



Annex 1 to Mission Report:

Objectives of the Workshop 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 will be used as a basis for the second workshop which aims 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 will be continued and priorities will be set. The experiences of the participants will be 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 will be provided to the participants.

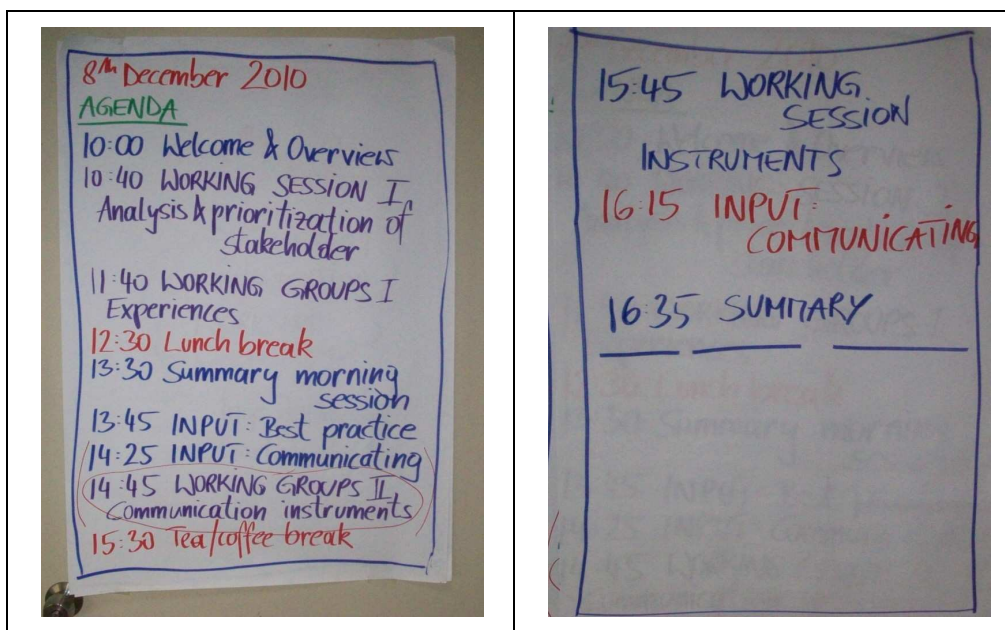
As the outcome of the workshop a draft guidance paper for the communication strategy is foreseen. This guidance paper will also contribute to the role of the Marmara Region as a pilot region in Turkey. In addition to the draft guidance paper the most efficient communication instruments (e.g. leaflet, poster, TV-spot) will be discussed and selected in the workshop.

To achieve these outcomes the number of persons attending the workshop is limited to 15 persons.

Furthermore the workshop will also be used as a networking possibility for the participants and to get the representatives from the responsible administrations on board for common communication activities in the future.

For the preparation meeting in the ministry the objectives of the information campaign “Clean Air for Turkey” should be discussed. On the basis of the outcomes of the first workshop also the priorities concerning stakeholder and communication instruments should be discussed.

Agenda of the Workshop on Communication



Wednesday, 8th December 2010

10:00 Welcome & Overview

10:40 Working Session 1: Analysis & prioritization of Stakeholder

11:40 Working group 1 Experiences

12:30 Lunch break

13:30 Group presentations

13:45 Input: Best practices

15:45 Working Session Instruments Criteria for success, new and existing instruments

16:15 Input Communication

16:35 Summary



Thursday, 9th December 2010

10:00 Focus: repetition

10:35 Outcomes & overview

10:45: Focus: instruments

11:00 Working Groups

11:50 Group Presentations

12:40 Summary

13:00 End of workshop

Minutes and Results Workshop on Communication

The workshop was held with the participation of 25 representatives from the provinces Çanakkale, Tekirdağ, Kırklareli, Balıkesir, Edirne, Yalova, and Bilecik plus representatives from the MOEF, the Marmara Clean Air Center (MCAC), and the National Reference Laboratory Gölbaşı.

The opening of the meeting was done by the (designated) RTA Counterpart Mr. Kemal Ünsal stating the importance of the development of the Air Quality Programme for Turkey. As one of the main problems of Turkey he stated the fast growing cities that increase air pollution. Therefore the fast establishment of the air quality monitoring system is needed and prevention strategies have to be developed. For the implementation of measures good and credible data is needed to gain trust from people, who have to implement the measures. The aim of the workshop is therefore the stakeholder analysis with the partners from the provinces and to define the communication tools to be used



within the communication strategy. To find the right messages is very important as slogans are from the experiences in Turkey most of the time more efficient than the content behind.

The main goal of the morning session was the **identifying of stakeholders** and the **prioritization of stakeholders on basis of results from first workshop**.

The afternoon session was dedicated to **best practice examples for stakeholder involvement** and the **basic principles for communication** plus the **prioritization of instruments for the chosen target groups**.

Presentation of Gunnar Benter/RTA on the status of the project and the status of the communication component (see presentation in attachment): There are 39 Air Quality measurement stations in the supply tender that will be connected to an air quality network. The raising of awareness and the raise of the level of knowledge about the newly established Marmara Clean Air Center and the preparation for the measures to come are one of the most important objectives within the Twinning Project to gain support for the implementation of the measures. Therefore content for the printed material and multimedia material needs to be drafted. As an example measures in the sector of traffic from Germany have been shown and the way how and with which instruments and methods they did gain acceptance for the measures.

As an example the RTA Counterpart mentioned a competition “From the government to the public” that took place in Turkey and one of the air quality projects that received a ranking in the finals.

Stakeholder Analysis and Prioritization:

Why is stakeholder involvement important? Implementing an air quality programme does not only mean drafting legislation. Implementation needs measures to be taken and for the implementation acceptance by the stakeholders for the implementation is needed.


On the basis of the results from the workshop held in July 2010 with representatives from the provinces of Sakarya, Bursa, Kocaeli, and İstanbul 4 stakeholder groups and their members have been identified.


The task for the participants in the second round was now to add the stakeholders that are missing from the provinces now involved in the workshop to have a complete picture of all provinces and stakeholders of the Marmara Region affected. Therefore the method used and the results from the previous workshop have been explained by the STEs.


