

PERSPEKTIVEN FÜR  
UMWELT & GESELLSCHAFT **umweltbundesamt**<sup>U</sup>



**Communication & Involvement**

Ingeborg Zechmann, 14.07.2010

PERSPEKTIVEN FÜR  
UMWELT & GESELLSCHAFT **umweltbundesamt**<sup>U</sup>

## **Twinning project – overall goals**

- as a pilot region for Turkey = one forward-looking step at local and regional level for the sake of public health.
- a good model for monitoring of all sources of air pollution such as industry, traffic and heating. In this framework, it is essential to establish a comprehensive air quality-monitoring network for defining the scale of the air pollution and minimizing the problem.

2

## Approaches in communication

- Networking → administrative bodies (local, regional and national level)
- Stakeholder involvement → targeted communication for awareness raising and stakeholder acceptance
- Public awareness → mass media, cooperation and content syndication
  
- Corporate Design for Clean Air Information
- Transferability from Marmara Region to other Regions

3

## Talking about air quality?



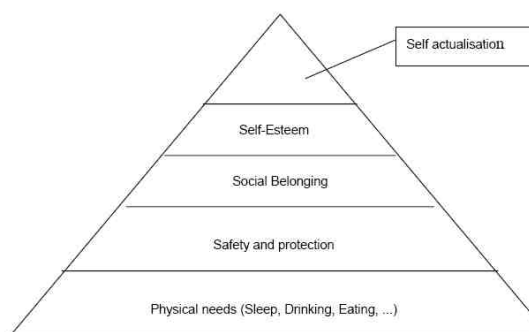
4

## Talking about air quality



5

## Pyramid of needs Abraham Maslow



6

PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umweltbundesamt**<sup>U</sup>

## Pyramid of needs - Abraham Maslow

The diagram shows Maslow's Pyramid of Needs with five levels. Two teal arrows point from environmental concepts to specific levels of the pyramid:

- Environment protection** points to the top level, **Self actualisation**.
- Clean water & air** points to the bottom level, **Physical needs (Sleep, Drinking, Eating, ...)**.

The other levels of the pyramid, from top to bottom, are:

- Self-Esteem
- Social Belonging
- Safety and protection

7

PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umweltbundesamt**<sup>U</sup>

## Stakeholder involvement

A photograph showing a large audience seated in a hall, facing a stage where a presentation is being displayed on a large screen. The audience is diverse in age and appearance, and the setting appears to be a formal event or conference.

8

## Why identifying stakeholders?

- Stakeholders' interests
- Potential risks for the implementation
- Key people to be informed
- Negative stakeholders as well as their effects on the air quality improvement

9

## Stakeholder

- persons or organisations being ultimately or indirectly affected by our activities for air quality improvement
- persons or organisations having significant direct or indirect influence on achieving our goals
- Other persons or organisations important for air quality improvement

10

## Benefits of Stakeholder Involvement

- acceptance and sustainable longlasting solutions
- avoiding conflicts/conflict management
- identifying different perceptions
- reconsiling interests
- motivation through involvement
- knowledge pool and innovation potential
- mutual learning

11

## Communication process

- a person (sender) wants to deliver a message to another person (receiver) using his or her individual signs & symbols, codes, he or she shares with the other person, and a medium
- the Cowboy and the Indian ...

12

## Communication = repetition

- Guideline by Konrad Lorenz:

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

13

## 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!

14

## 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 ...

15

## Communication = recognition

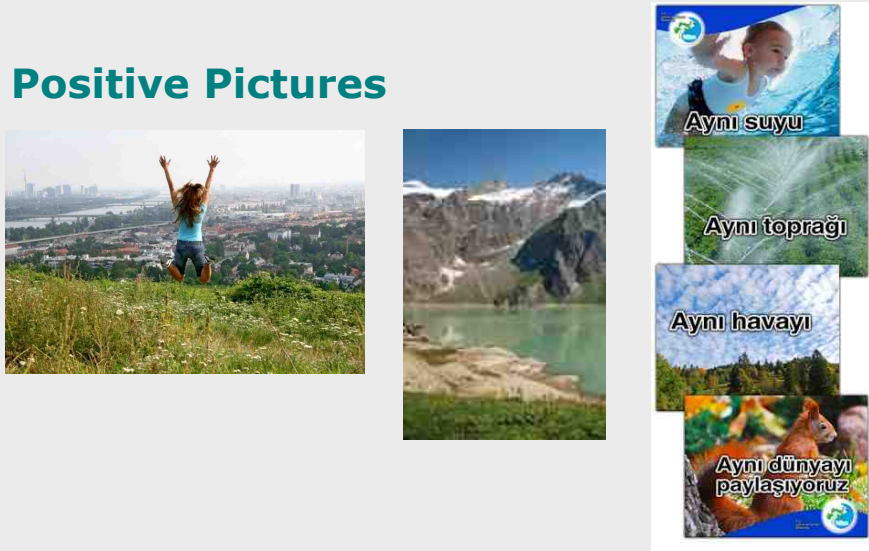
- **Corporate Design**
  - supports recognition
  - Important: integration with existing elements of Corporate Design of MoEF
- **Set of pictures and visuals**
  - telling a positive story
  - adress emotions
- **Slogan: CLEAN AIR FOR TURKEY**
  - Shortest positive message

