

Strategic Plan 2023-25

Pau Costa Foundation



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Strategic Plan 2023-25

During the more than 10 years of activity of the Pau Costa Foundation, the entity has grown and transformed, discovering strengths and weaknesses. Likewise, the Foundation seeks to serve the needs of the Fire Community which have evolved, as has also evolved the economic, social, and environmental context in which the Foundation develops its activity. This is why the executive team, with the support of the Board of Trustees and the Advisory Council, undertook the mission of drafting the first Strategic Plan of the Pau Costa Foundation (2023-2025) throughout 2022. This process, developed together with partners and collaborators, has allowed us to identify areas of opportunity, key challenges, and priorities for action, as well as the main lessons learned after more than 10 years of activity.

This Strategic Plan must be understood as a tool to give meaning and orientation to the actions and projects that are undertaken by the Pau Costa Foundation. The Plan is, at the same time, an impulse to strengthen the motivation and bonding of collaborators, partners, and workers, facilitate decision-making, improve transparency towards the Fire Community, and increase the generation of environmental and social impact.

Founding principles

The basic pillars governing the Foundation's activities are ¹:

- The recognition and protection of biodiversity, and other ecological and environmental functions present in the territorial matrix and forest ecosystems.
- Respect for and promotion of human activities that favour the maintenance and conservation of the territorial matrix and forest ecosystems.
- Respect for democratic values and the promotion of attitudes of collaboration, active cooperation and solidarity among people, groups, and institutions, as the only way to achieve the harmony of human activities, and the permanence of the values of the territory and the landscape.

Statement of foundational purposes

The Foundation aims at the study and development of knowledge; techniques and tools for education; planning; management and action against wildfires; the training of personnel in wildfires; the capture and dissemination of knowledge within the field of ecology and management of wildfires; the study of the behaviour of wildfires, as well as the causes that give rise to fires. The Foundation will also aim to carry out international cooperation actions for development, through the transfer of knowledge and/or resources to developing countries for the sustainability and protection of the environment².

¹ Text taken directly from the statutes of the Pau Costa Foundation.

² Text taken directly from the statutes of the Pau Costa Foundation.

Our commitment

1. The defence and visibility of the interests of the Fire Community, understood as the group of actors from different sectors that participate and generate knowledge regarding the management of the risk of wildfires. Particularly, we will focus on the network of practitioners and/or firefighting services, as well as their professionals.
2. The promotion and protection of human activities and ecological processes that favour the maintenance, conservation, and sustainable management of the territorial matrix of the mosaic landscape. This is a basic element for the prevention of large fires and the safe space where the fire managers can deploy extinction operations or fire management actions.
3. The PCF catalyses, represents, promotes, and defends the experience and lessons learned from the countries of Southern Europe, due to their uniqueness in terms of knowledge hubs and innovation engines while promoting pioneering activities that allow the Fire Community to advance. The PCF facilitates the sharing of these experience and knowledge to empower countries and global networks of the Fire Community.
4. Encourage organisations around the world to adopt emergency management and territorial planning structures that promote an integrated vision of fire management in terms of landscape and society (civil protection), as well as in terms of analysis methodologies and fire behaviour prediction, as included in the AFAN Guide³.
5. Recognise the originality and authorship of all the knowledge, experience and activity generated within the Fire Community. Maintain and preserve knowledge traceability, as well as promote and defend this knowledge when necessary.
6. Promote active, adaptive, and preventive agroforestry management and territorial impact activities that contribute to creating and preserving a mosaic landscape, which is more biodiverse and better prepared against great wildfires. Empower the rural communities' holders of traditional

³ <https://fireanalysisnetwork.eu/2022/03/16/guidelines-of-fire-analyst-competencies-and-skills>

knowledge, while contributing to fostering the circular economy, and raising social awareness about the benefits that circular economy provides for fire management.

7. The Pau Costa Foundation wants to remain a flexible and transparent organisation, made up of self-managed teams, and open to replicating teams and projects in the face of opportunities, to promote innovation in new areas and/or regions.

Strategic Challenges

Knowledge Network

Stimulate knowledge exchange in fire ecology and wildfires while consolidating and improving the capacity of the PCF to generate a network, impact, and cooperation.

Strategies

1. Define the work areas of the PCF in three interconnected functional pillars: Training and Operations, Knowledge and Applied Science, Resilient Landscapes and Societies.
2. Strengthen the relevance and visibility of the Fire Community on a European scale, defending, channelling, and integrating bottom-up demands in the projects, to have an impact in key policies.
3. Consolidate cooperation through generating impact. Encourage participation in projects that allow the implementation and execution of actions in the territory and society, demonstrating the feasibility of project results, methodologies, and policies.
4. Search, support and develop mainly projects with multidisciplinary approaches on land planning, active forestry, emergency management, research, and society awareness-raising.
 - Coordinate, promote and seek alliances with relevant organisations to carry out projects aligned with the commitment of the Foundation.
 - Integrate projects that combine research, administrations, local entities, society, agents of the territory, etc.
 - Promote actions for the exchange of multi-agency and multidisciplinary experiences to favour dialogue and network generation at different levels (academic, educational, management).
 - Take only into consideration projects that meet a series of criteria aligned with the previous points.

