



RainGain

Communication Plan

April 2012



Why plan?

-“Luck is where preparation meets opportunity”

-Seneca

“In the field of observation, chance favors only the prepared mind”

-Louis Pasteur

Main objective

to DISSEMINATE and MAKE AVAILABLE the **TOOLS** and **METHODOLOGIES** developed in the project,

so that its **TARGET GROUPS** are INFORMED, EDUCATED, INVOLVED and MOBILISED

so that **VULNERABILITY** to urban pluvial flooding is REDUCED



Communication Strategies

- **Internal :**

- all the project partners

- **External :**

- people and groups outside the project

for the successful implementation of the project deliverables and to ensure its impact over time in the NWE Region



Communication Goals

Internal :

- To structure exchange of information at the national and transnational level
- To optimise cooperation
- To realise objectives, to monitor progress and to communicate it among the project partners



Communication Goals

External :

- reach the selected target groups
- encourage participation of target groups in the project
- engage and train a transnational network of institutions for using the developed techniques in their daily operation
- develop internationally accepted urban rainwater management strategies
- develop scientific/technical issues for education and training
- disseminate the project results to the target groups and beyond so that its deliverables are sustained after the project



Communication Goals

“Goals are dreams with deadlines”

- Diana Scharf Hunt



SWOT analysis

- **Strengths**

Understanding of new technology & INTERREG support

- **Weaknesses**

Limited staff for communication

- **Opportunities**

Stakeholders believe that more should be done to reduce vulnerability to urban pluvial flooding

- **Threats**

Other projects may overshadow our messages and we are not being heard



Targets

(national, regional and local level)

•Internal :

- project partners
- workpackage leaders
- steering committee
- project managers

•External :

- politicians, planners, and decision and policy makers involved in urban water management
- water authorities, water companies and partners of other projects
- weather services
- **students**
- general public



Key messages

(national, regional and local level)

For politicians, planners, and decision and policy makers involved in urban water management:

-It is **ESSENTIAL** and **POSSIBLE** to accurately and timely predict rainfall and urban pluvial flooding at the street and property level in order to **REDUCE VULNERABILITY** and **INCREASE RESILIENCE** to this type of events

- **RAINGAIN** constitutes an innovative solution for pluvial/surface flooding problems: it enables for better preparedness to these events, for reduction of vulnerability and damages caused by pluvial flooding, for better adaptation to climate change and better serving your citizens



Key messages

(national, regional and local level)

For water authorities, water companies and partners of other projects:

- RAINGAIN provides innovative tools for accurately and timely modelling and forecasting urban pluvial flooding, which allows for **BETTER PLANNING, OPTIMISED OPERATION and MANAGEMENT and PROTECTION OF VITAL INFRASTRUCTURE** from this type of events

For weather services:

- RAINGAIN provides innovative tools for measuring rainfall at the street and property level that can be used to **IMPROVE WEATHER RAINFALL FORECASTING** and urban climate models at the urban scale



Key messages

(national, regional and local level)

For the general public:

-RAIN GAIN provides innovative tools for timely and accurate forecasting of urban pluvial flooding, which enables **TIMELY RESPONSES** to this type of events in order **TO PROTECT CRITICAL POPULATION AND INFRASTRUCTURE**

- Raingain is based on EU-funded transnational cooperation between people and authorities which allows to develop a high common level of knowledge and efficiency in tackling urban pluvial flooding to protect European citizens



Branding and Identity

Does the stakeholders know who we are?

Do they instantly recognize information we provide?

Just do it.



Don't leave home without it.



- Official logo
- Template for all print and online resources
- Stickers



Tools

Internal

- Meetings:

- (pre)kick-off meeting in Delft
- 6x 3-day meetings for the project consortium and international workshops
- 2x 2-day meetings per year for the consortium
- 2 technical meetings per year for each (country) partner

- Virtual Project Space: intranet to exchange different project related documents.

