
INTEGRATING RISK PERCEPTION AND ACTION TO ENHANCE CIVIL PROTECTION-CITIZEN INTERACTION

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LINKS Final event
16th October 2023, Rome





RiskPACC – overview

Start: 1st September 2021, End: 31st August 2024

Consortium

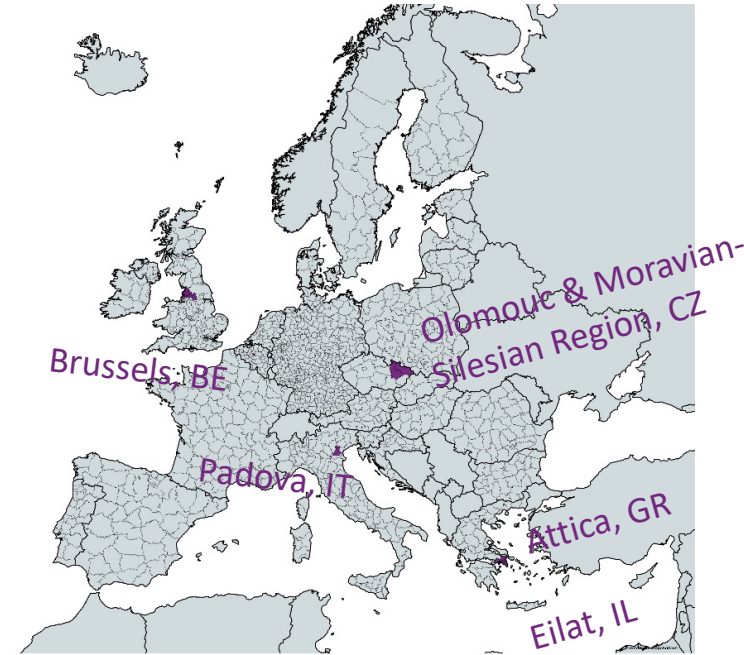


Case studies



RiskPACC Case Study Areas (NPS 2-level)

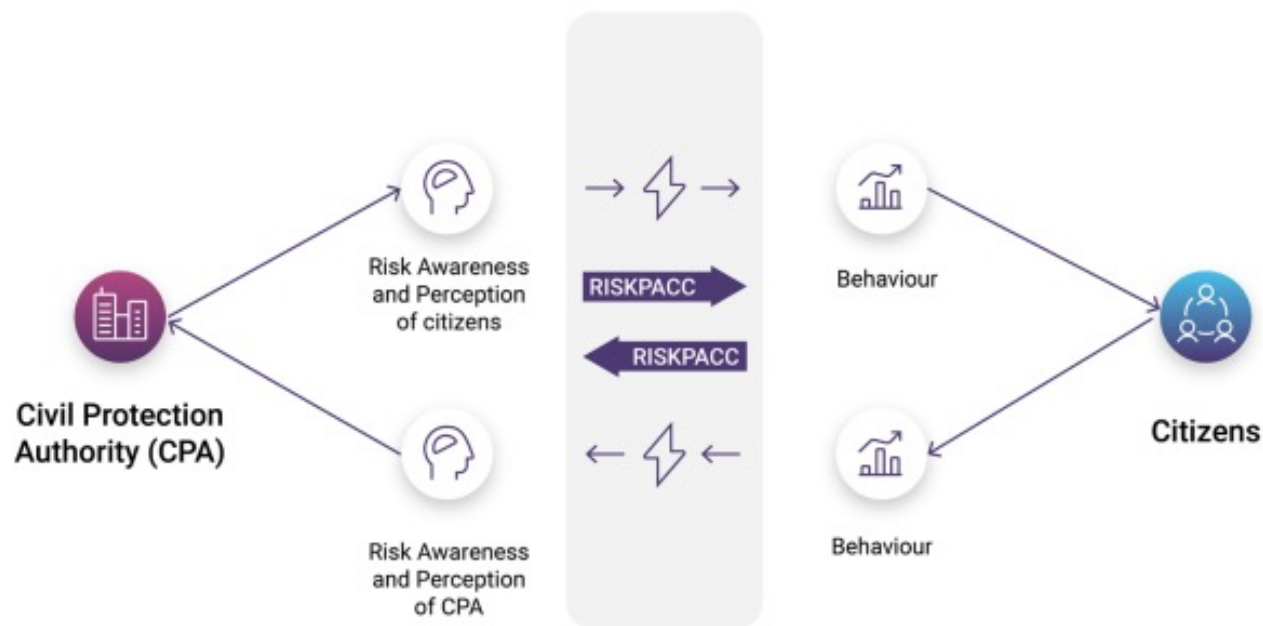
RiskPACC Case Study



RiskPACC main objectives

- Understand and close the Risk Perception-Action Gap (RPAG)
- Facilitate interaction between citizens and CPAs
- Develop procedural as well as technical solutions to address the RPAG
- Provide the “Risk Pack” (online platform and physical version) that will include the developed solutions, a framework and methodology to understand and close the RPAG

