



NOAH communication and stakeholder involvement

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Hanna Rissanen | hanna.rissanen@samk.fi
Satakunta University of Applied Sciences, Finland

NOAH facts & figures

Protecting the Baltic Sea from untreated wastewater spillages during flood events in urban areas

- Financier: Interreg Baltic Sea Region
- Duration: 1/2019 – 12/2021
- Budget: 3 000 000 / ERDF 2 430 000
- Partnership: 6 countries, 18 institutions
- Pilot sites: 8 cities/municipalities

» <https://sub.samk.fi/noah/>

»    @bsrnoah



NOAH themes & actions



- Climate change → extreme weather events
→ floods = financial damage + wastewater overflows
- NOAH: Tools and knowledge for smart urban planning
 - 1) Planning & risk assessment
 - Modeling of NOAH pilot areas → flood risk analysis
 - 2) Control & prevention
 - Installations (AHS, RTC) → monitoring and adjustability
 - 3) Holistic planning
 - NOAH tool: Extreme Weather Layer (EWL)
 - Spatial planning + water management + climate scenarios

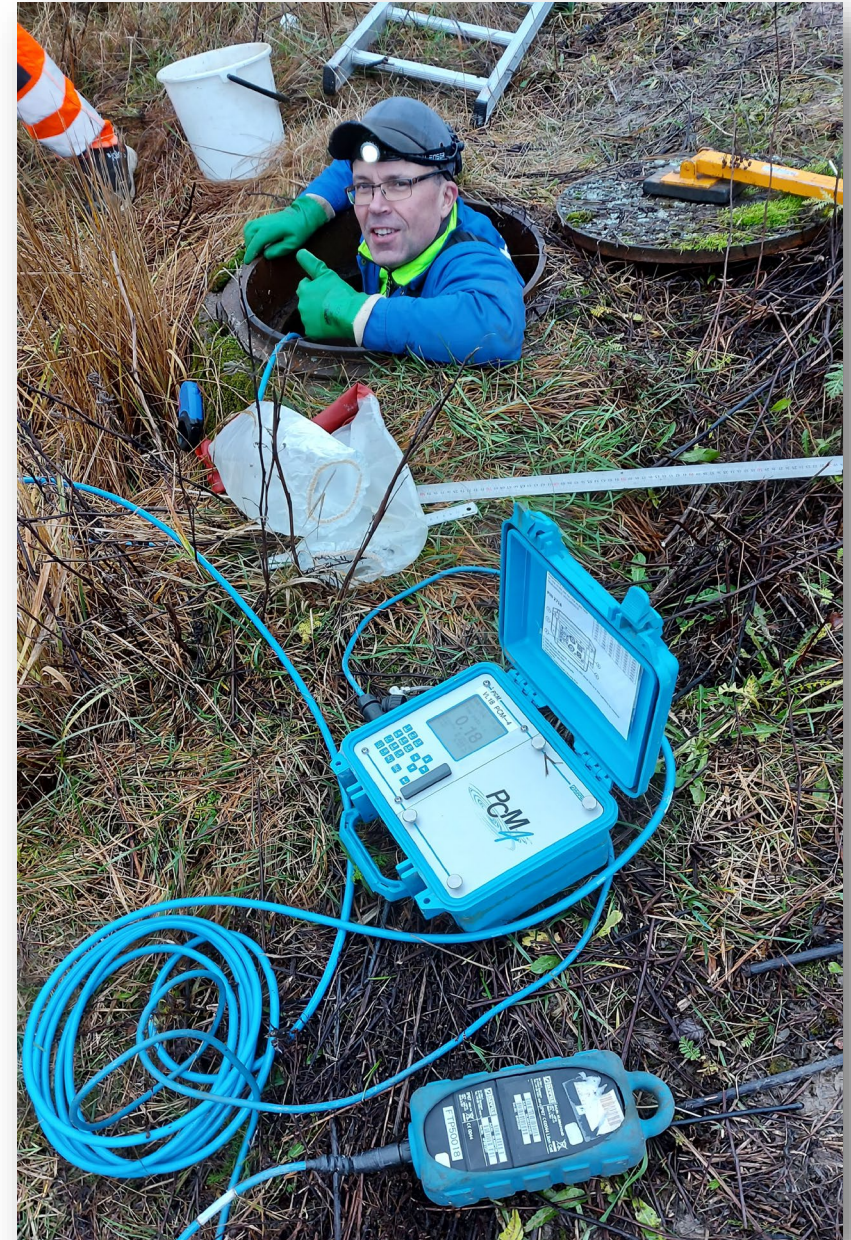
» **HOW TO COMMUNICATE?**

NOAH communication

WHAT?

