



Project part-financed by the
European Union (European
Regional Development Fund)

The Interreg IVB
North Sea Region
Programme



TIDE
Tidal River Development

Communication



Start communication

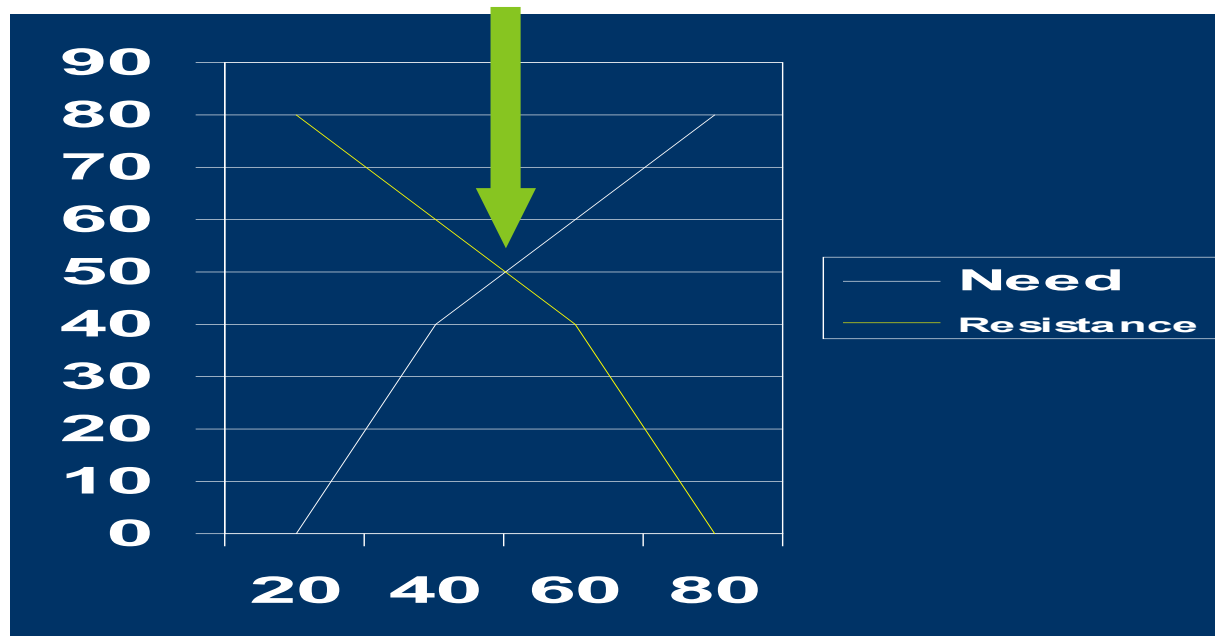


... internal
change of
style



Laws of resistance

Avoid resistance= create a common need



Structural communication

Starting Points

⇒ 1. Background information & inventarisation

⇒ 2. Forcefield & stakeholder analysis

⇒ 3. Stakeholder management

What?

4.

⇒ Message

Who?

Strategy

⇒ Target groups

⇒ Approach

How?

5.

