

Climathon - Idea/solution description

	Bologna		Meteo Alert
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Description

1. General Summary

In our Region we have a good meteo alert system but many problems when the alert messages are transformed in actions on the field. There is a gap of understanding that we need to address as soon as possible.

We tested a service that takes the official messages issued by Protezione Civile (keeping it as a benchmark) offering a more understandable interpretation completed by useful informations on how to act, what to expect, how to prepare (and so on).

The service was tested for 24 months with 50 volunteers receivers and proved to be quite effective in making the message clear and producing the right behaviors. As a side effect it produces a good culture of emergency, climate change and extreme meet events.

During the test phase the messages were simple email messages, but the final service can be multichannel using emails, sms messages and social channels.

2. Climate Impact

This is primarily a tool of cultural adaptation to reduce damages, casualties, costs, problems among the population and create a "new normal" about meteo events.

The cultural side effect can contribute to mitigation on emission and produce a more responsible life stile of the users.

3. Team

4. Future plans (if any)

Bringing the service to life, hopefully in full cooperation with Protezione Civile, ARPAE and all the public institutions involved.