

The background of the slide features a series of dark blue silhouettes of stylized human figures. These figures are arranged in a circular pattern, with each figure holding the hands of its neighbors, creating a continuous loop. The silhouettes are set against a light blue gradient background. The overall composition suggests themes of community, unity, and collaboration.

# Community Relations and Impacts on Business and Operations

Andrius Kasparas & Silvia Colazzo

# Introducing the presenters



**Andrius Kasparas**

- Gren, Lithuania

**Gren**

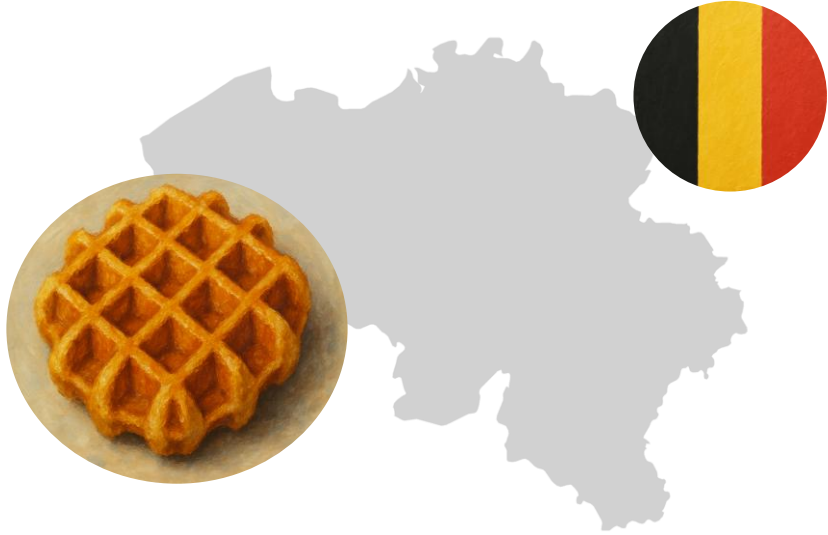


