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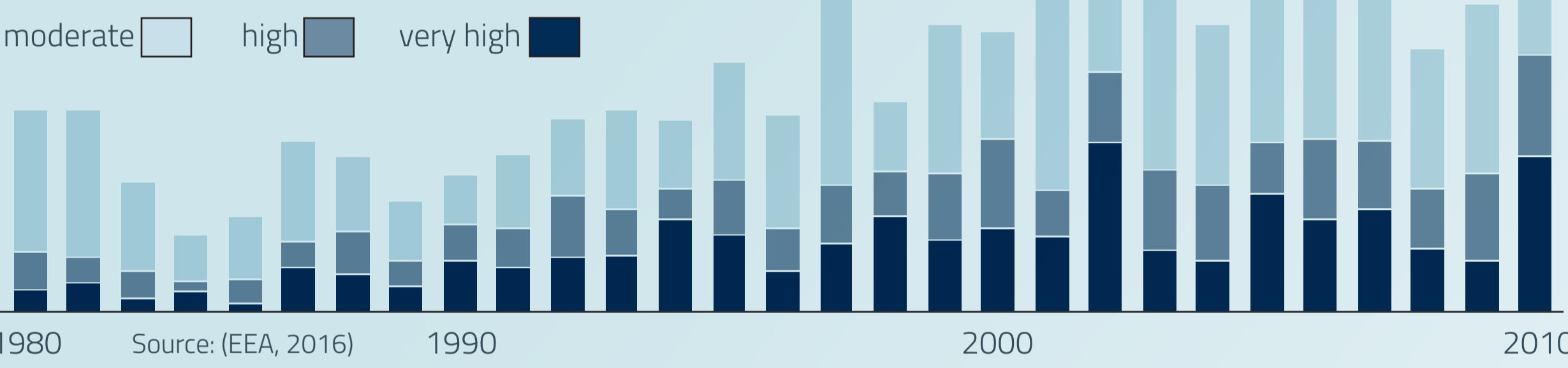


# INDIVIDUALS MATTER!

## The role of policy entrepreneurs in the implementation of multi-layered flood risk management

### BACKGROUND

#### Reported flood phenomena (EU)



#### A paradigm shift in water management

**...from** “[...] floods as great natural adversaries which man seeks persistently to over-power. According to this view, floods always are watery marauders which do no good, and against which society wages a bitter battle.” (White, 1945, p. 1)

**...towards** accepting floods as unavoidable and ‘living with the water’. More holistic approaches caused a considerable increase of popularity for the concept of resilience. (Petrosillo et al., 2015; Davoudi, 2012)

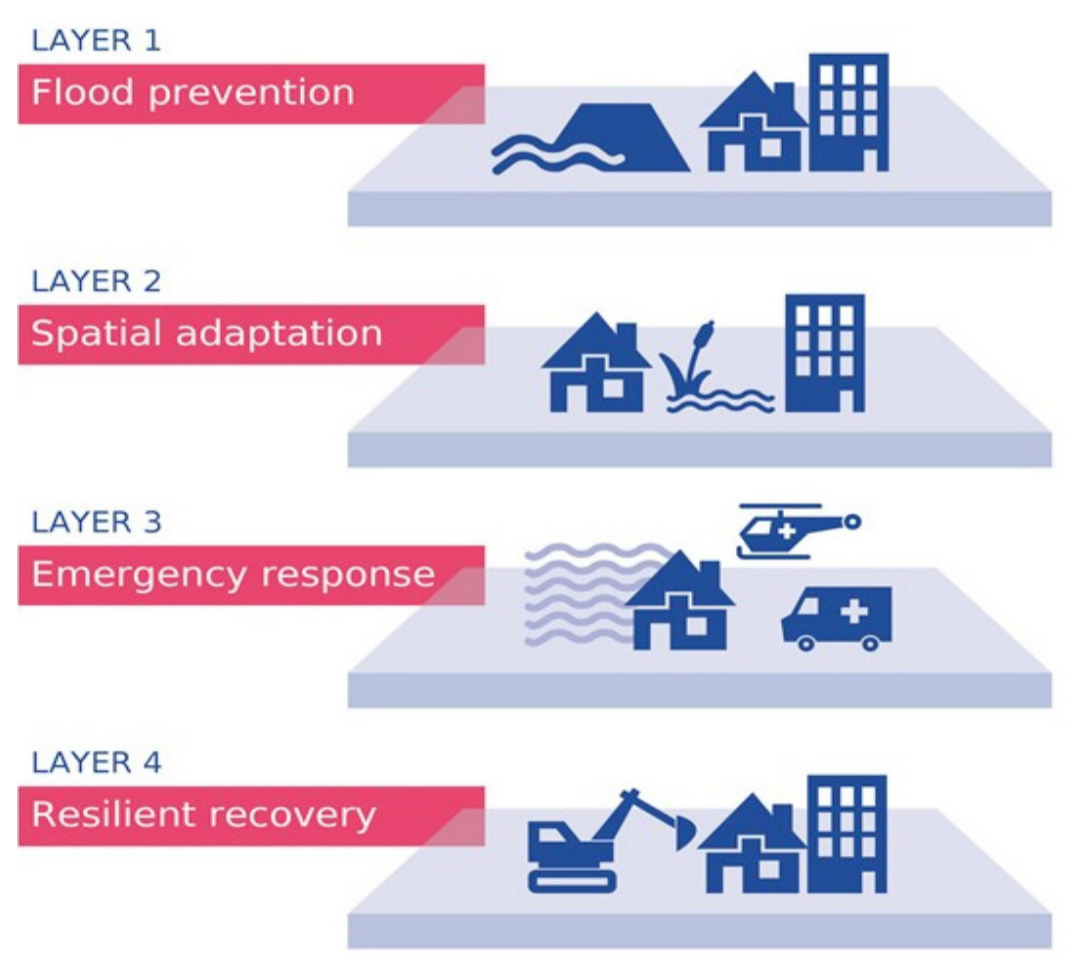
**Resilience**  
A fuzzy concept and not easy to put into practice!