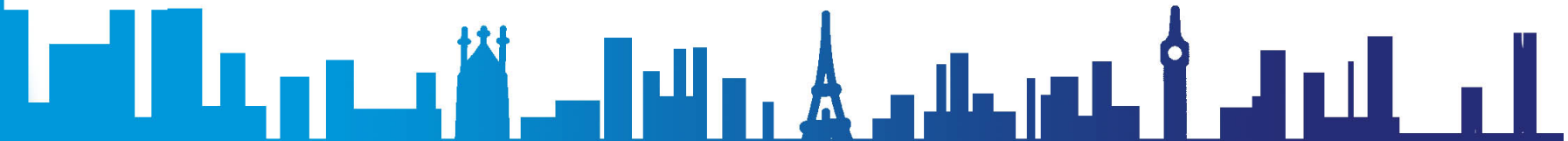
- E-mails



Tools

External

- International workshops:
 - kick-off meeting in Paris
 - 4 workshops (2 for WP2, 1 for WP3 and 1 for WP4)
 - final conference
- National observer group meetings
- Participation to international and national conferences
- Press conferences and releases
- Project newsletter (after each biannual project meeting)
- Website (main project results, project news, agenda of project meetings, publications)
- E-mails



Plan Measurement

- “What gets measured gets done”
- Tom Peters
- “One of the great mistakes is to judge policies and programs by their intentions rather than their results”
- Milton Friedman
- “Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted”
- Albert Einstein



Success indicators

Internal

- Attendance levels of project meetings, technical meetings and NOG meetings
- Communication on the agenda of every project meeting
- Minutes of each project and technical meeting (through the Virtual Project Space)
- Web-statistics:
 - Bimonthly review of access rate to Virtual Project Space;
 - Number of hits and number of downloads from Virtual Project Space will be registered



Success indicators

External

-ATTENDANCE LEVEL of all conferences, international workshops and national observer group meetings (20 members are foreseen for NL and B, 40 for F and 50 for UK)

-PERIODIC QUESTIONNAIRES (twice a year)
to the target groups aiming at evaluating the awareness of the existence of the project, its goals and progress



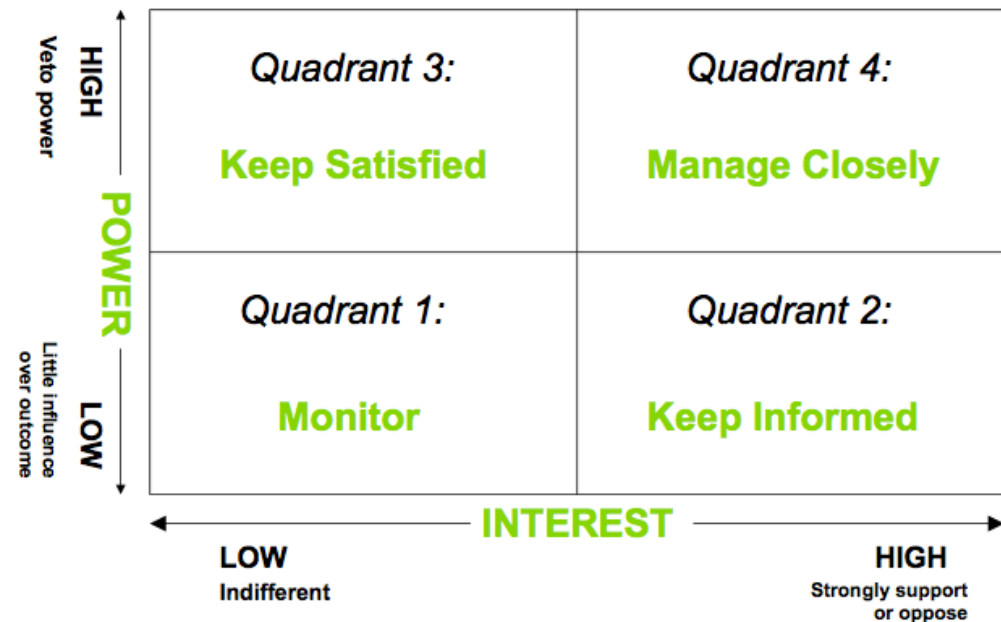
Stakeholder analysis

Power:

