

Long lasting risk awareness

In the Austrian and Italian case studies long lasting risk awareness is seen as reached. In Austria the long lasting risk awareness was reached due to exhibition and flood risk witnesses, but must be refreshed in some years. In Italy it will most probably be reached through the activities in schools and the public event and the video. In Germany it is seen as reached to some extent: older generations made remarks that such an approach is long overdue; on the other hand, even the flood event from January 2011 did not seem to increase the attention for river floods in the public very much.

Institutionalisation of stakeholder involvement

It is regarded as reached by the German project partners: Stakeholders approved the networking among each other very much; there was also a need to co-ordinate information strategies and actions between the different levels (State, District, water authority, local community). In Italy some first steps are made with workshops. In Austria there are first positive signal for further common activities, which were confirmed in the second stakeholder workshop.

Impact of better public awareness and participation on reduction/alleviation of flood risk

In all three case studies the elements of the communication strategy that were implemented were the start of an information and communication process which aims at involving the stakeholders as well as the public.

□□□□□□□□□□□□ Wupper case study

In the Wupper case study the impact of the stakeholder workshops and the self assessment on the group of relevant stakeholders was quite high because for the first time all stakeholders relevant for the implementation of the Flood Risk Management Directive met and discussed especially on the issue of communication and participation. It helped to identify responsibilities of the stakeholders and revealed open issues. For the further communication strategy the responsible authorities from the State of North Rhine-Westphalia, the Wupperverband and the local communities can build on these results.

Concerning public awareness the impact of the communication activities have to be rated rather low although the 2nd survey revealed a slight increase in the awareness of flood risk. About a third of the people who answered the survey had recognised either of the activities. However, local stakeholders had the impression that there was no broad impact on the local population so far – and of course it is not clear if and how those people that have been better informed through the activities will participate in the process and maybe even will take self protection measures.

Nevertheless, the exemplary implementation of different communication methods helped the local, regional and State authorities to gain experiences and to design the future communication and participation process.

Möll case study

In the Carinthian case study along the river Möll all local stakeholders already knew each other but had no common understanding of the residual risk. The stakeholders had a clear understanding of their duties and responsibilities but saw some potential for improvement in the spatial planning coordination and disaster prevention training. It was highly appreciated that the cooperation within the project resulted not only in “talking” but in specific actions and requirements.

The communication activities of questionnaires and the exhibition had a rather high impact on the local population to establish some peer-to-peer communication within the local community. But continuous activities have to follow to stabilise the risk awareness. But there is still a very low feeling of personal responsibility for risk prevention or financing flood risk protection activities.

The workshop on comprehensibility of information material gave valuable input to the provincial as well as the national authorities responsible for food risk maps. A further result was a folder concerning flood risk in Großkirchheim that was designed after the suggestions of the lay participants of the workshop.

Chiascio case study

Some important aspects from the implementation of the communication strategy in the Chiascio case study area are:

- The presentation of the topic of flood risk in general contributes already to an awareness raising of the importance of the topic, especially at the stakeholders in the public administration. This became obvious from the several meetings.
- Key people who have a particular interest in the topic (as e.g. the technician of the municipality of Assisi or some teachers in schools) are of high importance to promote any activity and involvement.

Participation has a large range of possibilities for activities. In Italy participation of stakeholders in the form of “Conferenze programmatiche” is a common practice (and legally binding) for the acceptance of the Hydrogeological Setting Plan (PAI). The Conference, attended by the Region, the Provinces and the concerned municipalities, together with the River Basin Authority, expresses an opinion on the draft plan

□