

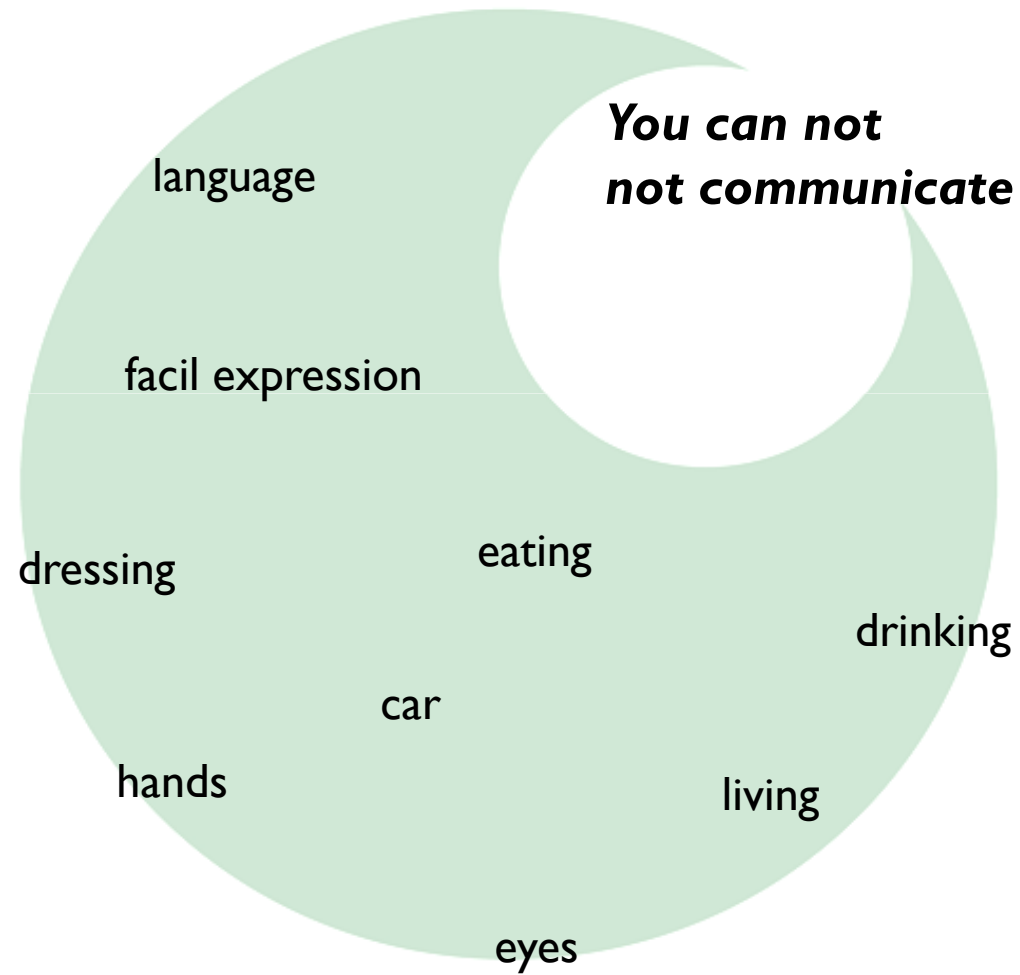
God recycles and the devil burns?

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Communication is always and everywhere



Perception in public of Waste-to-Energy plants

**WHAT YOU ARE WORKING FOR EVERY DAY
IS NOT ACCEPTED
IN PUBLIC**

Time to change that!

Facts

- Waste-to-Energy is high tech
- Waste-to-Energy is innovation
- Some EU countries are worldwide trendsetters
- The public has an enormous
 - interest
 - engagement
 - consciousness
- Waste-to-Energy stands for new forms of generating energy
- Leaders of the Waste-to-Energy plants have the social responsibility to educate and enlighten the public

To Do

The only thing to do is: COMMUNICATE !

How

1. emotion

2. information

Successful communication!