**Silvia Colazzo**

- Indaver, Belgium

**INDAVER**

# Belgium & Lithuania : same yet different



 Dutch, French & German

 11,763 million

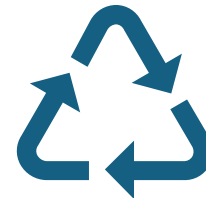


45%: waste-to-energy  
56% recycling +composting  
1 % landfill



 Lithuanian

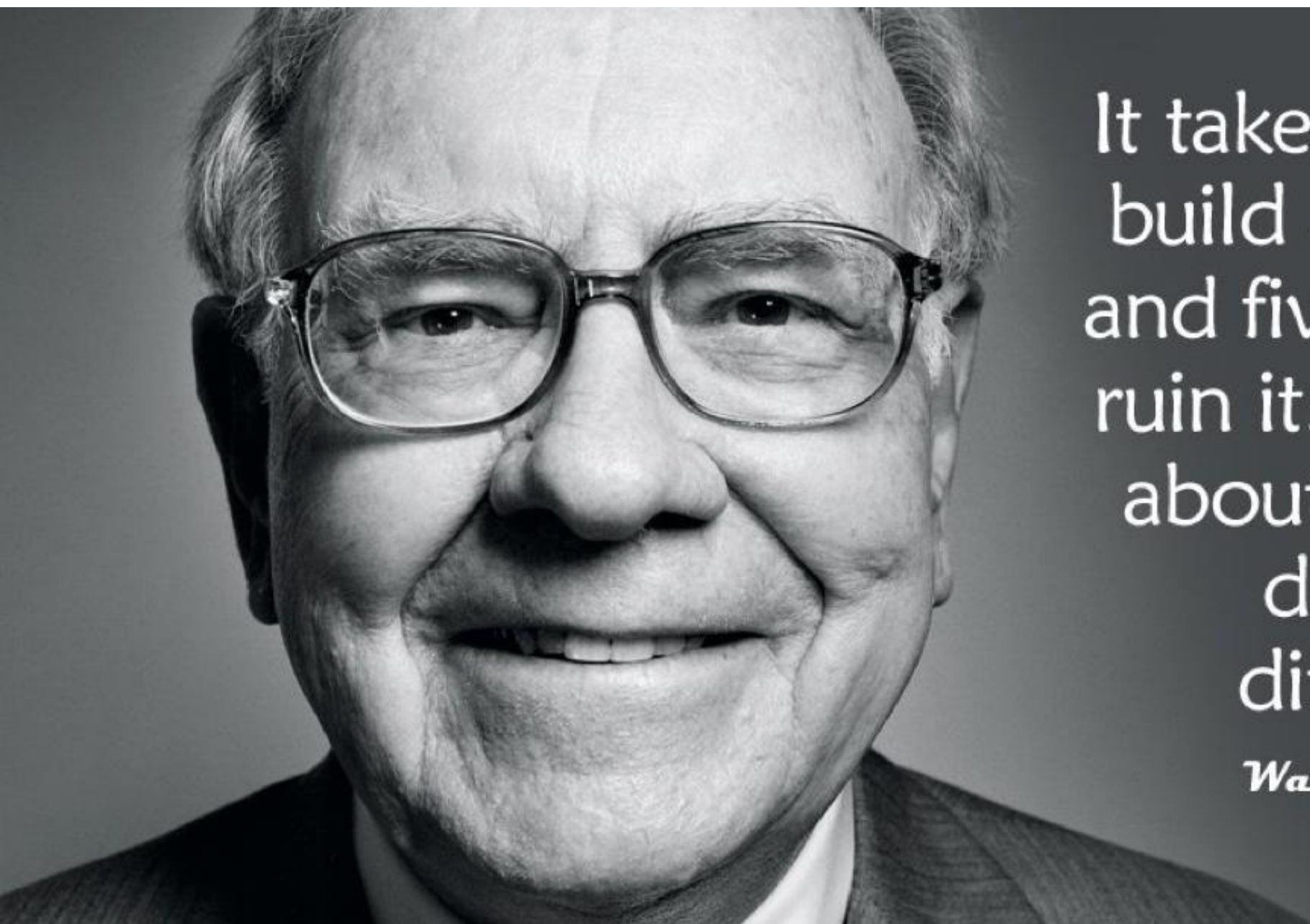
 2,872 million



38% waste-to-energy  
48% recycling +composting  
14 % landfill

***‘Communication is not an  
afterthought.  
It is critical, not optional. ,***





It takes 20 years to  
build a reputation  
and five minutes to  
ruin it. If you think  
about that, you'll  
do things  
differently.