Questions to be answered:


- Who are the most important stakeholders in your region? Who do we need as supporters? Who do we need to work with? - add input on card attached to flipchart
- Give a prioritization to the most important – attach point for prioritization

Results additional stakeholders:

CITIZENS AND MULTIPLICATORS	
<ul style="list-style-type: none"> Environmental Association, Nature protectionists, NGOs (The volunteering organizations concerning the environment), TEMA Foundation (The Turkish Foundation for combating soil erosion, for reforestation and the protection of natural habitats), Environment volunteers Religious Institute (Imams) University (2x) Chamber of Drivers Automobile owners (3x) Union of Coal suppliers (Workers), Labor Unions Union of Transporters (Traffic) Health Institutions Education Institutions Fishermen The pollution sources arising from Heating (house & Office owners), Residents in the region Media (2x), Internet 	

INDUSTRY	
<ul style="list-style-type: none"> Natural Gas Distributor AGDAŞ (Natural Gas provider) HEATING - Coal producers and distributors, Fuel suppliers TRAFFIC - Fuel Suppliers ENERGY - Electricity producers Recycling Industry Iron and Steel Industry Mining Industry Producers of Environmental products Clean Energy Sector Industrial plants, factories (2x) Technology producing Institutions Animal Breeders Shipyards 	

ECONOMY	
<ul style="list-style-type: none"> • TMMOB (Chamber of Mechanical Engineers) • Chamber of Trade and Industry • Turkish Union of Chambers & Stock Exchange? • Chamber of Industries / OIZ (2x) • Chamber of Traders & Craftsmen (2x) • Small traders such as Patisseries, restaurants, Craftsmen workrooms, .etc., Business owners in the region • Chamber of Coal producers • Chamber of Drivers (2x) • Commercial vehicle owners • Associations of transportations both goods and passengers (cooperatives) • Agriculture cooperatives • Economy 	

ADMINISTRATIVE BODIES	
<ul style="list-style-type: none"> • Ministry of Environment and Forestry • Ministry of Education • Ministry of Transportation • Ministry of Industry and Trade • Police/Security • Provincial Directorate of Ministry of Environment and Forestry • Provincial Health Directorate • Provincial National Education Directorate • Municipalities & Local Administrations (2x) • Metropolitan Municipality (Environmental Protection Department, Transportation Department and Media Dept.) (2x) • Environment Platform in the body of the Municipality consisting of Provincial Directorate of the Ministry of Environment & Forestry, Universities, Municipality, NGOs and volunteers • Town Council (2x) • Politicians (Representatives, Local Administrators) • Governorship 	

Results (see also photo protocol) of **prioritization** -

- MOEF (6)
- Municipalities, Local Administrations (5)
- Recycling Industries (1)
- Industrial Plants, factories (2)
- Media (2)

Most affected group

- Industrial plants, Factories 10 and mining industry (1)
- Chamber of Traders and Craftsmen (3)
- Ministry of transportation (1)

Explanation to results:

- Participants stated that the *situation and the role of the MOEF* in Turkey is seen differently to the situation in Europe. 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.
- A lot of the planned *measures will and should be related to Industrial plants* (mostly Energy producers) therefore as the biggest pollutant in the area they need to be addressed and involved early in advance.

Working Groups on experiences with stakeholders:**Questions:**

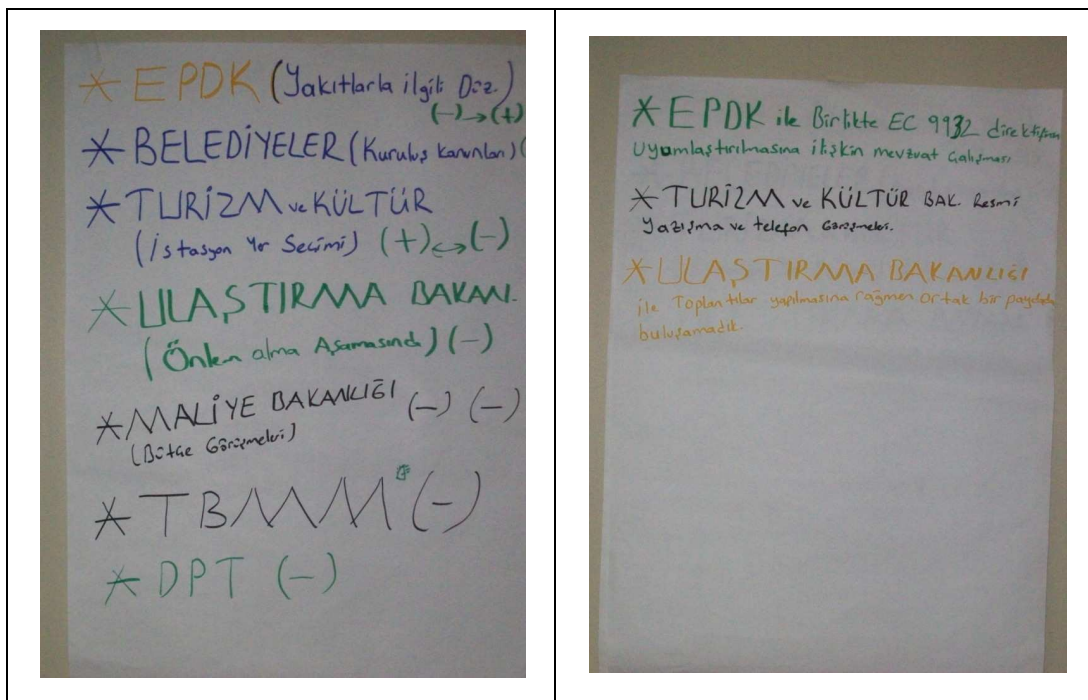
- What kind of experience do you have with stakeholders (positive/negative)? Who has been influencing your goals?
- Do you have meetings and/or other kinds of information exchange?

The participants of the workshop split into 3 groups (MCAC and MOEF took Industry, Provinces group 1 took administrative bodies and provinces group 2 took economy) and they had to focus on the selected stakeholder groups after the prioritization.

Results group presentations on experiences with stakeholders:**Experiences with administrative bodies:**

- The administration for regulating the energy market, *EPDK* (Regulating body for energy sources, fuels) from (-) to (+). The legislative study with EPDK on the harmonization of the EC 9932 Directive. After holding meetings between the EPDK and the ministries to harmonize legislation there was a more positive attitude.
- *Municipalities* (Foundation Laws) (-). With the Municipalities no consensus could be reached yet during their meetings with the ministries.

- *Ministry of Culture and Tourism* (For the site selection of the stations) From (+) to (-). Official correspondences and telephone negotiations with the Ministry of Culture and Tourism as the sites for air quality stations needed to be selected.
- *Ministry of Transportation* (on the stage of taking measures) (-). No consensus has been reached with the Ministry of Transportation in spite of numerous meetings held on measures for emission reductions.
- *Ministry of Finance* (For the budgetary negotiations) (-) (-)
- *The Parliament* (-), no consensus reached
- *State Planning Organization* (-). no consensus reached



Experiences with Industry:

- In the scope of the legislation;
 - Information meetings for the managements (e.g. animal breeders)
 - Regular audits (due to the amendments in the legislation)
 - Combined Audits
 - Audits as a result of complaints (Sudden Audits)
 - Information via email
 - Information through the website of the provincial directorate and media
- Other stakeholders
 - The information meetings carried out by the public institutions