Instruments

⇒ Type

⇒ Target group

⇒ Timing

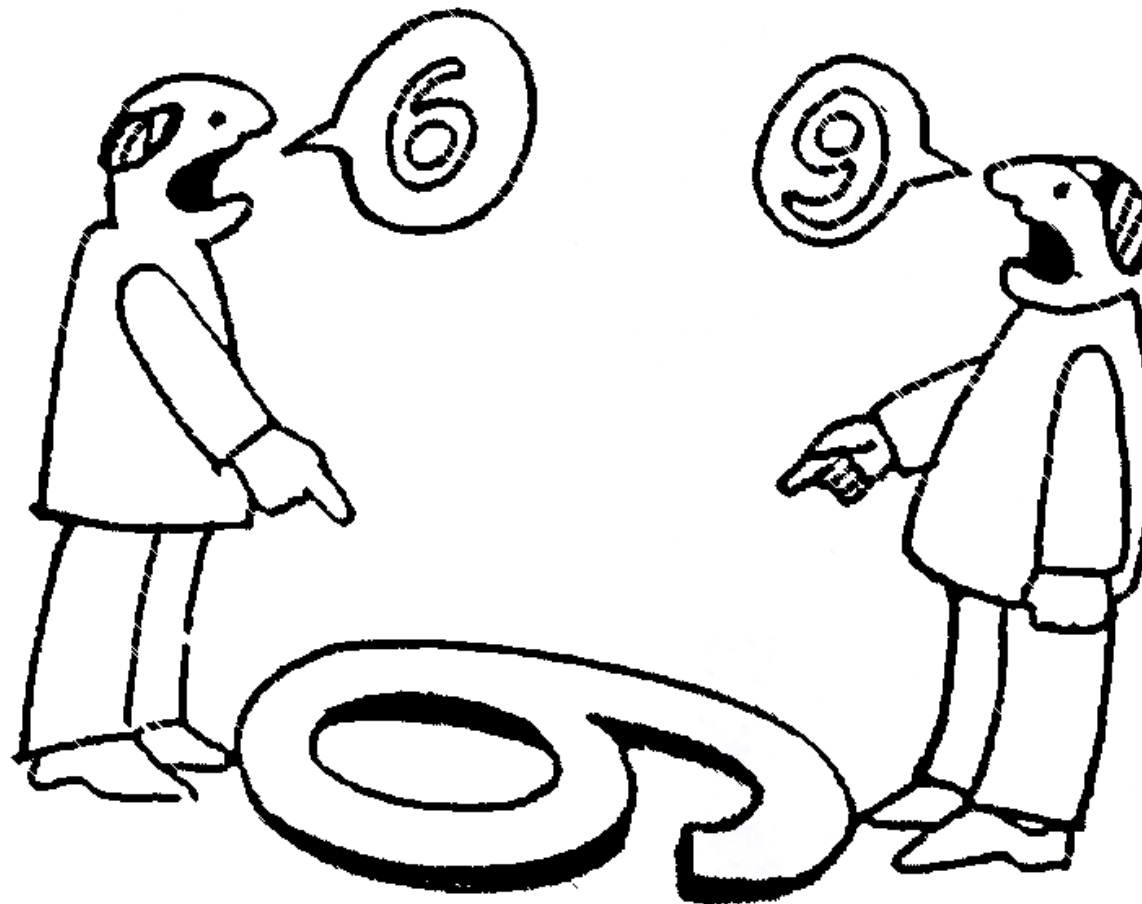
Action Plan

Budget

Decisions

To do's

Stakeholder inventarisatie



Stakeholder management



Factors:

- Common stake
- Awareness
- Organisation and power



Stakeholder management

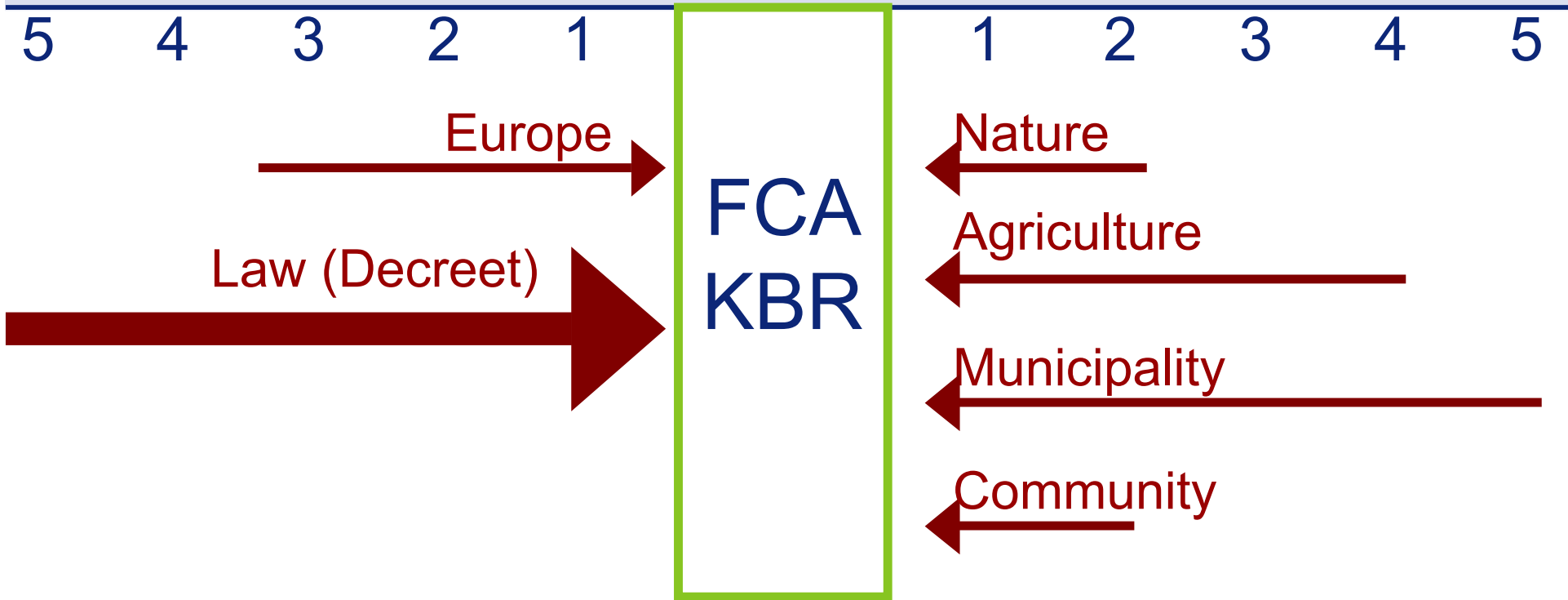
Indeling	Common stake	Awareness	Power
Non-public groups			
Latent public groups	X		
Conscious public groups	X	X	
Active public groups	X	X	X



Means

Group	Stakeholder management	Communication management	Communication tools
Flanders	Promote	Inform	website, press, ...
inhabitants, schools, cultural groups	Involve	Convince	Information evenings, newsletters, brochure, folders, exhibition, etc.
Fisherman, tourist sector, neighbours, Barbierbeek	Critical follow-up	Form	Excursions, workshops, meetings, experts, ...
Municipality, nature, agriculture	Cooperation	Dialogue	Cooperation, brainstorms, work groups, personal contact, etc.

