



Second Workshop on Communication Strategy

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Mission Period:	7–10 December 2010
	Supporting the public information campaign

Detailed description of activities and list of results and outputs of the mission:

- a. The workshop was attended by 25 participants from the 6 provinces in the Marmara Region: Çanakkale, Tekirdağ, Kırklareli, Balıkesir, Edirne, Yalova, and Bilecik, representatives from MoEF (air management department, national reference laboratory), and staff members of the designated Marmara Clean Air Center.
- b. The workshop needed to be redesigned due to the fact that the number of participants was one third higher than originally expected and registered. The higher number of participants also tightened the time schedule and put pressure on the envisaged objectives, but thanks to the flexibility and active involvement and engagement of the participants lead to the expected and needed **input for the draft communication strategy**.

Objectives and results of the Workshops on Communication:

Communication is a main instrument to implement air quality goals. Early communication and stakeholder involvement has proven to accelerate the implementation of important measures concerning air quality improvement in several EU countries, whereas lack of communication and thus lack of information has led to huge problems.

In the first workshop stakeholder of the Marmara Region were identified and experiences of communicating air quality issues discussed. These outcomes were used as a basis for the second workshop, which aimed to develop together with the participants the main inputs for the communication strategy and to **select and design communication instruments for the Marmara Region**.

Therefore during the workshop the **stakeholder analysis** was continued and **priorities** were set. The experiences of the participants were used to identify and work out communication instruments as well as the possible **content and messages**. In addition knowledge about **common communication rules and procedures**, the **advantages of stakeholder involvement** as well as **best practice examples** was provided to the participants.

The results of the workshops were compiled in a **draft communication strategy** and documented within the minutes and photo protocol. In addition communication instruments (e.g. leaflet, poster, TV spot) were discussed and outlined in the workshop.

Furthermore the workshop was also used as a networking possibility for the participants and to get the representatives from the responsible administrations on board.



Detailed course of workshop:

- a. In the morning session of the workshop **stakeholder analysis** and **prioritisation** was done, and afterwards the group split up into three working groups to focus on prior **experiences** of the participants with 3 of the 4 defined stakeholder groups (**Administrative Bodies, Economy, Industry and Citizens & Multipliers**).

After now in the two subsequent workshops in July and December working with representatives from all provinces in the Marmara Region, a **complete picture** of the **regional analysis** of the **stakeholders in the Marmara region** was drawn and considered for the communication strategy and the information material foreseen in the frame of the project. The additional **clustering** and **priority setting** by the second group on basis of the results from the July Workshop could be **completed**.

- b. In the afternoon session a presentation was given to show **best practice examples** for communication and stakeholder involvement from European countries and a general lecture on **principles of communication work** have been given, and in a working session **new and existing instruments** of communication and stakeholder involvement have been elaborated and **criteria for success** of those instruments have been defined.

It became clear that using existing instruments (e.g. inter-ministerial meetings or industry information events) should continue, be enforced and supported by new instruments to raise the awareness of the work done by the MCAC.

- c. During the second day of the workshop a **feedback session** for the results of the workshop was held repeating the main results and messages from the past day. The objectives of the workshop reached were checked and the open points highlighted.
- d. The focus then was on **communication instruments**, and a short input showed possible instruments to be used.
- e. In a working group where the group split into 3 groups, the participants had to **outline the content (details, pictures, messages, persons invited and involved, etc.) for three chosen instruments**.

The instruments (TV spot, leaflet) to work on were chosen after agreement in the pre-meeting with the representatives of the MoEF. Due to the size of the group an additional instrument could be outlined.

- a. Information event for administrative bodies
- b. TV spot for 6-14 year old pupils as target group
- c. Leaflet for information of citizens

The results from the workshop will be used in the upcoming workshop and will be part of the communication strategy.

Specially considered and highlighted should be some of the ideas and elements for successful communication:

- The *topic health* is becoming more and more important, so the connection between health and environment should be made in the air quality campaign to make it successful.
- An information campaign (also containing advertisement) needs to be started at an *early stage* before implementation of the measures.



- The subconsciousness of people should be reached and therefore an *effective slogan* has to be developed.
- Information needs *repetition and continuity*
- *Collect and show data* to proof the bad air quality and how measures lead to better air and life quality
- *Establish and communicate* a good *inspection system* with a feedback system.
- Include stakeholders in the *discussion process* to decide on measures together
- Approach the public to ensure willingness of public to take part in implementation and support innovative ideas and give *incentives to early adapters*.
- For the purpose of recognition *elements of the corporate design* of the MOEF need to be included in the used media.

As **summary** it was agreed on by the participants that:

Regular contact and *early information* of upcoming legislation for the ministries and industry plus economy is seen as crucial for the success of implementing air quality measures. *Existing tools and instruments should be used additional to new instruments to be defined*. The *cooperation between administrative bodies is seen as one of the most important factor to succeed with the improvement of air quality*. In Turkey the government institutions and administrative bodies are the most important and efficient stakeholders for the implementation of measures. Therefore the communication activities have to also aim at administrative bodies and to focus on decision makers and politicians.

The importance of early involvement of stakeholders, especially plant operators (energy producers) was stressed, as being biggest pollutants. For these stakeholders and also for the citizens sufficient time is needed to adapt to designed air quality plans.

Next steps/recommendations:

- a. In the next mission a **working group on communication** (beginning of April 2011) should be scheduled (see draft design in attachment) to discuss and further develop the draft communication strategy, create possible slogans for an information campaign on air quality, work on the details of the instruments resulting from the two workshops (event, TV spot, and leaflet), and prepare the corporate design.
- b. As the participants named the administrative bodies as one of the most important stakeholder groups in Turkey, the communication between those bodies should be strengthened. Therefore the role of the ministry and the MCAC as leader of the networking activities and interface between institutions should be enforced and elaborated. The Director of the MCAC and the PL plus RTA Counterpart have a central role in positioning. This role is strengthened by the Twinning activities and their active involvement in these activities.
- c. In parallel to the working group on communication and as an outcome of the discussions within the workshops the first steps and design for a first information **event for administrative bodies on implementing air quality measures** to be held on a technical level with the participation of international experts in July 2011 should be elaborated to make the MCAC visible and prepare the upcoming measures in the best possible way and achieve acceptance. **As traffic is the most challenging sector concerning**



enforcement for the administration, the international seminar should focus on that topic.

- d. To strengthen the awareness of the Twinning project and the starting communication activities of the MCAC, all upcoming communication activities for the opening of the MCAC, the webpage design and the leaflets should be aligned with the communication strategy of the Twinning project.
- e. In addition to this recommendation it should be considered to set up an own communications/PR unit in the MCAC to support the Centre, the provinces and the director with sustainable and continuous communication activities and act as an interface between the stakeholders.