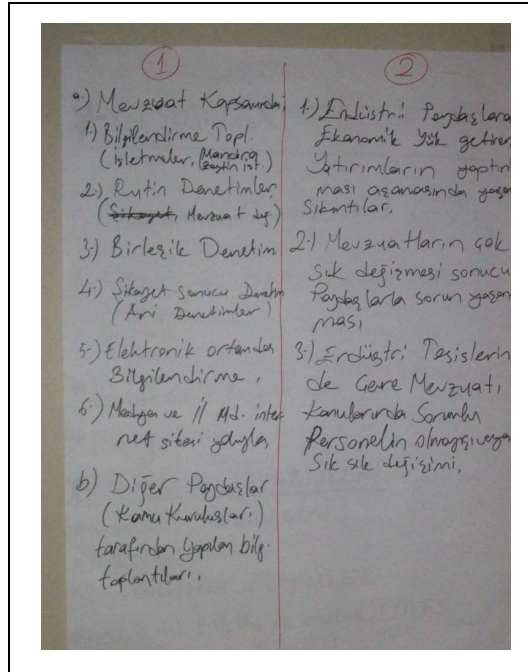
Problems:

- Problems were faced in the phase of forcing the facilities to invest which becomes an economic burden (e.g. animal breeders or leather producers in Çanakkale region) and so regular informa-

tion is given how to avoid higher costs, how sanctions are dealt with and what the tasks and responsibilities of the factory owners are.

- Problems with the stakeholders arose as a result of the *frequent amendments in the legislation*.
- The *lack of authorized staff for the environmental legislation* issues in the industrial facilities or the *frequent changes in the authorized personnel*. – A system is being established to have one responsible person, environmental manager at every factory.

During Inspections on facilities 3 types of contacts take place information on regulation and inspection, regular inspections and combined inspections in the scope of environmental management legislation. Meetings and exchange of information also happen via electronic information (mails and webpage and info for environmental management via press bulletins and movies). Additional information meetings organized by the ministry and provincial directorates are held on the effects of air quality on health.



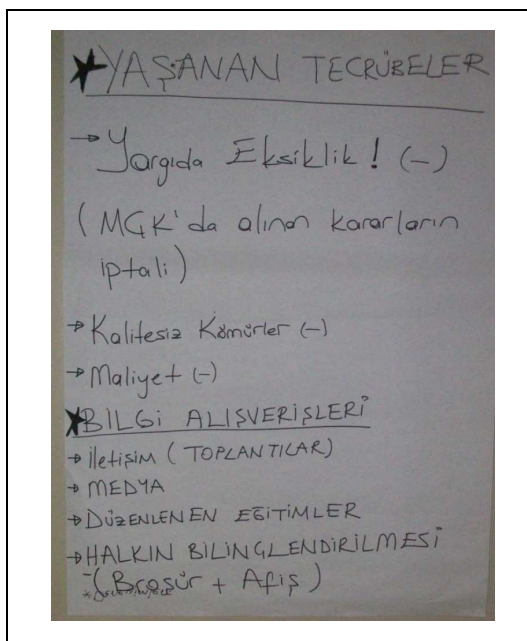
Experiences with Economy:

- The lacks in the judgment or court decisions. (-) (The cancellation of the decisions taken in the provincial environmental councils)
- Unqualified coals (-)
- Cost (-)

Instruments used:

- Communication via meetings
- Media
- Trainings
- Raising the awareness of the public via brochure, leaflet, advertisements

The provinces faced troubles because of costs for producers (mainly coal producers) and the use of cheap unqualified coal which badly affected the air quality in the region. The Governorship therefore supports the use of natural gas but a legal decision was canceled by the court because the transition period for public was seen as too short for the public to adapt to changes. This caused a delay in implementing the decision. Therefore together with the provincial directorate, the municipality and the media a brochure has been developed to inform public as stakeholder.



Summary:

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 and *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 communication work*. The Importance of early involvement of stakeholders has been stressed as you have to give people time to adapt when designing air quality plans.

Input presentation: Best practice examples from other countries (Presentation see attachment)

Working session: Criteria for success – brainstorming in plenary:

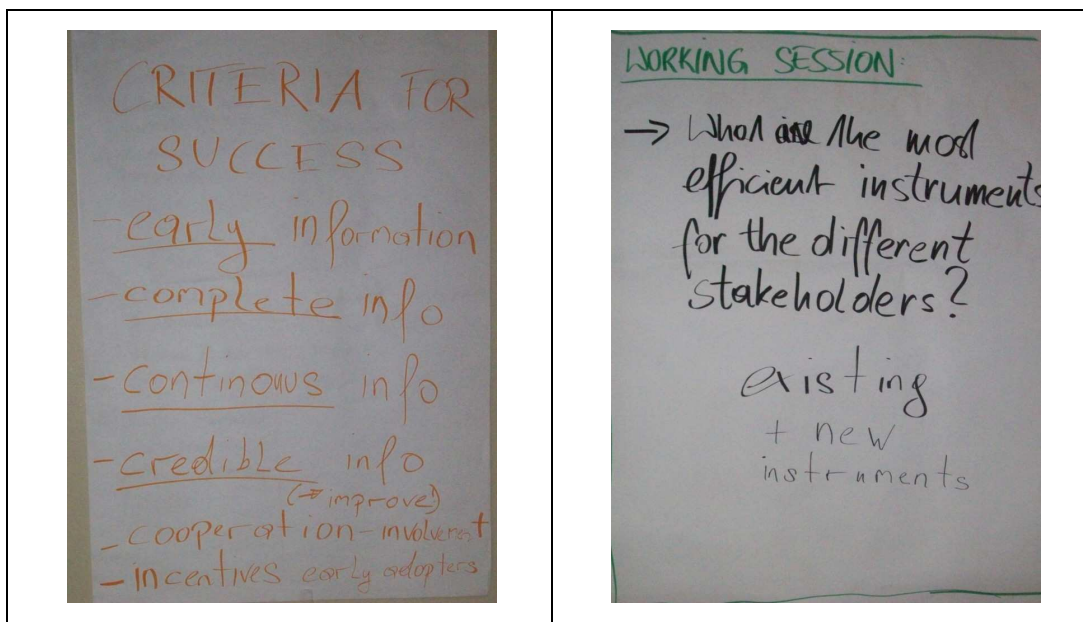
Questions:

- What do we learn from the examples?
- What are the Criteria for success

Result Criteria:

- Early information
- Complete information

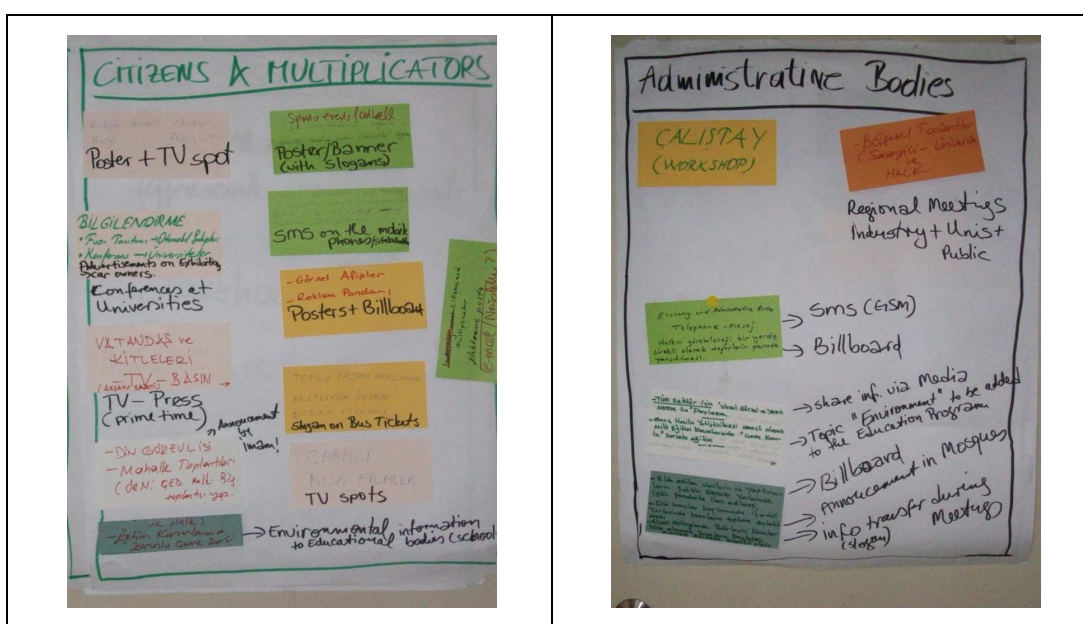
- Continuous information
- Credible information to have prove of improvement or decrease in air quality
- Transparency
- cooperation with all stakeholders to guarantee full involvement

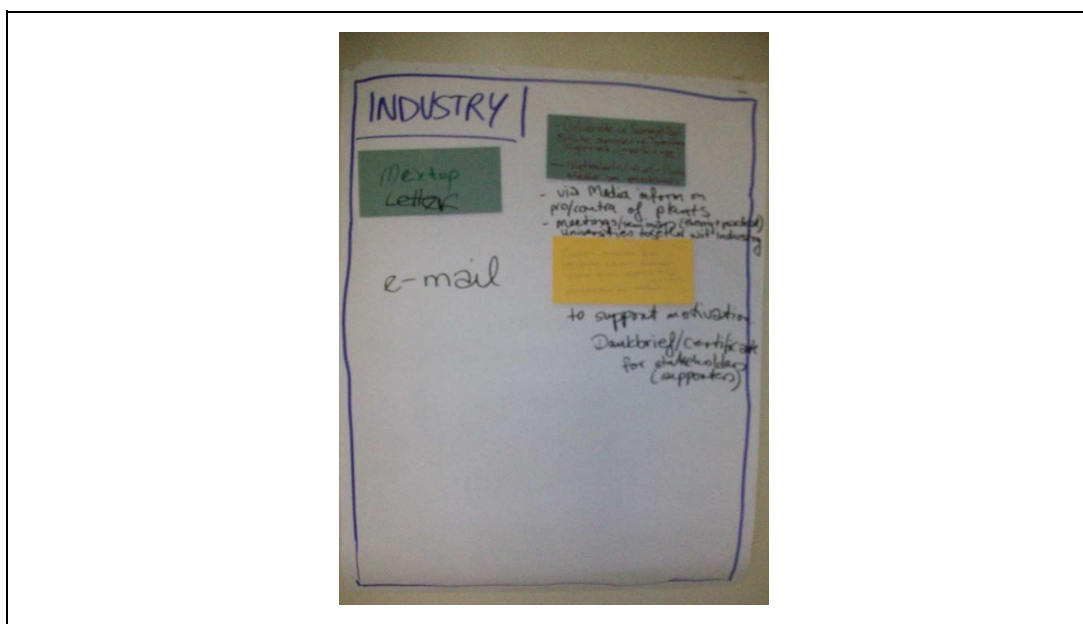


Working Session Instruments: New and existing instruments:

Question: What are the most efficient instruments for the different stakeholders?

Results instruments:





Citizens and Multiplicators: (see photo protocol)

Posters, TV Spot, Advertisement on exhibition addressing car owners, conferences at universities, TV contributions at prime time; announcement by Imam, banner with slogans, SMS information to mobile phones, billboards, slogan on bus tickets, info email, newsletter

Industry:

Letter; e-mail; sectoral based meetings, where specific responsibilities will be given to different sectors; via media inform on pro/contra of plants; meetings/seminars (theory + practical) universities together with industry; to support motivation certificate for stakeholders (supporters)

Administrative Bodies:

Workshops; regional meetings (industry and universities and public), high level meetings based on relevant administrative bodies, where concrete decisions will be taken and preparation of relevant legislation according to these results; sms; billboards; share information via media; topic "environment" to be added to the education program; announcements in mosques; info transfer during meetings (slogan)

Input: Communication – Presentation see attachment

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.

Summary of the day

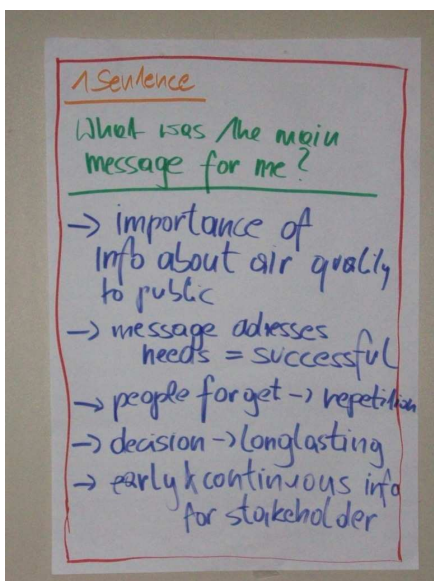
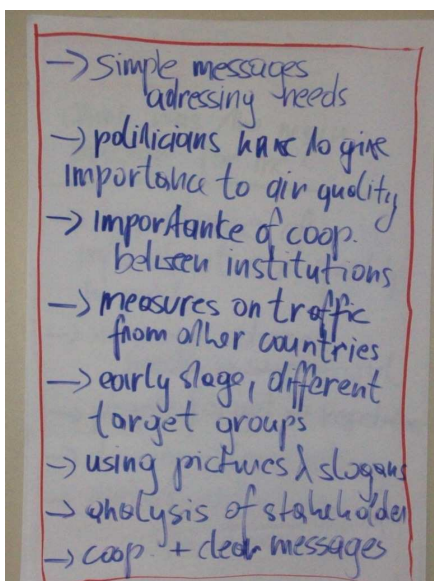
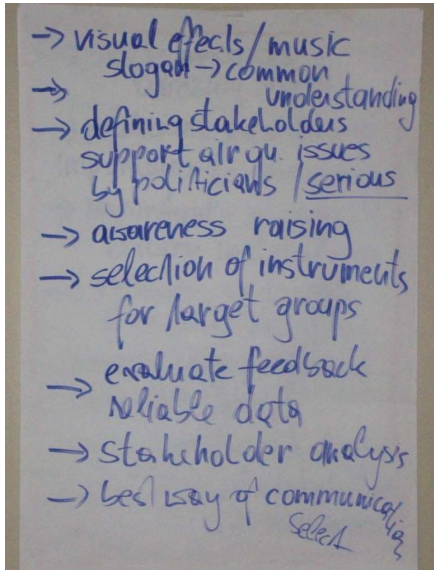
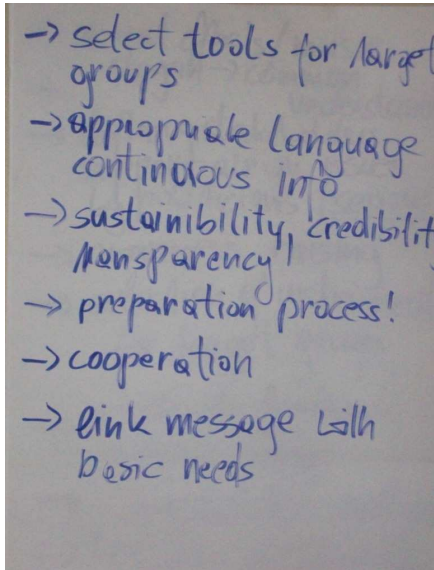
9. December 2010, 2nd day: 25 participants plus Director of MCAC, Mr. Ali Deniz

