

BRACE - Behavioral Readiness and Awareness for Crisis Education

Invitation for Partnership



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Presented by

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THE CHALLENGE

- Increased frequency and severity of disasters in Europe (climate, hybrid, technological).
- Citizens and authorities lack structured, engaging preparedness tools.
- Awareness campaigns are short-term; BRACE builds sustained learning habits.
- Reference EU's *Disaster-Resilient Society* goals and **EU Preparedness Union Strategy** (COM(2023)61)



THE OPPORTUNITY

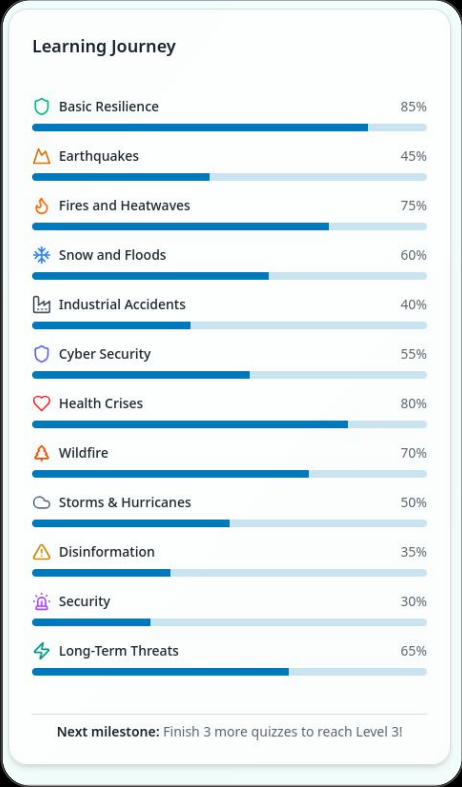
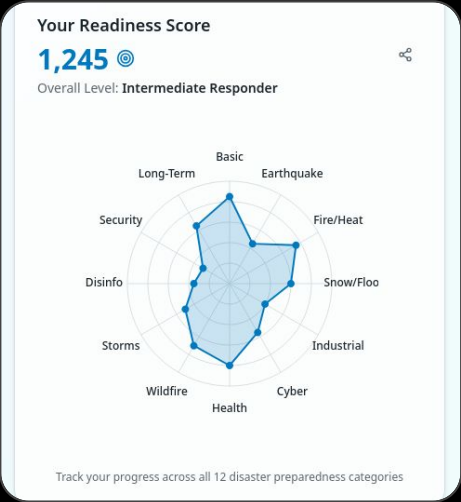
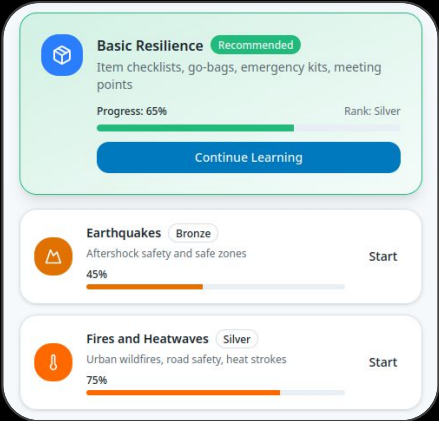
- **EU Call:** Citizen and regional/local authorities' engagement in enhanced disaster risk awareness, including education and preparedness (HORIZON-CL3-2025-01-DRS-01).
- **Budget:** ~€12M total, ~€4M per project
- **Eligible partners:**
 - At least 2 local/regional authorities
 - 2 citizen/community organisations
 - 2 first responders or disaster management authorities
 - From 3 different EU or associated countries
- **BRACE** already covers Bulgaria (SME) and Greece (research/scientific partner) — seeking 1–2 more countries to join.



THE SOLUTION

The BRACE Platform

- 1. **How:** Delivers 3-minute daily micro-lessons on floods, fires, earthquakes, cyber/hybrid threats and on many more crisis topics.
- 2. **Core innovation:** Combines gamification + behavioral science + adaptive AI.
- 3. **Impact:** Builds a User Readiness Index to track citizen preparedness across Europe (per city/country/role),



KEY FEATURES

- **Micro-learning + Gamification:** Short, habit-forming lessons with badges, streaks, achievements, ranking and daily challenges.
- **Readiness Checks & Index:** Periodic mini-tests and simulations calculate an evolving personal and community "Readiness Score."
- **Continuous Learning Notifications:** Timely reminders to refresh skills, revisit past hazards, or complete new missions; seasonal prompts tied to local risks.
- **AI-Driven Content Generation:** Automatic creation of quiz questions, translations, and adaptive feedback from verified public materials.
- **Human Verification Portal:** Expert reviewers validate every AI-generated lesson before publication, ensuring quality and compliance.
- **Multilingual, Inclusive, Offline-First:** Works across EU languages, accessible in low-connectivity or crisis conditions.
- **Secure & Ethical:** GDPR-compliant, anonymised analytics; content aligned with EU civil-protection standards.
- **Seasonal Preparedness Campaigns:** automatic push campaigns before hazard seasons (e.g., wildfire, flood, heatwave, cold season) with localized training and alerts.

