

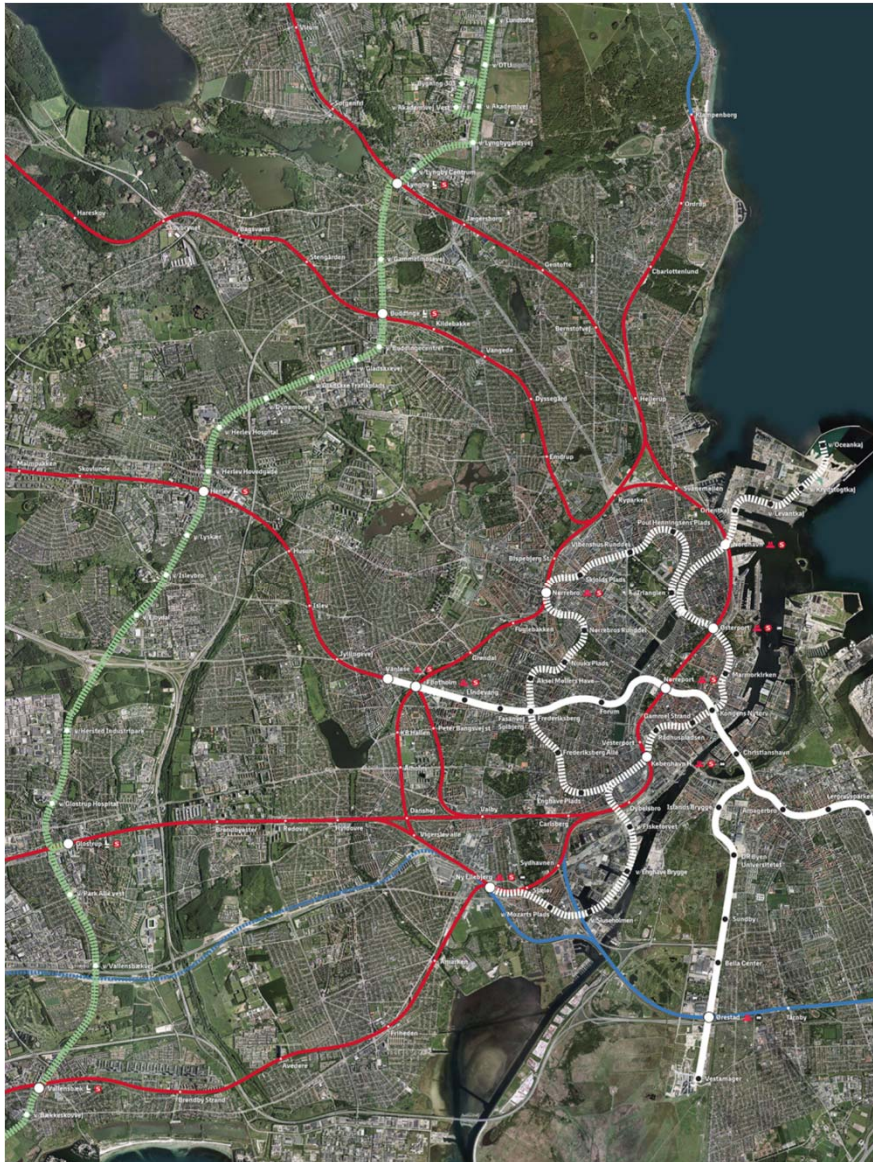


Shaping social acceptance

Kasper F. Døssing, Metroselskabet and Hovedstadens Letbane

Wind2050 August 19th 2015





Metro and lightrail

50 new stations

25 active work sites



40 km tunnel

27 km railway



A lot of neighbours!



