



Building Trust - And Better Networks

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Opportunity and challenge

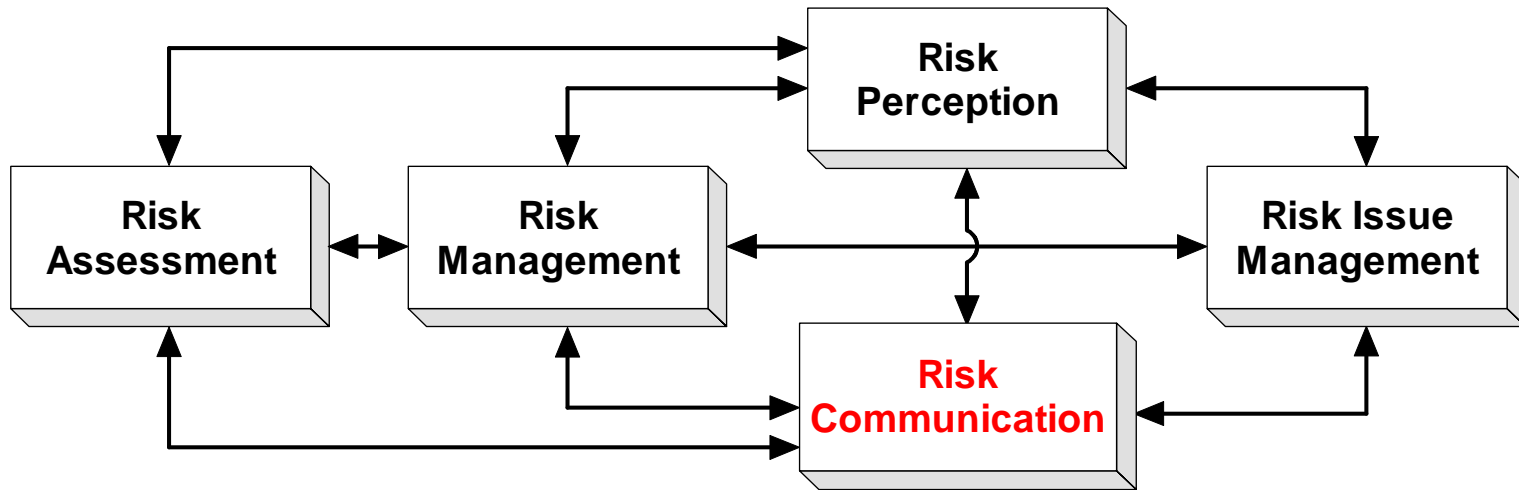
Trust in sectors
Technology
Retail
Consumer Products
Professional Services
Automotive
Telecom
Pharmaceutical
Media/Entertainment
Financial Services
Energy
Investment/ Insurance

