



## FloodNet Communication Plan

### Appendix 1: Key Messages

- NSERC Canadian FloodNet is a national collaborative initiative consisting of university researchers, government agencies and private sector partners with the goal of better preparing Canada to holistically deal with the reality of floods.
- FloodNet research will focus on i) improving information on flood recurrence intervals, particularly given climate change, for use in infrastructure design; ii) increasing the accuracy, reliability, lead time and dissemination of flood forecasts; iii) understanding the physical, socio-economic and environmental impacts of floods to improve resilient land-use planning and decrease recovery times.
- In recent years flooding has cost the Canadian economy billions of dollars (\$1.2 Billion – Manitoba, 2011; \$6 Billion – Calgary, 2013) and contributed to large societal disruptions. While flooding cannot be prevented, effective mitigation measures can significantly reduce their impact. Informed land-use planning and infrastructure design combined with timely and reliable forecasts are expected to save Canada millions of dollars per year and decrease the recovery time following floods. Therefore, implementation of science and technology developed by FloodNet is expected to considerably decrease the societal and environmental impacts of floods.
- The vision of FloodNet is directed by three strategic objectives: i) Advance knowledge on flood regimes (past and future) and providing guidelines for infrastructure design; ii) Advance knowledge on flood forecasting systems and enhance flood forecasting in Canada; iii) Assess impacts of floods on people, society and the environment.
- A multi-disciplinary research network, with active end-user involvement, is required to achieve the FloodNet research objectives. The collaboration between academic experts, government scientists, and end-users (e.g., operational flood forecasters) is a key strength of FloodNet and will ensure that the new knowledge and technology developed will meet the user needs. FloodNet will allow the coordination and optimization of resources and expertise to address the important issue of river floods in Canada. The benefits of enhanced flood forecasts and management are tremendous and include the reduced cost of damages, the protection of people and livestock, the reduction of socio-economic impacts and human distress, and the protection of community water systems and the environment.