WORKING GROUP 4
PRELIMINARY REPORT
M24

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Introduction

Working Group 4 is the cross-cutting group responsible for disseminating knowledge of best practices in disaster management and warning communication across Europe. Its activities combine communication and dissemination, stakeholder engagement, expert consultation, data analysis and knowledge transfer. This report documents the activities undertaken during the first 24 months, including communication outputs, WG4 research activities, collaboration with other Working Groups (WGs), and the organisation of volunteer teams.

Activities and Outputs during M1–M24

2.1 Communication materials and dissemination channels

During M1–M24, WG4 contributed to the establishment and consolidation of AlertHub's communication infrastructure. This work followed the dissemination approach established in the Memorandum of Understanding (MoU), which envisages a dedicated website, social media pages, newsletters, presentations, infographics and other materials adapted to different audiences. WG4's activities during this period focused on creating communication channels, establishing regular content formats and supporting the dissemination of activities and knowledge produced across the Action. Throughout the reporting period, WG4 worked in close collaboration with the Science Communication Officer, to align its activities and outputs with AlertHub's broader science communication and dissemination priorities.

2.1.1. Project website and blog

The AlertHub project website was launched as the central public platform for presenting the Action, its objectives, activities and outputs. It provides a common point of access to information produced by the different Working Groups and supports the dissemination of knowledge to researchers, practitioners, institutional stakeholders and the wider public.

Project website: https://alerthub.eu/

Launch date: November 2025

Website metrics for M1–M24

AlertHub website statistics are available for the dedicated archived log from 2–15 November 2025: estimated visitors: 209 | Page views: 334 conservative browser requests to known AlertHub routes | Visits per visitor: 1.6.

Traffic data according to data collected from digital marketing and online visibility platform in September and August 2026:

Months	Visits	Unique visitors	Pages/visits	Avg. Visit duration	Bounce rate
August	566	239	1.2	10:31	80.74%
September	328	228	3.4	10:48	53.66%

Traffic data according to internal monitoring system (visitor figures are estimates based on hashed IP and browser-agent pairs) – September - October 2026: average visits per day: 156 | average page views per day 248 | average newsletter downloads per day: 5 | average contact page visits per day : 8.

