



# Predicting and preventing flood impacts for Zurich Municipal Customers

## The UK’s growing flood risk problem

- ▲ Surface water flooding is the ‘UK’s biggest flood risk’ according to the Environment Agency
- ▲ Climate change and urbanisation are escalating flood impacts
- ▲ Surface water flooding occurs when drainage systems become overwhelmed by heavy rainfall and flow into surrounding streets and buildings.
- ▲ Defences and early warning systems are already in place for river and coastal flooding. Zurich Municipal have partnered with Previsico to provide our customers with email alerts warning of potential flooding from surface water and small watercourses - a simple and effective risk mitigation solution.

## Previsico’s algorithmic technology predicts flood events that are not covered by any other warning system

- Previsico is the **only** provider of flood warnings for **surface water** and **small watercourses**. [Watch the video to learn more](#)
- Previsico’s technology is underpinned by over two decades of published research in partnership with the Cabinet Office and emergency services, led by Luana Avagliano, Head of ResilienceDirect at the Cabinet Office
- Previsico’s state-of-the-art forecasting uses live hydrodynamic modelling, drawing on several leading data sources. These include best available weather nowcasts and forecasts, satellite imagery, ground sensors, LiDAR elevation data, land cover, drainage and geology.

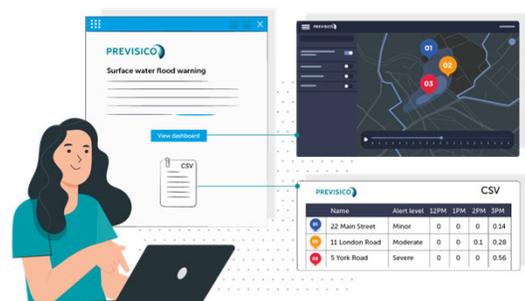
## For Zurich Municipal customers the following Previsico’s solution/s are being offered free of charge.

Previsico’s award winning solutions include:

- **Email notifications:** Automated email warnings, triggered when a council district and individual properties are at risk. Each warning has a link to a dashboard to view the localised flood area.
- **API feed:** Automated delivery of real-time forecast data, plus districts and properties at risk, allowing integration with existing systems.

*“This is ground-breaking work that will immensely assist our resilience community in making informed decisions for planning and response to flood events and impact.”*

Luana Avagliano, Head of ResilienceDirect at the Cabinet Office



### CONNECT WITH US

[info@previsico.com](mailto:info@previsico.com)  
+44 (0) 3300 883 712  
[previsico.com](http://previsico.com)

### LOUGHBOROUGH

Loughborough Advance, Technology,  
Innovation Centre, 5 Oakwood Drive,  
Loughborough, LE11 3QF

### LONDON

Geovation, Sutton Yard, 65  
Goswell Rd, London, EC1V 7EN