No words but pure communication

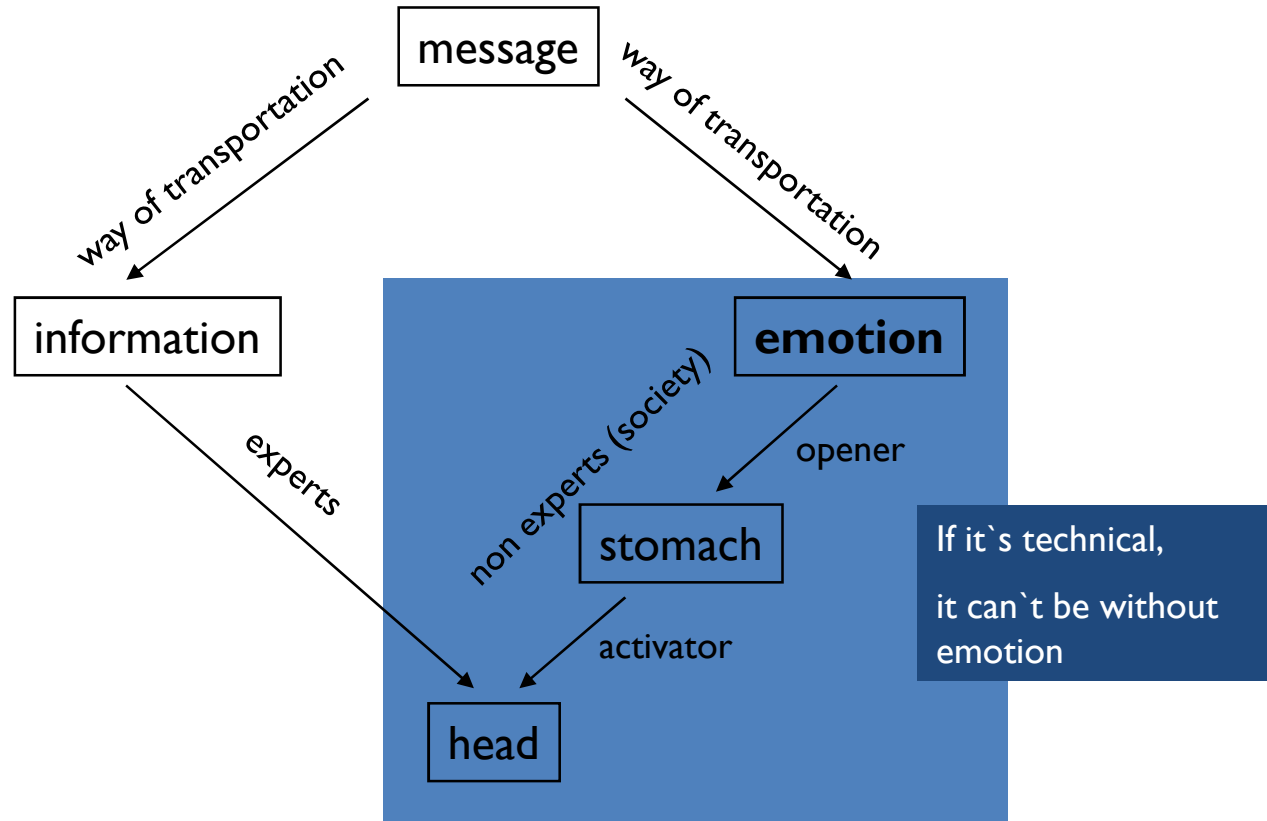


Pure emotion!

Pure Communication!

Communication

People always do things because the way they feel!



The more difficult (technical) the more emotions

CEWEP Communication what now?

Recommended Steps

You could start to communicate in TV, Radio, Print or even start a promotion.

But if you want to have the optimal result right from the start, you should follow these three steps:

1. Commitment

2. Advisory board

3. Budget

CEWEP Communication

CEWEP Communication:

You will gain

- Better image
- Be opinionleader (not the greens)
- Informative

You attack prejudices

- You clarify
- You sensitize
- You entertain

You gain social acceptance

- For future WtE plants
- For qualified new employees
- For satisfied employees

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