Trust in stakeholders	%
NGOs	57
Business	42
Government	33
Media	30

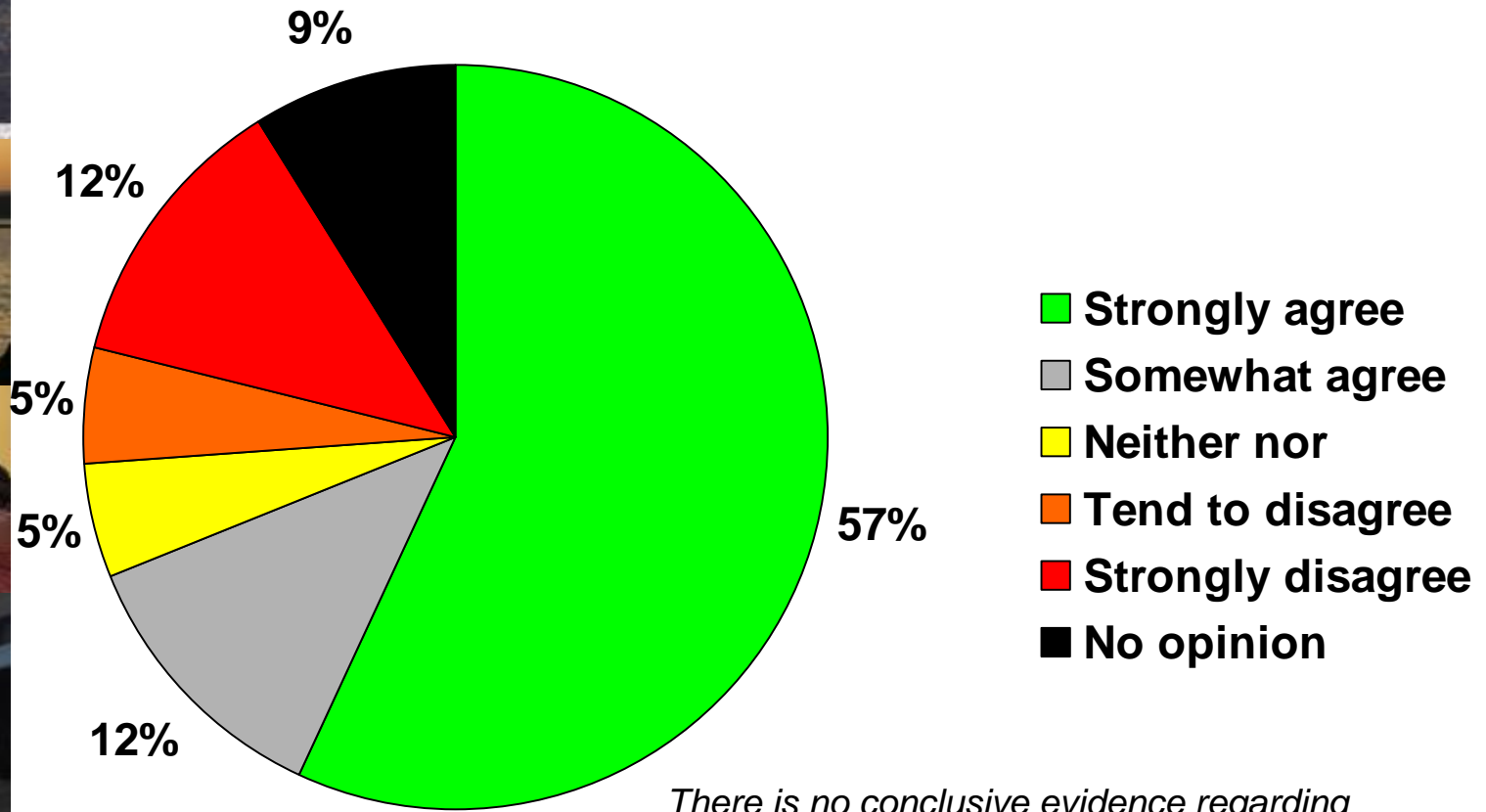
UK, France, Germany, Italy and Spain

Source: Edelman Annual Trust Barometer, Jan 06