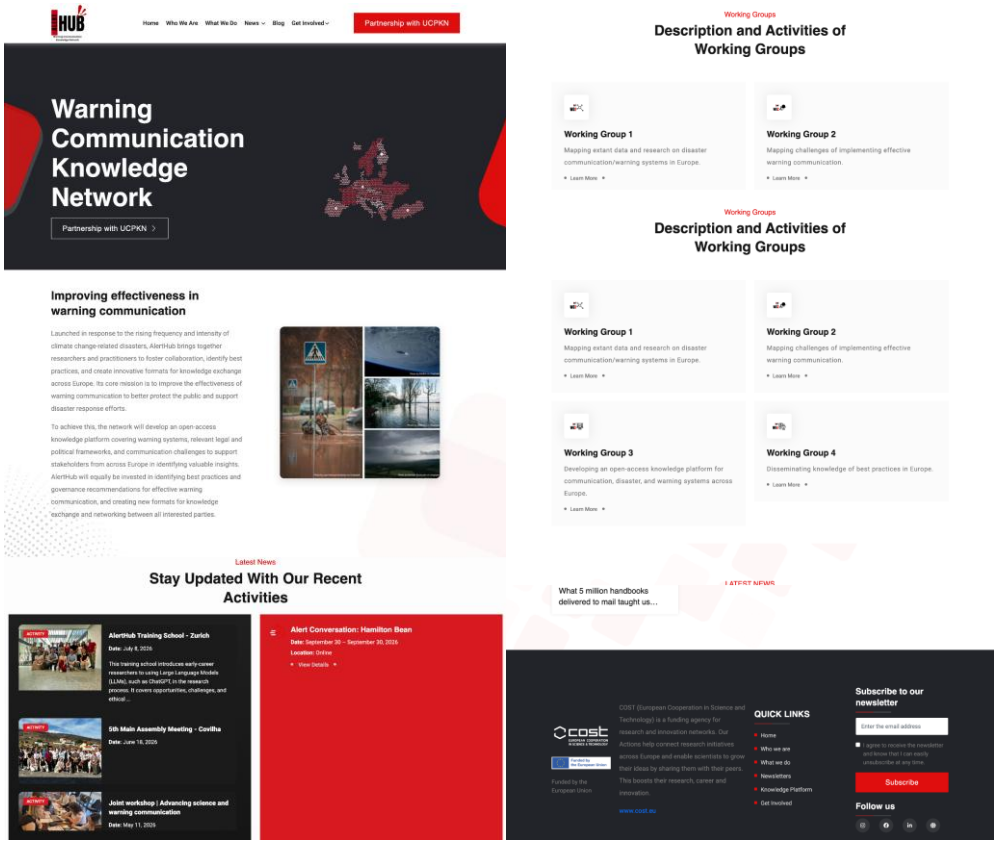


Figure 1. AlertHub homepage project website. Screenshot captured on 17 September 2026.

A blog section was subsequently created within the project website to provide original and accessible content related to disaster, risk and warning communication. The blog was

conceived as a channel through which AlertHub members could communicate recent cases, lessons learned, stakeholder perspectives and research-based observations. By June 2026, the blog section had been launched and its first article had been published. An editorial calendar was also developed by Maria Del Mar Grandio to support the regular production of content.

Blog: https://alerthub.eu/news/blog/

First article: "Inside AlertHub: What It's Really Like to Report Environmental Crises", author: María del Mar Grandío, publication on: 9 June, 2026, link: https://alerthub.eu/news/blog/inside-alerthub-what-its-really-like-to-report-environmental-crises/

Blog metrics for M1–M24:

- Number of articles published: 3
- Total article views: 89
- Reporting period and analytics source: Internal data, September & October 2026