The degree of influence or control an individual, group, or organization can exert over our project

Interest:

The degree of attention an individual, group, or organization has in our project



Direct E-mails





Members Area :

[I'm logged in](#) [Forgotten password ?](#)

[HOME](#) [PROJECT CONTENT](#) [EVENTS](#) [NEWSLETTER](#) [PUBLICATIONS](#) [MEDIA](#) [PARTNERS](#) [CONTACT](#)



RAINGAIN

Objective : to improve fine-scale measurement and prediction of rainfall and to enhance urban pluvial flood prediction. This will enable urban water managers to adequately cope with intense storms, so that the vulnerability of populations and critical infrastructure can be reduced.

Sites : The activity includes the implementation and use of advanced radar technologies (X Band) in Leuven, London, Paris, and Rotterdam

Partners : The project gathers 13 partners in Belgium, France, Netherlands and the UK (local authorities, universities and enterprises). A collaborative approach of the project will allow to build up a highly valuable set of best practices.

FOCUS



Introduction Case Study **Rotterdam**
New Waterway river flowing through the City of Rotterdam north and south of the river and port areas towards the North Sea. Municipal borders of Rotterdam indicated in yellow

[Read more](#)

NEWS



Friday 20th April 2012 - FR
NOG meeting, Ecole des Ponts

[Read more](#)

29th February - UK NOG meeting, WSP House, London



[View all news](#)

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UPCOMING EVENTS

APR 17 2012 Partners workshop - Leuven - 17th April

[Program and registration](#)

APR 18 2012 Visit to Leuven radar and financial / administrative helpdesk meetings (optional)

[Program and registration](#)

[View all upcoming events](#)

Risques environnementaux, au cœur des JSE | Festival de l'Oh!

<http://festival-oh.cg94.fr/node/982>



« Les villes sont devenues de plus en plus vulnérables parce qu'elles vivent de plus en plus aux bords des rivières, parce qu'il faut maintenant avoir une idée forte de l'impact des fortes pluies et les constructions de zone inondable ont un fait. Je le trouve étonnant. Mais travailler d'urgence sur ces questions est indispensable pour les villes. Les précipitations de la rue à l'autoroute peuvent être les plus intenses et les plus rapides. Je pense que les bâtiments et les infrastructures qui y sont construits doivent être conçus pour résister aux inondations. Je pense qu'il faut être très attentif à la question de la résilience des villes. C'est à dire la capacité à revenir à un état d'usage de fonctionnement après la crise. Dans l'inondation en France, on a vu beaucoup de bâtiments s'effondrer. Ça n'est pas d'exemple, poursuit-il, les éléments légers d'un immeuble ou d'une construction peuvent voler dans les fonctions essentielles pour faire face à une éventuelle inondation. Il faut donc penser à la culture étanche sur les murs pourrait être générées. Dans les projets européens, financés par la communauté européenne, RainGain et SMARTesT (Smart Resilience Technology, systems and Tools) ont vu le jour en 2011 et 2010 et portent précisément sur ces questions. Leurs objectifs sont d'améliorer la mesure de la pluie en milieu urbain pour une meilleure gestion des inondations pour RainGain, et d'aider les industriels à concevoir et diffuser des technologies de résilience efficaces pour SMARTesT. « L'une des plus connues est un simple batardeau, c'est à dire, un battant épais qui a pour objectif de rendre étanches les entrées d'immeuble, de parking ou d'autres constructions, le temps de la crue. Ce sont des éléments qu'il faut avoir prévu avant la crue, on ne peut les gérer le jour J. »

Plan of Actions

Month / Action	April	May	June	July
Website Com ENPC / com correspondents	→			
Virtual Project Space (intranet) Module's leaders (WPs, project management, communication, steering committee)		→		
Newsletter Com ENPC			X	
Meetings Host leaders	X			
Events & flash news Host leaders		X tender		

