

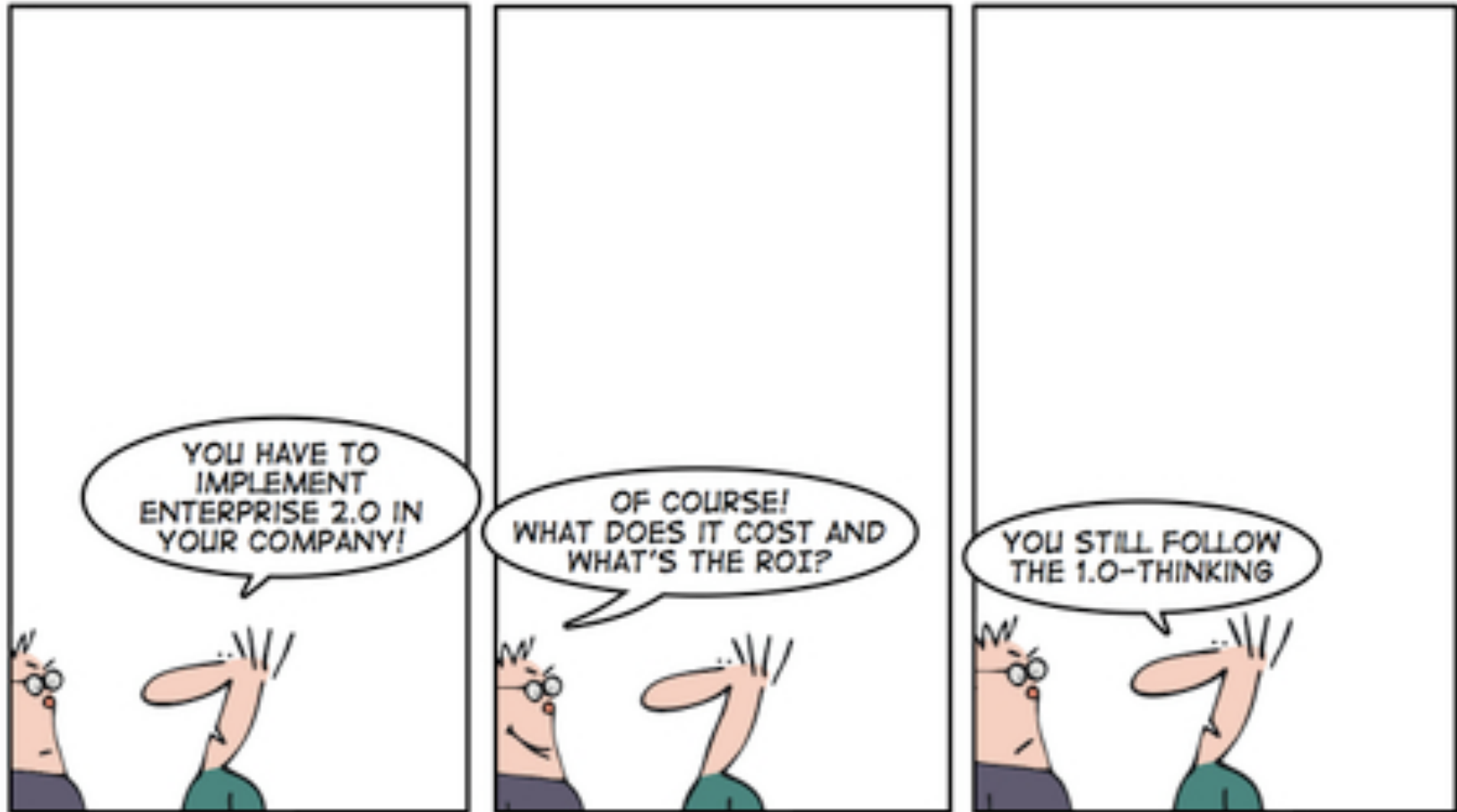
How to get everyone in Raingain heaven







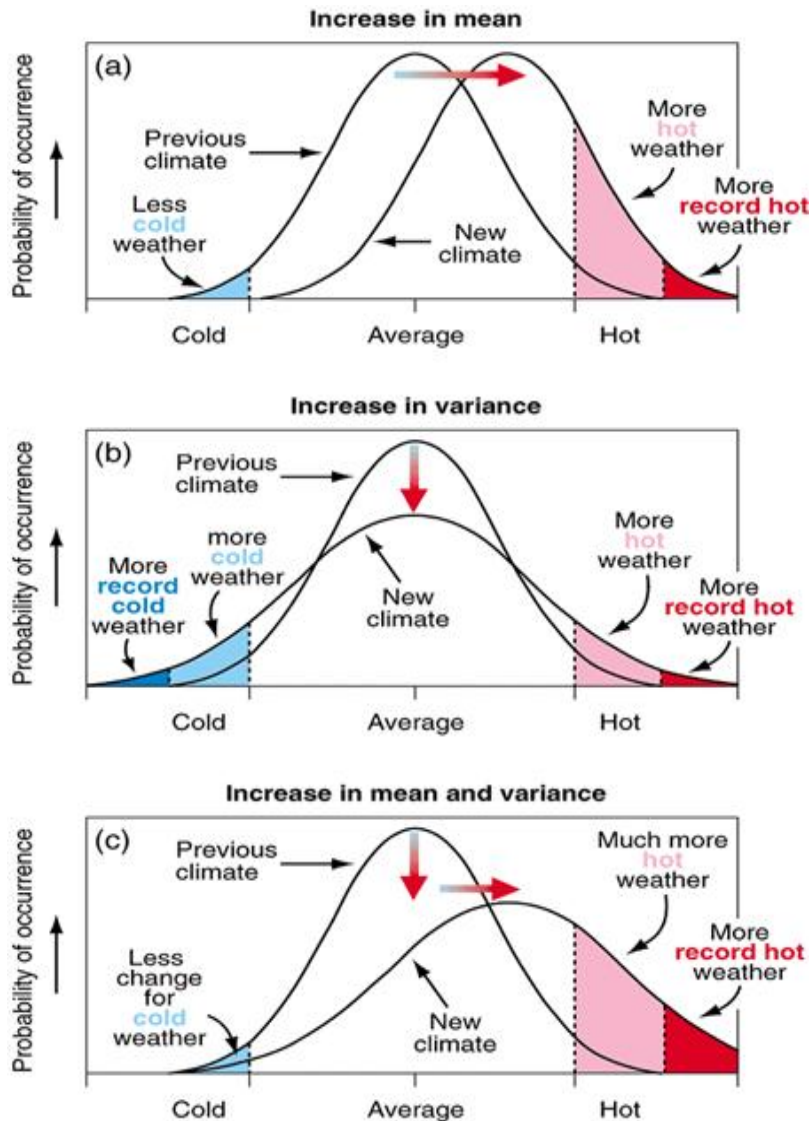
The Raingain business case



*THE CONSULTANTS HANDBOOK PART 7:
SHOW YOUR CUSTOMER THAT YOU ARE THE SMART GUY*

geek and poke

Raingain “current and future market”



Increase in hourly precipitation extremes beyond expectations from temperature changes (KNMI 2008)

KNMI: hourly precipitation in 2100: + 20 - + 80 % increase

EUROCORDEX: reduction weak intensity, increase strong intensities (>30 mm a day).

European adaptation strategy:



- All countries must have an adaptation strategy in 2017
- 2014: adaptation preparedness scoreboard.
- Mainstreaming adaptation in urban land use planning is a EU priority.