Forcefield analysis



Universities



Focus on benefits

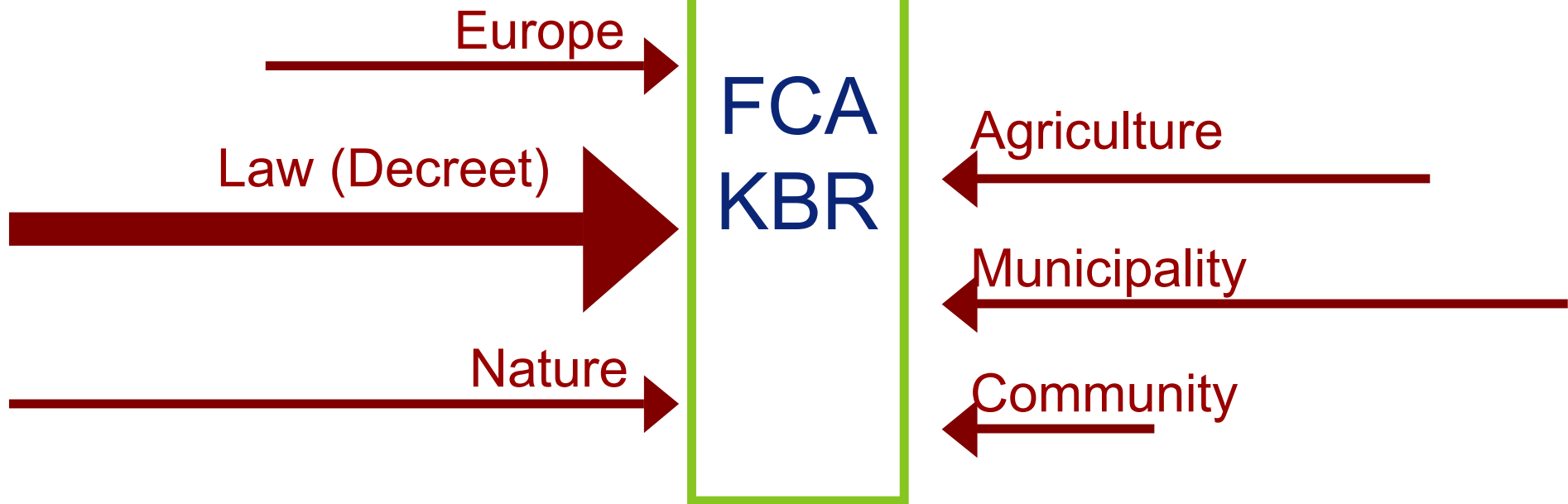


gecontroleerd overstroomingsgebied
Kruibeke - Bazel - Rupelmonde



Find support

5 4 3 2 1 1 2 3 4 5



Universities



Win-win solutions



gecontroleerd overstroomingsgebied
Kruibeke - Bazel - Bupelmonde

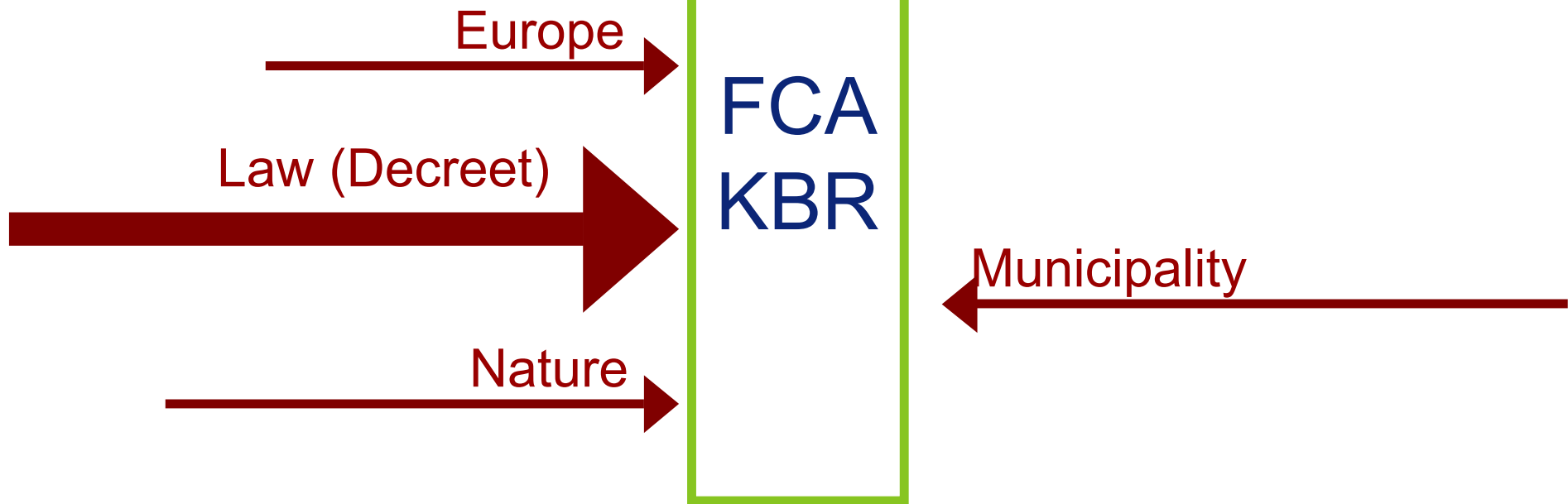




Winner of the Farmers Guild Innovation award 2006

Isolate opponents

