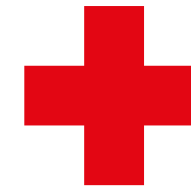




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Katastrophenvorsorge



**Deutsches
Rotes
Kreuz**



**Risk culture in different countries:
How can we learn from each other to reach a more positive risk
culture?**

Risk culture and the 2021 flood in Germany

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Essentially for risk culture are...

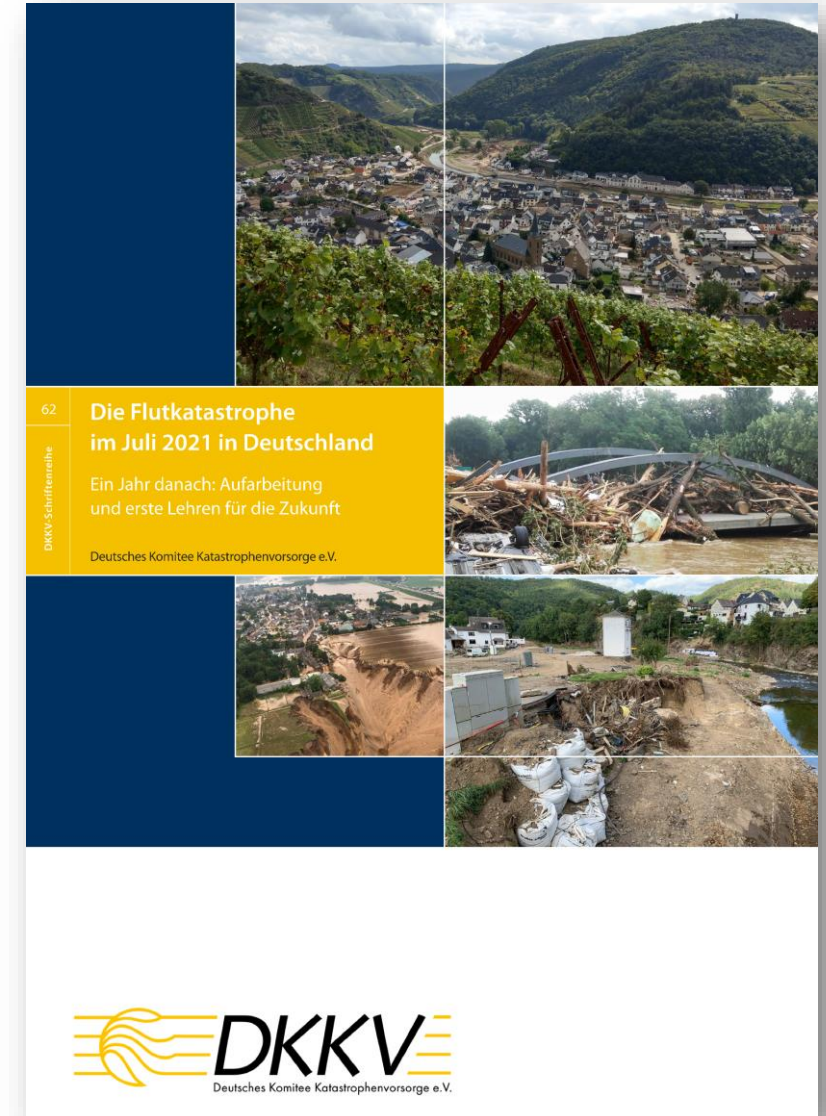
- **Risk awareness**
 - Pandemic the first experience of disasters
 - „comprehensive cover mentality“
- **Risk communication**
 - "Exchange of information and opinions on risks for risk avoidance, minimisation and acceptance." (BBK)
- **Self preparedness**
 - It is up to each and every of us
 - Checklist for personal preparedness by BBK



Historic flood marks in Ahr valley (Photo: B. Thiebes 2021)

Lessons to learn from the flood

1. Strengthen risk awareness and progressive risk culture
2. Improve risk communication
3. Focus on prevention
4. Better risk analyses
5. More room for rivers and more water storage
6. Strengthen safety of critical infrastructure
7. Rethink early warning systems
8. More robust crisis communication and management
9. Better coordination necessary
10. Practice the emergency
11. Adequate materials for civil protection
12. Do not just rebuild but ‚Build Back Better‘



1. Strengthen risk awareness and progressive risk culture

- Local risks are often unknown and underestimated by the local population
- Strategies and activities are necessary to speak about risks in a positive setting to raise awareness



2. Improve risk communication

- objective and unagitated risk communication
- holistic communication of risks including hazard, vulnerability and protection capacities
- target-group-oriented and attractive formats in e. g. schools, at festivals and events



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3. Focus on prevention

- Prevention is better than rehabilitation
- Not only from politics, also from the population themselves
 - e.g. warning apps, insurances, etc.
- → It is central to combine these measures with effective risk communication



“Risk culture was not a big issue in Germany until the beginning of the pandemic with the flood of 2021. Now that we live with constant and complex crises, we need to learn a positive and progressive way of dealing with multiple risks in order to increase societal resilience at local, national and international levels.”