

## Towards a Public Administration ready to deal with the new frontiers of communication



**Provincia Autonoma di Trento**  
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# The evolution of flood protection in Trentino

From the construction of massive hydraulic works to an integrated approach

**The milestone of flood hazard management in Trentino**

## THE 1882 FLOOD

- ☐ Soil instability in the entire region
- ☐ Insufficiency of previous containment walls and embankments

***Regio ufficio per opere di arginamento e di sistemazione dei bacini montani***

- Diffuse infrastructural interventions
- Stabilization of slopes, mountain streams, and main river courses
- Massive flood control and protection works



*Trento, 1882.*

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## THE 1966 FLOOD



Need for new policies on land protection:

- Management of public water resources
- Coordination/execution of works
- Ordinary maintenance of water bodies
- Two areas of competence (mountain basins, valley rivers)
- Thirty-year planning of works (Piano De Marchi)

**A first important change of paradigm**



*Trento, 1966.*



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## MORE RECENTLY (2000s)

- ☐ Unification of the competences
- ☐ Importance of non structural measures (urban planning, hazard mapping, etc.)




*Servizio Bacini montani (2006)*

**A fundamental turning point**

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## INTEGRATED MANAGEMENT OF RISKS FROM NATURAL HAZARDS

- Limits of the defense works alone in contrasting extreme events ('**protection**')  

- More attention to the concept of '**prevention**' and '**preparadness**'

***Integrated risk management*** = All of the hazards that are relevant to a society, and their related risks, are considered assessing risks holistically and prioritising intervention and actions.

→ Defense works, urban planning and residual risk management combined with civil protection and communication activities towards citizens.



# From delegation to self-protection

Sharing responsibility for risk reduction

- The most effective way to defend yourself against risks is to **know** them
- **Be prepared** for possible flood events is crucial to save lives and limit damages

## REDUCTION OF THE VULNERABILITY

- ☐ Risk knowledge
- ☐ Awareness of possible consequences
- ☐ Education on specific measures (behaviors)

→ **RESILIENCE**

# From delegation to self-protection

Sharing responsibility for risk reduction

## ACTORS AND ROLES IN RISK PROTECTION

### Scientists

- Understand and model natural phenomena

### Politicians

- Activate new actions of government and define new policies to guarantee an adequate level of safety

### Mass media

- Mediate between scientists/PA/politicians and society, guarantee high quality, reliable and trustworthy information

### Citizens

- Inform themselves about natural risks where they live
- Be prepared and know how to behave in case of natural hazards and during emergencies

# From delegation to self-protection

Sharing responsibility for risk reduction

- Involving stakeholders in an **active dialogue**:
  - necessary for the implementation of both structural and non structural measures (acceptability)
- **Awareness** on natural hazards:
  - a prerequisite to agree on residual risks/define an acceptable level of safety (risk 0 does not exist)
- **Communication** as a key element in the management of natural hazards  
**open, transparent and inclusive**





# PA and new communication trends

The era of social networks and opendata

## PA 4.0: RETHINKING PA IN A DIGITAL WORLD

- In recent years the fast technological and social changes (digital society) has redefined public communication.
- In 2006, the European Union published the White Paper on Communication:
  - communication at the service of citizens: 'Plan D' for democracy, dialogue and debate
  - needs of transparency, targeted attention, participation, efficiency and efficacy
- Relationship between citizens and PA should be revisited: new communication activities and public services.

# PA and new communication trends

The era of social networks and opendata

## IN ITALY

- European Commission ranked low Italy among the Countries requiring the use Internet to submit requests to the PA.
- Law n. 150/2000 re-organization of information and communication activities in the PA
  - Recognition of public communication among the other administrative activities
- Legislative decree n. 977/2016 'FOIA' recommends the systematic and professional use of social media
  - Definition of structures/professional figures that deal with communication
- The use of social networks is mentioned in strategic documents (3rd OGP Action Plan and the three-year Plan for the Digital Transformation in PA 2019-2020)
  - Social networks, chats, accesible websites are part of the communication tools of PA