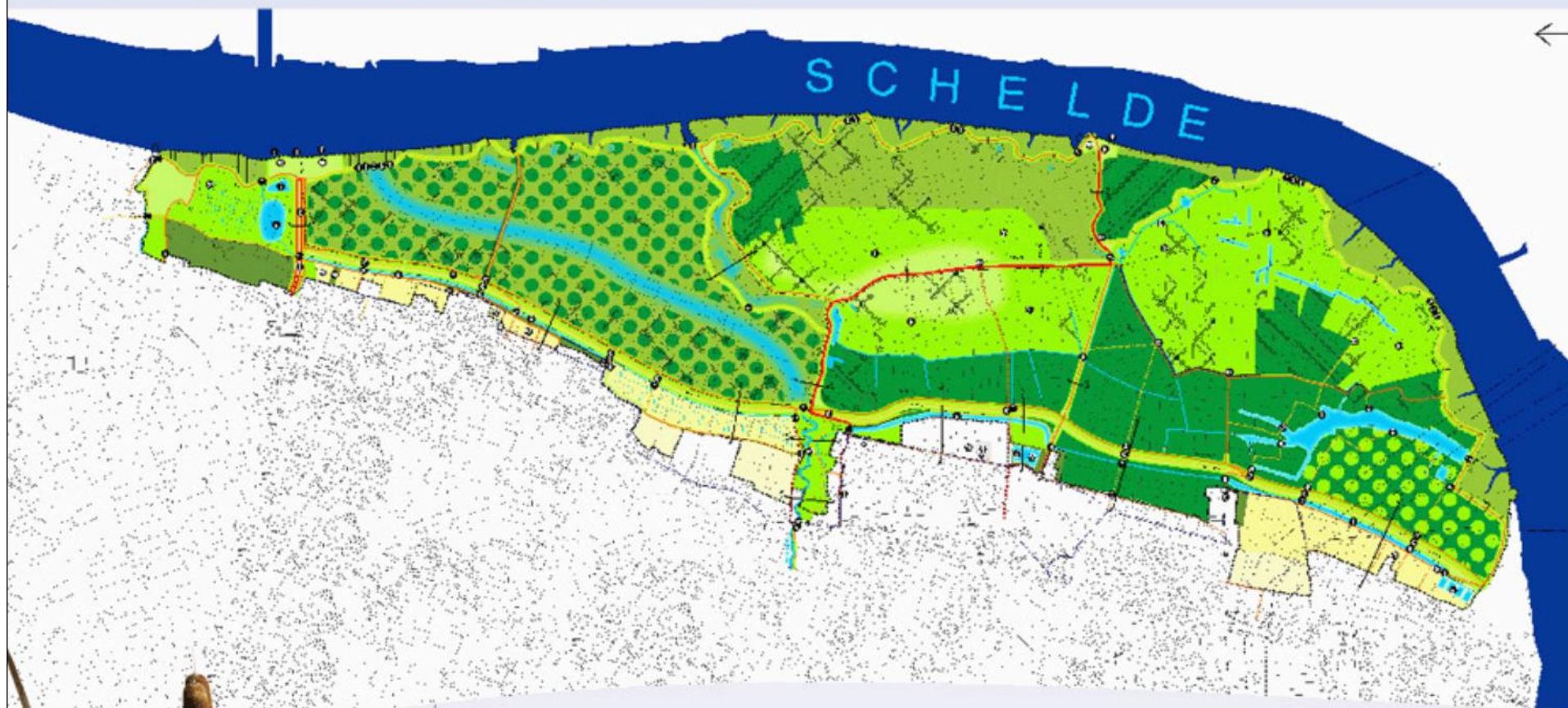
5 4 3 2 1 1 2 3 4 5



Think visual



gecontroleerd overstroomingsgebied
Kruibeke - Bazel - Rupelmonde



Think visual

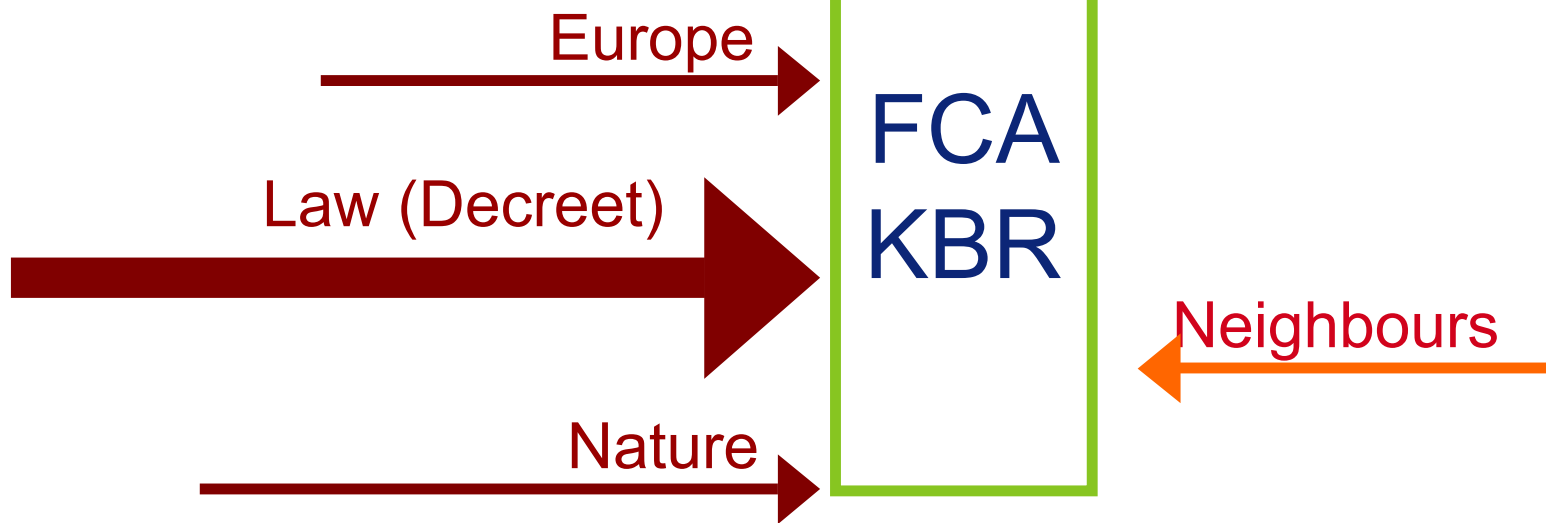


gecontroleerd overstroomingsgebied
Kruibeke - Bazel - Rupelmonde



Stay alert

5 4 3 2 1 1 2 3 4 5



Municipality

Universities

Agriculture

Community



Manage expectations



gecontroleerd overstroomingsgebied
Kruibeke - Bazel - Rupelmonde