16



PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umweltbundesamt**<sup>U</sup>

## Positive Pictures



Aynı suyu


Aynı toprağı

Aynı havayı

Aynı dünyayı paylaşıyoruz

PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umweltbundesamt**<sup>U</sup>

## Instruments



18

16/06/2010

## Instruments

### ■ One way communication -> inform

- Print: Brochure, Leaflet, Poster, Report etc.
- Online: Webpage, Newsletter, SMS-Service etc.
- Mass media: Newspapers, Magazines, Tv, Radio etc.
- Special interest media: health, medical, sports, education, ...

19

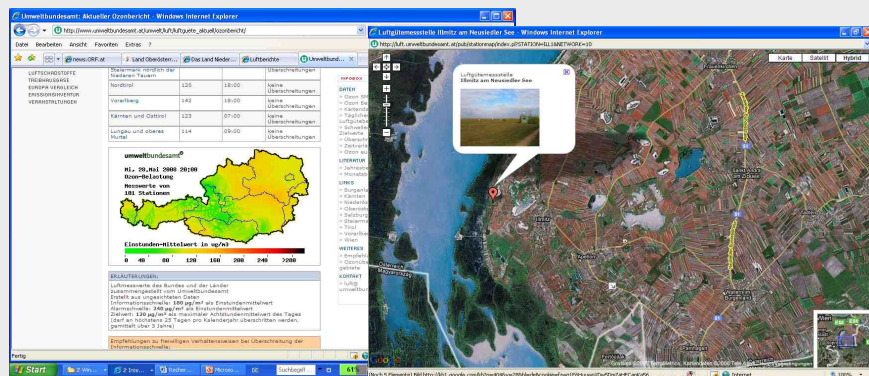
## Instruments

### ■ Two way communication -> interactive

- Interpersonal: Information point, Open house, Hotline,
- Workshops, Promotion Tours, Events, ...

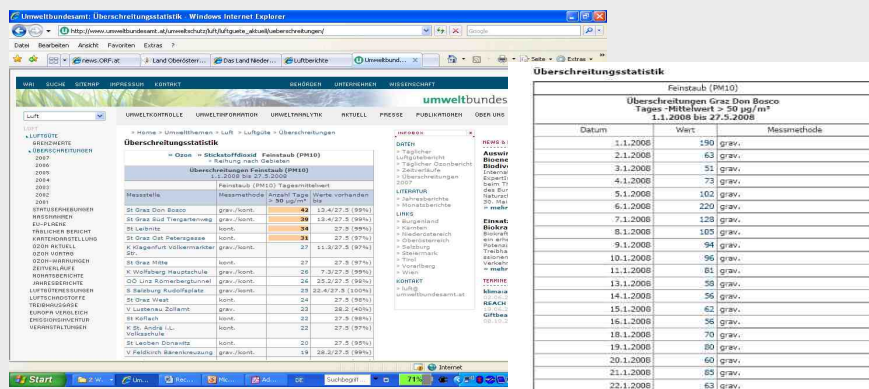
20

## www.umweltbundesamt.at



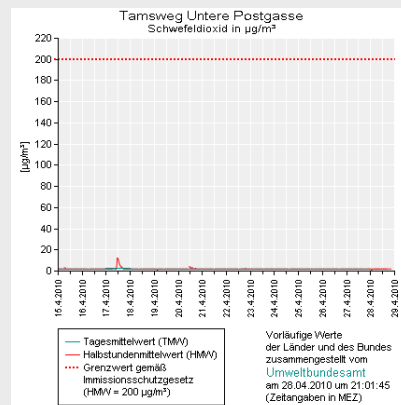
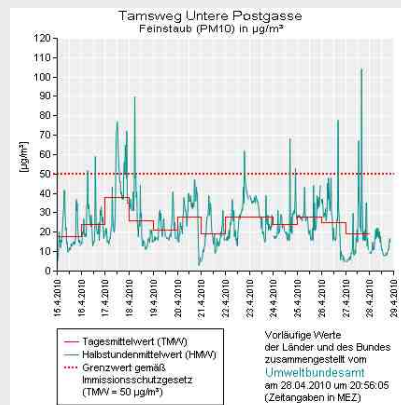
21

## Statistic of Exceedances



22

## Online Data – variation in time



23

## Ozone Warning via SMS

- Information via Media/Radio in the Ozone-Law

### SMS Ozone Service

- 0900-600-603 Cooperation with popular Austrian Radio Station (Ö3/ORF)
- Postal code based

umweltbundesamt<sup>U</sup>Fr., 02. Juli 2010 15:00  
Ozon-Belastung  
Messwerte von  
165 Stationen

Datengrundlage:  
Erstellt aus aggregierten Daten (1. von 4 Kontrollstationen) der Länder und des Bundes  
Schwellenwerte gemäß (Lugarschutz)  
Informationschwellenwert: 180  $\mu\text{g}/\text{m}^3$ , Aktionschwellenwert: 240  $\mu\text{g}/\text{m}^3$ .



