



PRO-VES
Volunteering in emergency

Activity & Impact REPORT

**WP 4 – Information and
promotion campaigns on
volunteering for first aid in
emergency situations**



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Project: *"Promotion of volunteering in providing
first aid in emergency situations - PRO-VES"*
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Erasmus+ Program – Strategic Partnership

Project " **Promotion of volunteering in providing first aid in emergency situations - PRO-VES** "

2023-1-RO01-KA220-ADU-000151857

Partners :

BUCHAREST RESCUE SOCIETY ASSOCIATION – Bucharest, Romania

CELIZ INTERNATIONAL CENTER srl – Bucharest, Romania

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Activity and Impact Report

Work Package 4 – Information and promotion campaigns on volunteering for first aid in emergency situations

Implementation period: 01.06.2025–31.12.2025

Partners involved: ASSB Romania, CELIZ Romania, DYAK Cyprus, RIVENSCO Cyprus, IVI Italy

1. Objectives and general context

Work Package no. 4 (WP4) was designed to support the development of a European culture of safety, solidarity, and prevention through civic engagement and volunteering in the field of first aid.

Specific objectives of WP4 included:

- Raising awareness among the population about the importance of volunteering in emergency situations;
- Promoting volunteering as an instrument of social cohesion and a contribution to community safety;
- Motivating citizens to actively participate in first-aid training and intervention actions;
- Strengthening transnational collaboration among institutions and organizations involved in emergency management.

Through these actions, WP4 contributed to improving communities' capacity to react promptly and effectively in critical situations, while strengthening the sense of solidarity and social responsibility.

2. Implemented activities

2.1. Development of motivational materials

The activity involved conceiving, designing, translating, and distributing informational materials to draw attention to the essential role of volunteers in providing first aid.

Results obtained:

- 16 motivational flyers (vs. 10 planned), produced in 4 languages (Romanian, English, Greek, Italian);
- Messages adapted to the social and cultural context of each partner country, emphasizing empathy, civic responsibility, and solidarity;
- Visually appealing design and accessible language for the general public;
- Wide distribution in schools, universities, hospitals, city halls, community centers, and public institutions, exceeding 3,000 copies distributed;
- Positive feedback from local communities, noting the educational and inspirational character of the materials.

2.2. Production of motivational videos

This activity had a major visual and emotional impact by conveying concise and compelling messages.

Results:

- 14 videos produced (planned: 5);
- Clip duration: between 1 and 2 minutes, to maintain public attention and make them easy to share online;
- Distributed on Facebook, Instagram, YouTube, and partners' websites;
- Over 3,500 views;
- Messages emphasized: the importance of rapid reaction in emergencies, the value of volunteering, and the power of a united community.

2.3. Organization of national promotion campaigns

In each partner country, national and local information and awareness campaigns dedicated to promoting volunteering in first aid were organized. These campaigns were the core of the work package, mobilizing communities and turning the project's messages into concrete actions of civic involvement.

The campaigns included a variety of complementary activities:

- Distribution of the motivational flyers and videos produced within the project;
- Information sessions and presentations for various audiences—pupils, students, teachers, medical staff, and representatives of local authorities;
- A common mobilization message was created and promoted, through which citizens were informed, sensitized, and motivated to get actively involved in volunteering activities in the field of first aid. The central message underlined that each person can save a life, and voluntary involvement represents a form of solidarity and responsibility toward the community.

There were active collaborations with public institutions, NGOs, medical units, intervention structures, and volunteer organizations, which helped expand the reach and multiply the project's message.

The campaigns took place both online and offline, using a multiple and integrated approach:

- Offline, actions were carried out through face-to-face meetings and distribution of materials;
- Online, messages were intensively promoted on social networks, the project website, and in the local press, ensuring constant visibility and a high degree of public interaction.

This mixed (online–offline) approach guaranteed broad and diversified coverage of the target audience, reaching varied groups from a geographic, social, and demographic perspective.