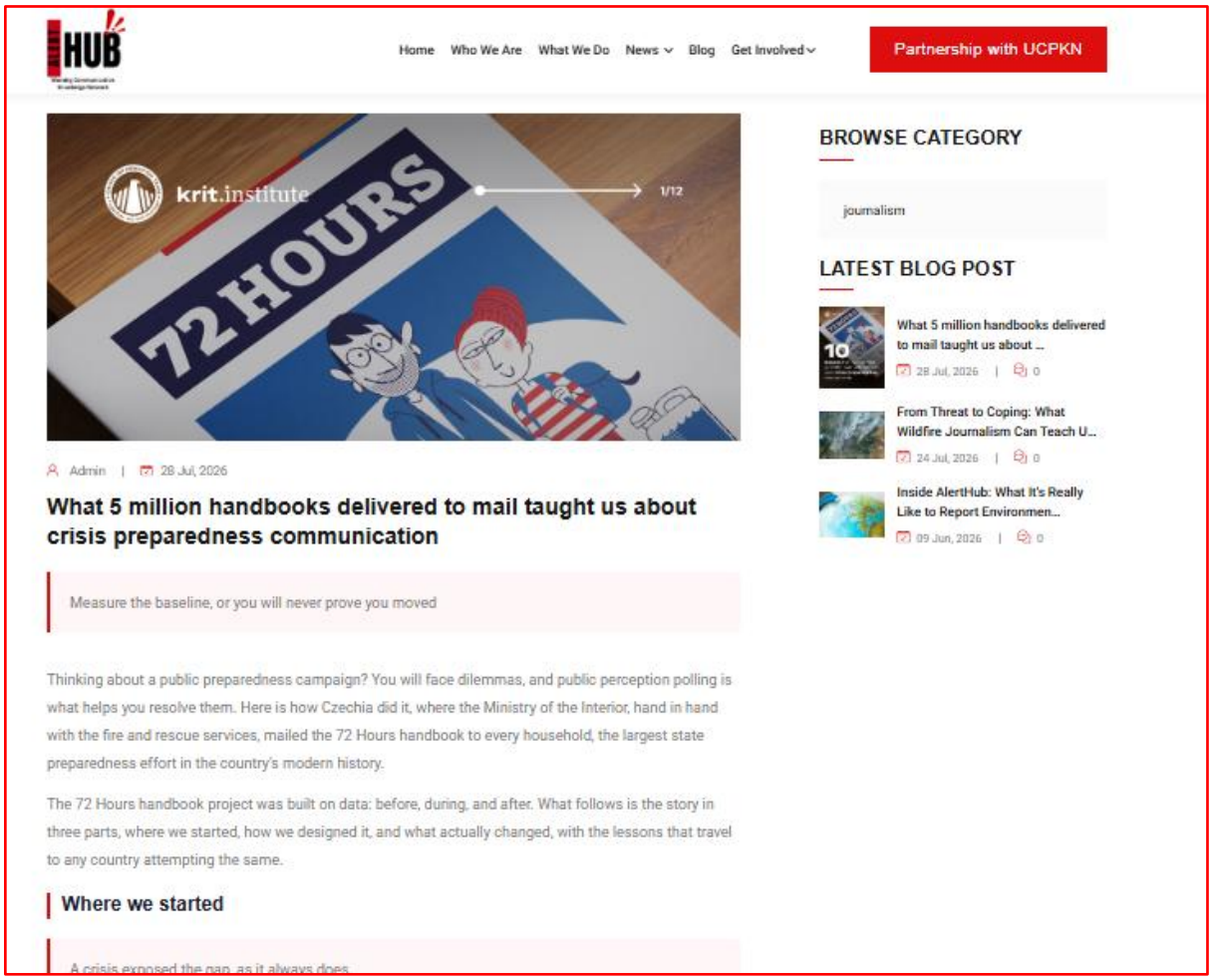


Figure 2. AlertHub blog and example of published content. Screenshot captured on 1 September 2026.

2.1.2. Social media profiles

Official AlertHub profiles were launched since the beginning of the Action in September 2024, comprising pages on Meta (Instagram and Facebook) and on Linkedin as the main social media channel. The number of followers on Instagram (88 followers on 15 September, 2026), Facebook (82 followers on 17 September, 2026) and LinkedIn (498 followers on 15 September, 2026) reflects the way in which channels are used to disseminate information related to our Action activities, in accordance to our main audience profile. Namely Instagram and Facebook are used mostly during events and conferences, meanwhile Linkedin is the main social media amplifier for all activities and results. These channels provide additional outlets for promoting the Action's activities, sharing communication materials and directing users to content published on the website and blog. They also create opportunities for AlertHub members to amplify project messages through their professional and institutional networks.

The work developed during M1–M24 included coordination between WG4 and the Action's science communication function regarding social media priorities and the ways in which WG4 members could contribute content and support its dissemination. The strategic use of LinkedIn is also considered as an opportunity for further capacity building, particularly in relation to reaching relevant professional and institutional stakeholders.

Social media profiles:

- Instagram: https://www.instagram.com/alert_hub/
- Facebook: https://www.facebook.com/COSTActionAlertHub
- LinkedIn: https://www.linkedin.com/company/cost-action-alerthub/

