



Floodlabel - a personal flood risk assessment and management tool

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The public services are doing their best to improve the general risk management for floods. Technical measures, planning processes and forecasting systems are going to be improved and optimized. At the end of all efforts the main target - the possible affected people (homeowners) - have to be involved into the process. For instance for extreme scenarios and objects which can not be protected properly by central measures it has to set up a personal risk management. Therefore a deeper risk communication has to be fulfilled by the public services to sensitize the public and than to help them in identifying their personal risk and finding reasonable measures. Tools and motivation factors had to be identified to be successful in that risk communication and trigger right action. Structures and tools are needed to get in contact and advise the people. Databases with suitable informations and tools are needed for the experts to calculate individual risk and proper measures. Governance tools and motors like incentives are needed to be successful in a purposeful risk management.

The "Floodlabel" (or in German "Hochwasserpass") is not only another label it is the concept which is needed. Ongoing research is focusing on the trigger mechanism to rise up awareness, proper tools and the needed database. First pilots already shows how important and successful the approach can be. This leads to case studies with living lab character and testing further improved tools.

Even that topic is maybe a bit more exotic in that session it is urgently time to look more deeper on that topic to be successful in flood risk assessment and management.