Communicating project themes and activities:

- climate change and its effects,
- pilot site descriptions, flood risk evaluations,
- installations, measurements, sampling,
- partner meetings, cooperation activities,
- events, publications and outputs.



NOAH communication

TO WHOM?

Disseminating information to a range of stakeholders:

- decision makers and urban planners,
- water utilities,
- universities and research institutions,
- general public, societies and individuals.

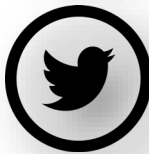
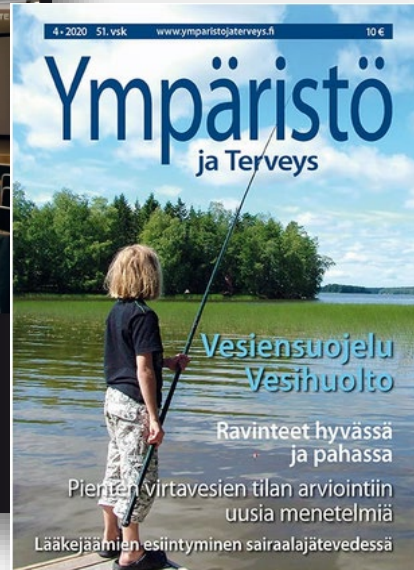


NOAH communication

HOW? 1/4

Utilizing the possibilities of media:

- active presence in social media,
- articles & interviews (English, local language).



NOAH communication

HOW? 2/4

Delivering project results in a simple and comprehensible way by using visual tools:

- interactive maps,
- informative leaflets,
- story-telling videos.



The key is to raise awareness and increase knowledge.

NOAH EXTREME WEATHER LAYER
BSR NOAH: January 2019 - December 2021

Protecting the Baltic Sea
NOAH
Reducing wastewater spillages during urban flooding

THE EXTREME WEATHER LAYER (EWL) is a new tool created in the BSR NOAH project for spatial planning and flood risk mitigation in urban areas. It is built based on the model of an existing stormwater system and is a combination of hydraulic modeling, climate scenarios and other urban planning datasets.

WHAT IS THE TOOL USED FOR?

- The EWL can be used to simulate a stormwater system's response to extreme weather events based on different climate change scenarios.
- For example, RCP 8.5 is an extreme change scenario which illustrates an area's flood risk in the year 2040 if greenhouse gas emissions continue to rise over time.

BENEFITS OF THE EWL

Urban planners can utilize it to gain information about flood risk areas in the present and future and to develop more resilient cities.

With the help of EWL, the most effective solutions for flood mitigation can be implemented in the right places.

READING THE EWL

- Flood-prone areas can be viewed on the EWL map in either catchment or plot view.
- Flood risk is displayed in traffic light colors, ranging from no risk to high flood risk.

Example: Rakvere, Estonia RCP 8.5

catchment plot

- No flood risk
- Low flood risk
- Increased flood risk
- High flood risk

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Baltic Sea Region

SCAN QR CODE FOR MORE INFORMATION!
https://ub.samk.fi/hoah

YouTube
Search

RAKVERE
BSR NOAH results – Rakvere, Estonia

The NOAH project aims at developing holistic improvements for urban stormwater management.

