

PhD: Motivating homeowners in flood risk protection through a flood label

The effects of floods belong to the most frequently occurring and most costly natural disasters in Europe. Influenced by climate change, in the near future, flood events might happen more often, causing more damage. In recent years, flood management shifted towards flood risk management; governments fear they can no longer protect the city and are looking for new allies; in order to achieve a more flood-resilient city also home owners can implement mitigation measures. Many solutions are available, however home owners are not always able or motivated to implement these measures. Causes could be a lack of risk awareness or a lack of knowledge about flood risks and measures.

This research investigates how to motivate home owners to adapt and protect their houses, as well as the role of experts and local governments in the motivation of home owners but also the legitimacy of this responsibility shift. This study is part of the FLOODLABEL-project which aims to develop a smart tool that informs home owners about the individual flood risks and support decision-makers and local governments in the development of flood-resilient cities. This tool indicates the flood risks of an individual houses and provides tailor-made potential solutions to decrease these flood risks. Within this project, I specifically focus on the development and implications of governance arrangements around the development of the floodlabel. In living labs in Flanders, the Netherlands and Austria the tool shall be developed and tested.