



FLOOD-serv

Public FLOOD Emergency and Awareness SERVICE

THE PILOT OF GENOVA

Municipality of Genova

Final Review Meeting

Bruxelles, 05 September 2019



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Background

Genoa is known to be affected by frequent and dramatic flooding, with disastrous economic and material impacts.

The Municipality of Genoa is the local body responsible for initial response to emergencies; whatever the nature and effects of the event, it takes charge of coordinating rescue, assisting people with initial interventions and implementing the provisions of the emergency plan.

The Municipality of Genoa undertakes to inform the population of what to do and provides updates on the situation's development.

The Municipality of Genoa therefore participated in the project in order to develop service applications adaptable to the context in terms of responsibility, governance and relationships between authorities, institutions and all other operators involved.



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The aim of Genova Pilot

The aim of Genova Pilot was to promote a network of engaged citizens informed on flood risks and to provide tools to encourage participation in order to minimize the flood risks and reduce the related damages.

NOT INTERESTED IN THE EMERGENCY PHASE
FOCUS ON PRE-EVENT and POST-EVENT MANAGEMENT

Objectives:

- To support a policy of awareness and education of the flood risk (sharing flood and hydro-geological risks knowledge)
- To increase citizen participation in environmental risk prevention by using ICT tools

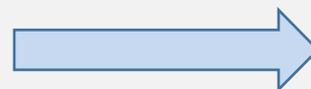


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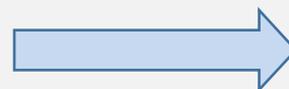
Testing of Flood ICT Tools



