

## Flood-wise core messages

*“Floods don’t stop at the border - so we need to work across borders”*

### Aspect 1 Management, planning and cross border cooperation

Target audiences: partner network, policy experts, professional organisations with an interest

- Effective flood management needs cross border cooperation
- The Flood-wise project is unique – we are coordinating flood management across borders
- Flood-wise – flood management across borders

Message	Additional information	Target audiences	Comments
Floods don’t stop at the border  Effective flood management needs cross border cooperation	The Flood-wise project is unique in coordinating flood management across borders.  The flood-wise project will help public sector flood managers to connect with their counterparts and to agree on common definitions and solutions.	<ul style="list-style-type: none"> <li>• Flood-wise Partner networks</li> <li>• Policy experts</li> <li>• Communities affect by floods</li> <li>• Professional organisations with an interest</li> </ul>	
The Flood-wise project will help policy makers to develop joint flood strategies within the frameworks of EU.	It is important that we have agreement on what is a flood risk, how we grade the impacts and what action we take.	<ul style="list-style-type: none"> <li>• Partner network</li> <li>• Policy experts</li> </ul>	This message is suitable for partner networks and policy experts – but will not resonate with other stakeholder groups. NOTE: that the main message on the website homepage should have wider appeal ( as below).
The Flood-wise project aims to produce flood maps that will help people to understand where the high risk areas are in their community.	These maps help communities in river basins to understand the relative risks that they face.	<ul style="list-style-type: none"> <li>• Flood-wise Partner networks</li> <li>• Policy experts</li> <li>• Communities affect by floods</li> <li>• Professional organizations with an interest</li> </ul>	The flood maps will almost certainly need a disclaimer clause to avoid any liability.
The Flood-wise project will enable policy makers to share information and best practice in flood management strategy with their counterparts across Europe.	Flood-wise is one of the European Regional Development Funded INTERREG IVC projects which shares best practice across Europe.	<ul style="list-style-type: none"> <li>• Flood-wise Partner networks</li> <li>• Policy experts</li> </ul>	This is the standard INTERREG IVC message – to cover the requirement to communicate the IVC knowledge sharing.

## Aspect 2      Helping communities cope

*“We are working internationally to help communities locally”*

**Target audiences: communities, professional organisations**

- Flood-wise – helping communities to reduce the impact of floods
- The flood-wise project will help communities in river basins to know there are flood risks and what action they can take.

Message	Additional information	Target audiences	Comments
The Flood-wise project will benefit people in communities near rivers by showing them where there are risks of flooding and what can be done to help.	<p>The project will produce maps that show which areas are most at risk.</p> <p>Flood management plans will be developed that will assist communities and organisations involved in rural and urban planning</p>	<ul style="list-style-type: none"><li>• Flood-wise Partner networks</li><li>• Policy experts</li><li>• Communities affected by floods</li><li>• Professional organizations with an interest</li></ul>	
We are working on it - internationally	<p>We need to work together with communities over the border to protect our livelihoods.</p> <p>The Flood-wise project will help local authorities to solve flood problems more efficiently.</p>	<ul style="list-style-type: none"><li>• Communities affected by floods</li><li>• Professional organisations with an interest</li></ul>	
The Flood-wise project will help communities to know what action to take to reduce the impact of flooding.	<p>The project will provide essential information that communities need in order to take action.</p> <p>This includes management action plans and the details of local sources of help.</p>	<p>Primarily</p> <ul style="list-style-type: none"><li>• Communities affected by floods</li><li>• Professional organisations with an interest</li></ul>	‘Communities’ is an effective descriptor as this includes all stakeholders. Communities also carries a positive connotation.