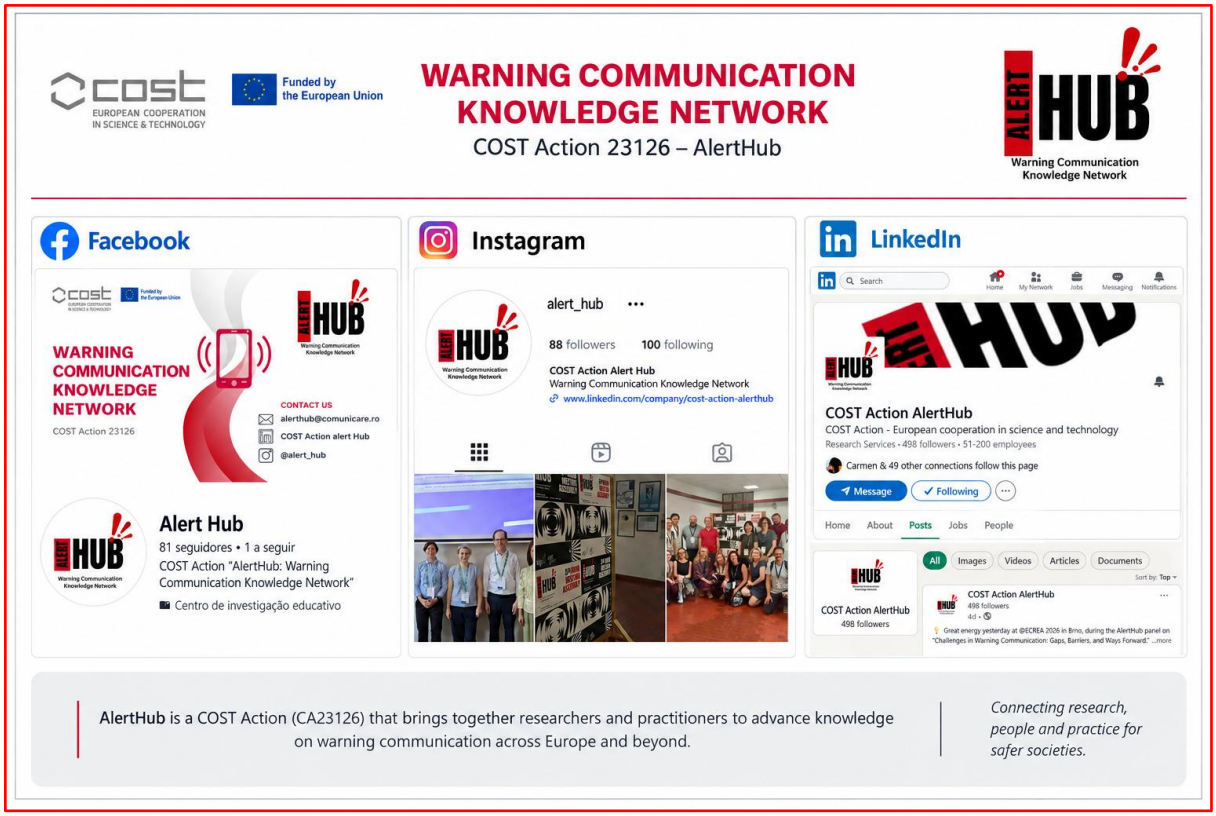


Figure 3. AlertHub social media profiles. Screenshots captured on 15 September 2026.

2.1.3. AlertHub newsletters

The newsletter became one of WG4's main recurring communication outputs during the first 24 months. Work on the first newsletter began after the Cologne meeting in February 2025. Bianca Toniolo and Renata Matkevičienė developed the initial version, after which Monica Bira and Roberta Raducu joined the production process. By M24, WG4 had produced and distributed three newsletters.

The newsletters communicated activities, events, opportunities and developments from across the AlertHub network. The most recent documented edition introduced the "Interview with a WG4 Member" section, inaugurated with Toshiyuki Watanabe and prepared with support from Elifnur Terzioglu. This format supports internal knowledge exchange while presenting the expertise and work of individual members to the wider network.

WG4 also developed the AlertHub Newsletter 2.0 Best Practices Manual. The manual defines a quarterly publication schedule and establishes the editorial structure, content categories, visual identity, accessibility principles and four-phase workflow for planning, collecting, editing and distributing each edition.

The newsletter is distributed by e-mail among the Action's members and also to people who subscribed to it.

Newsletter editions:

1. N.º 01, 4 September, 2025 - https://alerthub.eu/media/newsletters/2026/02/04/Newsletter_AlertHub_September_2025-1.pdf
2. N.º 02, 31 December, 2025 - https://alerthub.eu/media/newsletters/2026/02/09/AlertHub_NL2.pdf
3. N.º 03, 2 de Junho, 2026 - https://alerthub.eu/media/newsletters/2026/06/02/Newsletter_3_May.pdf



Figure 4. The first AlertHub newsletter produced and distributed during M1–M24.



Figure 5. The second AlertHub newsletter produced and distributed during M1–M24.



Figure 6. The third AlertHub newsletter produced and distributed during M1–M24.