BSR NOAH results – Rakvere, Estonia
RAKVERE

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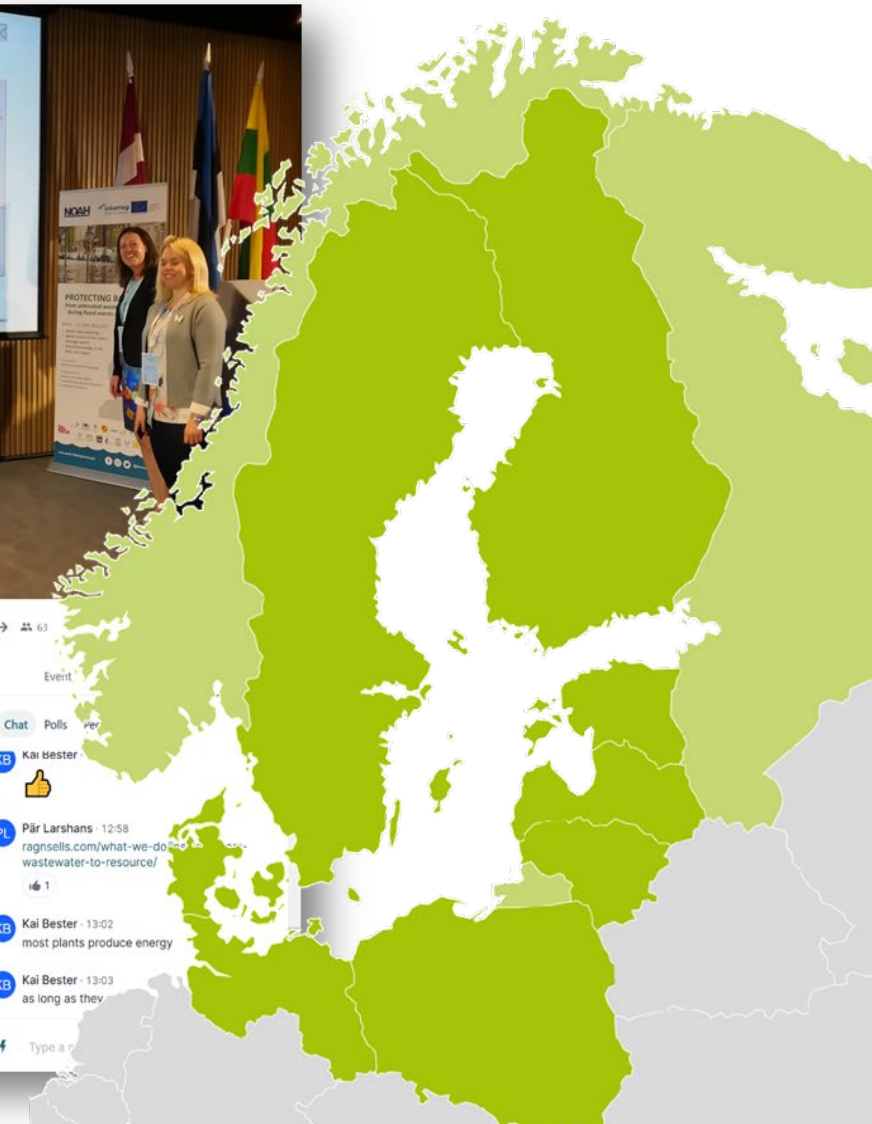
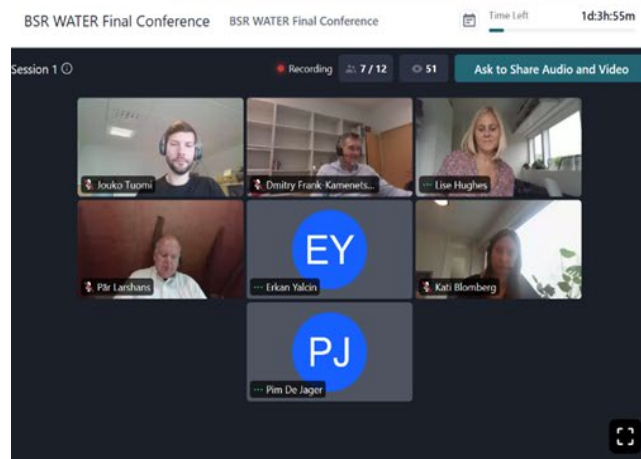
HOW? 3/4

Building networks:

- associated partners,
- local and international events,
- other projects of the field,
- NOAH Stakeholder representative panel.



Working for the Baltic Sea means cooperating across borders.



