

Communication Strategy for Celebrating the Unleaded Story



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10-11 April 2008, Beijing



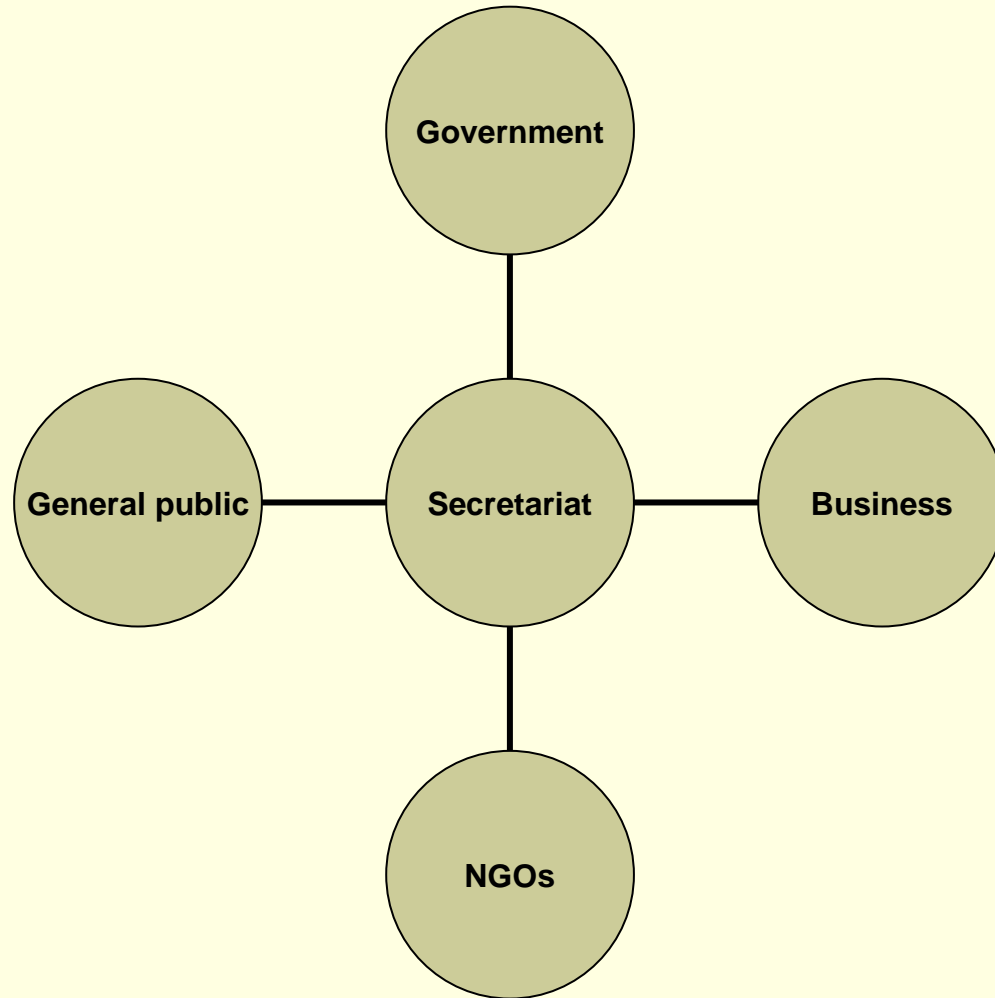
REGIONAL ENVIRONMENTAL CENTER

When do we celebrate?

- On national level when a country goes unleaded? (isn't it too late for some countries?)
- On regional level when a region goes fully unleaded? (still relevant for SSA?)
- On a continent level?
- All of the above?



Specific approaches to different stakeholders



Select concrete communication channels by sector

	Communication channels			
Government	Events	UN System	Regional and other political fora	
Business	Associations	Specialized magazines	Events	
NGOs	National and regional networks		Events	
Public	TV clips	Radio		



Adapt message by stakeholder

Government

Celebrate but.....

- Put focus on next steps;
- make link to sulphur;
- make link to vehicle standards;
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Business

- Size of lead market is steeply decreasing
- Other markets are opening up
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NGOs

- Promotional campaigns linked to follow up steps: sulphur, vehicles emission standards, etc,
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General Public

- Celebrate health benefits but..
- make link to sustainable transport;
- Rebound effect
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Roles within PCFV

- Secretariat is the coordinator;
- Secretariat drafts the messages by stakeholders;
- Secretariat identifies existing promotional materials and prepares new ones if needed;
- Partners can help fill in the communication channels matrix – networks, associations, events, magazines, etc.;
- Partners might volunteer to convey the message(s) in their circles of operation



Other considerations

- Communications should:
 - Be timely;
 - Be cheap and targeted;
 - Make use of partners communication channels;