Risk Perception-Action Gap



Selected gaps in risk communication

as identified via interviews in RiskPACC case study regions

- Contested terminology
- Misalignment in expectations CPAs ↔ citizens
- Lack of existing communication channels between CPAs and community groups
- Building trust ties
- Amplification of risk
- Need for better information for the civil society
- Digital divide and lack of inclusiveness

See D1.3/D2.3 for details, available at riskpacc.eu

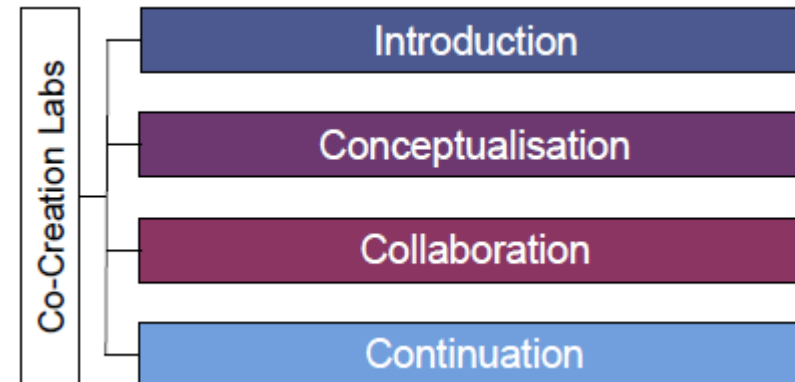
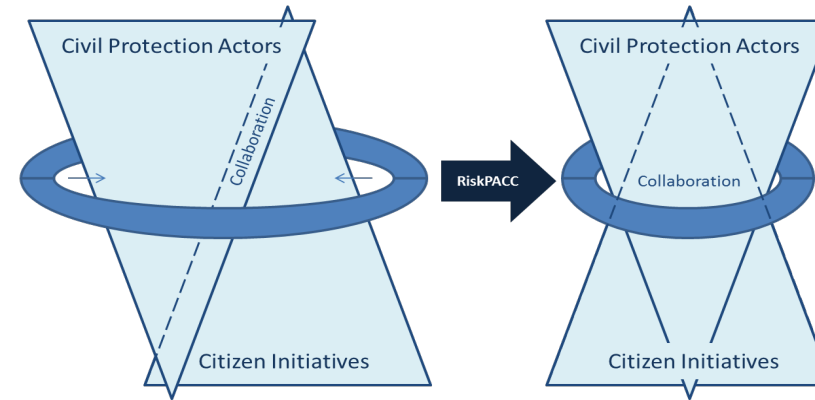


Enhancing two-way communication & co-creation

- Mutual understanding (CPAs – citizens) is crucial for effective risk communication (with or without social media)
- Many disaster resilience activities undertaken by CPAs focus on risk communication with citizens (according to interviews)
 - Using social media is seen as an option for improvement, however not as exclusive solution
 - Challenges of digital divide and the need to consider vulnerable groups
- **Increasing two-way-communication and applying co-creation approach**

RiskPACC's co-creation approach

- Stakeholders including CPAs, citizens, researchers, technology providers work together to jointly identify needs and jointly develop solutions
- Methodologies in Co-Creation Labs include
 - Story Board User Stories
 - World Café, 3-6-5, Fishbowl, etc
 - Participatory Mapping
 - (Focus) Group interview
 - **Risk communication activity**
 - ...



See D3.4 for details, available at riskpacc.eu

Risk communication activity as part of RiskPACC's co-creation approach (1/2)

Aims of the risk communication activity are

- To address a need by CPAs to communicate to citizens and/or volunteers a particular risk that they have identified
- To open up a structured space for dialogue and sharing of risk perceptions between CPAs and citizens/volunteers on the meanings and measurements of this particular risk
- To identify the best forms of risk communication to help citizens and/or volunteers to take informed and appropriate risk reduction actions
- To meet the needs of co-design and build relationships of trust through working together on a defined activity

See D4.3 for details, will be available at riskpacc.eu

Risk communication activity as part of RiskPACC's co-creation approach (2/2)

Related to a typical risk communication, participants discuss things such as

- How well they understood the communication (by asking them to describe what it meant to them)
- How worried they felt about the prospect of that risk in their area having seen the communication
- What actions (if any) they would take in response to the communication
- ...

Second step: CPAs and citizens collaboratively create their own risk communication

See D4.3 for details, will be available at riskpacc.eu



THANK YOU!



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RiskPacc Project



www.riskpacc.eu

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