2.1.4. Project infographic and other communication materials

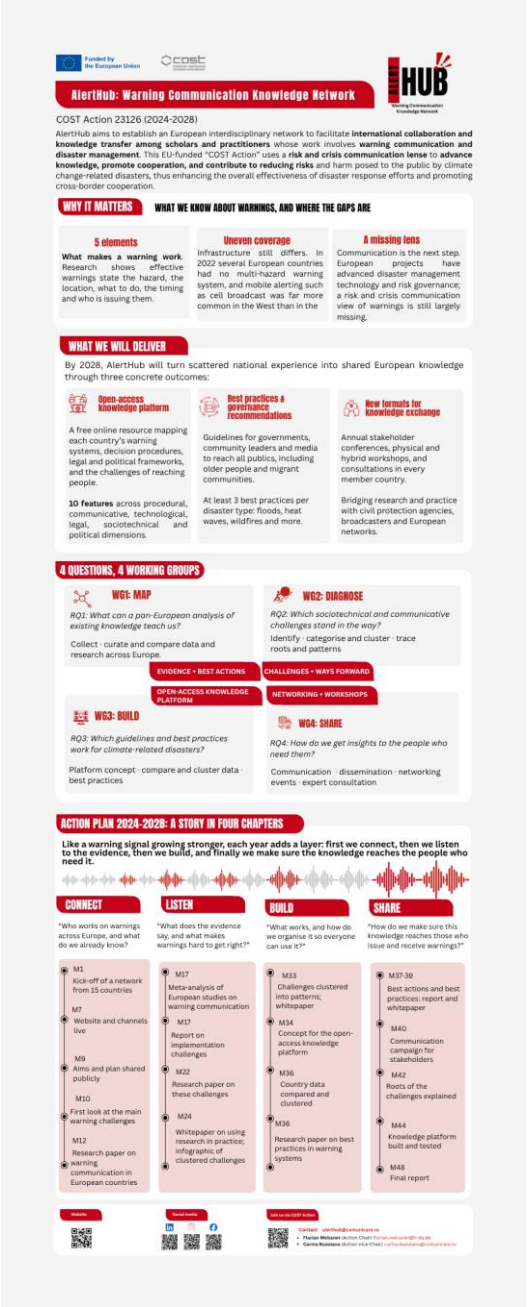


Figure 7. Infographic presenting AlertHub planned activities (M9)

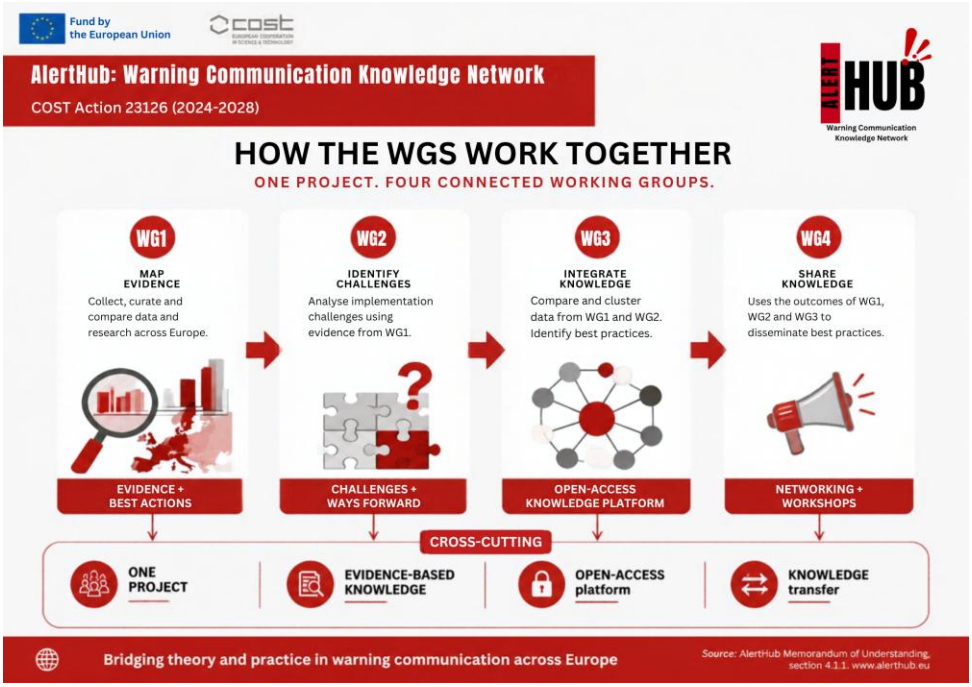


Figure 8. Infographic presenting the working groups integration and coordination

Other communication materials produced during the reporting period include WG4 presentations, meeting updates, messages welcoming new members, social media publications and other documents of support. These materials helped communicate AlertHub's priorities, and inform and invite member participation.



