

HILL + KNOWLTON JOINS SEISMIC RISK AWARENESS CAMPAIGN



Presentation of the risk audit in Faro, Portugal, in March 2014

Lisbon, Aveiro, Geneva, May 27, 2014 - Hill+Knowlton Strategies Portugal has joined the seismic risk awareness campaign that has been initiated by the Association of Risk and Crisis Communication Portugal (ARCCP) at the beginning of this year. The seismic risk awareness campaign, a joint effort of the University of Aveiro and the Portuguese national association of the non-governmental organisation, the International Association of Risk and Crisis Communication (IARCC) based in Geneva, is an initiative aimed at developing the resilience of communities in Portugal with regard to seismic hazards they face.

The initiative accompanies a technical risk audit of the Department of Civil Engineering of the University of Aveiro that takes place in Faro, Horta and Aveiro. It comprises qualitative and quantitative studies on site. The initiative will not only analyse the seismic risk perceptions of the communities but also make suggestions to update and refine existing risk and crisis communication plans with a special emphasis on a strong citizen involvement.

Under the partnership agreement, Hill+Knowlton Strategies Portugal will bring its risk and crisis communication related expertise. The technical reports and the results of the initiative will be made public by all partners involved at the end of the project, which is foreseen at the end of this year.

About ARCCP

The Association of Risk and Crisis Communication Portugal (ARCCP), based in Aveiro, is one of the five national associations of the NGO, the International Association of Risk and Crisis Communication (IARCC) based in Geneva. The goal of the association is to raise the risk awareness in a global way and to promote a stronger involvement of the citizen and the communities in the assessment, prevention and mitigation of risks and a more efficient crisis management through an emphasis on professional crisis communication.

About HILL+KNOWLTON STRATEGIES

Hill+Knowlton Strategies, Inc. is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 89 offices in 52 countries, as well as an extensive associate network. The agency is part of WPP, the world's largest communications services group. For more information, please visit www.hkstrategies.com.

About the UNIVERSITY OF AVEIRO

Excellence in research is one of the hallmarks of the University of Aveiro: 15 of its 18 research units were classified as Very good or Excellent by international panels under the sponsorship of the Portuguese National Science Foundation in its most recent round of assessments. Four of these units carry the label of Associate Laboratory, a distinction attributed by the Portuguese Government to research institutions of sustained and exceptional merit.

Research at the UA promotes innovative products and solutions, contributing to the advance of science and technology. It is a privileged partner for companies and other national and international organisations with which it cooperates on numerous projects and for which it provides important services.

The UA is a privileged partner of companies and other national and international entities, with which it cooperates on various projects and programmes and for which it provides important services. As a quality research institution, the University of Aveiro develops solutions and innovative products that contribute to technological, scientific, cultural and social improvement.

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