Repetition:

The 2nd day started with the repetition and a feedback round by the participants.

Question: What was the main message for me?

Results:

 <p><u>1 Sentence</u> What was the main message for me?</p> <ul style="list-style-type: none"> → importance of info about air quality to public → message addresses needs = successful → people forget → repetition → decision → longlasting → early & continuous info for stakeholder 	 <ul style="list-style-type: none"> → simple messages addressing needs → politicians have to give importance to air quality → importance of coop. between institutions → measures on traffic from other countries → early stage, different target groups → using pictures & slogans → analysis of stakeholder → coop. + clear messages
 <ul style="list-style-type: none"> → visual effects/music slogan → common understanding → defining stakeholders support air qu. issues by politicians / serious → awareness raising → selection of instruments for target groups → evaluate feedback reliable data → stakeholder analysis → best way of communication 	 <ul style="list-style-type: none"> → select tools for target groups → appropriate language continuous info → sustainability, credibility, transparency → preparation process! → cooperation → link message with basic needs

- Importance of communication for the info transfer of air quality issues to the public
- Focus on the main needs of the public to be successful
- Repeat the messages in communication because people tend to forget easily
- Take long-lasting decisions
- Early and continuous communication with stakeholders is needed
- Use simple and understandable messages which approach the needs of people
- Governments and administrative people have to communicate and give political back up that air quality is as important as health and safety
- Importance of cooperation and involvement of all relevant institutions and the public
- Best practice examples and measures conducted in several countries have been helpful
- Importance of stakeholders and the public in the process. Start to inform in an early stage and work with different target groups.
- Using the right pictures and slogans for information campaigns is important
- Correct analysis of stakeholders is important
- messages have to be clear and simple
- Visual effects and music can be important. Campaigning should not only work with words, Messages need to be clear that everybody understands the same message
- The government has to support air quality politics and take it very serious. One institution alone without the others cannot take measures and be successful
- Raising awareness needs to be the main goal and good evaluation and quality of data is important for success.
- Selection of proper instruments fitting for target groups is important
- Use reliable data and evaluate feedback in communication strategy
- Good analyzes as basis for communication
- Transfer the messages to the public in an easy understandable way
- Importance to select the best communication tools for the public
- Use correct instruments and language related to target groups addressed. Keep them informed and involve them throughout the whole process
- After setting up the communication keep it sustainable and transparent to ensure credibility
- Correct analyzes in preparation phase and continuous communication
- Responsibility given to MOEF should be shared with stakeholders (cooperation partners) Stakeholders should also receive some responsibility for implementation
- Link the message to the basic needs of human beings. Don't be too sophisticated in the messages – Keep it simple and short

Outcomes & overview so far:

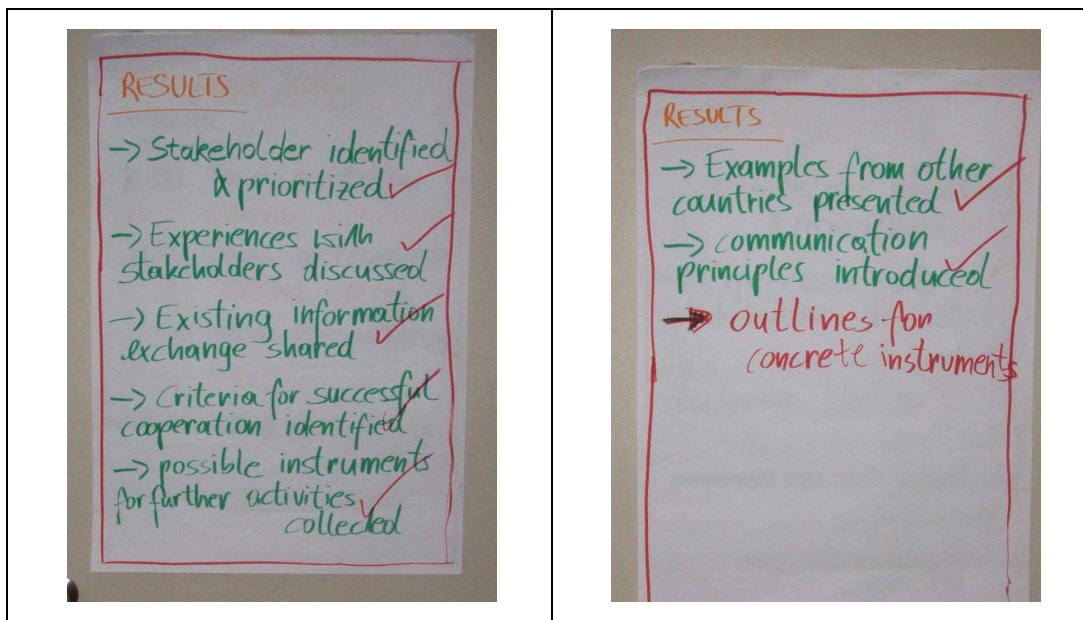
To compare the already achieved results from the workshop with the objectives a comparison has been made.

