 2017 Lisbon meeting. All agree and make congratulations for the Portuguese organization. The next meeting will be in the Czech Republic.</p> <p>All members are invited to be more active in the MIC commission and in general in the promotion of CFPA-E. All members and commission are invited to supply information and news to MIC.</p> <p>Tommy proposes to insert some words under the CFPA-E logo, like for example "Fire, Natural Hazards and Security".</p> <p>Tommy requires all members to provide a person who will be the reference for the MIC. This person will provide news to be published.</p> <p>The list of what is interesting to be published on the website is:</p> <ul style="list-style-type: none"> • Technical articles, also in national languages. All article will have the name of the author with his/her email address. Guido Zaccarelli will provide a new version of his article on electric cars, with contact details. If an article is considered interesting, it will be published also if it's not written by a member. • Interesting national campaigns. • Interesting news about fire, natural hazards, security. • News about research project. • Statistics (fires, crimes, etc), pictures, videos of interest; in the case, also with a link to the original webpage. • Information about CFPA-E meetings, with photos. 	<p>MR</p> <p>All</p> <p>All</p> <p>MR</p> <p>All</p> <p>MR</p>	

	<ul style="list-style-type: none"> • Information about guidelines, for example new guidelines. • Information about CFPA-E courses. • Interesting news about important fires or other events. • Information about new CFPA-E members. <p>September newsletter: already done. November newsletter: Two new guidelines to be published will be inserted in the newsletter (Jeanine and Mingyi to provide news about them, before the end of next week). Other news are already available, the November newsletter should already have enough news.</p> <p>Pinchaaqui will prepare an addition of the logo with a short description (Fire, natural hazards, security) and then the new logo will be registered. CFPA-E will have two registered logos. So members will be free to decide which to use, depending on the cases.</p> <p>Use of CFPA-E logo. Somebody (Germany, UK) is using the CFPA-E name without having any connection with CFPA-E members. A sort of disclaimer will be inserted in the front page, with clear indications about the possibility to use of CFPA-E logo and name.</p> <p>Questionnaire on National Fire Regulations. All members are requested to fill the questionnaire and to send it to Mirna. We will create a new chapter under the "video/information" window, called "National regulations", where questionnaire will be published.</p> <p>All agree about inserting a link "give us your feedback about these guidelines" on the top part of the guideline page.</p> <p>From January 2017 until now we had:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 380 downloads for Fire safety guidelines <input type="checkbox"/> 45 downloads for Natural Hazards guidelines <input type="checkbox"/> 66 downloads for Security guidelines <p>Mirna will ask to have a ranking of which are the most downloaded guidelines and of downloads of guidelines in national languages.</p> <p>All ask FPA if it's possible for them to prepare an article about the Grenfell Tower fire, in order to publish it on the Technical article section. Cepreven will prepare an article about the earthquake in Mexico.</p> <p>All agree that it would be interesting to provide all members with a list of things they can do to promote CFPA-E: inserting a couple of slides about CFPA-E at the beginning of all courses, insert the CFPA-E logo if possible on slides of all courses, insert the CFPA-E folder inside the documents provided to all courses participants,</p>	<p>JD</p> <p>MR</p> <p>MR</p> <p>PM/MR</p> <p>MR</p> <p>MR</p> <p>All?</p> <p>MR</p> <p>MR</p>	
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	<p>ask all the participants of all courses if they want to receive news about CFPA-E, insert news about CFPA-E and link in the members website and newsletter, etc.</p> <p>Common campaigns in member countries. All agree to wait until all members will be much more active in MIC. If some member wants to start a campaign, the member will inform all others in order to know if some other member wants to join.</p>		
8	PROPOSALS OF NEW TOPICS AND IDEAS		
	<p>All agree to participate to the SICUR fair in Madrid (20-23 February 2018), with a presentation in Spanish and possibly in English. Mirna guarantees the participation of Cepenven personnel, and perhaps Tommy can be present one day to speak in English (to be confirmed).</p> <p>EXPOPROTECTION fair in Paris (6-8 November 2018): Tommy will receive news from France. There will be another fair in Cologne, Germany in 4-5 December 2018.</p> <p>Merchandising products. Jeanine will investigate if it's possible to insert all logos, they are becoming to be too many. We will keep the same design for USB cards, the next year probably we will have two new A1 members and we'll see. Inside the USB cards there will be a presentation of CFPA-E and all guidelines. All agree to produce 200 USB cards for Madrid. Jeanine will ask for an offer. Mirna will ask for an offer, too, probably it can be easier to produce them in Madrid as they are needed for Madrid.</p>	<p>TA/MR</p> <p>TA</p> <p>JD/MR</p>	
9	COLLABORATIVE WORKING WITH OTHER COMMISSIONS		
10	NEXT MEETINGS		
	<ul style="list-style-type: none"> • There are no Skype meetings scheduled now but if this changes the members will be informed by email. • MIC meeting in Czech Republic in March 22, 2018 • General Assembly in Helsinki in 23-24 May, 2018 • MIC meeting in Switzerland in October 4, 2018 	All	