



## Project Fact Sheet

### BeSeCu (Behaviour, Security and Culture)

#### Human behaviour in crisis situations: A cross-cultural investigation in order to tailor security-related communication

The BeSeCu project (n°: 218324) is funded by the European Commission within the Seventh Framework Programme, Priority 10: Security.

### Description of Work

The aim of the BeSeCu project is to investigate cross-cultural and ethnic differences of human behaviour in fire disasters and other crisis situations (natural disasters, terrorist attacks and emergency incidents) in order to better tailor security related communication, instructions and procedures with a view to improving evacuation and protection. The project will provide evidence that will be useful to first responders, building designers and those involved in the development of emergency operating procedures for buildings.

#### Project: BeSeCu

Investigation of cross-cultural and ethnic differences of human behaviour in crisis situation in order to better tailor security related communication, instructions and procedure

#### Project Coordinator

Prof. Dr. phil. Silke Schmidt  
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#### Project Partner

University of Greenwich (UK)  
Institute of Public Security of Catalunya (SP)  
Hamburg Fire and Emergency Service Academy (GER)  
Man-Technology-Organisation-Psychology (SW)  
The Main School of Fire Service (PL)  
Prague Psychiatric Centre (CZ)  
Association of Emergency Ambulance Physicians (TR)

**Duration:** May 2008- April 2011

**Total Cost:** 2,093,808.00 €

**EU Contribution requested:** 2,093,808.00 €

The BeSeCu project will carry out the following research studies: A) A cross-cultural survey of individual experiences will be conducted to identify determinants of inter-individual differences in people who have experienced evacuation situations, fire disaster survivors and survivors of similar crisis situations, but also workers and first responders as well as those affected in the community. This retrospective study will be carried out across 7 European countries with diverse cultural background. B) Experimental trials conducted by Professor Galea (University of Greenwich) will be carried out in countries simulating real time evacuation scenarios in standardized settings including objective measures (e.g. response time) as outcomes as well as video-tape analysis. Results will be analysed to identify similarities and differences between cultures and ethnic groups as well as a range of socioeconomic factors. The analysis will triangulate findings obtained with objective measures, subjective experiences and behavioural observations.

The research will be carried out by the consortium of 8 European partners including end-users (e.g. fire service colleges) in the process of research. Two types of research findings and products will be provided by the BeSeCu project: (A) An evidence base that will enable designers of buildings to develop culturally appropriate emergency operating procedures. (B) An evidence base of inter-individual differences that will be employed to improve communication in emergency interventions.



### Contact

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