GAMIFICATION

REAL
PREPAREDNESS

FUTUREPROOF

WHO WE ARE



The Origami Corporation

SME, Technical Lead, Coordinator

An innovative SME specializing in AI-driven learning platforms, cybersecurity, and digital resilience tools. We are responsible for software design, backend architecture, and adaptive AI, operations and development.



BEYOND Centre

Scientific & Validation Partner

A leading European research centre in Earth observation, risk communication, and disaster management innovation. BEYOND acts as the scientific and validation partner, guiding behavioral modelling, content validation, and preparedness metrics.



Emergency Rescue Plovdiv

Community Organisation & First Responder

A volunteer rescue organisation supporting civil protection and emergency response across Bulgaria. They provide on-ground expertise in disaster intervention, public safety, and field coordination.



ResQcare

Citizen or Community Organisations

A specialized organization providing certified first-aid, rescue, and emergency response training. ResQcare ensures real-world preparedness and operational capability through practical field simulations.



Hellenic Rescue Team

Community Organisation & First Responder

A nationally recognized volunteer organization from Greece, active in search and rescue operations during natural disasters, emergencies, and humanitarian missions.

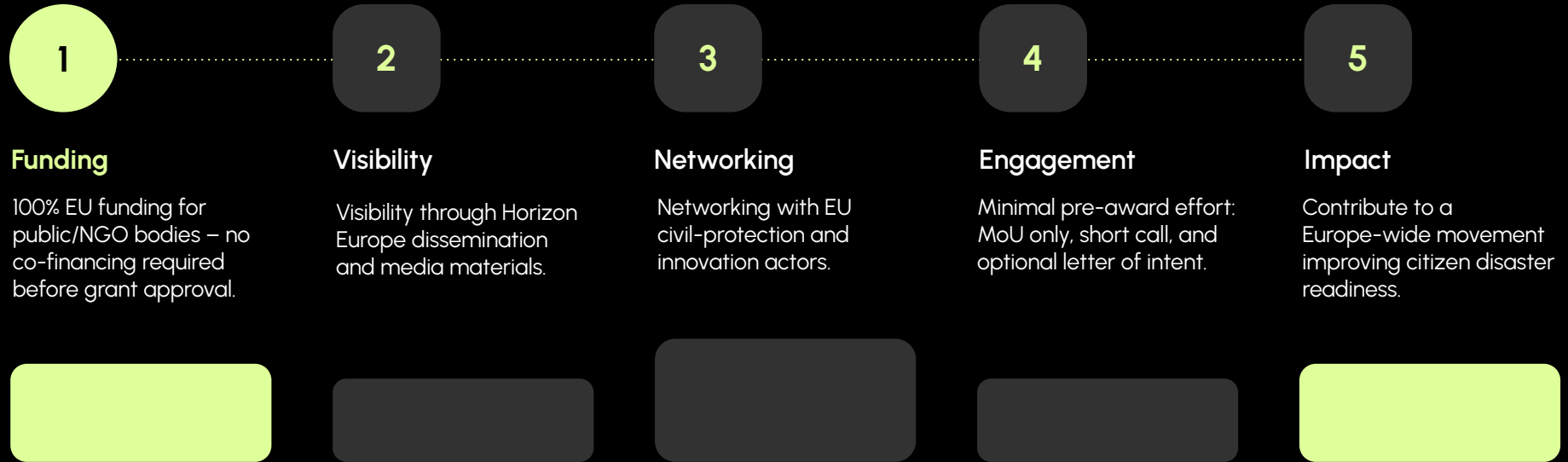


[Your Entity Here]

TBD

If you decide to join us!

WHY JOIN AS PARTNER?



WHY JOIN AS PARTNER? - ROLE SPECIFIC BENEFITS

For Local or Regional Authorities

1. Become a **European pilot site** for citizen preparedness and resilience.
2. Use BRACE to **educate and engage citizens** with minimal internal resources.
3. Gain **visibility and recognition** in Horizon Europe communications.
4. Influence the **User Readiness Index** and shape EU-level best practices.
5. **Pre-funding workload:** sign MoU, assign one contact person, validate local risk materials.
6. **Post-funding:** host small pilots or awareness events (funded by the project).

Citizen or Community Organisations (NGOs, Volunteer Groups, Red Cross, etc.)