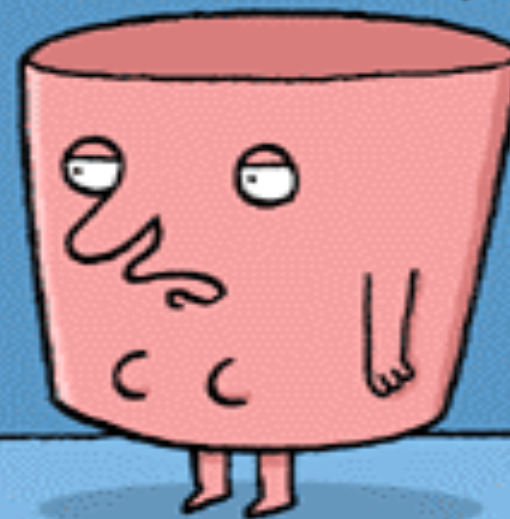
OP EEN TUPPERWARE PARTY ...

HE
BEEB
...

IK BEN 'T
DEKSELTJE DAT
OP JE DOOSJE
PAST ...

VERGEET
'T
MAAR
...

IK
BEN 'N
POT



LECTRR-

Be honest



gecontroleerd overstroomingsgebied
Kruibeke - Bazel - Rupelmonde





Project part-financed by the
European Union (European
Regional Development Fund)

The Interreg IVB
North Sea Region
Programme



TIDE
Tidal River Development



Thanks!