

NeulandQuartier

Communication and participation

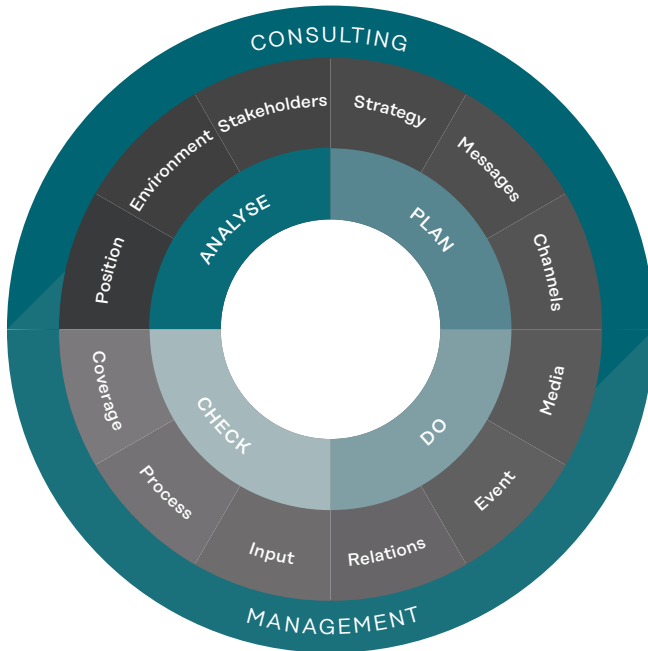


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Strategic communications consultancy

for infrastructure and the transport sector

NeulandQuartier Strategic communications consultancy for infrastructure and the transport sector.



Who are we and what do we do.

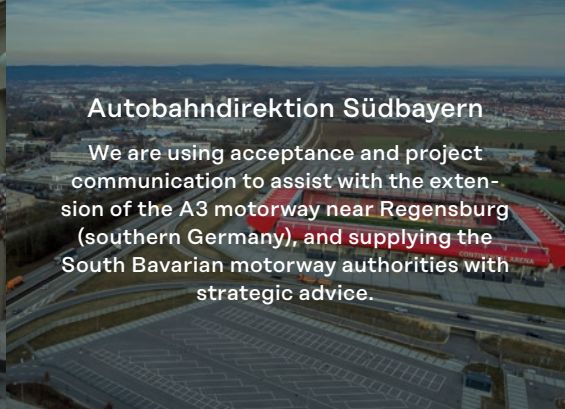
NeulandQuartier has been advising businesses, associations and public contractors on their communication strategies since 1991. The core strengths of our twenty-strong interdisciplinary team, which is based at four different locations, lie in areas where there are conflicting priorities to be reconciled, namely public relations, public engagement, public affairs and change communication. We specialise in the fields of energy,

infrastructure, mobility and urban development. Our mission is to 'win over' the target groups of our communication early on, through information, dialogue and cooperation. To do this, we develop communication strategies which build up public trust in the activities, products and judgment of our clients, and which go on to maintain this trust in the long term – in day-to-day life, in emergencies, and when changes are underway.



Stadtwerke Halle

We are advising the public utility company Stadtwerke Halle (eastern Germany) on acceptance and site communication as it extends inner-city tram lines as part of the 'STADTBahn' programme.



Autobahndirektion Südbayern

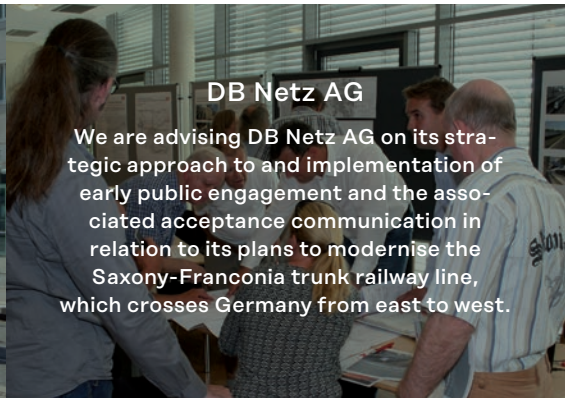
We are using acceptance and project communication to assist with the extension of the A3 motorway near Regensburg (southern Germany), and supplying the South Bavarian motorway authorities with strategic advice.

We are developing and implementing communication strategies and participation formats for private and local authority transport and infrastructure companies with the objective to increasing public acceptance.



