



UR *flood*

Understanding **U**ncertainty and **R**isk in
communicating about **FLOODS**

CRUE 2nd Call Interim Meeting
Madrid 19th October 2010 (Finland)

Funders:



Partners:





Some summary about the questionnaires

- The general flood preparedness is poor
 - People think flood related issues are not managed well
- People are uncertain considering the quality and quantity of communication
 - Authorities feel communication under a flood situation successful
 - Communication lacks interaction
- Understanding the flood risk is based on past experiences
 - The flood maps are for example difficult to understand
 - Proactive risk communication is low

➡ **SYSTEMATICAL COMMUNICATION IS NEEDED!**



Meetings & Communications

- Regular communications with national funder (*Ministry of Agriculture and Forestry*)
 - Discussions in working group of flood risks
- Meeting of steering group in Rovaniemi (26th Mar 2010)
- Two presentations given in meetings with city of Rovaniemi (25th Dec 2009 and 25th Mar 2010)
- Bulletin of the project as a part of the questionnaire that was sent to inhabitants of Saarenkylä
- Brainstorming session with experts from different departments of Finnish Environment Institute (2009)