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Create a movement to reconsider traditional approaches Emphasise important steps to improve flood management systems Smart word (we live in a marketing driven world: business, research, daily life)	<ul> <li>Make the exposed population believe:</li> <li>THE definitive solution is available,</li> <li>flood will not create damages any more</li> <li>Use resilience as a smart/magic word (refer to the success of "sustainable")</li> <li>Make exposed population disappointed (things are finally as usual): no more trust</li> </ul>
2013 October 23 RAINGAIN conference	