*Warren Buffett*

**WHAT IS A  
REPUTATION?**



**ACTION: WHAT  
YOU DO**



**TONGUE:  
WHAT YOU SAY**





**SHAPE: HOW  
YOU LOOK**

Public Relations  
Creates  
Relations



**ACTION**  
What you do?



**TONGUE**  
What you say?



**SHAPE**  
How you look?

Elements of  
the Reputation  
Complex

**CREDIBILITY**

**VISIBILITY**

**NOTABILITY**

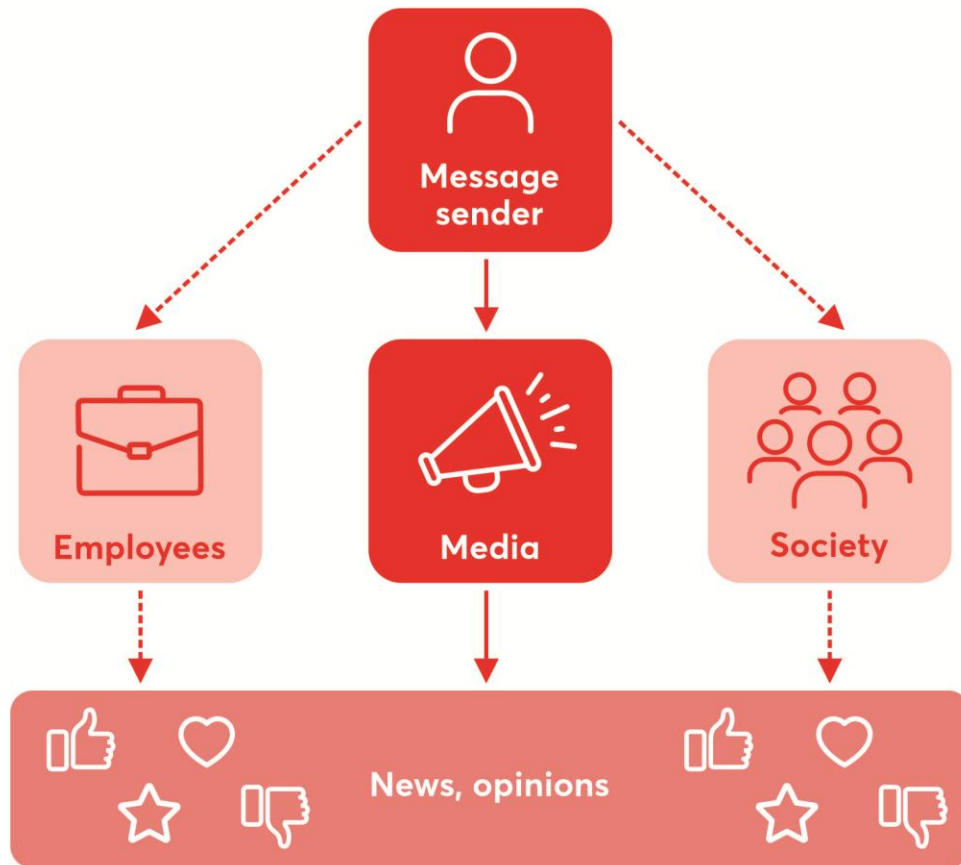
What others say about you?