NOAH communication

HOW? 4/4

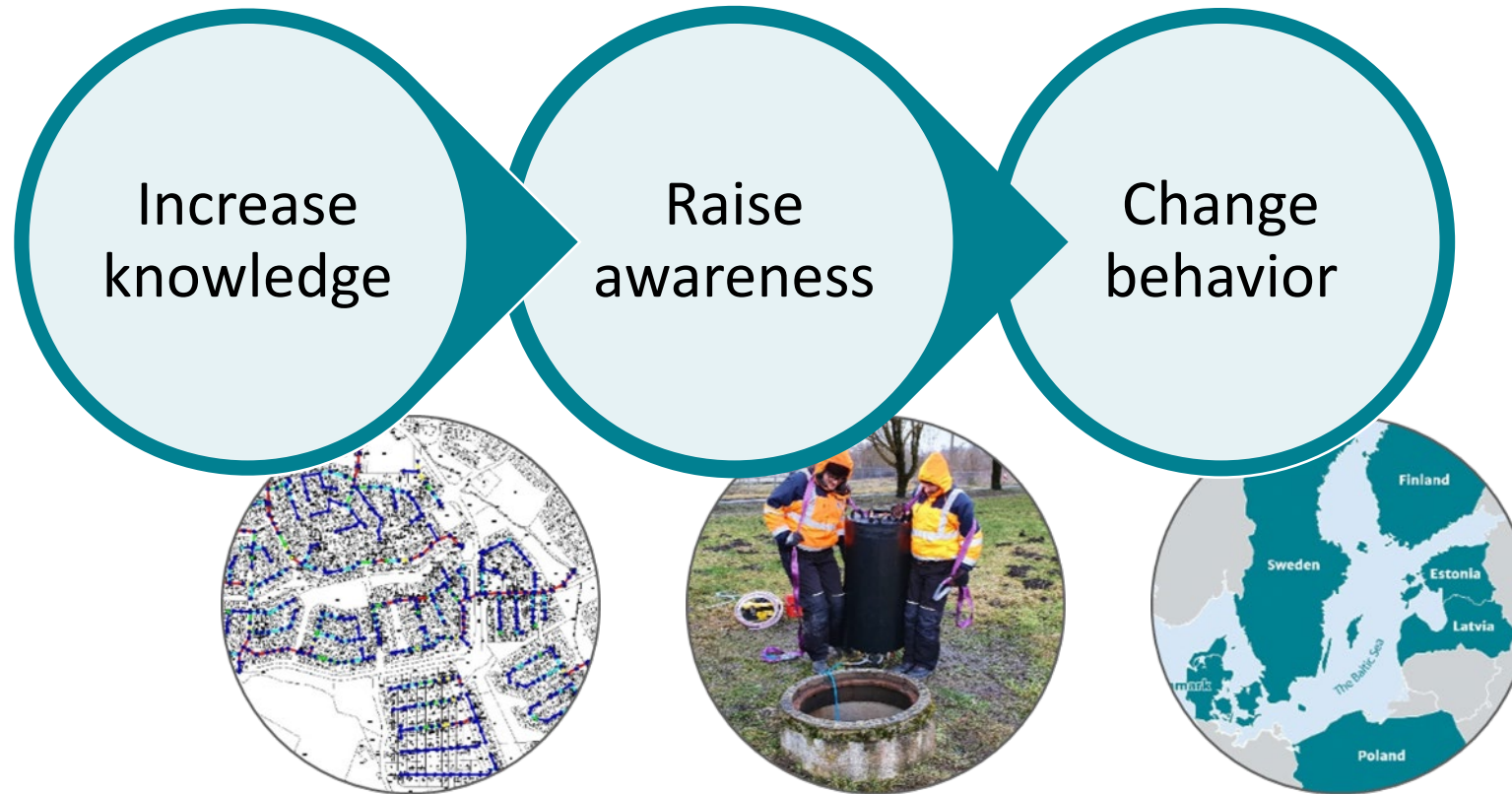
Making it all about the people:



“*At the core of the project are the people working for the solutions.*”

NOAH communication

» WHY?



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» WHY?

Protecting the Baltic Sea is a transnational task and requires engaging people in all areas.



Thank you!

NOAH samk 

Hanna Rissanen

hanna.rissanen@samk.fi

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