

FRIC Study
D4.3-2024.01



The effect of Bjørnis the Fire Bear

Study of the effect of a mascot on fire safety in Norwegian households

Do you know the Norwegian fire mascot Bjørnis? Our research shows that many Norwegian households have improved their fire safety thanks to lessons learned from Bjørnis, showing that a mascot can make a real impact.

What have people learned?

At an open fire station day across 28 locations in Norway, we surveyed 1 275 participants about what they've learned from Bjørnis. The findings: Bjørnis inspired people to talk about fire safety, learn the emergency number 110, check smoke alarms, and more. On average, each of these households implemented 4.1 fire safety measures, with one in five also improving fire safety in the homes of grandparents or others.

The Bjørnis effect

The results show that the more people engage with Bjørnis, the more they improve fire safety at home. This "Bjørnis effect" has made a real difference in Norwegian homes and could be a model for fire safety efforts worldwide.

More info

This study a collaboration between FRIC and the Bjørnis Foundation, with help from Norwegian fire services. For more info (presentation, webinar and paper), search for «Bjørnis» here: <https://fric.no/en/publications>

FRIC

FIRE RESEARCH & INNOVATION CENTRE

Fire Research & Innovation Centre

Postal Address
Box 4767 Torgarden
7465 Trondheim
Norway

Visiting Address
Tillerbruvegen 202
7092 Tiller
Norway

Telephone
+47 464 18 000

E-mail/ web
post@fric.no
www.fric.no

