



Communication

Workshop, 7th December 2010

Talking about air quality?

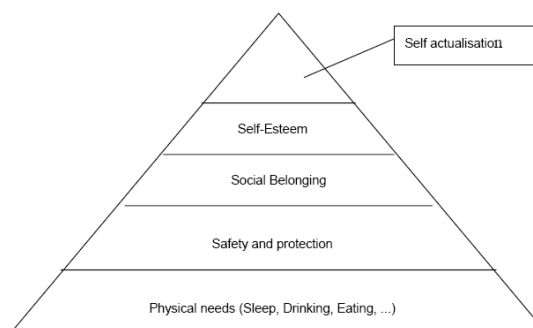


Talking about air quality



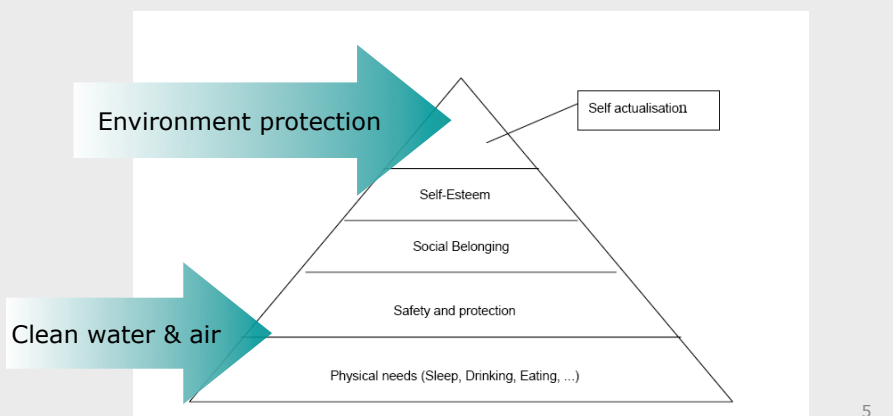
3

Pyramid of needs - Abraham Maslow



4

Pyramid of needs - Abraham Maslow



Communication = repetition

■ Guideline by Konrad Lorenz:

Said ≠ Heard
Heard ≠ Understood
Understood ≠ Agreed
Agreed ≠ Applied
Applied ≠ Ongoing

Key messages

- **Principle KISS** – **K**ee**P** **I**t **S**hort and **S**imple
- address emotions
- Key messages must fit to the target-groups
- Different messages for different groups - supporting only one goal!

7

Key messages need to be repeated

- Messages have to be repeated
 - to be understood and
 - to be remembered
- Especially if you want to motivate people to changes of behaviour, repeating is crucial
- 5 minutes after radio-news ...

8

Communication = recognition

■ Corporate Design

- supports recognition
- Important: integration with existing elements of Corporate Design of MoEF

■ Set of pictures and visuals

- telling a positive story
- adress emotions

■ Slogan: **CLEAN AIR FOR TURKEY**

- Shortest positive message

9

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10