Tested ICT Tools

Mobile App
Portal
Citizen Direct Feedback
Semantic Wiki
Social Media Component

Stakeholders involvement



CITIZENS REPORTS

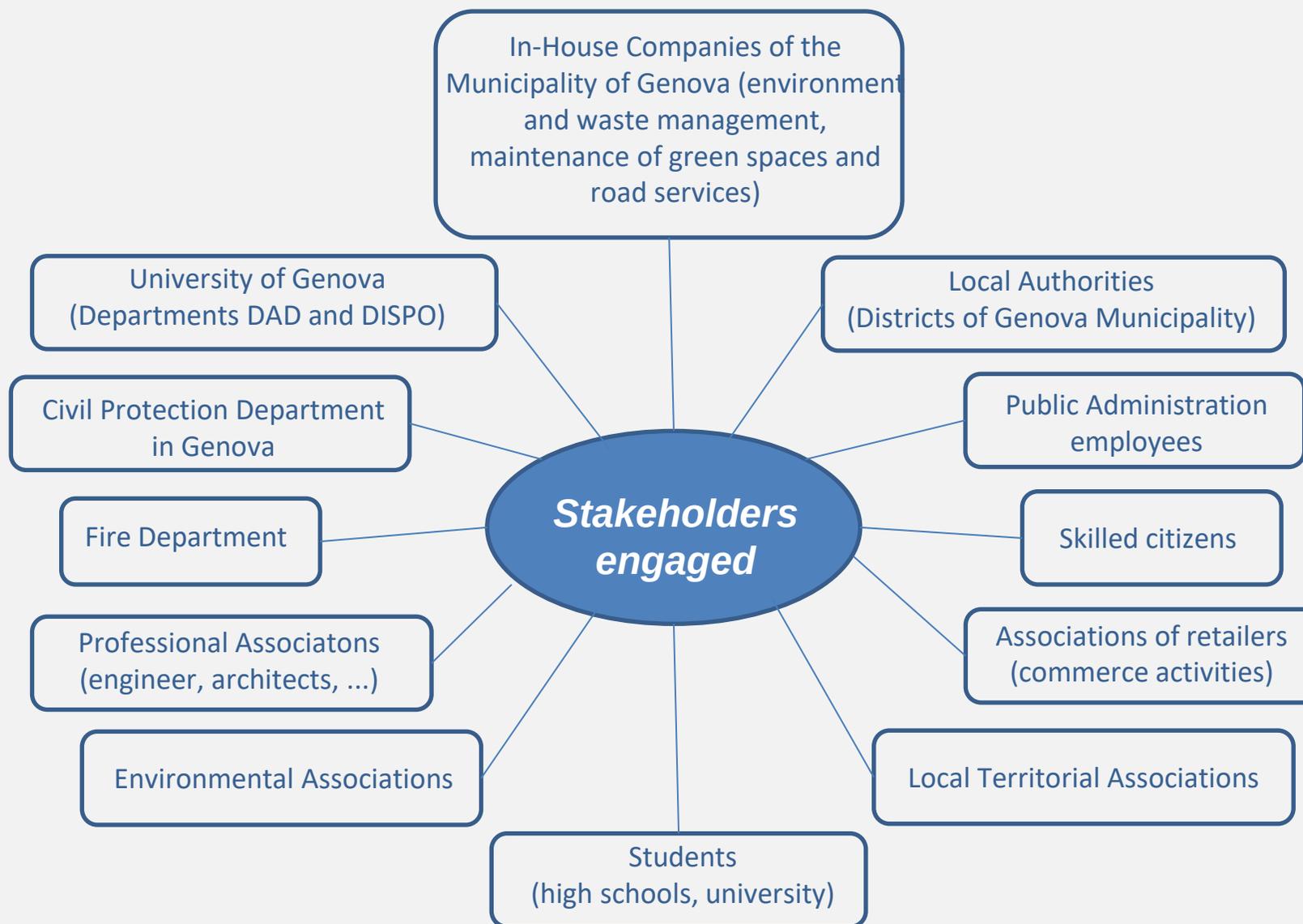
Dissemination and awareness activities



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The Municipality of Genova planned and developed a series of specific activities, aiming at both testing the ICT tools and involving main stakeholders and citizens.

The main phases of the piloting in Genova can be summarized as follow:

- Preparatory Workshop – July 2017 - project partners
- Preliminary test (pre-test) – October/December 2017 - Main stakeholders and Schools
- I testing cycle – September 2018 - Internal staff only
- Stakeholders Workshop - October 2018 - Institutional and main stakeholders
- II testing cycle – January/February 2019 - Internal staff and Schools
- III testing cycle – May/July 2019 - Internal staff and e-Citizens



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What we did

Awareness raising and dissemination of FLOOD-serv project

Stakeholder engagement

Institutional stakeholders and associations

Internal staff involvement

Municipality employees non directly involved in the project



E-Citizen engagement

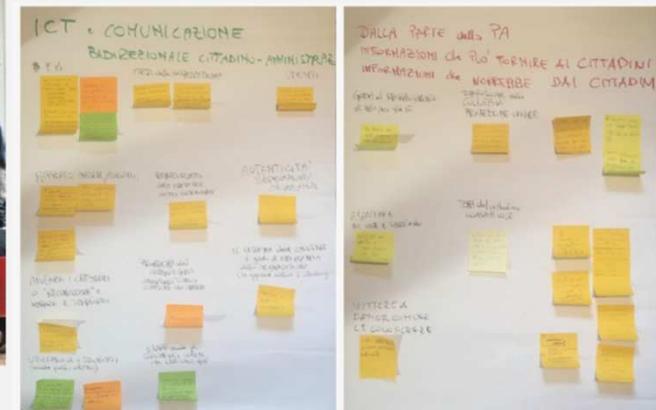
'Ring of friends'

University students

Committed citizens



Testing cycle



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What we did

- ❑ 127 students informed + teachers
- ❑ 119 final questionnaires
- ❑ 93 tests completed



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What they said

- ❑ A large part of people involved would be willing to interact with Public Administration, if they received a support to their commitment through a clear response to their issues
- ❑ A large part of people involved would be willing to interact with Public Administration, if they received a clear response as to how the issues might best be addressed.
- ❑ Most of them, above all the younger ones, are prepared to use ICT tools, especially an app.
- ❑ Some traditional and non ICT communication tools should go alongside ICT tools, in order to expand potential users



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All the testing phases in general have been helpful in dealing with:

- The reporting process
- The relationship between IT tools and communication
- The differences between users according to age group and the most suitable language to use
- How to help citizens recognize a criticality and map the landscape
- Integration between different tools (existing social networks or non-IT tools such as meetings, etc.)
- How to recognise the authenticity of the report
- How to assess the degree of emergency of the alert.



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Lesson learnt and future needs

STAKEHOLDERS AND ASSOCIATIONS

- ICT can be difficult to use and can't be the only way
- lack of trust in PA ability to manage reports and to face problems (not for the emergency phase)

STUDENTS

- Lack of “civil commitment” → not used to be involved and communicate TO PA
- Lack of knowledge → they don't know what to report
- ICT is the way, but more ICT tools need to be considered

WHAT WE NEED FOR IMPROVING CITIZEN INVOLVEMENT AT LOCAL LEVEL

- Integration of ICT and traditional tools to improve communication in both directions
- Increasing citizens digital skills
- Increasing citizens involvement in territorial management
- Increasing awareness of flood and territorial risks



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Thank you for your attention!
Genova Team



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