Figure 9. AlertHub social media publications examples. Screenshots captured on 15 September 2026.

2.2 Research, stakeholder engagement and knowledge exchange

Alongside its communication activities, WG4 developed research and knowledge-exchange initiatives focused on practitioners' experiences, stakeholder needs and emerging challenges in warning communication.

2.2.1. Practitioner interviews

One of WG4's research streams is Practitioner Voices on European Warning Communication, a qualitative study designed to examine how national disaster response and communication policies are interpreted, implemented and adapted by local authorities. Under the coordination of Corina Buzoianu and Camelia Cmeciu, the study uses semi-structured interviews to capture both formal governance arrangements and the practical adaptations that emerge when national policies are implemented in different local contexts.

The research design targets five to seven experts from local authorities represented within the AlertHub network. Participants should hold responsibilities in disaster response, risk prevention or emergency communication and have a minimum of three years of relevant professional experience. The sampling strategy also seeks representation from urban, peri-urban and rural contexts.

The interview protocol covers the implementation of national guidance, local adaptation, coordination between different levels of authority, communication infrastructures, resource constraints and factors that facilitate or hinder effective warning communication. The analytical plan combines open and axial coding to identify recurring practices and develop broader themes related to governance, communication, coordination and local adaptation.

2.2.2. Alert Conversations webinars

The webinar series Alert Conversations forms part of WG4's knowledge-exchange and dissemination activities. The series provides an online format for addressing topics connected with disaster, risk and warning communication and for sharing knowledge within and beyond the AlertHub network.

By M24, a total of seven Alert Conversations sessions had been held.



Figure 10. Promotion of the Alert Conversations session "Commnicating food warnings: Systemic challenges creating and disseminating warning messages", held on 25th June 2025.

2.2.3. Digital wellbeing and disinformation research

A separate WG4-related research activity examined digital wellbeing and disinformation in warning communication. María del Mar Grandío conducted this work through a Virtual Mobility Grant within AlertHub. The central activity was a 75-minute online focus group held on 28 October 2025 and moderated by María del Mar Grandío and José Carlos Losada.

The focus group included five participants: three journalists from national and regional media, one academic and one citizen. The discussion addressed newsroom coordination, verification practices, the management of disinformation, emotional pressure during prolonged emergencies, the dual role of social media and challenges associated with artificial intelligence and deepfakes.

2.2.4. RIMEDIS task force

WG4 members also engaged with the RIMEDIS Task Force, coordinated by José Manuel Noguera. The task force brings together 20 academic and industry professionals with expertise in crisis communication, media literacy, digital disinformation, and environmental communication. For WG4, this collaboration connects disaster and warning communication with questions of public trust, misinformation, and changing digital communication environments. The main objectives are promoting small, specialized networks for further European proposals and creating updated materials to increase the relevance of media literacy in disinformation and crisis situations. To achieve this, expected results include, but are not limited to, developing special issues, conference panels, white papers and/or summer schools centered on these topics.

2.3 Cross-WG collaboration and knowledge transfer

As a cross-cutting Working Group, WG4 is responsible for supporting the dissemination of knowledge and outputs produced across AlertHub. During M1–M24, this role involved coordination with other Working Groups, particularly WG1 and WG2, and the development of mechanisms through which scientific results could be translated into accessible communication materials.

2.3.1. Collaboration with WG1 on the M24 White Paper

A central area of cooperation concerned the WG1 M24 White Paper on the use of scientific outcomes in disaster communication and warning systems. Following a request from the Action leadership, WG4 discussed how its expertise in communication and dissemination could complement the scientific work led by WG1.

The proposed contribution of WG4 focused on making the White Paper understandable and useful to non-specialist audiences. A volunteer group was identified to support this work. It included members with experience in science communication, visual communication and editing. At this stage, we are waiting for the final results of the research carried on by WG1 to start working on the White Paper.

