



# How to make words count?

## Communication – A Soft Success Factor in SEA

Presentation at the 26<sup>th</sup> Annual IAIA Conference  
23-26 May 2006, Stavanger

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## Factors of success



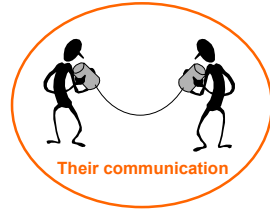
Know-how



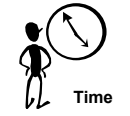
Methods



Environmental report



Their communication



Time



Money



Data



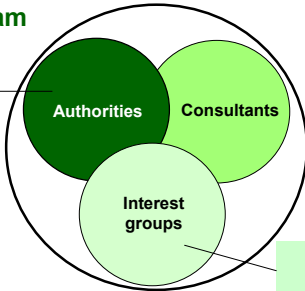
People

## SEA Round Table



### SEA team

Plan  
Environ



Env NGOs  
Chambers  
Env ombudsman



- Involvement right from the start
- Equal partners
- Carry and share responsibility

- Common learning experience

- To reach consensus on PP



## Four aspects of communication



1. Internal communication within the SEA team
2. Communication with those outside
3. Communication of results by team members back to their home organisations
4. Communication of results to decision makers & public

Maybe trivial – but crucial for successful SEAs!

## 1. Internal communication



Established rules of play:

- Confidential discussions
- Minutes → public
- Press releases agreed on

## 2. Communication with those outside

- By internet → Access to information on SEA homepage

## 2. Communication with those outside

### Protokolle der SUP-Team-Workshops:

- Protokoll zum 1. Workshop vom 30.06.2005
- Protokoll zum 2. Workshop vom 06.09.2005 + 07.09.2005
- Protokoll zum 3. Workshop vom 04.10.2005 + 06.10.2005
- Protokoll zum 4. Workshop vom 15.11.2005 + 16.11.2005
- Protokoll zum 5. Workshop vom 20.12.2005 + 21.12.2005
- Protokoll zum 6. Workshop vom 31.01.2006 + 01.02.2006

Die im SUP-Process erarbeiteten Ergebnisse zur 2. Fortschreibung des Vbg AWP werden in folgenden Publikationen veröffentlicht:

- Teil 1  **Ist-Zustand 2004/2005, samt Grobberwertung**
- Teil 2  **Umwelt- und Erläuterungsbericht (zur Stellungnahme)**
- Teil 3  **Vorarlberger Abfallwirtschaftsplan - 2. Fortschreibung (Entwurf - zur Stellungnahme)**

### Infobox

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### Download

- 1 SUP-Vbg AWP Prozessbeschreibung - Adobe Acrobat (pdf, 114 kB, Downloadzeit: < 1 min.)
- 2 SUP-Vbg AWP Ziele - Adobe Acrobat (pdf, 64 kB, Downloadzeit: < 1 min.)
- 3 SUP-Vbg AWP Ablaufplan - Adobe Acrobat (pdf, 73 kB, Downloadzeit: < 1 min.)
- 4 Themen-Fragenliste 05/2005 - Adobe Acrobat (pdf, 77 kB, Downloadzeit: < 1 min.)
- 5 SUP-Team Liste - Adobe Acrobat (pdf, 80 kB, Downloadzeit: < 1 min.)
- 6 SUP-Team Foto - Adobe Acrobat (pdf, 1029 kB, Downloadzeit: ca. 3 min.)

## 2. Communication with those outside

- Face to face → Discussions at public meetings
- SEA transport plan → new motorway
- Presentation for plenary
- Team member tables



- Especially for popular topics

## 3. Communicating back

- Traitor-syndrome
- Support from team
- Report back continuously



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## 4. Communication with decision makers and public

- Delegation of the SEA-team → to politicians & public
- SEA-team supports results



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## Conclusions

Good communication increases ...

- Quality of SEA results
- Credibility of results
- Acceptance of final plan or programme → implementation

SEA: a **hard technical task**  
with a **soft social touch!**



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