



A new future “Head-on” quick overview

Your initiative to:-

Stop the wildfire & mudslide devastation
• **Adopt & sponsor a Fire-station**

Protected, safe businesses & communities

- The goal:- Reduce the destructive impact of wildfires to a level of 80% of 2017 as baseline
- Unlock:- Innovation, personal & business growth
- Empower fire-stations, First Responders & CWPOs

*A new vision & reflection of success
The Firefly Innovations*

Stop and reduce the destruction of wildfires and mudslides. “Head-on” An initiative where you personally & your business can make a difference

“Head-on” is an initiative to stop and reduce the destructive impact of wildfires and follow-on mudslides.

1) Introduction

2017 Wildfire destruction must never be repeated. Wildfires have both a very high negative life quality and economic impact for both individuals and businesses. The estimated low-end negative economic impact just in California in 2017 is placed at over \$13 billion. Thousands of homes were

destroyed and thousands of people lost the very essence of their way of life.

- As natural phenomenon wildfires will always be there;

- **BUT:**-We can stop & reduce the destructive impact of wildfires and follow-on mudslides;

“Head-on” is the biggest development in wildfire over the last eight years

2) With the specific objectives to:-

1. Reduce the destructive impact of wildfires to a level of 80% of 2017 as baseline, through the:-
2. Empowering of fire services, First Responders and Community Wildfire Prevention Organizations (CWPOs) such as Firewise and California fire safe councils to be able to implement prevention measures and acquire equipment that are able to match the growing wildfire challenges.
3. To secure public & business funding to develop new wildfire containment and suppression equipment. There is a very high risk in the development of fire equipment and many businesses are reluctant to undertake such a risk, it is for this reason that the funding objective forms an integrated element of “Head-on”.

3) Innovations

“Head-on” believes the key lies in new innovations that draw on both [experience from fire-services, first responders & CWPOs] linked to [new ideas from communities and both fire related & non-fire-related business].

Experience & new ideas jointly form the foundation of new innovations.

To achieve this Head-on is promoting the establishing of:-

- 1) “First Responders Innovation Hubs” That act as innovation hubs to develop methods and equipment that is needed to curtail the destruction of wildfires.



At fire-station and or Community Wildfire Preventions Organizations (CWPOs) to bring together fire-services, first responders, communities, businesses and government.

- 2) **Backed up** by an **innovation competition** for innovations of new equipment and methods to empower fire-services and CWPOs to achieve the objectives to reduce the destructive impact of wildfires to a level of 80% of 2017 as baseline.

“Head-on” supports and assists participating fire stations & CWPOs through “Head-on”'s **Innovation Transformer**© program.

To establish successful innovation hubs and with the development of innovation skills that will ensure success.

Progress:- Under the Head-on initiative there are already a number of options that will be developed. It is projected that these developments could result, base on 2017 scenarios, containment and suppression cost savings in excess of \$300 million annually or \$1,5 billion over five years.

4) **“Head-on” is designed to deliver major benefits:-**

- The first being an assertive drive and reduction in the destructive impact of wild fires and mudslides
- Building safe communities and stable economic/business environments

“Head-on” delivers also specific benefits for:-

Fire-services/fire stations including CWPOs	First responders	Communities	Business (Both fire-related and non fire-related)
These benefits range from funding leverage to acquire better equipment	Head-on provides to first responders “Innovation skills” development, that will in future become the hallmark for both the combating of wildfires and	Building smart, safe communities, that will impact on the overall quality of life in any community	It is a specific objective to stimulate cross business sector innovations.
Customize equipment through to	Personal life success. Taking into account the very high percentage of voluntary service in the wildfire sector.	And forms the basis of Life quality and	This immediately provides both fire and non fire businesses an external innovation focus.
Management and personnel support and benefits	The initiative is designed to effectively give back to these volunteers & first responders through the innovations skills.	Economic growth and opportunities	An external innovation focus in future will be one of the key building blocks of successful companies.



A success formula

- *Experience and innovation*
- *The foundation for future solutions*

5) How can we stop & reduce the wildfire destruction?

- 1) With an **assertive effort** and drive; and
- 2) With **equipment & methods** that can **match the challenge**;
- 3) Within the 8 point attack framework
 - 3.1) Improved wildfire;- 1) prevention, 2) speed of detection, 3) deployment of assets, 4) management & attack coordination support 5) containment and suppression operational efficiency, with 6) equipment equal to the challenge and 7) prevention of mudslides & rehabilitation 8) affordable funding frameworks..
 - 3.2) **Taking into account** the extreme challenges of wildfires such as, high winds, air born ember, availability of scarces resources such as water, the difficulty of access, ruggedness of the terrain and specific challenges such as in mountain areas where the slope gradient and forest access are critical factors in terms of the speed of spreading of wildfires.
 - 3.3) **And ground level factors** such as fire fuel, loss prevention, forestry management and the policy of "Let burn".
- 4) **Within the above framework it becomes clear that:-**
 - 4.1) Current equipment has to be improved to meet the new wildfire and mudslide challenges.
 - 4.2) And that this will require improvements which can only come from new ideas and innovations. (Out of the box thinking)

By:-

- 5) Working with and from existing fire and first

With an assertive effort

Wildfire destruction can be reduced by up to 80% of 2017 baseline

responders' expertise. And adding

- 6) New innovations
- 7) Through collaboration of fire services, the communities, business and government.
- 8) Brought together through and focus via, newly established:-

8.1) "First Responders Innovation Hubs"

- 8.1.1) At fire-station and or Community Wildfire Preventions Organizations (CWPOs)

Within an overall framework where the "Head-on" initiative also:-

- 9) Promotes awareness and understanding in communities and businesses of wildfires and prevention measures and benefits, to
- 10) Cultivate a wildfire prevention lifestyle culture
- 11) Tap into the hidden talent of fire services, first responders, communities, businesses and government, that
- 12) Unlock innovations both as a skill to combat wildfires & to develop new equipment options and
- 12.1) Individual personal future directed growth.

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Adopt & sponsor a Fire-station

Win:- A once in a lifetime "African Family Safari"