



WORKSHOP "AFRICA ANNES:
INCORPORAÇÃO DA PERCEPÇÃO SOCIAL
NA COMUNICAÇÃO DE RISCOS AMBIENTAIS"

20-22 DE JULHO DE 2011
DO ENVOLVIMENTO À PARTICIPAÇÃO
O PAPEL DA COMUNICAÇÃO NA
GESTÃO DE RISCOS AMBIENTAIS

UNIVERSIDADE DOS AÇORES
ANGRA DO HEROÍSMO
PORTUGAL



O problema:

Térmitas: uma praga urbana

Drywood termite *Cryptotermes brevis* is one of the insect pests that cause more damage. Established in Africa, Australia, Pacific, Indic and the Atlantic Island, South and North America, in the USA, \$120 million are accounted for its control costs and untold amounts worldwide. It is a severe, invasive urban pest capable of consuming an entire house wood infra-structure.



FIGURE 1 - *C. brevis* worldwide dispersal (Schiffrahn, Krček, Ripa & Luppichini, 2000)

In the Azores it is dangerously well established, as the seriousness of its impacts are increased when combined with the region's seismic activity. 16 parishes of 5 islands have been defined as risk areas, now threatening to spread to the entire archipelago. Its first record in Lisbon generates the alarm to be Europe's doorway to the pest.