The Place of  
Reputation  
Formation

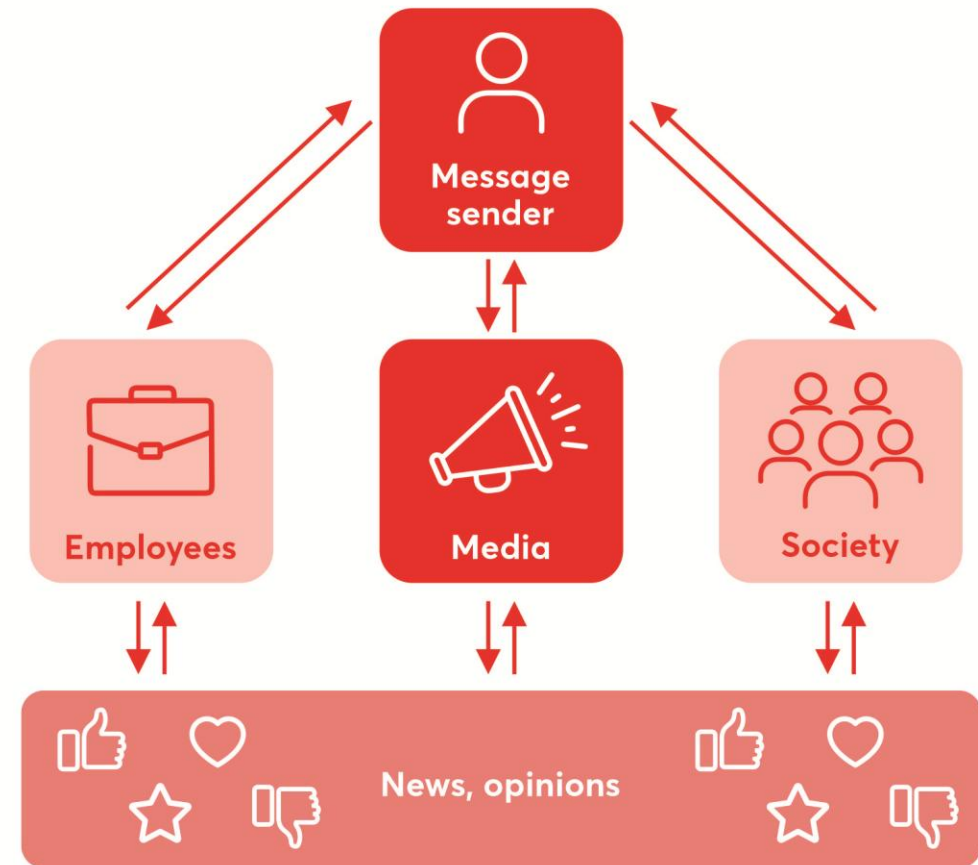
**PEOPLE'S HEADS**

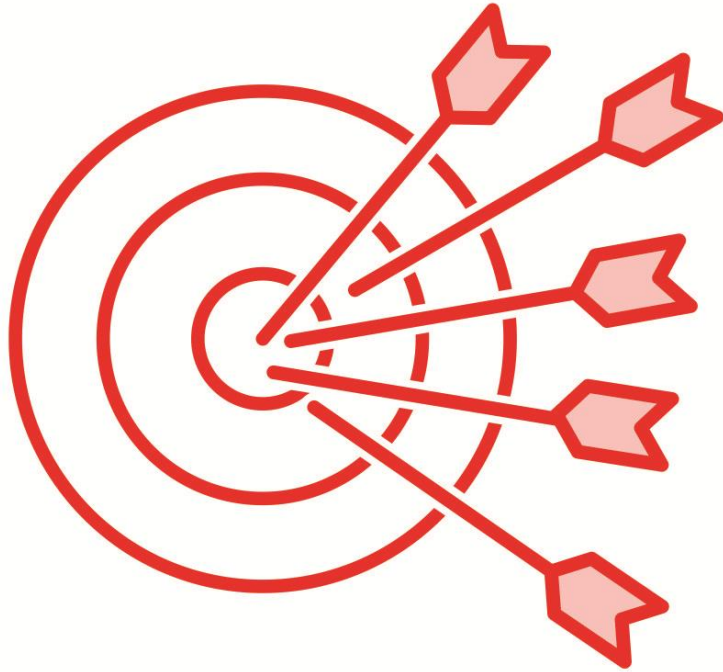


## TRADITIONAL COMMUNICATION

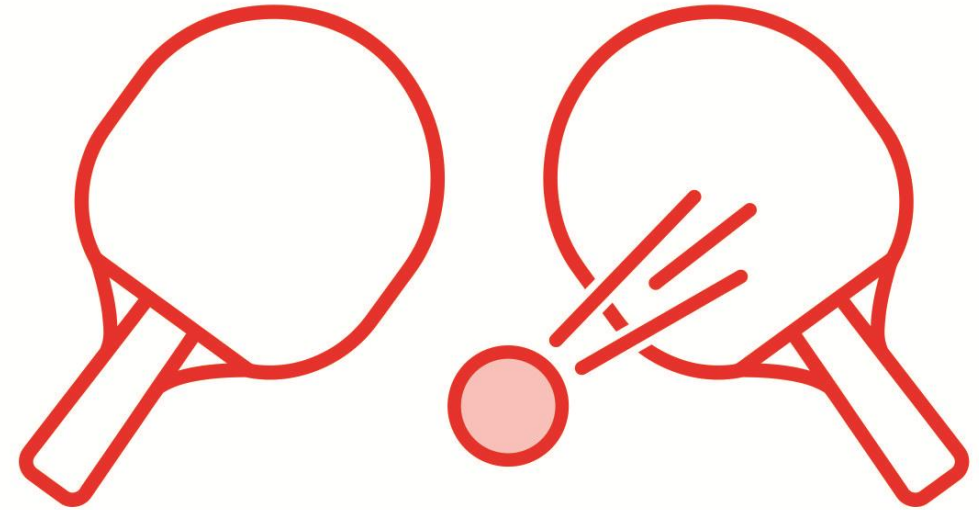


## MODERN COMMUNICATION





**YESTERDAY'S  
COMMUNICATION**

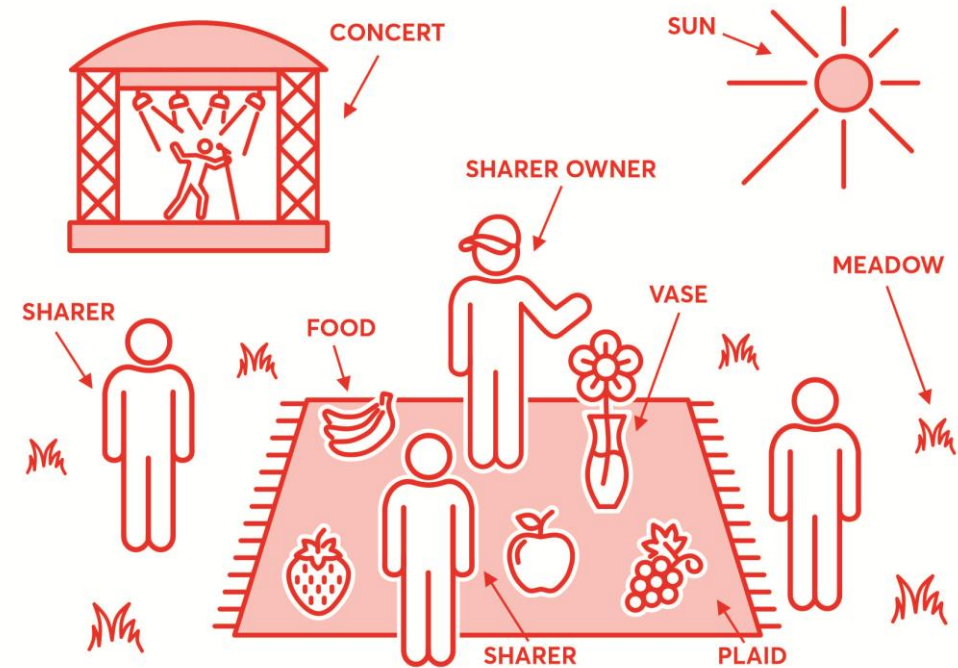


**TODAY'S  
COMMUNICATION**



# Social picnic

Every time you start something new today, whether you want it or not, you enter a new Social Picnic. In a new Social Picnic, you probably know almost nothing and have no idea about the relationships between its participants. However, one thing is always the same. Every Social Picnic operates by the same rules, stages, or steps.





