



Communication

Workshop, 7th December 2010

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Talking about air quality?



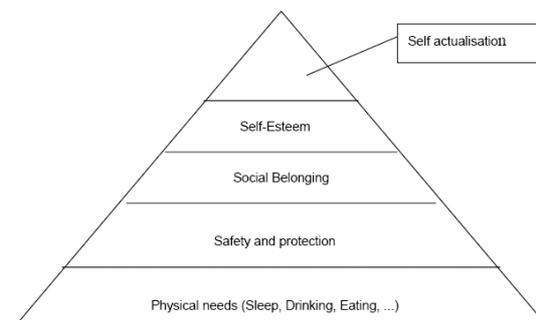
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Talking about air quality



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Pyramid of needs - Abraham Maslow



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Pyramid of needs - Abraham Maslow

The diagram shows Maslow's Pyramid of Needs with five levels. From top to bottom, the levels are: Self-actualisation, Self-Esteem, Social Belonging, Safety and protection, and Physical needs (Sleep, Drinking, Eating, ...). Two teal arrows point towards the pyramid: one labeled 'Environment protection' points to the top level (Self-actualisation), and another labeled 'Clean water & air' points to the bottom level (Physical needs). A small box labeled 'Self actualisation' is connected to the top level by a line.

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Communication = repetition

- Guideline by Konrad Lorenz:

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

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Key messages

- **Principle KISS** – **K**eep **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!

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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 ...

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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
- address emotions

■ Slogan: CLEAN AIR FOR TURKEY

- Shortest positive message

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