



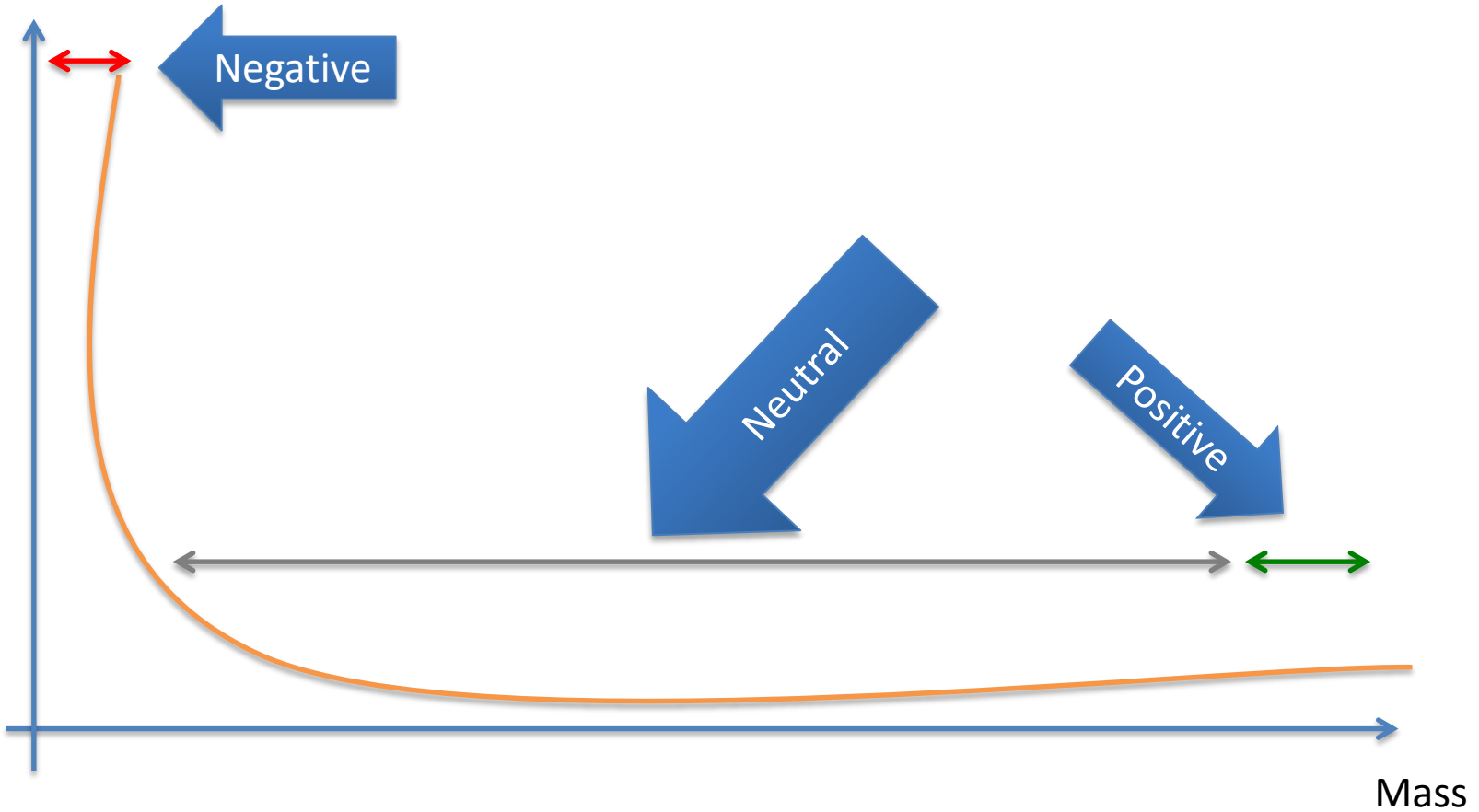
# COMMUNICATING WASTE-TO-ENERGY

ESBEN NORRBOM  
DANISH WASTE MANAGEMENT  
ASSOCIATION

# Challenges

# General perception of WtoE

Voice



# Brand position

High involvement



Think

Feel

WtoE



Low involvement

Behavior







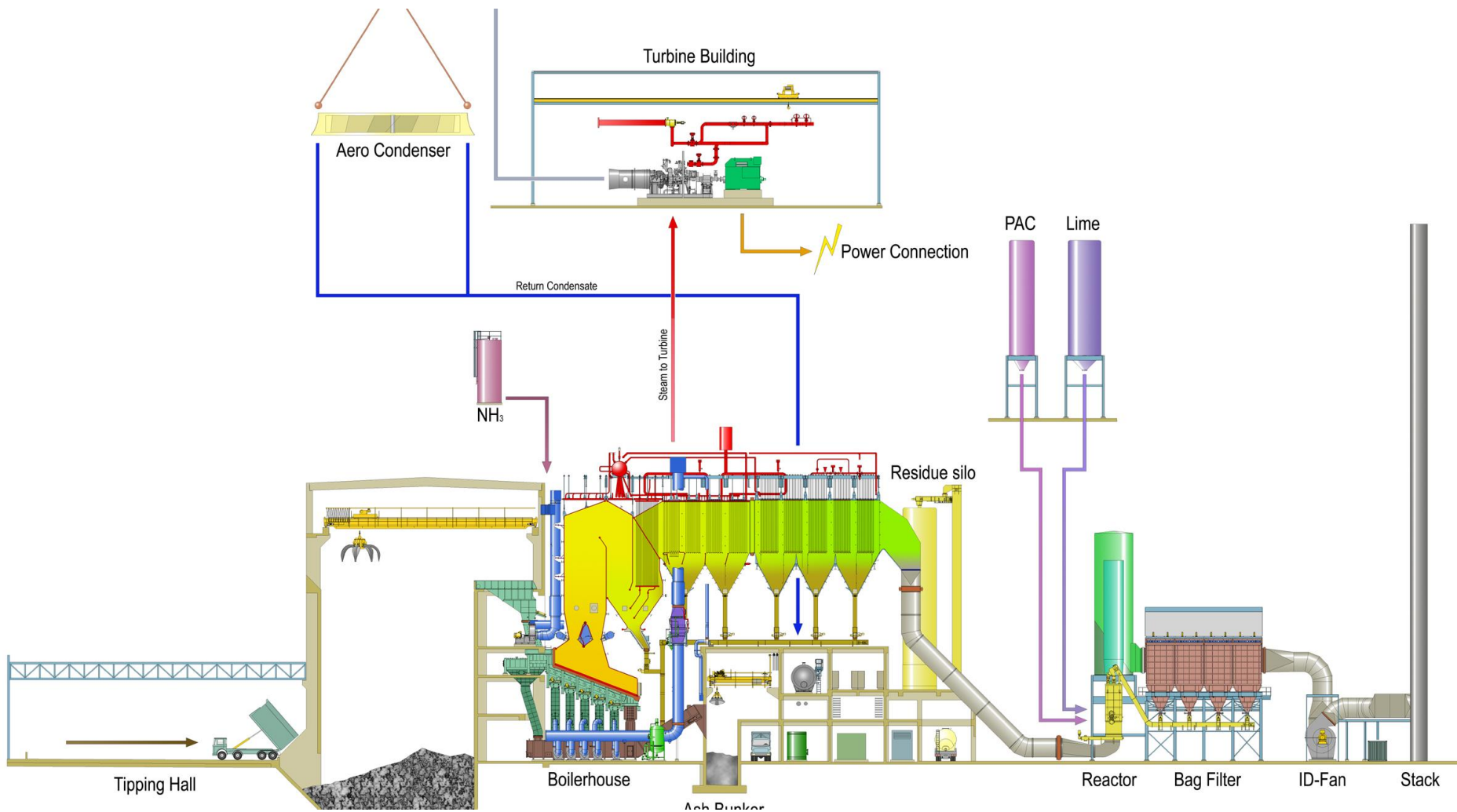






Lessons  
learned

**SHOW  
WHO  
YOU  
ARE**







1408

WASTE

RECYCLE

USE

REUSE



# **ADD EXPERIENCE & INTEGRATION**









**ENGAGE  
LEARN &  
EXPAND**





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# Perspectives

# Plant as a platform

- Redesign your (existing/next) WtoE plant to become a show case taking many different kinds of visitors into account.
- Embrace criticism and look for opportunities for dialogue. Expand your brand and activities.
- Set and evaluate goals for your communication, network, and partnership strategy.

# Let's stay in touch ...

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