2.3.2. Cross-WG contributions to the newsletter

The AlertHub newsletter also provided a practical mechanism for collaboration among the Working Groups. The Newsletter 2.0 model established an editorial structure that includes WG representatives responsible for coordinating and reviewing contributions from their respective groups.

Through the three newsletters produced and distributed by M24, the Action was able to communicate Working Group activities, events, publications and opportunities through a shared channel.

2.3.3. Knowledge transfer and external learning

A report prepared following the COST event Research and Collaboration for a Democratic and Inclusive Europe, held in Brussels on 16–17 June 2026, identified several lessons considered relevant to WG4. The event brought together 25 representatives of COST Actions and addressed stakeholder engagement, dissemination, policy impact and future collaboration.

The report highlighted the importance of identifying specific stakeholder groups, maintaining continuous relationships with non-academic partners and adapting communication formats to different audiences. It also recommended complementing newsletters and conventional

documents with shorter digital or multimedia formats and keeping policy papers concise and accessible.



Figure 11. Infographic with event lessons.

Coordination and Organisation of WG4

3.1 Leadership transition

On 19 June 2026, WG4 announced a change in its coordination. Renata Matkevičienė stepped down from the leadership of the group. Bianca Toniolo assumed the role of WG4 Leader and Juliana Alcantara was appointed Co-leader. Juliana Alcantara's responsibilities include

supporting the coordination of WG4 activities, organising the volunteer groups, and following up the outputs and deliverables assigned to WG4.

3.2 Collaboration with the Science Communication Officer

The Science Communication Coordinator coordinates the production of AlertHub's outputs across all communication channels: namely the website & social media accounts (linkedin, Instagram, Facebook). The work follows an editorial plan and is carried out in close collaboration with the management team, which establishes strategic communication directions and validates all materials before publication.

Communication outputs produced so far include: Alerthub visual identity kit, social media visuals, infographics, carousels, social media short videos, website content. Particular attention goes to the timely publication of information of interest to members, such as grant calls, informations regarding committee meetings, webminars (Alert Conversations), workshops etc. Additionally, a two-day workshop was orgnized inb Bucharest in may 2026. Its aim was to bring together WG4 members and young researchers. It combined discussions on current challenges in science and warning communication with co-creation sessions focused on developing and refining communication outputs related to AlertHub activities. Guest speakers and facilitators from science and technology journalism, academia, and media and communications offered participants a range of perspectives on the field.

Joint workshop – WG4 & Young researchers
Advancing science and warning communication: collaboration, practice, and outreach
Bucharest, 11-12 May 2026
Monday, 11.05.2026 | Day 1 – 9.30- to 15.30 |

9:30 - 10:00	Registration & welcome coffee	Room 804
10:00 - 11:30	○ Opening – 15 minutes ○ **Guest contribution:** Science Communication: Bridging the Gap between Science and Society | Loredana Vladu	
11:30 - 11:45	Coffee break	
11:45 - 12:45	○ **Guest contribution:** Science Communication framework for impact | Ada Roseti	
12:45-13:00	• Open discussion / Q&A	
13:00 - 14:00	Lunch	
14.00-15.30	**Co-creation working session & outputs (parallel)**	Room 311
	Co-creation working session & outputs (parallel)	Room 306

18.30 | Social dinner – optional, each participant covers their own cost

Tuesday, 12.05.2026 | Day 2 - 09.00 to 14.00 | room 313 & 314

9:00 - 9:15	Welcome coffee	Room 314
9:15 - 10:45	○ **Guest contribution** Turning Research into Response: Amplifying Scientific Insight Through Visual Communication | Edit Gyenge	
10:45 - 11:00	Coffee break	

Figure 12 – Joint workshop programme



Figure 13. Infographic presenting AlertHub activities

3.3 Activity-based volunteer groups

From June 2026, WG4 organised members into small volunteer groups structured around specific activities and outputs. This approach distributes responsibility across the membership and links volunteer contributions to the M24 and M40 deliverables. The Co-leader supports the organisation and follow-up of these groups.