Metro

- Construction phase: 
- Operations: 
- Obvious environmental benefits
- Obvious personal benefits

Wind

- Construction phase: 
- Operations: 
- Obvious environmental benefits
- Unclear personal benefits

SHOW IT AND TELL IT





3 basic conditions

Paradox of progress

The role of the giant

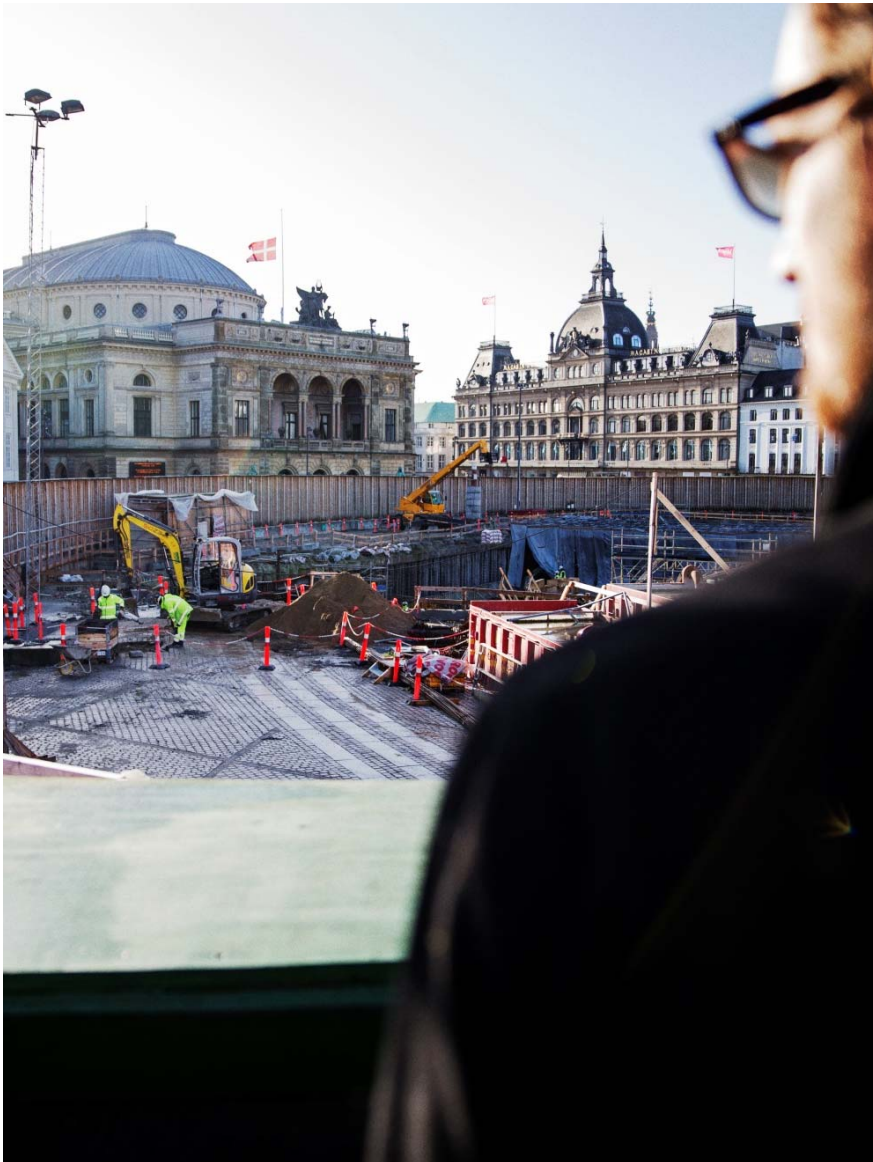
Hassle and inconvenience



Paradox of progress

Challenge: Everybody loves progress – but not in my back yard

Solution: The Metro as the strongest brand within public transportation. Strong core story, interesting cases and obvious "yes" arguments



The role of the giant

Challenge: Lack of eye level communication, seems unapproachable and does not listen

Solution: Transparency, openness and dialogue



Hassle and inconvenience

Challenge: Future benefits = present inconvenience.
Impossible to only communicate vision for 7 years.

Solution: Pure information.
Service, dialogue and events.
Clarify the dilemmas.

NEIGHBOUR COMMUNICATION





Goals for our neighbour communication

Short term

Inform about the construction works in a way that enables people to adjust their everyday life

Listen and be reliable

Perceived as a competent builder

Long term

Focus on ambassadors and try to get people attached to the fascinating aspects of the project

Build a solid foundation for future costumers

Information and dialogue – how?