Journalists



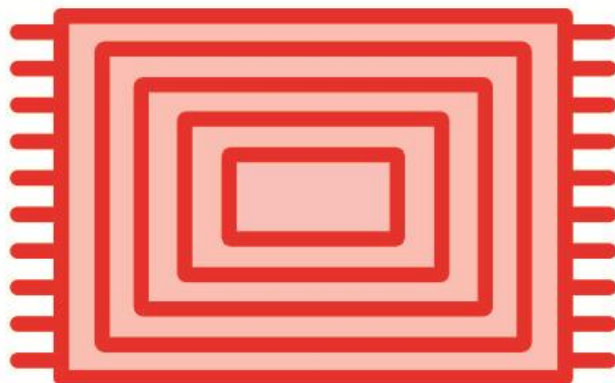
Greens



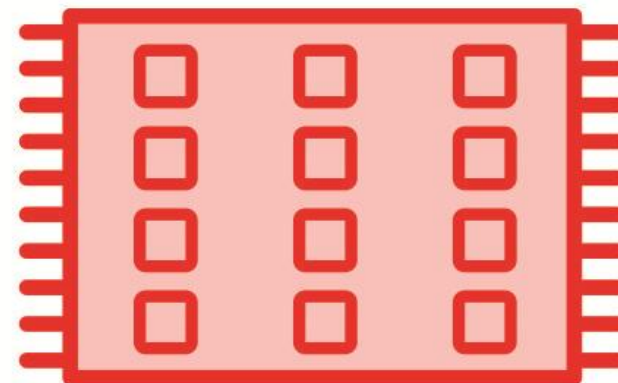
Investors



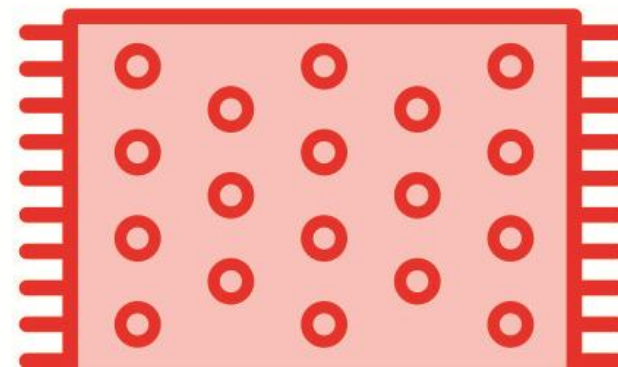
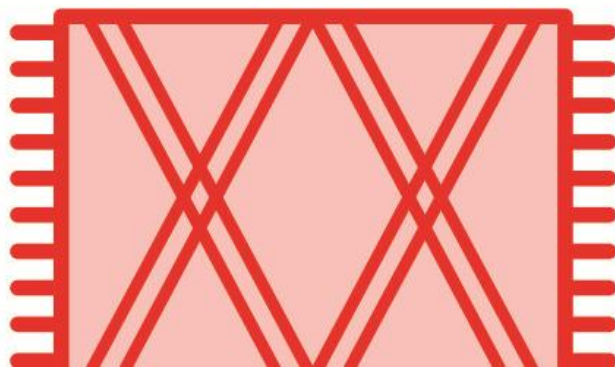
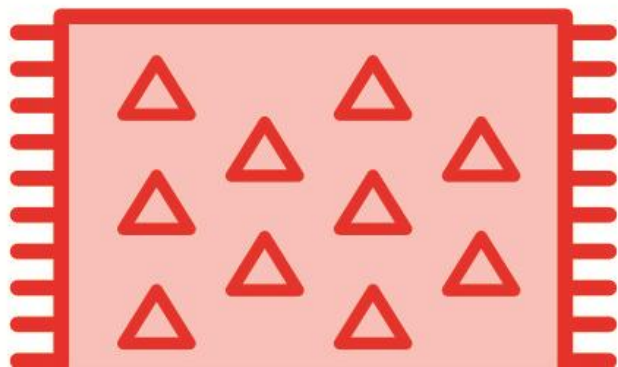
Community



Municipality



University









# 1. Be transparent

- Transparency = strategy, not overexposure
- Right message, right time, right people
- Map your stakeholders, messages & timing
- “No comment” is a bad strategy





## 2. Show empathy



- People are different, even when they look similar
- Show genuine human concern
- Take your time to listen & acknowledge concerns
- Empathy ≠ taking the blame
- Let communication & legal guide the tone

### 3. Speak their language

- Tailor message to each audience
- Replace jargon with human plain talk
- Don't underestimate the public
- Inform them before others do (lawyers, internet)
- Don't provoke or overpromise



## 4. Share one story



- Make the complex understandable
- Your story shapes your reputation
- One company, one story
- Everyone in your company should tell the same story
- But no greenwashing !

# 5. Love thy neighbour

- You don't operate in a vacuum
- A permit  $\neq$  a free pass
- Neighbours matter, treat them like partners
- Inform them first-hand, not via the press
- Invite them in (literally) and on a regular basis





## 6. Be honest & tell the truth (especially when things go wrong)

- People trust people, not companies
- Incidents happen, it's not failure
- Sometimes you do not have all the answers
- Say what happened, what you're doing & how you will prevent in the future
- Silence invites speculation, honesty builds trust



## 7. Be present but selective on social media

- Offline, people don't share opinions - online, everyone has an opinion (barriers disappear)
- Be active & proactive
- Be selectively reactive (don't feed the trolls, monitor them)
- Overposting = less visibility



## 8. Trust your communications team

- They're your allies (not the press)
- Don't treat them as a risk, but as a strategy
- Share openly with them & let them prepare behind the scenes



# Wrap up: 8 communication rules waste-to-energy operators should not ignore

Be transparent

Show empathy

Speak their  
language

Be present but  
selective  
on social media


Share **1** story

‘Love thy neighbour’

Tell the truth

Trust your  
communications  
team



A photograph of two hikers on a rocky mountain trail. One hiker, wearing a yellow jacket and a white helmet, is reaching out to assist another hiker who is wearing a red jacket and a red beanie. They are both carrying backpacks. The background shows a clear blue sky with some light clouds. The text is overlaid on the right side of the image.

*Did this sound like a  
plea to put your faith in  
your comms team?*

*Good, that was the point.*

Thank you for listening!

***‘Communication is not an  
afterthought.  
It is critical, not optional. ,***