



Project Full Title	Wolf in the Alps: Implementation of coordinated wolf conservation actions in core areas and beyond
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Character of the Document	Rules of procedure
Related Document(s) (Origin Partner, Date)	Azione A12 Strategia comunicazione WOLFALPS (MUSE, 11 December 2013)
Target Group	WOLFALPS partners, especially Wolf Alpine communication group.



Crisis Unit Action Protocol

Composition

The crisis unit (CU) is composed of 4 representatives and acts in real time to provide answers to events and circumstances that require an immediate reaction (within one day after the fact).

The contact persons are delegated by the other project partners, in a series of cases described in this document, to make decisions about the content to be communicated to the media and act in a coordinated and joint manner.

The representatives of the WOLFALPS Crisis Unit (see minutes 2nd meeting WACG 11/12/2013) are:

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Cases

The crisis unit may be contacted by the Project Manager (PM) of any partner whenever a swift official response to the media on behalf of the LIFE project WOLFALPS is deemed necessary.

Typical cases in which the crisis unit can be activated are:

1. A wolf attack on humans.
2. Sizeable attack on livestock (dozens of animals killed) by a large carnivore.
3. A wolf is found dead or wounded through poaching / dog found dead because of poisoning.
4. Large protest marches by farmers, hunters and environmentalists of particular impact on the media.
5. Instrumental Use of the wolf for political purposes.

The guidelines under which the CU will react with the appropriate calibration specifications:

1. Immediate action by LIFE WOLFALPS (before all others): objective recognition of the event in its exceptional severity, description, context and implications of the fact.
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3. Use of the fact (according to the nature of the event) as a cue to convey: clear condemnation of illegal activities such as poaching, specific condemnation of the use of



poisoned bait as cruel, dangerous for the environment and for those who live in the mountains.

4. Formulate a reply which, depending on the circumstances, accepts or deconstructs the instances of the protesters, contextualizing the protest and correcting any false information.
5. Intervene promptly exposing the exploitation of the wolf image and the use of evidently false data and information (where this happens).

Action protocol

If a call comes in with information regarding an urgent matter, the representative should contact the other 3 members of the UC immediately by telephone to consult and, after evaluating the case, decide on a course of action consistent with the overall strategic plan, defining the content and mode of transmission of the same.

The 4 will also decide who is to communicate to the press or to other parties involved in the case (police, decision makers, etc..), setting a deadline.

In the event happens in the territory under the jurisdiction of the region / province of one of the partners, the crisis unit may intervene in an advisory capacity, offering the partner in the area affected by the event an opinion as to information to send out. But it will be the partner of that specific area to get in touch with the regional / provincial authorities and agree with the decision makers and their press office as to the information to send out. If the contents of the communication released by the local authority do not coincide with the communication strategy of WOLFALPS, the local authority's version will prevail. In this case no particular emphasis should be placed on the WOLFALPS project.

Once the communication has been released, the 4 members will inform all the other project partners via email.