

COMMUNICATION AND STAKEHOLDERS ENGAGEMENT

4 May, 2019

Naples

Objective: There is growing awareness of the need for efficient communication with the populations and the stakeholders involved in the increasing number of underground projects all over the world. Engaging in dialogue is necessary at all stages of ideation, financing, design, construction and operation.

There has been a considerable rise in sustainability policies and procedures over recent years and communication strategies need to be adapted accordingly, whilst making the most of new media.

This course will provide advanced information on communication techniques and approaches that can be applied to foster interaction amongst stakeholders, through the use of new media. It will explain sustainability assessment procedures with a special focus on underground works. Finally, relevant cases histories and examples of best practices will be presented from all over the world.

4th May 2019

Session 1 (moderator: Michel Deffayet)

08:00 – 09:00: Registration

09:00 – 09:15: Opening (SIG/ITA)

09:15 – 09:45 What are the trends in effectively communicating a project? (P. Jarre & R. Mezzalama)

09:45 – 10:30: When, what and how to communicate: New trends (G. Aresu & A. Distefano - PwC)

10:30 – 11:15: Project communication using new media and social networks (H. Admiraal & A. Cornaro)

11:15 – 11:45 *Coffee break*

11:45 – 12:45: Envision – recent experiences and lessons learnt (A. Kane – ISI, L. Orsenigo - ICMQ, F. Santini - Italferr)

12:45 – 13:15 Point of view of a journalist on the communication of a major project and how to improve relations between the press and tunnel owners (R. Herr)

13:15 – 13:30 Q&A

13:30 – 14:30: *Lunch*

Session 2: (moderators: Andrea Pigorini and Pietro Jarre)

14:30 – 15:00: Communication on a major project. The Brenner tunnel example (R. Zurlo)

15:00 – 15:30: Experiences and lessons learnt from the Swiss Alpine tunnels (H. Ehrbar)

15:30 – 16:00: Lessons learnt from Lyon-Turin project - (M. Virano)

16:00 – 16:30: *Coffee break*

16:30 – 17:00: Example of a relevant case history from the USA – The Alaskan Way viaduct replacement project (G. Clark)

17:00 – 17:30: Example of a large underground space construction project from South Korea (C. Yoo)

17:30 – 18:00: Q&A – Closing remarks