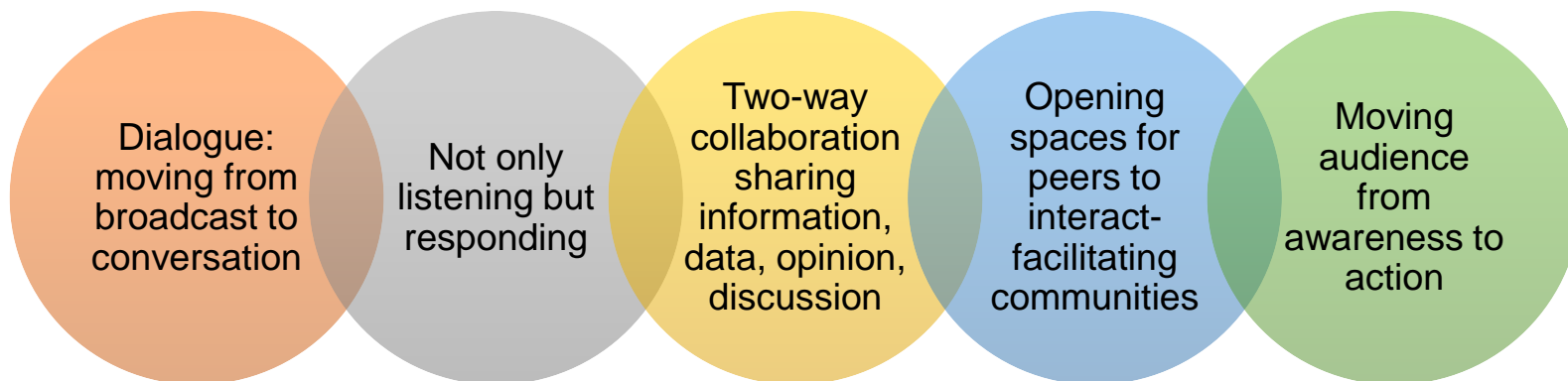
# PA and new communication trends

The era of social networks and opendata

## RETHINKING PA COMMUNICATION

In this context, **citizens area at the centre**, with their needs and their rights.

This requires:



*Putting social media to use in public administration - European Commission for democracy through law, 2011.*

# The Life FRANCA project

From the culture of emergency to the culture of prevention, we are all responsible.

**FRANCA** = *Flood Risk ANTicipation and Communication in the Alps*

Coordinated by Dipartimento di Sociologia e Ricerca Sociale  
dell'Università di Trento.



## PARTNERS



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



*Distretto delle Alpi Orientali*



## DURATION

Start date: 1 July 2016

End date: 31 dicembre 2019

## COST.

Total budget for the project: 1.058.242 Euros (European financial contribution 630.383 Euros)

# The Life FRANCA project

From the culture of emergency to the culture of prevention, we are all responsible.

## OBJECTIVES

- To **promote** a culture of flood hazard anticipation and prevention in Trentino and in the Alps, being aware that complete safety cannot be guaranteed.
- To **prepare** the population to possible flood events through a participatory process involving citizens, experts and administrators.

## HOW?

Education

Dissemination

Professional  
training

Participation



# Guidelines on flood risk communication

From the culture of emergency to the culture of prevention, we are all responsible.

In the context of Life FRANCA, SBm in collaboration with an expert in 'risk communication' (Dr. Giancarlo Sturloni) edited **guidelines on communication of flood hazard**

- Support SBm in the communication activities
- Useful also to other PAs in charge of flood management

## RISK COMMUNICATION

- facilitate information sharing between public administration and citizens
- support informed decisions about risk mitigation interventions
- protect individual and collective security

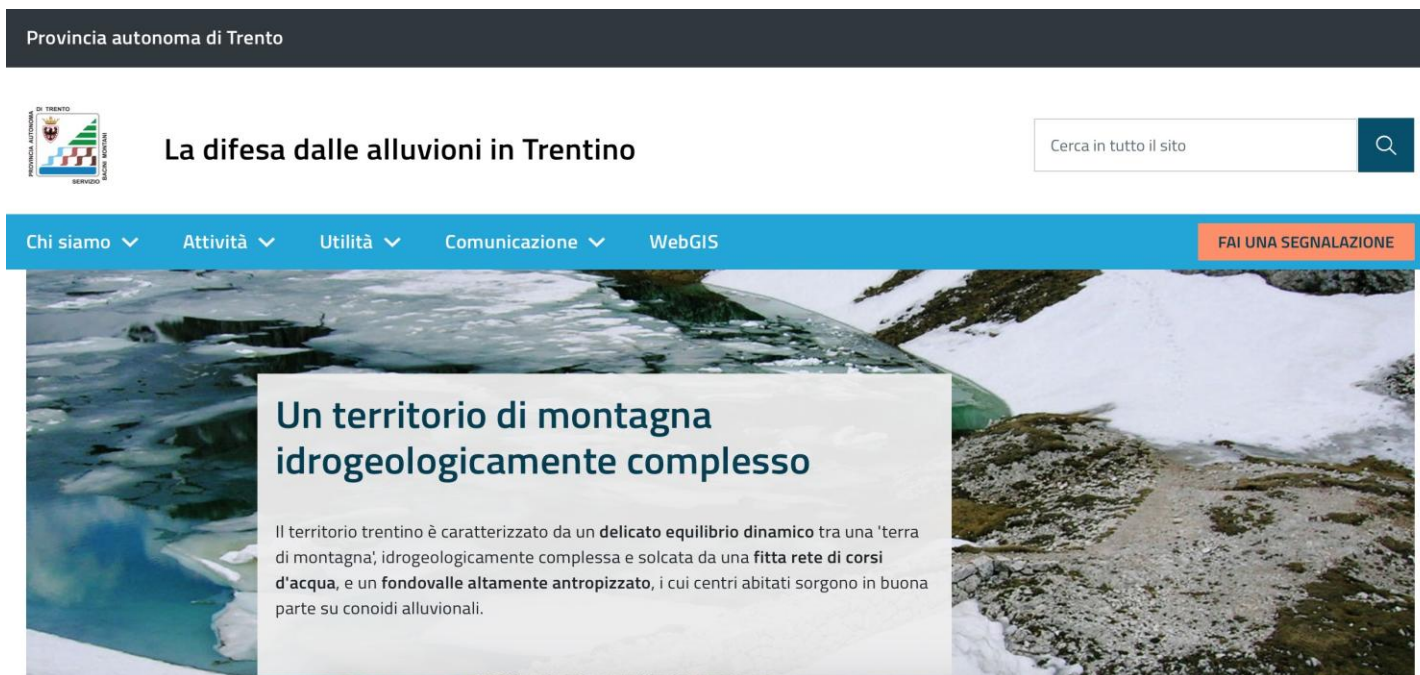
# The Portal on flood defense in Trentino