- Funding: LIFE-adaptation facility / ERDF and cohesion funds, Horizon 2020 (start 2014).

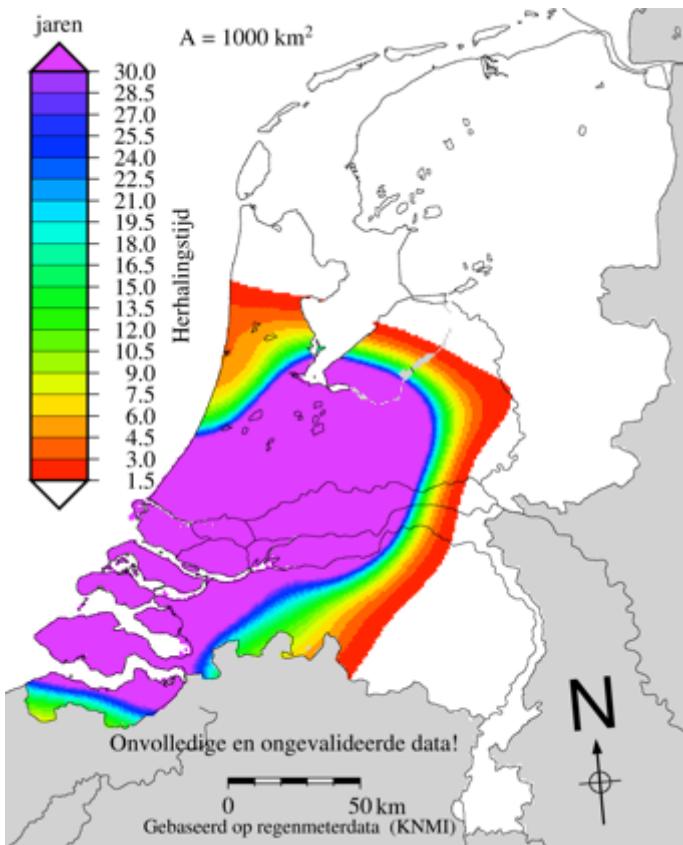
Dutch political context



*New climate agenda: robust,
prosperous and green*(October 4, 2013):

- Manifest “Climate proof cities”
- Municipalities and local parties: risk analysis and vulnerability assessments before 2017.
- Drafting local adaptation strategies.
- Will feed into national adaptation strategy

Implementing / involving Raingain



- Integrating raingain results into risk analysis (stress test).

- “Susana’s” Raingain survey part of risk analysis

- Developing new markets: f.i. greenhouse rainwater infiltration (drought and flooding).

- Introduce “Raingain” to NG.