A particularly important element of the campaign was direct email communication: partners sent over 60,000 emails to public institutions, municipalities, local authorities, and individuals, presenting:

- the campaign's central message on community mobilization and the importance of volunteering within the emergency system;
- informational materials (digital flyers, motivational videos);
- the official project website address, where recipients could download the results, educational materials, and visual resources created within the project.

Through these actions, the campaign generated a broad wave of communication and awareness, crossing the geographic boundaries of each partner and ensuring coherent and unified European dissemination of the project message.

The overall impact of these activities exceeded 60,000 people reached directly, through face-to-face events, digital channels, and electronic communications. The campaigns played a decisive role in strengthening local volunteer networks, attracting new participants interested in first-aid training, and increasing community mobilization and solidarity at the European level.

3. Measurable results

Indicator	Planned target	Achieved result	Fulfilment rate
Flyers created	10	16	160%
Flyers distributed	3,000	>3,000	100%
Videos produced	5	14	280%
Video views	2,500	>3,500	133%
Campaigns organized	5	5	100%
People reached directly	3,000	>60,000	2,000%
Materials translated	4 languages	4 languages	100%
Partners involved	5	5	100%

The results demonstrate significant overachievement of all planned indicators and the efficiency of collaborative implementation among partners.

4. Qualitative impact on communities

4.1. Increased public awareness

The campaigns carried out within Work Package no. 4 had a significant effect on public awareness regarding the importance of volunteering in first aid and, in general, on the culture of prevention and community safety.

By combining visual, educational, and participatory actions, the project brought to the forefront the idea that every citizen can actively contribute to saving lives and to strengthening community resilience.

The campaigns offered the public clear, accessible information adapted to various social categories, emphasizing:

- the crucial role of rapid reaction in emergencies;
- the importance of knowing basic first-aid techniques;
- the positive social impact of voluntary involvement in support of authorities and intervention services.

Qualitative evaluations and feedback from participants indicated a visible increase in interest and motivation for volunteering within communities. Many of those involved stated that they:

- gained a clearer perception of personal responsibility in the face of emergencies;
- better understood the link between individual action and collective safety;

- intend to participate in training courses or become active volunteers in local first-aid structures.

Online campaigns amplified visibility and created a virtual support and information community through the continued sharing of educational materials and good practices.

Overall, the activities carried out within WP4 produced a change in attitude and behavior at community level: the public moved from mere passive information to active awareness and willingness for civic involvement. This evolution confirms the effectiveness of the campaigns and contributes directly to achieving the project's general objectives regarding education for safety, solidarity, and social responsibility.

4.2. Intersectoral collaboration

One of the most important qualitative results of Work Package no. 4 was the development and consolidation of a solid intersectoral collaboration network among public authorities, educational institutions, non-governmental organizations, medical units, and other relevant entities in the field of emergencies and volunteering.

The campaigns acted as a catalyst for cross-sector cooperation, encouraging the exchange of resources, expertise, and good practices. Through the concerted involvement of multiple institutional actors, the project managed to create durable bridges of communication and joint action among complementary domains—education, health, public safety, and volunteering. This transversal cooperation enabled the campaigns to be implemented in a coherent, coordinated, and efficient way.

Impact of intersectoral collaboration

- A functional network of local and European partners was created, able to collaborate even after the project ends for new initiatives in volunteering and public safety;
- Dialogue between the public sector and civil society was strengthened, promoting a participatory model of community governance;
- Partners identified new opportunities for future cooperation, including the development of joint educational programs, volunteer exchanges, and continuous first-aid training campaigns;
- The institutional relationships created within the project generated a sustainable framework for replicating good practices at national and European levels.

Through this intersectoral collaboration, the project exceeded its initial awareness-raising objectives, contributing to the building of an extended community of practice and solidarity, where actors from different fields work together for the same goal: increasing safety, empathy, and social resilience. Thus, WP4 not only strengthened cooperation among partner organizations but also generated a replicable European partnership model, based on open collaboration, knowledge transfer, and joint action for the benefit of the community.