From the culture of emergency to the culture of prevention, we are all responsible.

## THE PORTAL: A KEY OUTPUT OF THE PROJECT

A reference for anyone looking for information on hydrogeological conditions in Trentino.

<https://portal.lifefranca.eu/>



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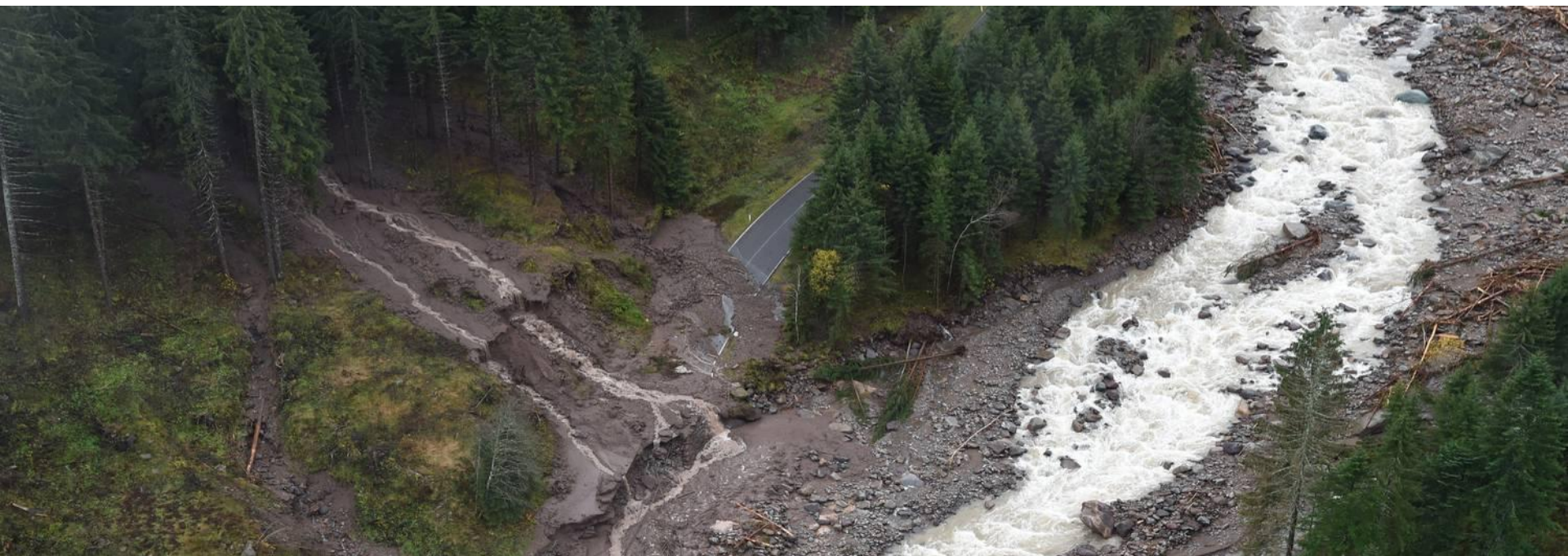
On-line and free	Available in internet for everybody
<i>Mobile friendly</i>	Easily accessible from mobile devices ( <i>tablet</i> and <i>smartphone</i> )
Interactive	Databases accessible through maps and interactive graphics
WebGIS	On-line visualization of spatial data about flood hazard
Bi-directional	Generate two-way information exchange between PA and citizens

# Conclusions

Communication, knowledge, sharing, collaboration

- Risk mitigation requires strong cultural action, a change in mentality for better understanding the (vulnerability of the) territory we live in.
  - Everyone is a responsible player in the management of natural hazards, and everyone plays a (different) role
  - Encouraging people to adopt protective measures
- To keep pace with the fast digital transformation of the society, PA had/has to redefine public communication
  - Informing citizens and communicating with them is still 'optional' (but it should be an institutional duty)
  - In Italy, PA are changing slowly.





Thank you for the attention