The maze of risk

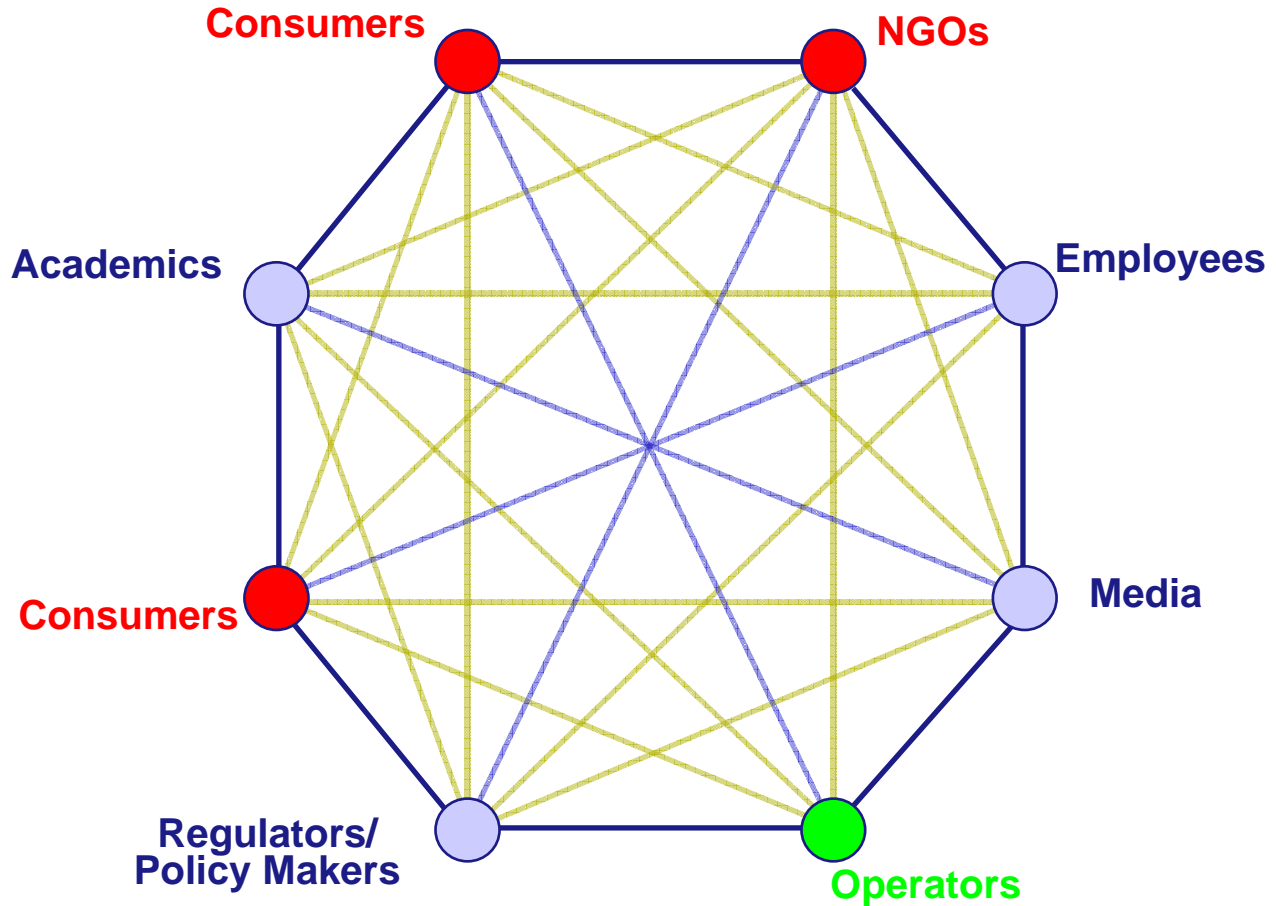


Risk perception in Greece

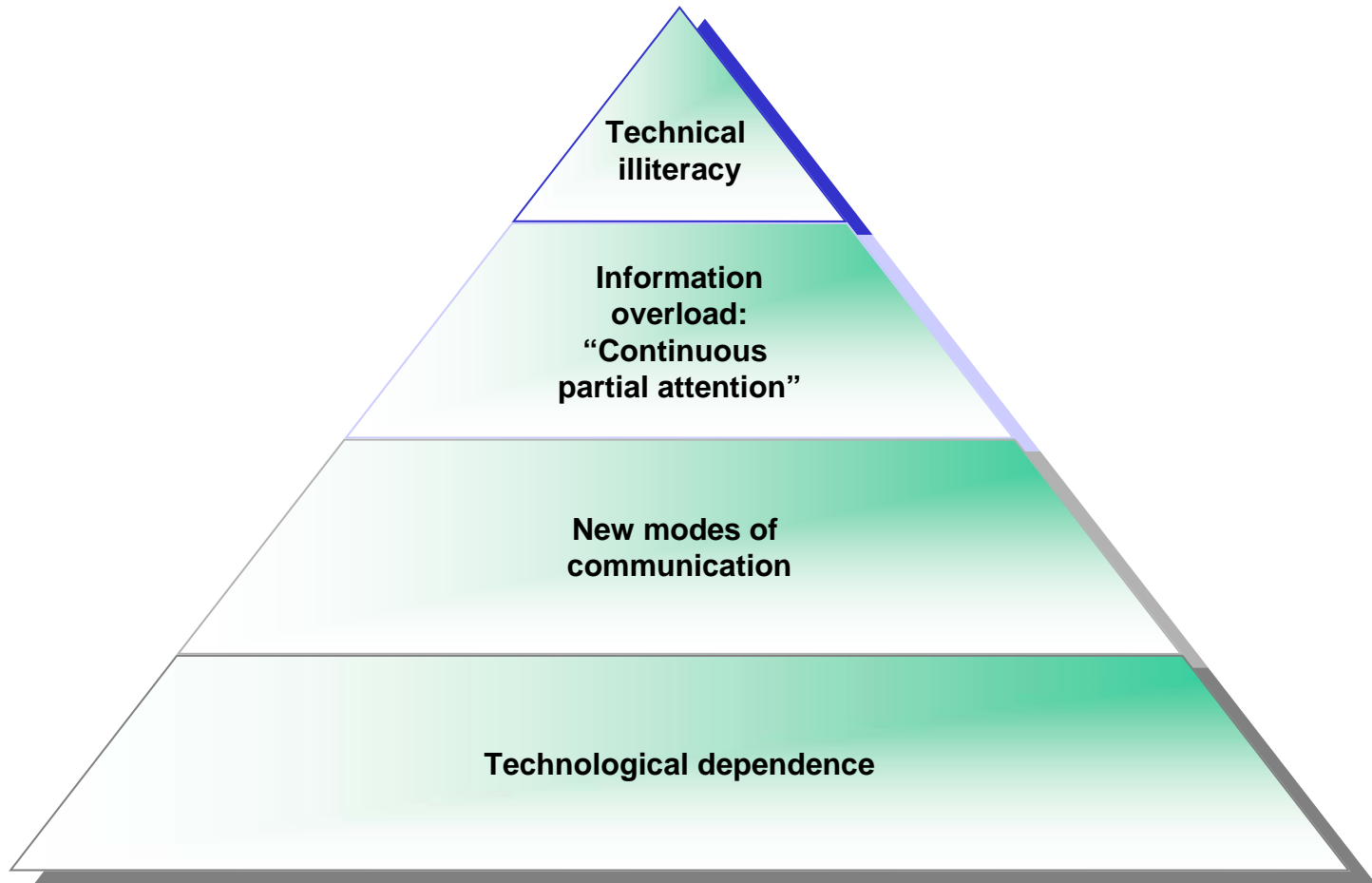


There is no conclusive evidence regarding the effects of mobile phones and/or masts upon health.

The risk communication landscape and stakeholders



Stakeholder reality



Whose story do they trust?



