



Registration

please register until 26th of october 2007

Regional Government of Lower Austria
Department for Fire Service and Civil Protection

Center for Fire, Disaster and Civil Protection

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for more information and registration
www.risk07.net
www.monitor-cadses.org



Die Niederösterreichische
Versicherung

courtesy to
Niederösterreichische Versicherung



conference on risk communication
Tulln / Austria
7. – 9. november 2007



www.risk07.net



RISK:07

Risk plays an important role in our daily lives. Especially in Europe, risks caused by natural hazards are an everlasting issue. Indeed, we have learned to live with those threats, but prognosis of the International Panel on Climate Change (IPCC) say that climate change will account for a striking increase in extreme events.

Effective interdisciplinary communication among authorities, economy, science and rescue organisations about anticipated future risks will play an enormously important role. The relevant disciplines' knowledge on future risks must be communicated to the public in an appropriate and comprehensible language. Communication tools will be necessary to achieve behavioural changes of the people participating at this process. The sensitisation to new threats, the involvement of the economy and the trust into authorities and rescue organisations is of major significance. RISK:07 addresses this thematic fields and tries to give answers.

Risk Communication

Interdisciplinary communication among authorities, economy, science and rescue services. How to do it and what to take care of?

Risk Communication Best-Practice

Valuable experiences from the communication business. How to communicate effectively? Reports on successful examples can help.

Risk Communication and the Media

The media as an important player in the communication process. What has to be considered, what are the pros and cons?

Risk Communication through Participation

Making the impossible possible. Public participation as a method for successful risk communication. How can participation look like?

Risk Communication and the Insurance Industry

The insurance industry and its role in risk communication. Is the insurance industry the underestimated partner?

Programme

Wednesday, 7th of november 2007

Session 1: Risk Communication

- 12:00 – 13:00 Check In/Registration
- 13:00 – 13:10 Opening Address – *Bernhard Schlichtinger – Department for Fire Service and Civil Protection*
- 13:10 – 13:30 Considering Residual Risk – *Josef Plank – Provincial Minister for Agricultural, Environmental and Disaster Management Affairs, Lower Austria*
- 13:30 – 14:00 Insurability of Risk – *Othmar Ederer – Grazer Wechselseitige*
- 14:00 – 14:30 Risk Communication and Climate Change – *Anthony Patt – International Institute for Applied Systems Analysis*
- 14:30 – 15:00 Coffee/Snacks

Session 2: Risk Communication – Stories of Success

- 15:00 – 15:30 Safety Tour, a Story of Success – *Hans Klupper – Austrian Civil Protection Association*
- 15:30 – 16:00 Risk Management in Cologne – *Reinhard Vogt / Yvonne Wiczorrek – Flood Protection Service Cologne*

Programme

- 16:00 – 16:30 "Team Österreich" – *Gerry Foitik – Austrian Red Cross*
Martin Radjaby-Rasset – Ö3
- 16:30 – 17:00 Coffee/Snacks

Session 3: Risk Communication – Success through Participation

- 17:00 – 17:30 Challenges of Transnational Participation – *Christian Schrefel – 17&4 Consulting Ltd.*
- 17:30 – 18:00 Public Participation in Planning on the Local Level – *Alexander Hader – SPES Academy*
- 18:00 – 20:00 Common Dinner/Ice Breaker

Thursday, 8th of november 2007

- 09:00 – 18:30
- Workshop 1: Marketing Risk – Using the Right Channels
- Workshop 2: Participation for Risk Communication
- Workshop 3: Technology of Risk Communication
- Workshop 4: Language in Risk Communication
- Workshop 5: Insurances in Risk Management

Friday, 9th of november 2007

- 08:00 – 14:00
- Excursion 1: From Forecast to Broadcast
- Excursion 2: Flood warning in Lower Austria
- Excursion 3: From the Early Warning System to the Siren
- Excursion 4: Centre for Fire Service, Disaster and Civil Protection

Simultaneous translation into English and Czech will be provided on Day 1!