Revisão da literatura

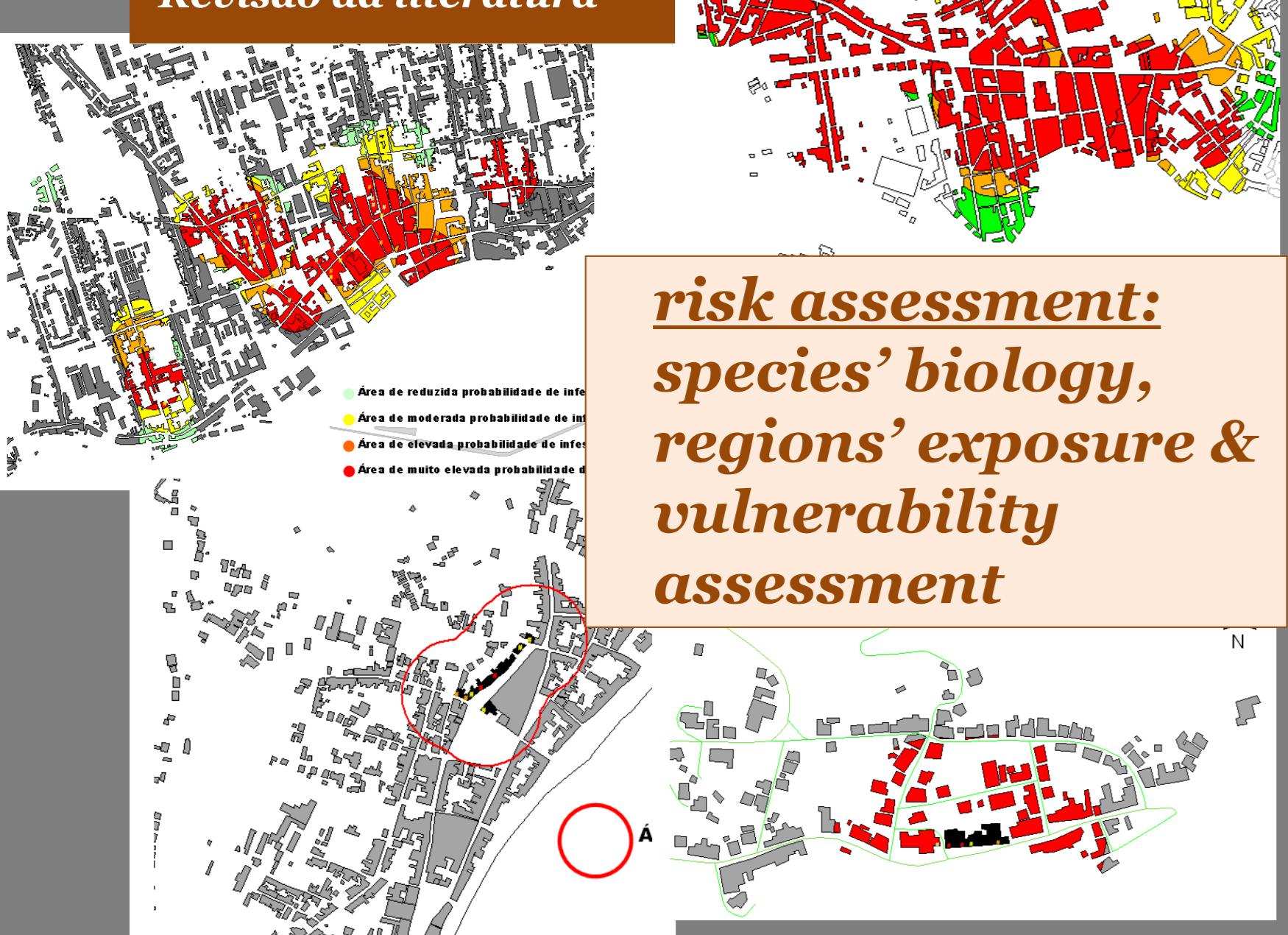


Figure 4 - *C. brevis* dispersal in the Azores : Ponta Delgada, Angra do Heroísmo, Vila do Porto e Calheta de São Jorge (Guerreiro et. al., 2010)

Revisão da literatura

Risk communication
“an emphasis on reaching political consensus or agreement, the involvement of stakeholders and public participation”
(Klinke & Renn, 2001)

risks' source profile:
as Cassandra: long delay between causal stimulus and negative effect due to an invisible process of action high probability of exposure and damages are felt as intolerable (threatening the safety of ‘our home’).
(Klinke & Renn, 2001)

One major gap detected in the stakeholders interplay was the absence of an organized platform for unheard citizens.
(Guerra, 2006)

"AGRUPAI-T"

Associar para Gerir o Risco Urbano para o Património Arquitectónico Infestado por Térmicas: mediação para uma gestão integrada do risco no controlo de uma praga urbana

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TERMITPEST, RISK GOVERNANCE, PUBLIC DECISION, RISK COMMUNICATION, COLLECTIVE ACTION

Estudo de caso:

São Bento freguesia de risco

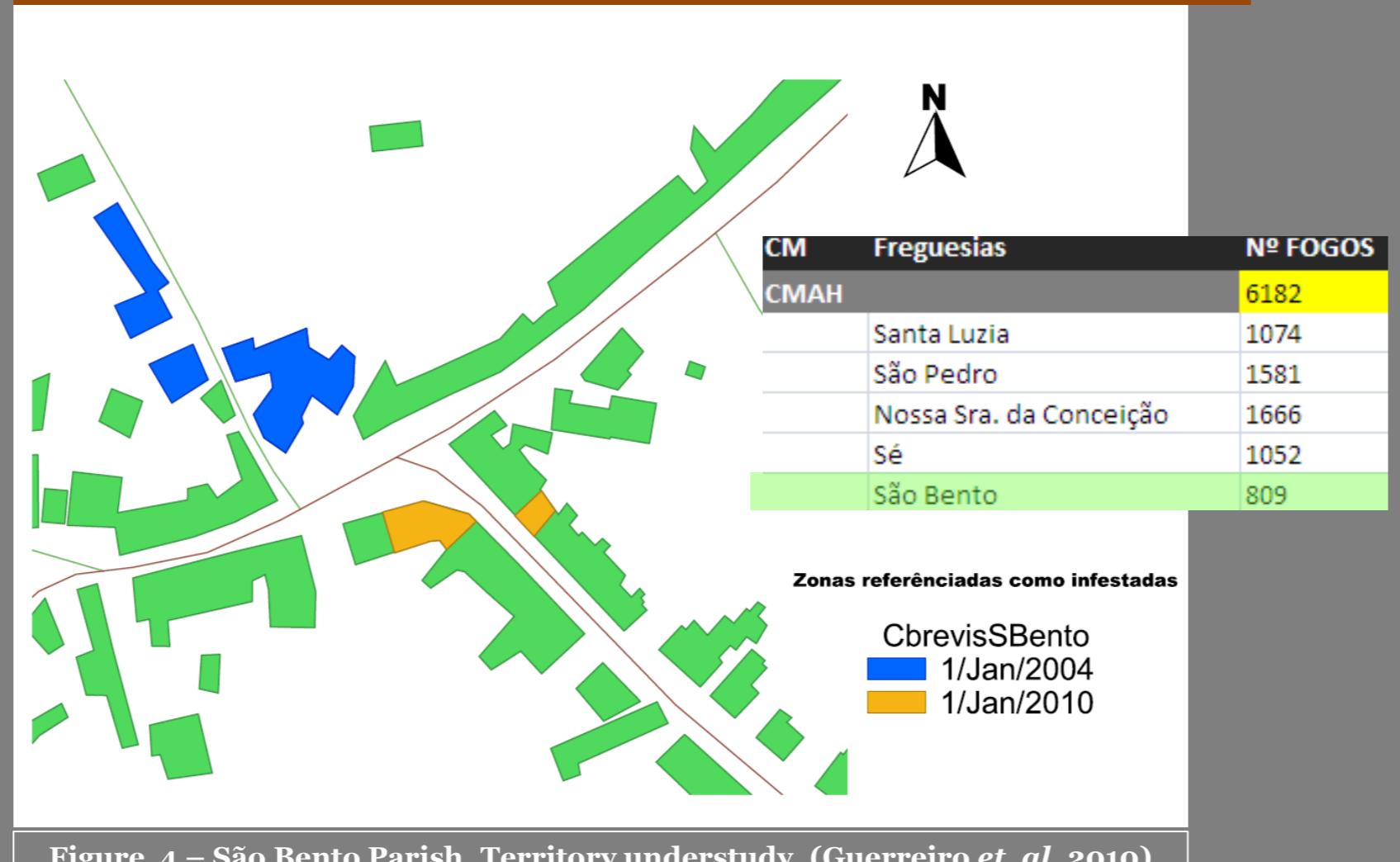


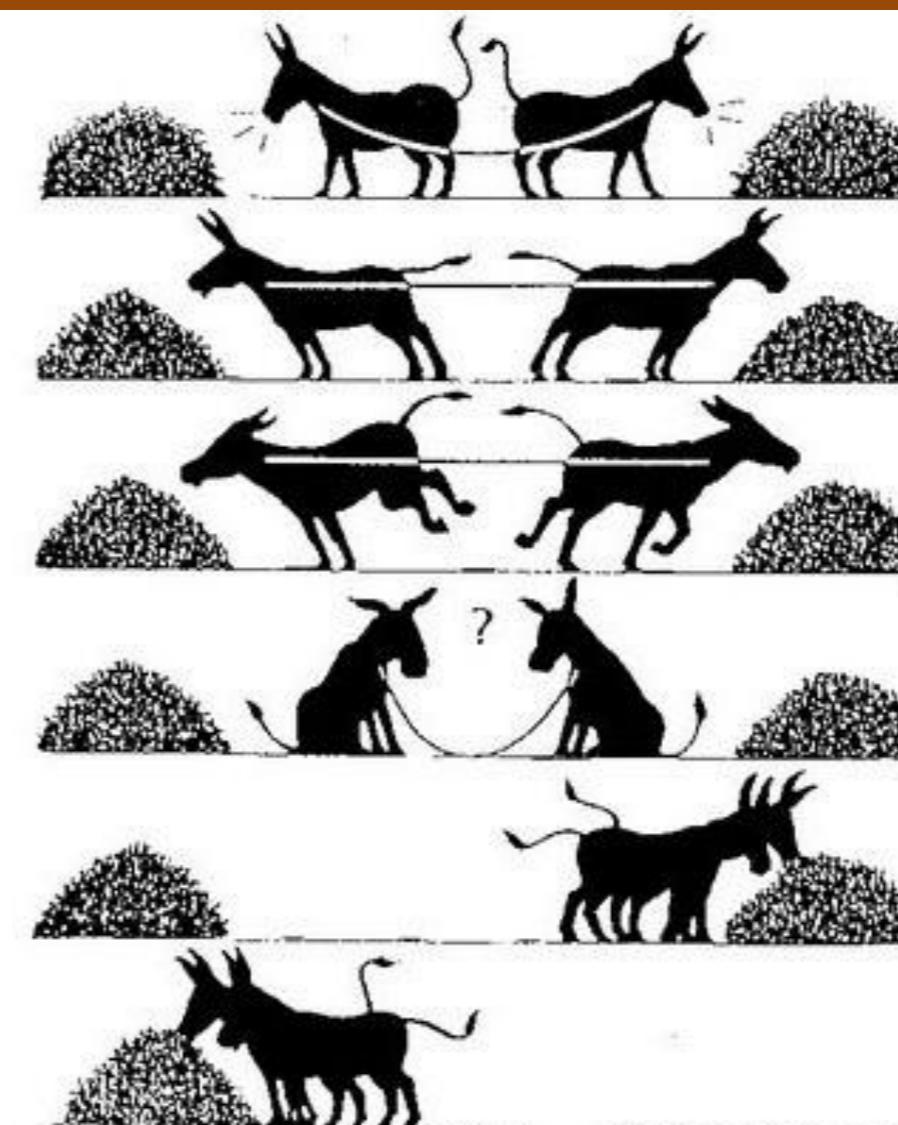
Figure 4 – São Bento Parish, Territory under study. (Guerreiro et. al., 2010)