A person like yourself or your peer

Doctor or healthcare specialist

Academic

NGO rep

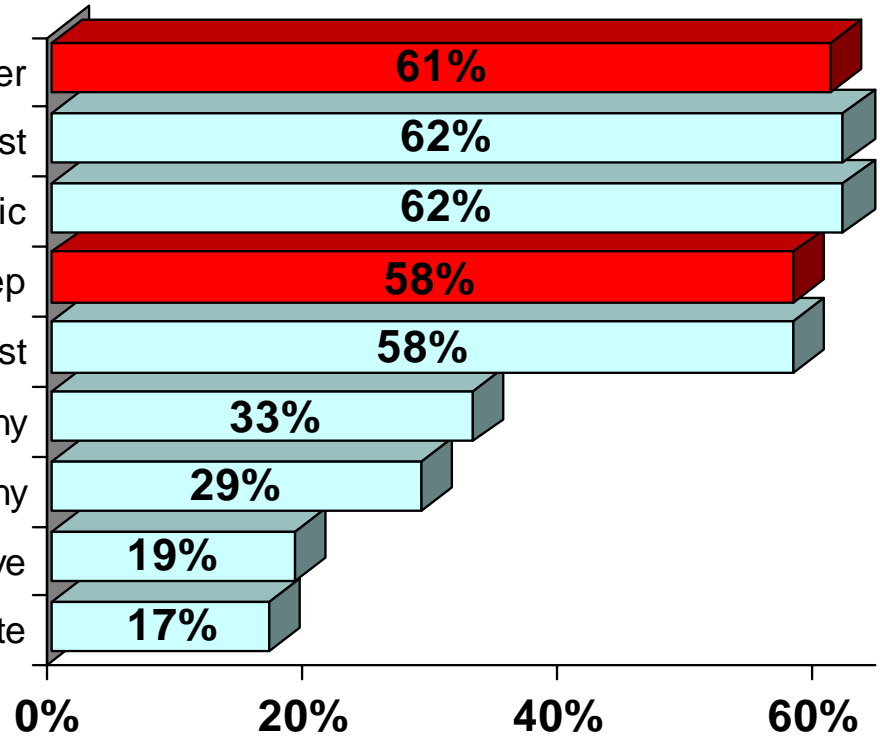
Financial/Industry analyst

Regular employee of company

CEO of company

Union representative

Entertainer/Athlete

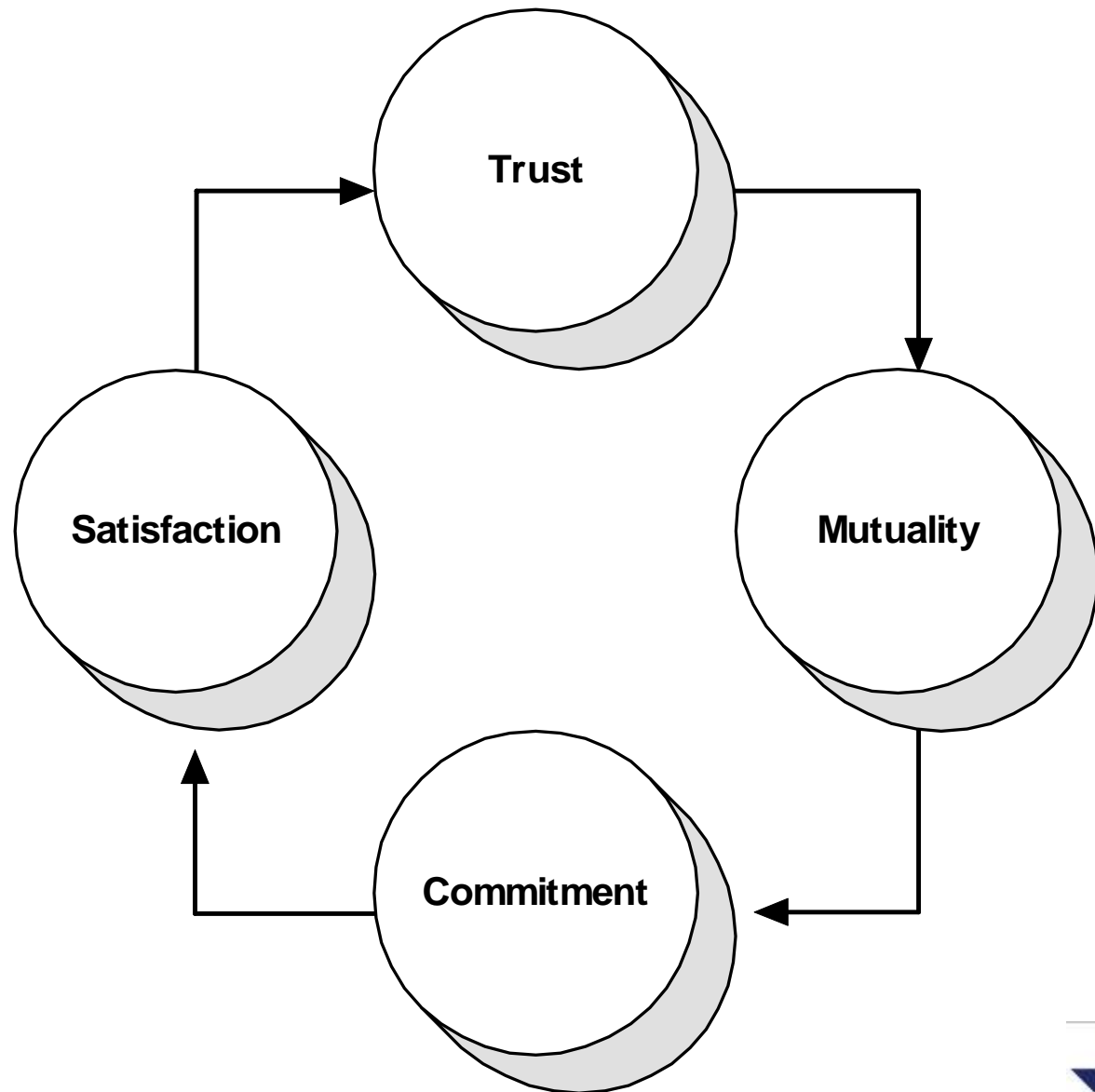


Percentage saying "Extremely Credible" or "Very Credible"

UK, France, Germany, Italy and Spain

Source: Edelman Annual Trust Barometer, Jan 06

Build trust





Surround the issue

Research findings

Awareness Days

Advances in technology

Base stations

Political Development

Investments in Greek knowledge economy

Cost of non-action

In conclusion

- Identify core “catalysts”
- Engage enthusiasts early and often, taking on board their views.
- Use dialogue with end-user critical to credibility claims
- Create a master narrative
- Communicate to all audiences simultaneously
- Leverage multiple channels
- Apply “Paradox of Transparency”
- Build reputation from employees out (“person like yourself”)
- Create definitive source of credible information