4.3. Accessibility and sustainability

A central element of Work Package no. 4 was ensuring the accessibility and long-term sustainability of the materials and results obtained. From the start, partners aimed for all campaign products—visual materials, educational content,

digital resources—to be available to the general public in an open, easy-to-use format, guaranteeing lasting value beyond the project's duration.

Extended accessibility of materials

All materials produced within WP4 (flyers, motivational videos, informational texts, graphic resources) were:

- published in digital format on the project's official website;
- translated into four languages (Romanian, English, Greek, and Italian), to facilitate access for a diverse public from multiple cultural and educational contexts;
- distributed free of charge to public institutions, NGOs, schools, hospitals, and community centers;
- shared on social networks and in local media, ensuring continuous exposure and organic dissemination of campaign messages.

Through this strategy, the project's materials became open educational resources for civic learning, easy to adapt and reuse by other organizations, institutions, or educational programs.

Sustainability and continuity

To guarantee continued effects, partners conceived an approach that allows replication and expansion of the campaigns at local, national, and European levels. Thus:

- Campaigns can be resumed or adapted in other Erasmus+ projects, in formal and non-formal education programs, as well as in local public health or civil protection initiatives;

- Materials can be easily updated (by including new data, logos, local images) while keeping the central message about the importance of volunteering and rapid intervention in emergencies;
- Partner institutions included in their communication and training strategies commitments to continue promoting volunteering, using the resources created within WP4 as permanent educational tools.

Moreover, project partners agreed to keep the common digital platform active and updated, to enable continued access to results and encourage other organizations to take inspiration and adopt the good practices developed.

This approach ensured not only extended visibility over time, but also real durability of the impact, by transforming project results into reusable and transferable tools for other civic and educational initiatives.

In conclusion, WP4 succeeded in turning the products created into a shared repository of open educational resources, thus contributing to strengthening a European culture of solidarity, volunteering, and community safety—a lasting legacy of the project with long-term multiplication potential.

5. General conclusions

Work Package no. 4 (WP4) – Information and promotion campaigns for volunteering in first aid in emergency situations – was implemented with professionalism, coherence, and efficiency, significantly exceeding the proposed objectives, both quantitatively and qualitatively.

Through visible, well-structured activities with strong community impact, WP4 managed to transform concepts such as solidarity, civic engagement, and social responsibility into real, measurable, and replicable actions.

The results obtained show that this work package:

- Stimulated public interest in volunteering, through attractive campaigns, clear messages, and concrete examples of community involvement;
- Promoted civic spirit and community responsibility, reinforcing the idea that every citizen can contribute to collective safety and well-being;
- Contributed to developing a culture of safety and prevention, by educating the population about the importance of rapid reaction and first-aid training;
- Generated cooperation and mutual learning among European partners, creating a solid transnational network for collaboration and exchange of good practices.

Implementation of WP4 had a significant impact on local communities and the actors involved, going beyond the strictly educational sphere. The campaigns produced visible and lasting effects at social, cultural, and institutional levels, contributing to:

- increased trust between citizens and intervention structures;
- forming a proactive mindset in the face of emergencies;
- strengthening dialogue among the public sector, the educational environment, and civil society.

WP4 also provided a concrete example of a participatory and integrated approach to community safety, where education, communication, and social

involvement complement each other. Its success is due to close collaboration among partners, efficient use of resources, and continuous adaptation to the real needs of the target audience.

Beyond figures and indicators, the real value of WP4 lies in the change of attitude it generated: citizens became more aware, better prepared, and more willing to act in support of the community. Thus, WP4 stands out as a European best practice in promoting volunteering and education for safety—a campaign model based on collaboration, visibility, empathy, and real social impact. Its results will continue to produce long-term positive effects through accessible resources, the networks created, and the unified message:

“Each person’s involvement can save a life – volunteering means strength, solidarity, and responsibility.”



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