1. Deploy BRACE as a **free, multilingual training tool** for members and communities.
2. Contribute **authentic, localised content** for citizen awareness and engagement.
3. Benefit from **funded activities** (train-the-trainer, local events, citizen pilots).
4. Strengthen your organisation's **EU profile and collaboration network**.
5. No administrative burden before funding; one MoU.

First Responders or Disaster-Management Authorities

1. Share **real-world operational insights** to improve training realism.
2. Use BRACE to enhance public cooperation and preparedness **before crises occur**.
3. Access anonymised analytics to understand **citizen readiness patterns** in your area.
4. Participate in validation of the **Readiness Check** and **drill modules**.
5. Receive **EU funding** for limited, low-effort pilot involvement (e.g., one exercise or test scenario).



WHY JOIN AS PARTNER? - MINIMAL COMMITMENT

Before funding:

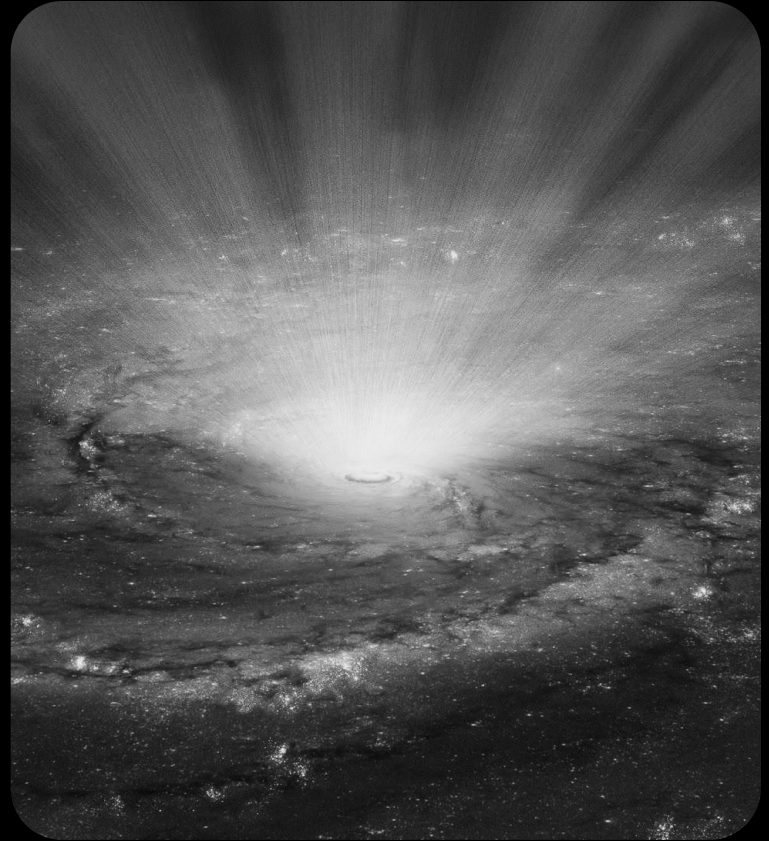
- Sign a simple non-binding MoU.
- Provide input for short sections (e.g., your country's risk types, engagement practices).
- No financial or administrative obligations.

After funding (if approved):

- Receive EU grant budget.
- Participate in pilot testing and citizen outreach (1–2 workshops depending on engagement level).

ALIGNED WITH EU CALL

- Increased citizen preparedness and trust in local authorities.
- Enhanced disaster literacy through behavioral gamification.
- Strengthened cross-border collaboration in risk awareness.
- Measurable resilience index for EU citizens.



Whats next?

1



Quarter 4, 2025

- Finalize authority partners
- Sign Memorandum of Understanding (MoU)
- Complete proposal preparation for Horizon Europe call

2



November 07, 2025

- Official proposal submission to HORIZON-CL3-2025-01-DRS-01
- EU evaluation process begins

3



Quarter 1, 2026

- Evaluation and grant negotiation phase
- Consortium confirmation and pre-grant preparations

4



Mid, 2026

- Grant Agreement signature (if approved)
- Project launch and initial coordination meeting

Supporting Documents

1) Horizon Europe Work Programme 2025 - 6. Civil Security for Society -

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2025/wp-6-civil-security-for-society_horizon-2025_en.pdf

2) HORIZON-CL3-2025-01-DRS-01 Funding & Tenders Portal Page -

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl3-2025-01-drs-01>

3) Sendai Framework for Disaster Risk Reduction (UNDRR) -

<https://www.undrr.org/implementing-sendai-framework/what-sendai-framework>

Thank you

Next Steps

1. Confirm interest and role.
2. Sign short MoU (template provided).
3. Share a contact person for proposal materials.

Contact

Let's talk

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