Taking place in the Azores, São Bento parish, where the pest is well constrained, this project intends to achieve positive results in termite control. This instrumental case study will try to unveil, through action research, “what” makes individual citizens participate in a collective action analyzing “how” the interplay unfolds with other stakeholders (technicians and decision makers). Epistemological and methodological principles mobilized in the construction of a collaborative governance model later to be replicated to other risk areas.



Objectivos:

Contribute to the governance of an urban pest by analyzing the process through which the need for a joint collective action emerges:



1. Unveil, through action research, “what” makes individual citizens participate;
2. Investigate “how” the sense of collective self emerges;
3. Analyze the way the interplay unfolds with other stakeholders (technicians and decision makers).
4. Compare initial expectations with achieved results.

Resultados esperados:

1. Substantive theory on the diversity of individual and collective rationales in a joint collective action.
2. Conceptualize an integrative model of participation, involvement and empowerment.
3. Competence in decision making: people's empowerment and commitment in termite pest control through the emergence of a collective self.
4. New epistemological and methodological principles, best practice recommendations on methods, techniques and dynamics to be later replicated to other risk areas.

Metodologia:

By means of interpretative / comprehensive research paradigm, an analytical meaning-making perspective will be adopted using qualitative research methods from an ethnomethodological tradition.

Following an inductive approach, attention will be given to discursive practices and forms of language used in representations of everyday practices (in a collective and individual context).

Descriptive/interpretative analyses will be used to access the rationalities and narratives in presence on risk, ‘collective action’ and social trust in public management by producing social categories and propositions.

Faseamento:

PHASE 1

Conceptual and methodological delimitation will be carried out through literature review in ‘action research’, ‘public participation’, ‘collective action’, ‘risk governance’ and ‘empowerment’ domain in order to operationalize concepts, define constructs and indicators.

PHASE 2

The action research will take place by challenging the community to dynamically undergo the spiral process of:

1. Diagnosing and assess their needs and interests in termite pest control and define “the problem”;
2. Building the plan for action;
3. Implementing the designed plan, noticing “how” and “why” it worked or not;
4. Reflecting on the accomplished results.

PHASE 3

Formal forms of a academic synthesis and communication will be complemented with other communicational devices designed in order to incorporate community’s specific local culture, such as video or other formats possibly co-designing them with its participants.

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