Results from the first day compared to objectives for the workshop:

- ✓ Stakeholder identified and prioritized
- ✓ Experiences with stakeholders discussed
- ✓ Existing information exchange shared
- ✓ Criteria for successful cooperation identified
- ✓ Possible instruments for further activities collected
- ✓ Examples from other countries
- ✓ Communication principles introduced

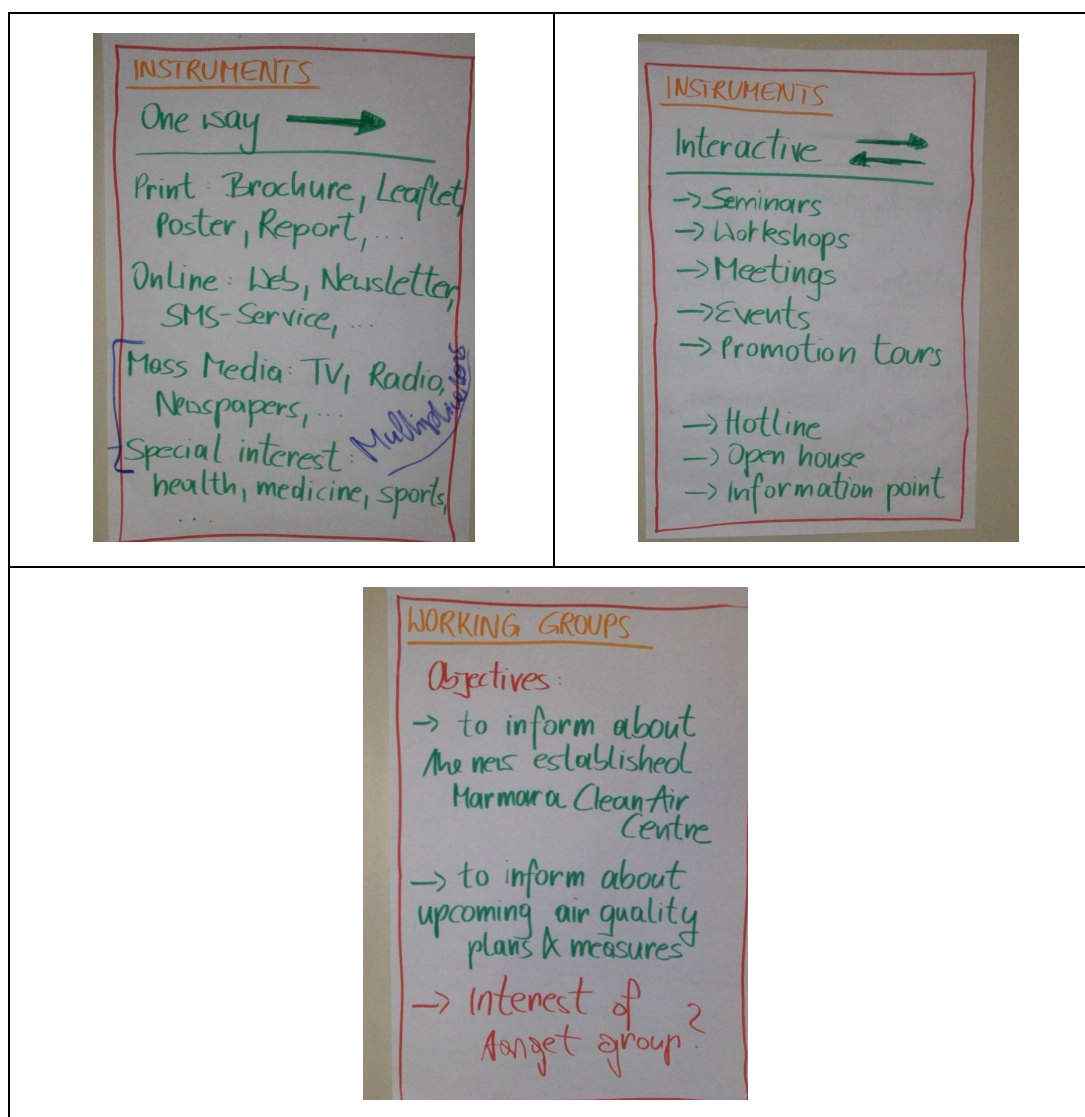
- Still to do on second day: Focus more on instruments - outcome should be outlines for concrete instruments – make the concept for 3 selected instruments for selected target groups

Part of the communication strategy to inform about upcoming measures and make MCAC visible



Focus: instruments: Input Instruments:

1. One way communication instruments: Disadvantage: you don't get feedback and media can interpret content in a different way
 - ❖ *print*: brochures, leaflet, poster, report as examples for information plus awareness raising, be aware who is the target group
 - ❖ *Online*: web newsletter or SMS service – in Austria use mass media, our data transferred to online media, connection to our database
 - ❖ *Mass media*: TV, Radio, newspaper
 - ❖ *Special interest*: health, medicine, sports magazines are multipliers for awareness raising
2. Two way communication instruments:
 - ❖ *Interactive*: Seminars, workshops, meetings, events, promotion tours- important in between administrative bodies and with stakeholders and also citizens
 - ❖ *Hotline, open house, information point*



Working groups: Instruments:

In the working groups the participants were split up into three groups working on the three chosen instruments - Event, TV-Spot and Leaflet. Two of the chosen instruments are in the Twinning contract and were also discussed on in the preparatory meeting with the MOEF:

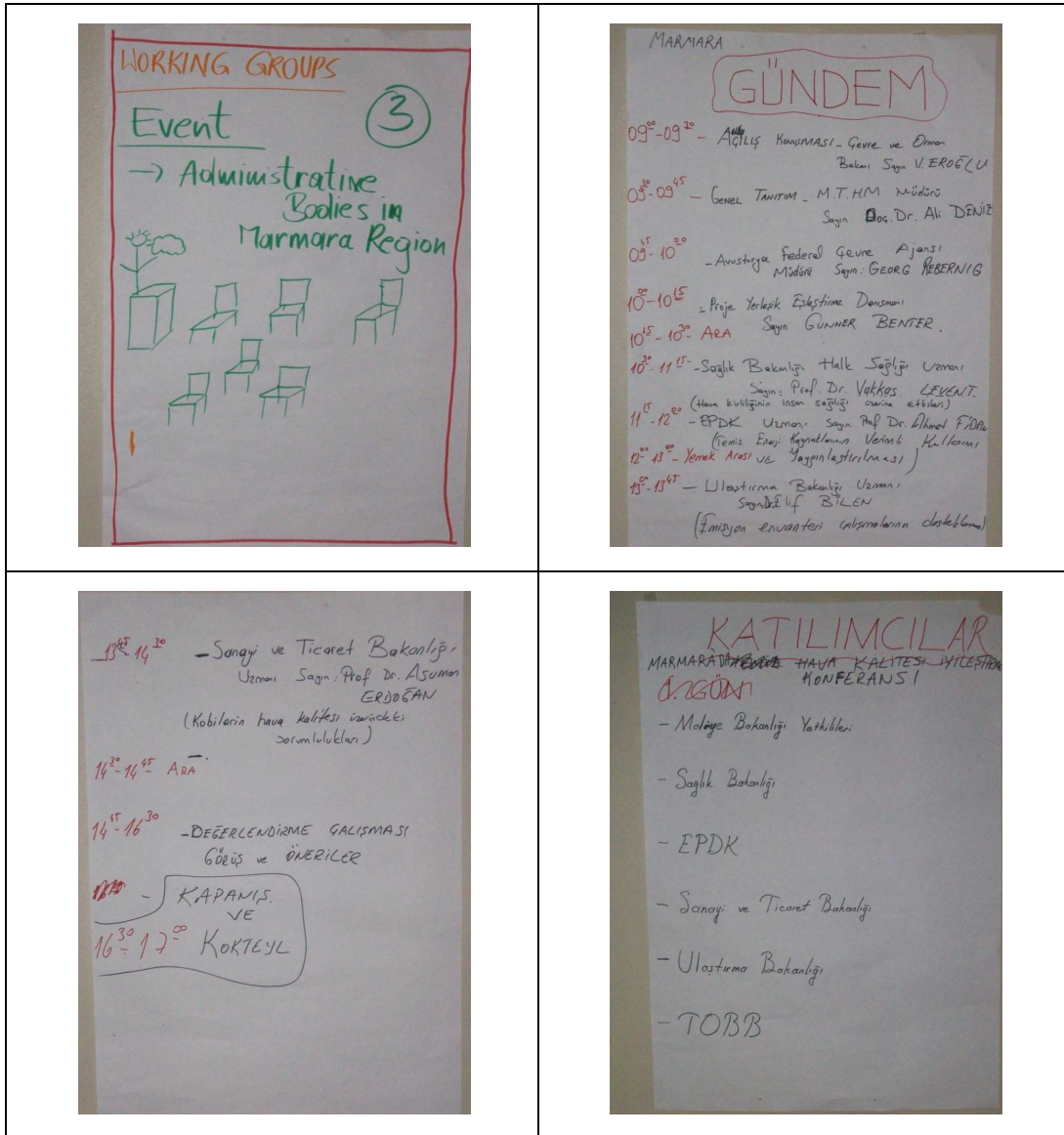
Overall Objectives:

