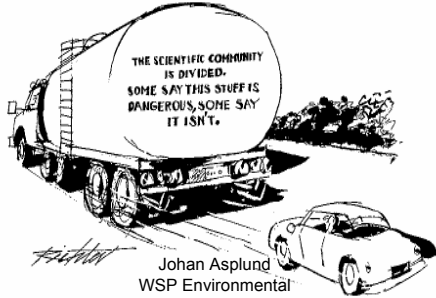


Who can you trust?

Risk communication and contaminated land



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Who can you trust?

Properly planned risk communication is extra important when:

- Children might be effected by the contaminants
- There is an elevated risk that the project might cause inconveniences (smell, sound, dust etc)
- There is an uncertainty regarding the risks from the pollutants
- There are previous conflicts that may influence the project

Who can you trust?

The study

Purpose:

- Identify key factors in risk communication
- Compile a checklist that can be used as a help for consultants, authorities and others

The study consists of:

- Literature study
- Case studies of 5 Swedish remediation projects

Who can you trust?

Conflicts during communication

- **Facts** – Conflicts regarding facts, probabilities, insecurity and differences in knowledge.
- **Values** – Conflicts regarding social and cultural norms, ethics and ideology.
- **Trust** – Conflicts regarding the trust in institutions, science, experts and one's own experiences.

Who can you trust?

Case studies



Who can you trust?

When you're involved in risk communication – don't forget

Make plans – Think RISK COMMUNICATION in all projects.

Changes in land use can create conflicts - Changes in land use can, even in uncomplicated remediation projects, cause conflict.

Adjust the dialogue and communication process - A project specific approach is necessary and demands foresight.

Cooperate and coordinate - Authorities, problem-owners and experts. Information material as well as areas of responsibility.

2nd opinion the information material - Let someone with unbiased eyes look at the information material in advance.

Accept and understand the media - Accept and understand media. Be prepared. It's ok to use media.

Who can you trust?

When you're involved in risk communication – don't forget

Risk comparisons – Avoid risk comparisons, they are easily misunderstood.

Be pro active - Try to address a problem before it arises.

Communication takes time - It demands time and resources.

Independent experts - Can contribute to solving a conflict and create trust. Coordinate the expert and the project.

Communication conflicts are everywhere - Accept it. Everything can't be solved by good risk communication.

Evaluation - Don't forget to evaluate the communication effort, for everybody's sake.