



The Demos Center

Strengthening democracy
through active citizenship



**DHMOS
ELLIHNIKOY
ARGYROYPOLLYS**

CIVIL PROTECTION PUBLIC AWARENESS & COMMUNITY PREPAREDNESS CAMPAIGN

Building a more aware,
prepared and resilient community



MUNICIPALITY

**Municipality of Elliniko-
Argyroupoli**



A PROJECT DEVELOPED AS PART OF

THE KALI POLIS PROJECT

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STUDENT TEAM

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Civil Protection Public Awareness & Community Preparedness Campaign

PROJECT SUMMARY

- Developed a comprehensive public communication campaign to strengthen citizens' awareness, preparedness, and trust in the Municipality's Civil Protection services during emergencies.
- Designed a clear communication strategy and structured campaign focused on prevention, emergency preparedness, community engagement, and accessible information for residents of all ages, including vulnerable groups.
- Proposed an integrated communication system combining digital platforms (Instagram, TikTok, municipal website) with offline materials such as posters, banners, informational leaflets, children's booklets, and QR-enabled resources.
- Created a structured campaign framework covering emergency guidance, municipal responsibilities, neighbourhood-specific information, and individual prevention actions, supported by consistent visual identity and communication principles.
- Recommended practical additions, including seasonal awareness videos and Google Maps integration, to improve accessibility and encourage proactive citizen participation in climate resilience and civil protection.

KEY OUTCOMES

- Produced a complete communication campaign strategy, including campaign objectives, messaging pillars, branding, visual identity, and communication guidelines.
- Developed a portfolio of digital and physical communication materials, including social media concepts, printed resources, Google Maps integration, QR-code access, and awareness content for multiple emergency scenarios.
- Delivered practical recommendations to improve citizen preparedness, increase engagement, and strengthen trust between residents and the Municipality's Civil Protection services.

LESSONS LEARNED

- Gained practical experience designing a real-world public communication campaign by translating civil protection objectives into accessible, citizen-centred communication strategies.
- Strengthened skills in stakeholder-focused communication, campaign design, and developing integrated digital and offline solutions to address climate resilience and community preparedness challenges.