- to inform about the newly established MCAC – e.g. introduce director with picture and quote
- To inform about upcoming air quality plans & measures - talk about hidden agenda

Results Group Presentations: (see photo protocol)

Group 1: Design of event:

The task was to design an event for administrative bodies in the Marmara region. Design the details like: Who should be invited? Which institutions and what level (mayor, provincial directorates, etc.)? Who could be the speakers? What could be the content, topics - Agenda? concentrate on one topic, target group



Result:

Conference on "Improvement of Air Quality in The Marmara Region", designed for ca. 30 people

Participants:

- Representatives of the Ministry of Finance



- Ministry of Health
- Administration regulating the Energy Market
- Ministry of Industry and Trade
- Ministry of Transport
- Union of Chamber of Turkey

Agenda:

09:00 – 09:30: Opening Speech – Mr. Veysel Eroğlu / Minister of Environment and Forestry

09:30 – 09:45: General Introduction – Mr. Assistant Professor Dr. Ali Deniz / Director of the Marmara Clean Air Center

09:45 – 10:00: Mr. Georg Rebernig – Manager of the Austrian Federal Environment Agency

10:00 – 10:15: Tea / Coffee Break

10:15 – 10:30: Introduction of the Twinning Project – Mr. Gunnar Benter / RTA of the MAQ Project

10:30 – 11:15: PPT on “Effects of Air Pollution on human health” – Prof. Dr. Vakkas Levent / Ministry of Health, Expert on Public Health

11:15 – 12:00: PPT on “Efficient use of Clean Energy Sources” - Prof. Dr. Ahmet Fidan / Administration regulating the Energy Market, Expert

12:00 – 13:00: Lunch Break

13:00 – 13:45: PPT on “Support of Emission Inventory Works” – Ms. Dr. Elif Bilen / Ministry of Transport, Expert

13:45 – 14:30: “Responsibilities of Small and Medium Sized Enterprises in the field of Air Quality” – Ms. Prof. Dr. Asuman Erdoğan / Ministry of Industry and Trade, Expert

14:30 – 14:45: Tea / Coffee Break

14:45 – 16:30: Evaluation, Discussion (Statements, Contribution and Suggestions)

16:30 – 17:00: Closing with a Cocktail

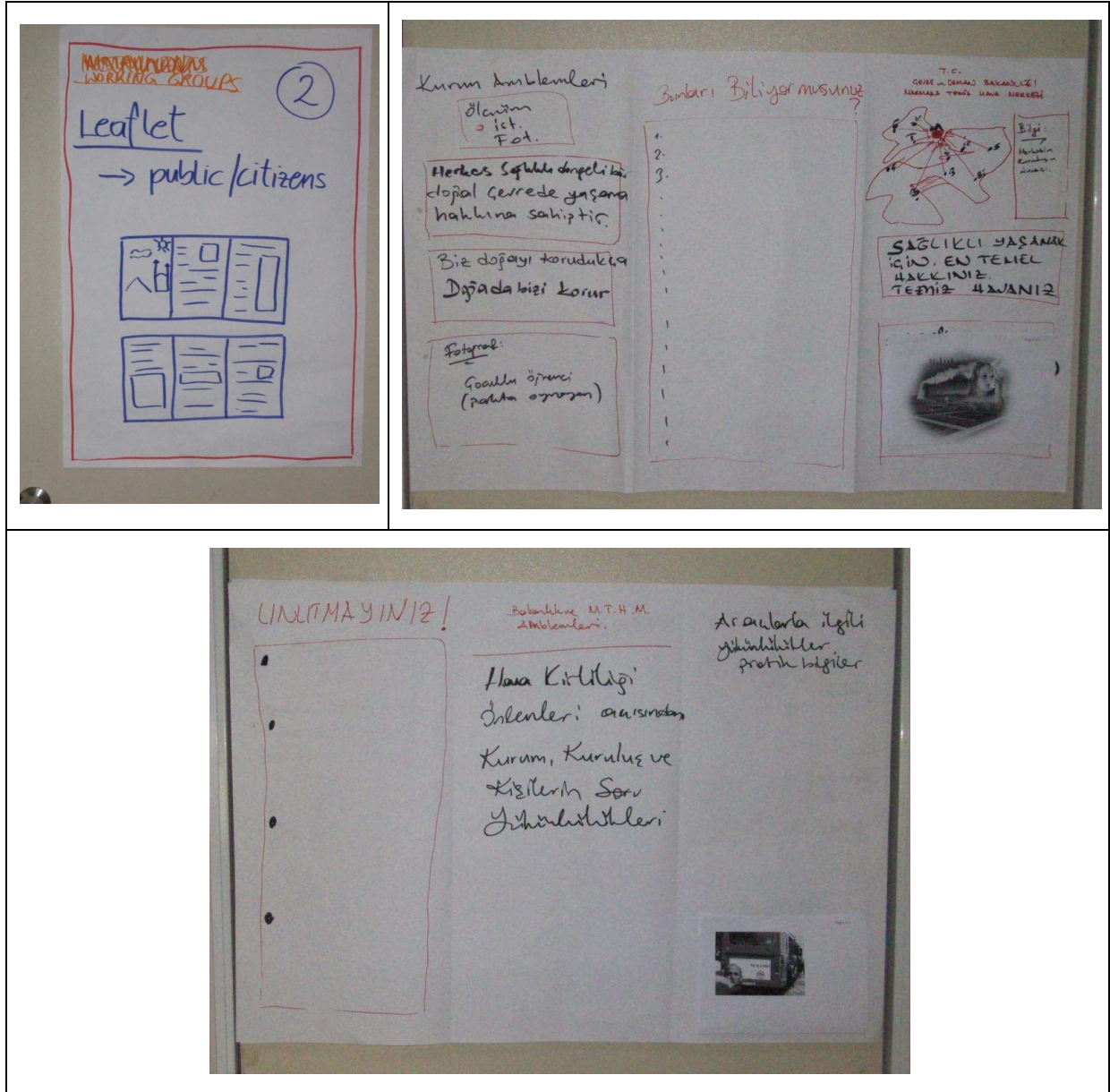
Set up Agenda, identify speakers and participants: Ministry Finance, Health, Energy regulator, M Trade, Transport, TOBB – Chambers – high level, policy making participants

