

## FACTSHEET RISK COMMUNICATION

### Internet-supported participation opportunities for identification of damage areas and for private risk prevention measures

#### Where was it implemented?

Saxony, Germany

#### Fields of action

- Risk communication

#### Related to measure from the catalogue of measures

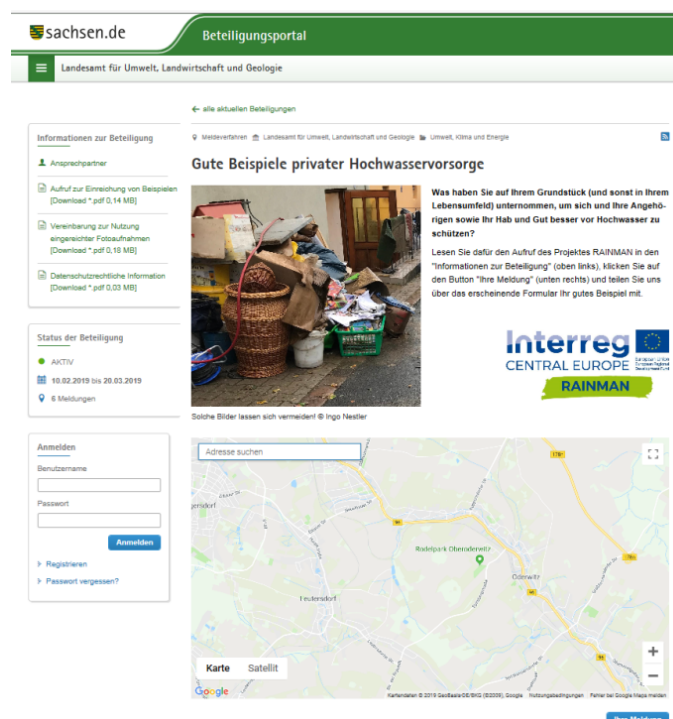
- Interactive communication and participation formats

#### Target group

- directly: interested, cooperating citizens that were affected by floods in the past and/or have initiated flood prevention measures on their private property
- indirectly: general public

#### Problem

Individual's action is of particular importance for an integrated flood risk management. Sensitisation of the public regarding heavy rain risk and the need for more privately initiated flood prevention measures, especially for property owners not living close a rivers and brooks, turns out to be difficult. Knowledge about personal concern and private mitigation measures are often not well known by citizens.




Screenshot of the participation portal which requests property owners to report about their flood prevention measures on the website of the Saxon State Office for Environment, Agriculture and Geology.

(<https://buergerbeteiligung.sachsen.de/portal/fulg/beteiligung/aktuelle-themen/1013047>)

#### Description and aim

Inspired by project activities of “VEREINT” (cf. Grundmann, Schache 2019), the project “RAINMAN” has established a web-based participation offering at the Saxon eParticipation platform (<https://buergerbeteiligung.sachsen.de>) prior to an → **interactive risk communication measure** (public event in Oderwitz) in 2018. Citizens are asked to hand in good practice examples of private flood prevention measures, and share their activities and experiences with the Saxon State Office for Environment, Agriculture and Geology (LfULG). The project aims to enhance risk awareness, seeks for contact with an important target group to gain information on eye level and to promote risk prevention activities. Accompanied by “RAINMAN”, a similar participation offering within the framework of “WAWUR”, a project that deals with uncontrolled surface runoff in urban areas is running since November 2019. Inhabitants of the City of Dresden, Germany, are asked to report current as well as past damages caused by heavy rain to the city administration and upload related images and photos taken.

Citizens are encouraged to reflect the effectiveness of their flood prevention measures critically. In ideal circumstances, information about further possibilities of private flood prevention on the website can attract the participants' attention. In contrast to feedback on paper, an online version is a convenient and quick alternative and may convince more citizens to participate. Initiators of the participation portal, e.g. public authorities, gain an insight into recurring damages at certain locations, the current state of privately initiated prevention measures, can get access to illustrative examples and can plan further steps on that basis, e.g. enhancing risk communication.

<b>Effect of measure</b>	
Unfortunately, both measures have been less successful so far. Although the measures were promoted actively via various media, participation remained low. The project “VEREINT” obtained similar results with its effort to motivate citizens to report damages (cf. Grundmann, Schache 2019). In how far the measure raised risk awareness of the target group, is not possible to evaluate.	
<b>Description of implementation</b>	
<b>Effect horizon:</b> short-term	<b>Involved stakeholders:</b> Local public authority, general public
<b>Initiator / responsible:</b> public authorities / institutions	
<b>Lessons-learned</b>	
 <p><b>Screenshot of the website with participation offering “Damages caused by heavy rain - survey of the capital city Dresden”</b> (<a href="https://www.dresden.de/umfrage-starkregen">https://www.dresden.de/umfrage-starkregen</a>)</p>	<p><b>Main success factor:</b> The powerful eParticipation tool “participation portal” simplified the establishment of such an online-dialogue.</p> <p><b>Synergies / beneficial aspects:</b> Acquiring Information and addressing certain target groups to raise their risk awareness go hand in hand. Once established, the systems runs automatically.</p> <p><b>Main challenge:</b> Although the measure was promoted actively at different events and via various media, the actual participation remained low. An active promotion of the participation portal is mandatory. Privacy concerns turned out to be an obstacle, since private data are collected and processed.</p> <p><b>Conflicts / constraints:</b> Exclusion of people without Internet access.</p>
<b>Key message to others starting with a similar task</b>	<b>Contact</b>
Web-based participation offerings are a suitable possibility for dialogical communication, but active and repeated promotion via various communication channels is required to motivate the target group ‘affected citizens’ to take part.	<p>Saxon State Office for Environment, Agriculture and Geology, Department 45: Flood Forecasting Centre (LHWZ), Hydrology</p> <p>E-Mail: <a href="mailto:lhwz.lfulg@smul.sachsen.de">lhwz.lfulg@smul.sachsen.de</a></p> <p>State Capital Dresden, Department: Environment and Municipal Management, Environmental Authority; Section: Municipal Environmental Protection</p> <p>E-Mail: <a href="mailto:wawur@dresden.de">wawur@dresden.de</a></p>

<b>Further information (in German)</b>	<p>Grundmann, Jens, Schache, Judith (2019): Starkregen, Hochwasser und resultierende Schäden gemeinsam mit der Bevölkerung erfassen und analysieren. <a href="http://141.76.19.93/projekte_CIMTT/wp-content/uploads/Leitfaden_Starkregen-inkl.-Deckblatt_reduziert.pdf">http://141.76.19.93/projekte_CIMTT/wp-content/uploads/Leitfaden_Starkregen-inkl.-Deckblatt_reduziert.pdf</a></p> <p>Sabine Scharfe (2019): Kommunikationsaspekte beim Starkregen- und Hochwasserrisikomanagement, in: DWA-Landesverbandstagung Sachsen/Thüringen 2019 - Tagungsband, S. 75 - 84.</p>
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