

Approaching Sensitive Topics with Humor

A Solution to Improve Communication Among Stakeholders & Other Tips

DTP Communication Training
Split, Croatia, 19 July 2018

TRANSGREEN



What does TRANSGREEN stand for?

It stands for better connected Carpathian region with transport infrastructure that takes nature conservation into account.

What does it aim for?

It aims to contribute to safer and environmentally-friendly road and rail networks in CZ, HU, RO, SK, UA avoiding severe conflicts.

- ✓ **Timing:** 1 January 2017 – 30 June 2019, 2.5 years
- ✓ **10 PPs** in 5 European Countries
- ✓ **9 ASPs** in other 3 countries
- ✓ **Lead Partner:** WWF Danube Carpathian Programme
- ✓ **Comms WP Lead:** WWF Romania
- ✓ **Project budget:** ~ 2.5 mil euro

Pilot areas





- ✓ National public authorities
- ✓ Regional public authorities
- ✓ Sectoral agencies
- ✓ Infrastructure and public service providers
- ✓ Research institutions, local authorities and NGOs



Project co-funded by the European Regional Development Fund (ERDF).

Bringing diverse (and sometimes diverging) stakeholders at the same table and get them to collaborate and work together, building on **honesty**.

The solution: humor



Sibylle Vogel

Project co-funded by the European Regional Development Fund (ERDF).

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How did we do it?

- ✓ Assessing baseline perceptions during the kick-off meeting with cartoons



What happened next?

- ✓ Capitalizing the outcome for communication purpose



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Sibylle Vogel

How environmental NGOs see themselves



Sibylle Vogel

How the transport sector sees environmental NGOs





Sibylle Vogel

How environmental NGOs see research institutions

This cartoon captures the positive and negative stereotypes that environmental NGOs have about research institutions. The drawing was created by illustrator Sibylle Vogel (www.sibyllevogel.at) within the TRANSGREEN project, and represents an original invitation for experts from these two professional fields to communicate openly and to collaborate. The main goal of this cooperation? Developing solutions for a better connected Carpathian region with transport infrastructure that takes nature into account.



Integrated Transport and Green Infrastructure Planning in the Danube-Carpathian Region for the Benefit of People and Nature

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Project co-funded by the European Regional Development Fund (ERDF) and by the Hungarian State
Overall Budget: 2.481.321,16 euro. ERDF Contribution: 2.109.122,95 euro

Even Christmas Cards



- ✓ Good example of **integration** between technical activities and comms activities
- ✓ Challenges become **opportunities**
- ✓ It is ok to **think beyond** the Visual Identity Manual. Collaboration with an **artist**

1. Be creative with the pre-defined tools
(visual identity, website, posters)
2. Keep the international comms team
together

Thank you!



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