- Web site
- Posters, letters, ads
- Text messages (SMS)
- Info-meetings, Open Work Site, Open Trailer
- VIP events (shaft tours, tunnel walks, break through)

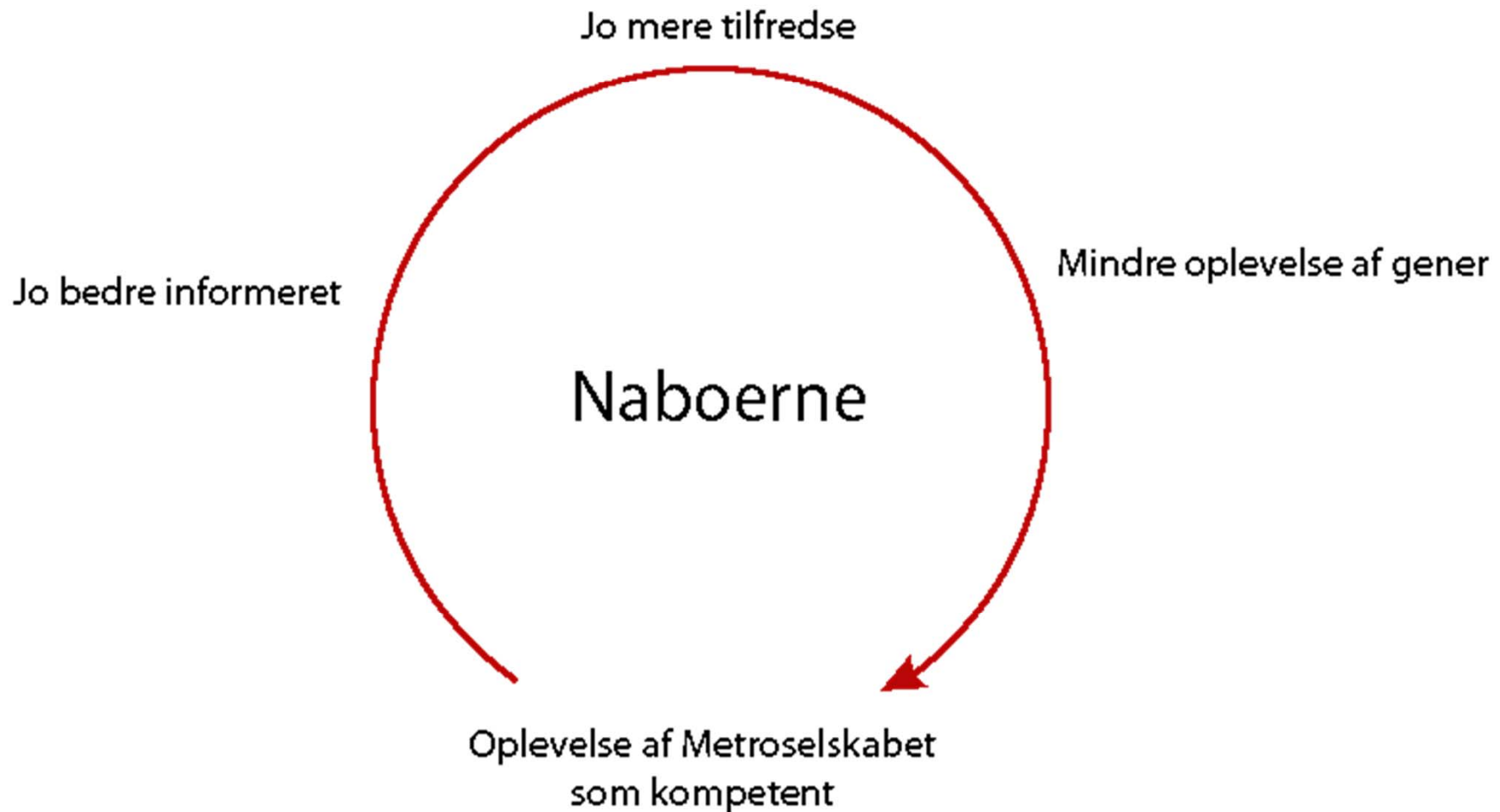


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Meetings –
planned and
spontaneous/
ad hoc

The positive circle





Important learnings

A strong core story creates a good foundation

Differentiate and vary your communication

Use your experiences and be ready to adapt or change directions



Does it work?





**Thank you for your
attention**