The screenshot shows two side-by-side web browser windows displaying the ORF website. The left window is titled 'Ozon' and the right window is titled 'Luft'. Both windows show a table of station data and a list of stations.

**Left Window (Ozon):**

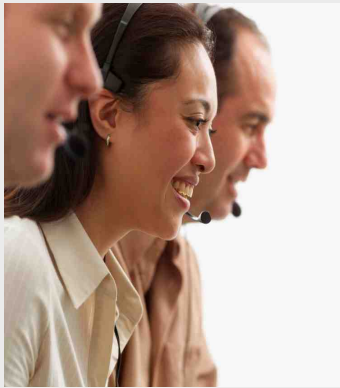
- Header: OZON TELETEXT 782.1
- Sub-header: Aktuelle 1-h-Mittelwerte ausgewählter Stationen
- Text: Nordostböhmerland - Wien, NÖ, Nord- und Ostböhmen 20.08.2008 20:00
- Table:
 

Station	Wert
109 Forsthof/N	166 16:00
85 Payerbach/N	166 18:00
127 Wiener Neustadt/N	162 17:00
106 Linz/N	164 16:00
115 Eisenstadt/B	159 18:00
129 Tulln/N	159 17:00
122 Bad Vöslau/N	159 18:00
123 Miesbach/N	158 18:00
97 Mödling/N	153 17:00
96 St. Margarethen/N	150 17:00
- Text: Einstundenmittelwerte in µm/m², Ergebnis aus umgerechneten Daten (1 von 4 Kontrollen/Fen) vom Umweltsensor Luftreife 782
- Navigation: Vorherige Seite 4, Nächste Seite
- Text: Untertitel 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 7

PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umwelt**bundesamt 

26

## Interpersonal communication – regional authorities



27

## Regional Webservice

Luftgüteberichte der Stadt Wien – Windows Internet Explorer

http://www.wien.gv.at/maz2/luftgute.html

Suchen:  Erweiterte Suche

**wien** Webservice der Stadt Wien

wien.at > Umwelt > Umweltschutz > Luftgüte > Luftgüteberichte

**Luftgüteberichte der Stadt Wien**

Ozon-Warndienst für Nordostösterreich  
Derzeit ist in Nordostösterreich keine Ozon-Warnung in Kraft.

Alle Wiener Ozon-Alarmberichte seit 1. Juli 2003 sind abrufbar: [2008](#), [2007](#), [2006](#), [2005](#), [2004](#), [2003](#)

**Aktuelle Wiener Luftsituation**

Bewertung nach dem [Wiener Luftgüteindex](#) ("sehr gut" bis "sehr schlecht"):

	Anzahl Stationen mit Bewertung						derzeit kein Wert
	sehr gut	gut	befriedigend	unbefriedigend	schlecht	sehr schlecht	
O <sub>3</sub>		2	3				
PM10		1	11	1			
NO <sub>2</sub>	17						
SO <sub>2</sub>	10						
CO	4						

Tipp: Positionieren Sie den Mauszeiger auf einem Wert in der Bewertungs-Übersicht, dann erscheint für kurze Zeit ein Hinweis mit den zugehörigen beiden höchsten sowie der niedrigsten Messstelle.

Die Einzelbewertung der Stationen: [Bewertungstabelle vom 28.5.2008, 21 Uhr](#)

http://www.wien.gv.at/maz2/hgb/luftvbl.htm

Start 2 Win... 2 Inte... Browser... Microso... DE Suchbegriff... 59% Internet 100% 22:10

28



PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umweltbundesamt<sup>U</sup>**

## Brochures & Leaflets

29

PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT **umweltbundesamt<sup>U</sup>**

## Contact & Information

Ingeborg Zechmann  
 Umweltbundesamt GmbH  
 Spittelauer Lände 5  
 1090 Vienna / Österreich

Tel.: +43-(0)1-31304/5413

ingeborg.zechmann@umweltbundesamt.at  
[www.umweltbundesamt.at](http://www.umweltbundesamt.at)

30

## Campaigns

follow the **AIDA** principle

- raise **A**ttention,
- create **I**nterest,
- generate **D**esire and
- lead to **A**ction

31

## Campaigns

- are **concerts** of communication activities
- focus on **one specific topic**
- aim to reach **one goal**
- are run during a **limited period of time**
- repeat **one message** during the time of the campaign
- address **selected target groups**
- operate with a set of the most efficient tools for the selected target groups
- operate with a **specific design** ensuring recognition

32