

TUNNEL DESIGN CONSTRUCTION AND OPERATION, COMMUNICATION AND STAKEHOLDERS ENGAGEMENT

Objective: There is growing awareness of the need for efficient communication with the populations and the stakeholders involved in the increasing number of underground projects all over the world. Engaging in dialogue is necessary at all stages of ideation, financing, design, construction and operation.

There has been a considerable rise in sustainability policies and procedures over recent years and communication strategies need to be adapted accordingly, whilst making the most of new media.

This course will provide advanced information on communication techniques and approaches that can be applied to foster interaction amongst stakeholders, through the use of new media. It will explain sustainability assessment procedures with a special focus on underground works. Finally, relevant cases histories and examples of best practices will be presented from all over the world.

Tentative programme

Session 1: General overview

- 09:00 – 09:15: Opening
- 09:15 – 09:45: Why communicate on an infrastructure project?
- 09:45 – 10:30: When and What to communicate: Sustainability, environment, new trends,..
- 10:30 – 11:15: How to communicate: tools, new media and social networks - (Worldwide case histories)
- 11:15 – 11:45: *Coffee break*
- 11:45 – 12:45: Recent experiences and lessons learnt
- 12:45 – 13:15: Stakeholders engagement. Principles, methodologies, key aspects of the French experience
- 13:15 – 13:30: Q&A

- 13:30 – 14:30: *Lunch*

Session 2: Case Studies

- 14:30 – 15:00: Case study 1: Communication on a major project.
- 15:00 – 15:30: Case study 2: Experiences and lessons learnt
- 15:30 – 16:00: Case study 3: Experiences and lessons learnt
- 16:00 – 16:30: *Coffee break*
- 16:30 – 17:00: Worldwide case study
- 17:00 – 17:30: Worldwide case study
- 17:30 – 18:00: Q&A – Closing remarks