To at the same time invite Ministers on political level and discuss the technical level it has been proposed to start with the technical part and as an outcome to have a memorandum of understanding on political level

Group 2: Design of a Leaflet:

The task was to design the outline and elements for a leaflet with the target group citizens.

(Pictures, contents, topic for people living in the city, choose a city in your country, what could be interesting for them?)



Result:

1st Page (in sequence):

*On the top: Ministry of Environment and Forestry – Marmara Clean Air Centre

*Small map showing the Marmara Region with a list of its respective Provinces, beside short info of the MCAC (like when build up, main goal, address, tel. Etc.)

*In the middle: an impressive slogan (for instance: “Clean Air is your basic right for a healthy life”)

*On the bottom: An impressive picture showing one of the pollutant sources (to be addressed) and their results on human health

1st Page middle side: “Did you know this?”(List of important information)

1st Page left side (in sequence):

*On the top: logos of institutions cooperating in this subject

*Picture of an Air Quality Measurement Station

*Some impressive slogans (like: As long as we save the nature/environment, it will also protect us)

*On the bottom: Picture showing children playing in a park

2nd Page right side (in sequence):

*A list of practical information for car drivers, how they could contribute to improve AQ and how to decrease emissions from their vehicles

* On the bottom: An impressive picture – leading people to think about AQ

2nd Page middle side:

*Logos of the Ministry and the MCAC

*Info on AQ Legislation / Responsibilities of Individuals and Institutions due to the requirements of AQ Legislation in place

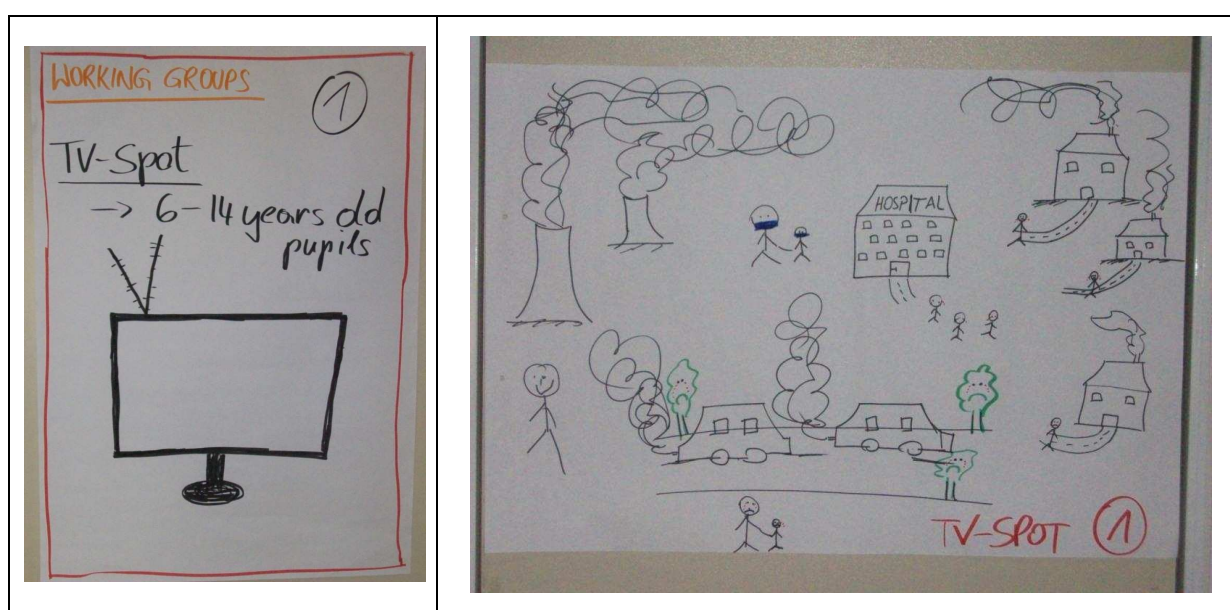
2nd Page left side:

*Under the topic “Please don’t forget” a list of suggestions how to contribute to the improvement of Air Quality

Recommendation: To send out a questionnaire addressing the stakeholders in the region: drivers, mothers, industry, etc. to announce the upcoming activities and then design leaflet based on results

Result Group 3 – Design of a TV spot:

The task was to outline and design the story and elements with the target group of young people between 6 and 14 years old and collect the content as detailed as possible. The outline should be used to be shown as idea to Turkish producers who will produce the spot. The spot should be used in schools. Who could be speaking? Use interviews with pupils or interviews with experts? Where should it take place? Is there a typical spot in the Marmara region that can be used for shooting the spot? Should an air measure control station be used as picture?



Result:

The content of the spot should be prepared with teachers and psychologists. The spot should be realized as short animated movie as appropriate for the chosen target group and have duration from 5 to 10 minutes.

Story: The idea for the spot is to have from a birds eyes (star of the spot is a seagull) a view on all the sources of air pollution and in the end to consult together with an expert of the MCAC (well known professor or person known by the public) to find solutions to the shown pollution problems. The spot starts with the birds talking to each other, and the father seagull takes the bird family on a trip. They start from a clean area and then continue to e.g. Bosphorus or well known Kocaeli buildings could be recognized. Then they fly through clouds and later on polluted clouds. They birds see the change and ask why everything has changed so much and what is the reason for the changes. Father bird doesn't know so he suggests going to the responsible authority to ask for the answer. They visit the professor (credible information source) to ask. Professor shows the region and the sources of pollution (industry, traffic, etc) and explains the effects on health. What is the solution? The Professor explains what



everybody can do to improve the air quality situation. In the end the worried faces turn into smiling faces – Happy end

Summary by Ali Deniz/Director MCAC:

The director thanks the participants for their active participation and states how important it is for experts and administrative bodies to show the excellent work that is done to the stakeholders and the public and start good continuous communication between the stakeholders. He informs that the MCAC recently started to discuss the *preparation of their leaflet and webpage* so the discussion on tools is seen as very useful. The prioritization of tools and the tools will be used in the future.