Training, technical advice and transparency

Carry out technical consultancy and training activities in a transparent manner, generating alliances and added value.

Potencial Strategies

1. Identify, attract, promote, and make visible new talents in the Fire Community through:
 - Developing training actions as a key element to identify potential talents.
 - Explaining our mission to training centres, universities, civil protection schools and influence the new generations of professionals.
2. Develop a transparent and inclusive process for the selection of trainers/advisors, based on:
 - Selection processes with greater independence from other organisations or administrations.
 - Open processes and publish their resolution.
 - Creating a pool of trainers and advisers, updated annually.
3. Participate in technical advisory actions when the added value they provide for the Fire Community is justified, through:
 - Provide exclusive knowledge and skills (know-how).
 - Facilitate the participation of the Fire Community.
 - Providing added value to institutions, so that the actions allow training of their professionals and their empowerment.
4. Regarding the training actions that are developed, promote the adoption of the model and vision of the organisations of Southern Europe on emergency management, as well as the promotion of the experience gained by their professionals.

5. Take advantage of technical advisory actions as opportunities to promote innovation and dynamization in the private sector, according to the needs of the actors of the Fire Community.
6. In the initiatives to be developed, promote the adoption of the land use and agroforestry management model that allows the generation of landscapes adapted to climate change and resistant to great wildfires. Promotion of this model in the scope of the EU and other countries interested in wildfire management, as well as promotion of the experience gained by scientists and managers.

Social base and community

Empowering and bonding the Fire Community.

Strategies

1. Creation of area section within the Foundation for engagement with the Fire Community to empower, make visible and represent the interests of the community, through continuous monitoring of their needs.
2. Design a strategy to actively capture the needs and demands of the community, channel their needs and elevate them to the appropriate people or organisations.
3. Expand the membership base, with special emphasis on practitioners and professionals involved in fire management and wildfires.
4. Develop participatory methodologies so that community actors are not simple recipients of products or issuers of knowledge, but active members in the design of projects, solutions, and policies (create bilateral relations and meeting spaces).
5. Quantify and communicate the impact developed by the Foundation's projects and especially, the contribution of the Foundation's partners in the projects and activities.
6. Explore relationships and alliances with the private sector to promote and encourage investment in innovation, in the fields where the Foundation

develops its activity, with the aim of complying with the current and future needs of the Fire Community.

To be a social reference

Through communication, education, dissemination, and awareness.

Strategies

1. Define a Comprehensive Social Impact Plan for the transformation of social perception regarding wildfires, including actions that allow us to share knowledge, information, and experiences to promote social change and inclusion:
 - Define a clear and simple narrative of our views to improve communication with the public.
 - Promote informal education as a useful tool to support the increase of knowledge in rural communities and areas with high risk.
 - Improve and share knowledge with the community through the dissemination of the results of our projects, activities, and educational programmes. This will be done using open resources, teachers training and working in collaboration with like-minded entities.
 - Search for communicative formats in accordance with the use of new technologies and different audiences.
 - Opting for a transversal approach to develop materials that incorporate artistic, scientific, and/or technical perspectives for the dissemination of knowledge.
2. Search funding on key relevant topics related to social issues.
3. Provide context based on scientific knowledge and experiences to actively combat misinformation about fires in any communication sector. To this end:

- Strengthen the presence of expert spokespersons (PCF members) in the media and identification of key people in different communication domains.
 - Creation of a reference group of experts so that they provide data and scientific context, to support or refute information in communication channels or platforms. Field days for journalists/communicators and people in the field of decision-making to go beyond theory.
 - Intensive use of social networks as channels for discussion and dissemination.
 - Creation of informative material on concepts, beliefs, and key knowledge of wildfires.
4. Explore new communication formats to reach new audiences, as well as reinforce communication by taking advantage of the current context of change.
 5. Seek new alliances in the educational field.

Implementation

The strategies presented are a flexible framework that provides coherence to decision-making at all levels of the Foundation. This framework will be adapted to future situations according to the needs and opportunities. The PCF executive team will deploy the objectives, programmes, and projects, in the form of specific action plans for each of the pillars of the Pau Costa Foundation: Training and Operations, Knowledge and Applied Science, Resilient Landscapes and Societies.

