

# Experiences and learning on communication dynamics - engaging with citizens and new tech methods



The Danish case

Presented by Maria Richardt Schoop, Operational Management  
Greater Copenhagen Fire Department

## **Joined venture:**

University College Copenhagen

The University of Copenhagen

Frederiksberg Municipality (Climate department)

Greater Copenhagen Fire Department

The rest of the LINKS-team

Frederiksberg



**HOVEDSTADENS  
BEREDSKAB**

# The Danish case scenario – Cloudburst



<https://www.youtube.com/watch?v=COitSnE43LQ>

# Risk awareness

– does not equal risk preparedness

38 % have experienced flooding of their house

15 % are worried about their home getting flooded



55 % believe that they themselves have the responsibility to prevent flooding of their house

46 % believe that they have no influence to prevent flooding

55% use social media to look for news

Citizen survey (N 1015)  
Citizen focus group (N 37)

# Drought



## Social listening

Retriever program automatically analyzing social media based on human/**manually chosen words**

# Risk perception and traditional events during drought

**Timeline**  
– Citizens were public first-movers on social media



- Locally differences
- Who should be agenda-setting?
- Who should be guiding citizens?
- How/where should we guide?

Resilience Wheel





**Reality – Multi-hazard**  
Multi-hazards creates competing concerns and new dynamics on the communication between professional actors, NGOs and citizens.

**Value of LINKS – the project**  
Formed steppingstones  
– now we as practitioners need to choose our path and further facilitation of the processes in order to integrate the findings and tools.



Including Citizens Handbook



Guidelines  
Expert guidelines



Resilience Wheel



Use Cases  
Practical use cases



Technologies  
Software for interaction v of these interactions.

# Key points

- Risk awareness does **not** equal risk preparedness
- **Reality is dynamic**  
integration processes must reflect that
- New tech is an **add-on**  
both traditional communication and human skills are need
- **Facilitation**, ensuring **ownership** and **prioritizing** is necessary
- LINKS – the project has formed some **steppingstones**  
now practitioners needs to **form** their path