“Its use is comparable to the use of the concept of sustainability, in the sense that everybody agrees that it is desirable, without agreeing on what is precisely meant by it.” (Vis et al., 2003, p. 34)

**Resistance** not necessarily antagonists! **Resilience**

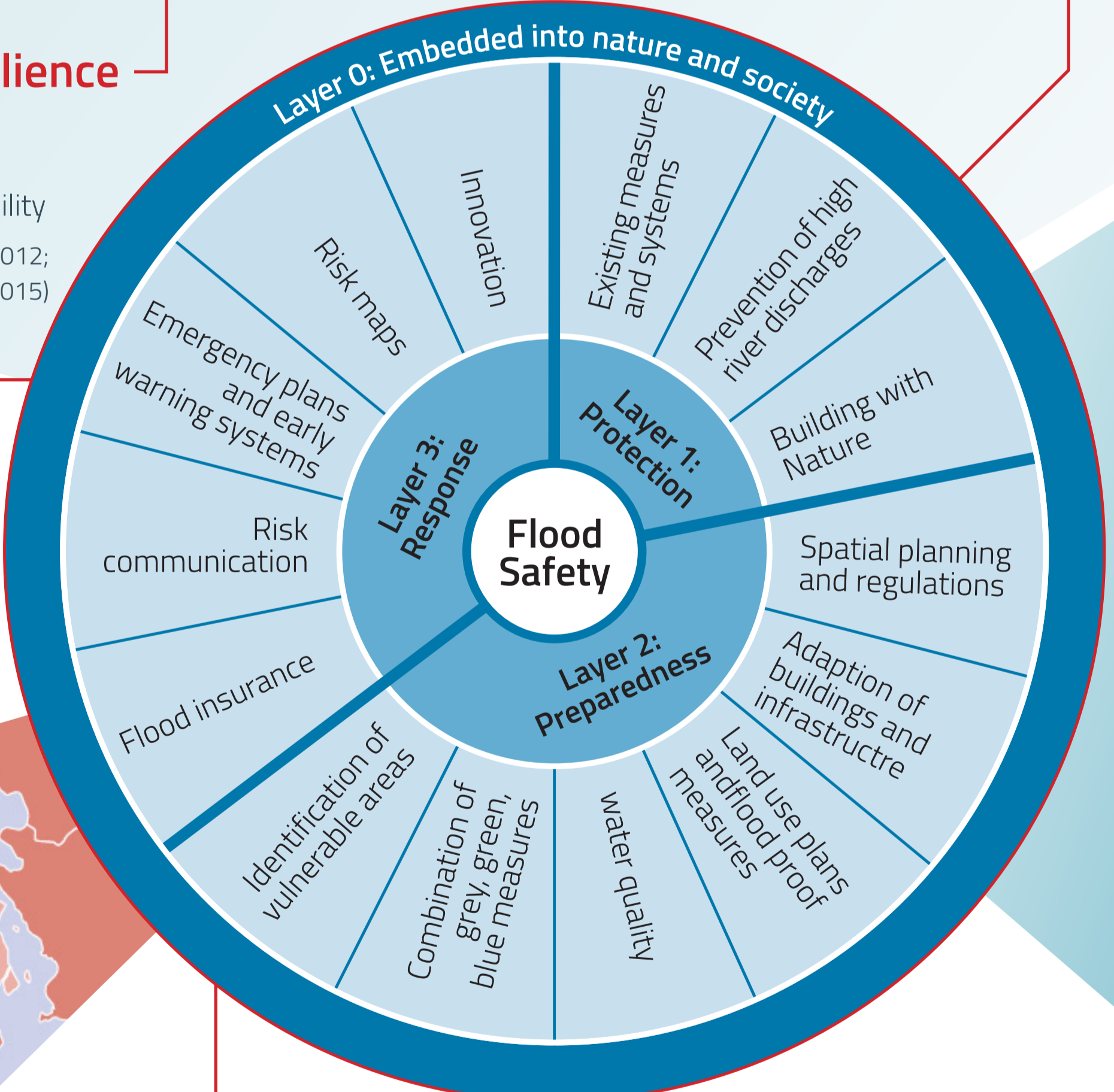
Prerequisites of a flood resilient city:  
Robustness - Adaptability - Transformability  
(e.g. Davoudi, 2012; Restemeyer et al., 2015)

### THE MULTI-LAYER-SAFETY APPROACH



#### The FRAMES-project

FRAMES addresses the shared transnational challenge of increasing sea levels in the North Sea Region. Different actors work together on the exploration and implementation of diversified strategies with a focus on smart combinations of resilience measures to minimize the impacts of flooding. (Buijs et al., 2018)



### THE RESEARCH

#### Expected findings

A contribution to overcoming the widespread assumption that ‘resistance’ and ‘resilience’ strategies are contradictory in the context of flooding.

Illustration of successful/effective actions of policy entrepreneurs in the field of water management with a transnational focus and which of the actions named are assigned to have great action relevancy.

Relevant results for decision making in transnational projects in the field of flood risk management

#### Five generic strategies of policy entrepreneurs

1. Developing new ideas
2. Building coalitions and selling ideas
3. Recognizing and exploiting windows of opportunity
4. Orchestrating and managing networks
5. Recognizing, exploiting, creating and/or manipulating multiple venues in modern societies (Huitema et al., 2011)