Workstream	Coordinator	Contributors
WG1 White Paper Support	Ben Duncan	Jose Manuel Noguera Vivo Maria del Mar Grandío Şakir Eşitti
Blog Content	Maria del Mar Grandío	Ali Alpcan Ofluoğlu Ben Duncan Diana Ceușan Esra Bozkanat Cergibozan İhsan Tarık Çelik Mariana Casal-Ribeiro Şakir Eşitti Salih BALCI Tamara Radjenovic Valentina Grasso Juliana Alcantara
Newsletter	Bianca Toniolo and Juliana Alcantara	Elifnur Terzioglu Ali Alpcan Ofluoğlu Maria del Mar Grandío Salih Balci
Science Communication	Mónica Bira	Ali Alpcan Ofluoğlu Diana Ceușan Esra Bozkanat Cergibozan İhsan Tarık Çelik Mariana Casal-Ribeiro Salih Balci Tamara Radjenovic Tutana Kvaratskhelia Valentina Grasso

National Best Practice Case	Renata Matkeviciene	Alexandra Ciotir Arbresha Meha Ben Duncan Marlis Prinzing Tamara Radjenovic Tutana Kvaratskhelia
Drafting Recommendations and a Policy Paper	Eralda Gjika and Rezarta Perri	Alexander Fekete Alexandra Ciotir Arbresha Meha Ben Duncan Marlis Prinzing Tamara Radjenovic

Table 1.Workstreams and responsibilities.

Next Steps

During the next two years, WG4 will consolidate the communication and dissemination structures established during the first two years and prepare the outputs scheduled for M36, M40, M44 and M48. The following activities will be prioritised:

LinkedIn training and capacity building. A Virtual Mobility activity led by Gisele Borges is scheduled for 15 August–30 September 2026. The research will analyse AlertHub's current communication on LinkedIn and develop practical strategies for strengthening the project's institutional profile, content planning, stakeholder reach, visibility and evaluation of communication results. This work will support a practical training session for members on the strategic use of LinkedIn. The possibility of opening the training to other Working Groups, holding it in a hybrid format during the sixth Action meeting in Belgium in February 2027, and producing a short good-practice guide remains under evaluation.

Public-facing expert interview series. The five interviews recorded during the 5th Main Assembly Meeting and Working Groups Meeting, in which experts answered questions posed by non-specialists, are currently being edited. They will be published progressively from November, 2026 on the AlertHub blog as an accessible format for communicating knowledge about warning, risk and crisis communication.

Collaboration with WG1 on the White Paper. WG4 will work with WG1 on the White Paper concerning the use of scientific findings in disaster communication and warning systems. The next coordination meeting should confirm the document's structure, target audiences, responsibilities, timetable, evidence to be used and the precise scope of WG4's contribution.

Dissemination of WG1 and WG2 research results. In close coordination with WG1, WG2 and the Science Communication Officer, WG4 will prepare press releases, infographics, social media content and other communication materials based on their verified research outputs.

The appropriate formats, messages and target audiences will be defined once the relevant findings have been finalised. No number or publication schedule for these materials has yet been confirmed.

Preparation of upcoming WG4 deliverables. Work will advance on the communication campaign for sharing best practices and providing input to stakeholders, due at M40, and on the research paper on disseminating knowledge, also due at M40. The relationship between this research paper, stakeholder recommendations and a possible policy paper will be clarified. WG4 will also prepare the M36 preliminary report, continue developing communication materials for the M44 milestone, document networking events and knowledge-transfer workshops for the M44 reports, and contribute to the preparation of the final WG4 report due at M48.

Conclusion

At M24, WG4 has established the main structures required to support AlertHub's communication, dissemination and knowledge-transfer activities, including the project website and blog, social media channels, newsletters and other communication materials. The group has also contributed to research, stakeholder engagement and knowledge-exchange initiatives, while strengthening collaboration with the other Working Groups and the Science Communication Officer. The leadership transition and the creation of activity-based volunteer groups have provided a clearer organisational framework for coordinating contributions and preparing future important outputs regarding the WG1 and WG2 research findings. During the next phase, WG4 will build on these foundations by disseminating the research results produced across the Action, expanding accessible communication formats, supporting the transfer of scientific knowledge to non-specialist audiences and stakeholders, and completing the deliverables scheduled for M36, M40, M44 and M48.

Portugal, September 20, 2026.

Bianca Toniolo
WG4's Leader

Juliana Alcantara
WG4's Co-leader