ViP – Verkehrsbetrieb Potsdam GmbH

We are developing an integrated strategy in the area of acceptance communication and early public engagement for Verkehrsbetriebe Potsdam (eastern Germany), which is currently planning and constructing a new tramway as part of a local regeneration project.



DB Netz AG

We are advising DB Netz AG on its strategic approach to and implementation of early public engagement and the associated acceptance communication in relation to its plans to modernise the Saxony-Franconia trunk railway line, which crosses Germany from east to west.



Leipziger Verkehrsbetriebe GmbH

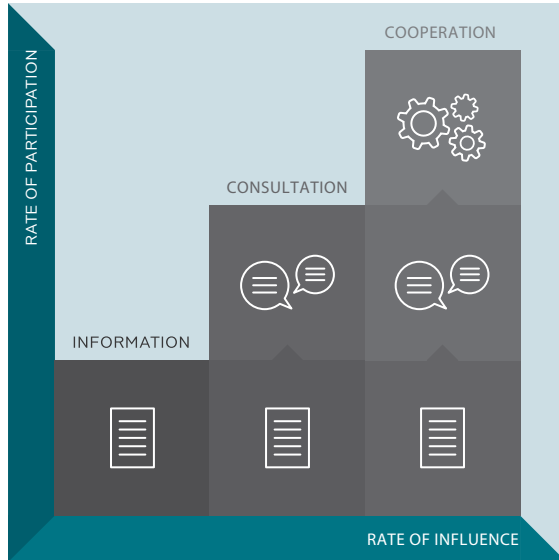
We are developing a comprehensive participation process lasting several years in which different options will be proposed/ compared in connection with the refurbishment of one of the main transport arteries in Leipzig (eastern Germany).



GASCADE Gastransport GmbH

By involving the public at an early stage and adopting a well thought-through strategy of communication management, we were able to gain majority support for the construction of the European Gas Pipeline Link (EUGAL).

Communication and engagement – an opportunity to improve acceptance.



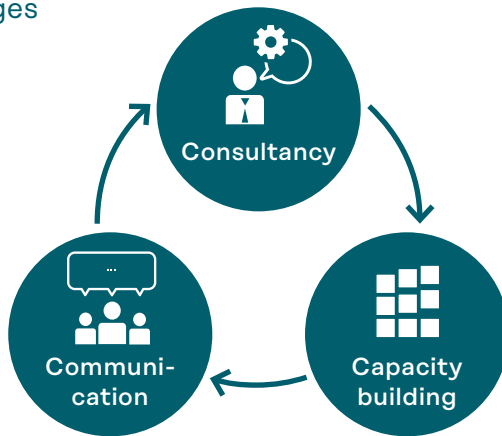
With a variety of information and consultation services and partnership arrangements on offer, we design communication strategies with the aim of creating a high level of acceptance for your projects among the general public, stakeholder groups and politicians.

Our approach to gaining acceptance and engaging the public is based on the three levels of communication. These comprise informing the public at an early stage, using suitable dialogue formats for consultations with groups of stakeholders, and devising targeted opportunities for active public involvement. This is the basis upon which we offer our clients a comprehensive range of related, sequential services.

We deploy both analogue and digital dialogue formats to assist our clients in their early endeavours to involve and communicate with members of the public; the more important the project is, the more the latter need to be heard. In this way, we can make complex issues easier to understand and improve the level of acceptance for change, thus optimising the potential success of a project from the outset.

Providing up-to-date project and site information involves explaining the need for the (construction) project candidly, setting out a timetable, and describing the restrictions and inconveniences likely to be endured by local residents and users themselves.

The various stages of project and construction communication



Consultancy

After completing a thorough analysis of the project plans, we recommend communication guidelines for the project. NeulandQuartier provides both strategic and operational advice on external and internal communication processes as the project is executed. With large-scale projects in particular, it is important to tailor such advice to its target audience.

Capacity building

Project sponsors always have the final power of interpretation in terms of the project, its individual phases and milestones. We help them to come up with strategic decisions and develop

areas of expertise. Through a process of dialogue, the project sponsor acquires the capacity to implement those strategic methods and skills independently and sustainably.

Communication

Projects and construction schemes are by no means static constructs throughout the implementation phase. They mutate from one day to the next; the need for modifications and restructuring arises. We believe that to communicate efficiently we must actively control the external impact and perception of the project by regularly updating the relevant target groups.

Our interdisciplinary team develops viable communication strategies for engagement and acceptance.



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