Responsible communication in natural disasters

The Charter of Rieti

Carta di Rieti

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Responsible communication
in natural disasters

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Con il supporto di

The process of protecting and recovering the territorial identity is divided into three phases, connected and consequential:

• Prevention Phase;
• Contrast phase;
• Relaunch phase.

Public bodies, communication and information operators, productive actors and the non-profit sector contribute to the care, protection and application of the three phases.

A natural disaster – whatever it is and whatever its scope is – impacts on every identity of the affected area, without exception.

Inescapable aim of a responsible communication process is to contribute to the recovery of a cohesive and shared territorial identity.

Each single region expresses its own geographical, societal, environmental and productive identity, which differentiates it from any other region.

Unavoidable duty of a responsible communication process is that one of protecting the territorial identity as a whole, providing multi-channel tools and multidisciplinary languages capable of ensuring a specific, coherent and measurable relational yield.

FOUNDING PRINCIPLES

La Carta di Rieti (The Charter of Rieti) is the result of a research project that, in more than 10 years, involved a number of practitioners & academics within the communication management and public relations community: the working group started after *L'Aquila earthquake* (2009), passing through *Emilia earthquake* (2012) until *Central Italy earthquake* (2016), with national and international publications and presentations. These guidelines therefore take their name from the city of Rieti, where a series of seminars – carried out together with the Diocese of Rieti – and the last two volumes were presented: the second edition of **Natural Disasters: A Responsible Communication?** and the recent *Call to Action. Towards the Rieti Charter.*

ACT RESPONSIBLY

LISTEN TO STAKEHOLDERS

PROMOTE A CULTURE OF PREVENTION

COMMUNICATE (WITH) SCIENCE

EDUCATE TO COMMUNICATION

VALUE LOCAL IDENTITIES

STIMULATE CREDIBILITY AND AUTHORITY

STIMULATE CREDIBILITY AND AUTHORITY

PROTECT COMMUNITIES