



Something  
Good is  
Happening  
in Hiriya!



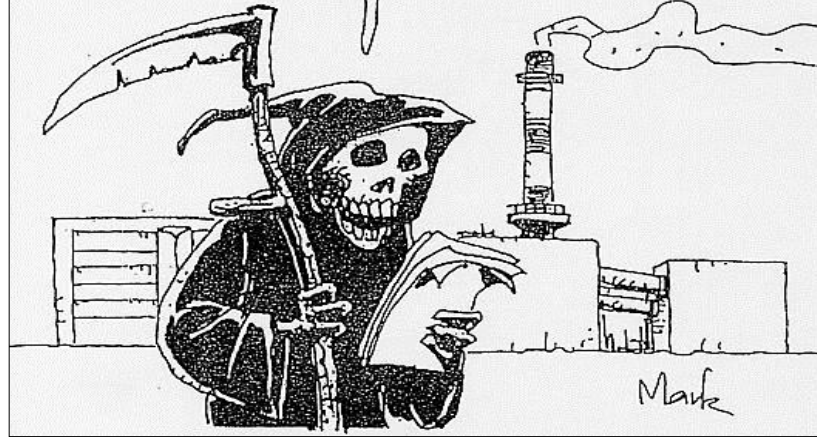
# SUCCESSFUL COMMUNICATIONS IN WASTE-TO-ENERGY ?

Tom De Bruyckere, Communications advisor to ISVAG and  
Chair of the ISWA Working Group on Communications and Social Issues

Tel Aviv, 16 January 2020

NIEUWE P.R.-MAN AANGEWORVEN BIJ ISVAG

"ER IS NIETS AAN DE HAND"



**COMMUNICATION IS EVERYWHERE**





# UNITED BREAKS GUITARS

THE POWER OF ONE VOICE  
IN THE AGE OF SOCIAL MEDIA



DAVE CARROLL

DAVE CARROLL







UPDATE

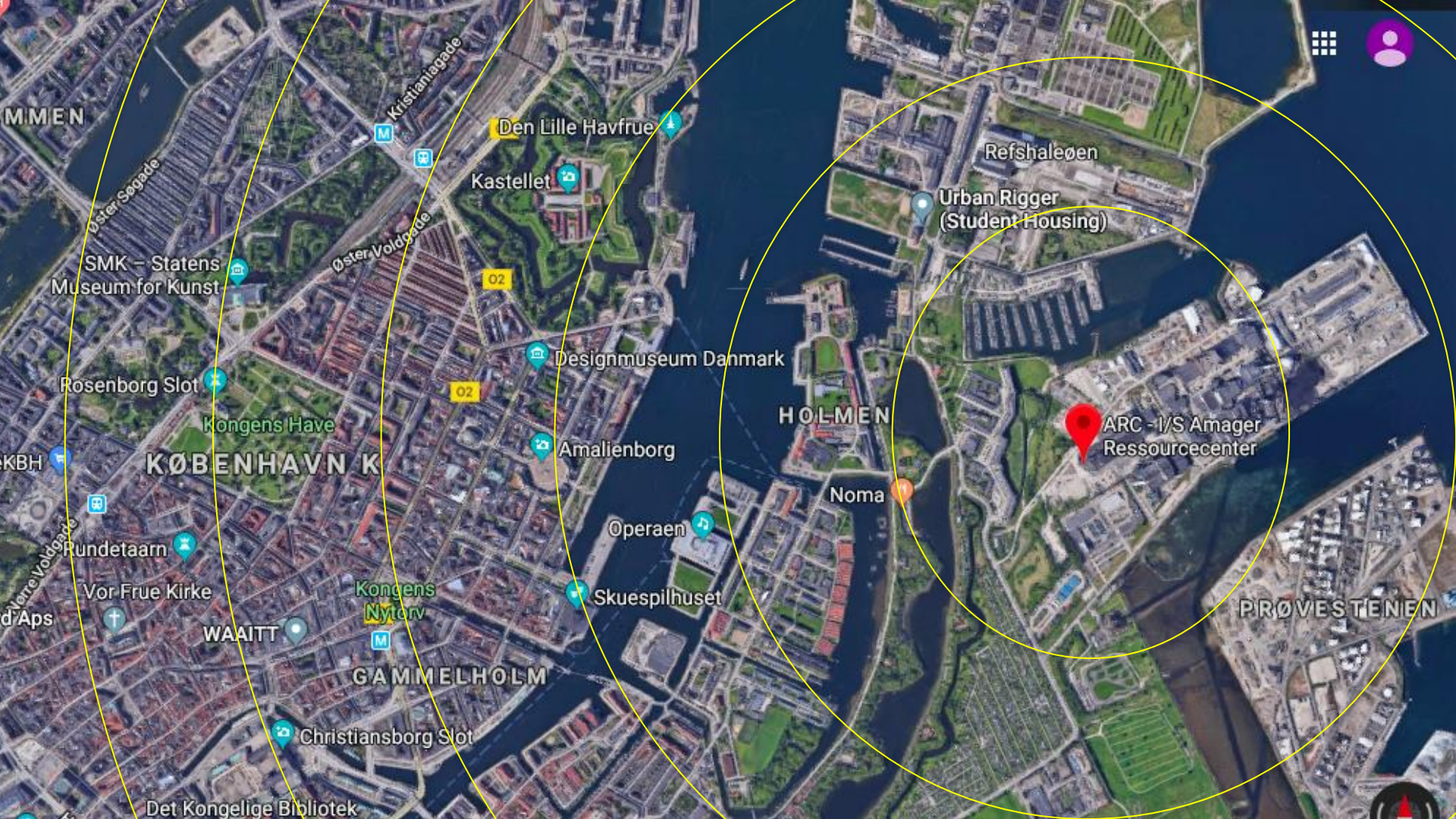
## The Slopes Are Green at Copenhagen's First Ski Hill. Really.

Amager Bakke, a first-of-its-kind public utility topped with an artificial mountain resort, is the Danish capital's latest landmark.



The 1,480-foot artificial ski slope is covered in synthetic bristles that aim to provide the same friction as a freshly groomed slope (though might be a little rougher on the skin). Rasmus Hjortshøj





MMEN

Den Lille Havfrue

Kastellet

Refshaleøen

Urban Rigger  
(Student Housing)

SMK - Statens  
Museum for Kunst

Designmuseum Danmark

Rosenborg Slot

Amalienborg

Kongens Have

HOLMEN

ARC - I/S Amager  
Ressourcecenter

KØBENHAVN K

Noma

Operaen

Rundetaarn

Skuespilhuset

Vor Frue Kirke

Kongens  
Nytorv

WAAITT

GAMMELHOLM

Christiansborg Slot

PRØVE STENEN

Det Kongelige Bibliotek



# GLOBAL VS LOCAL

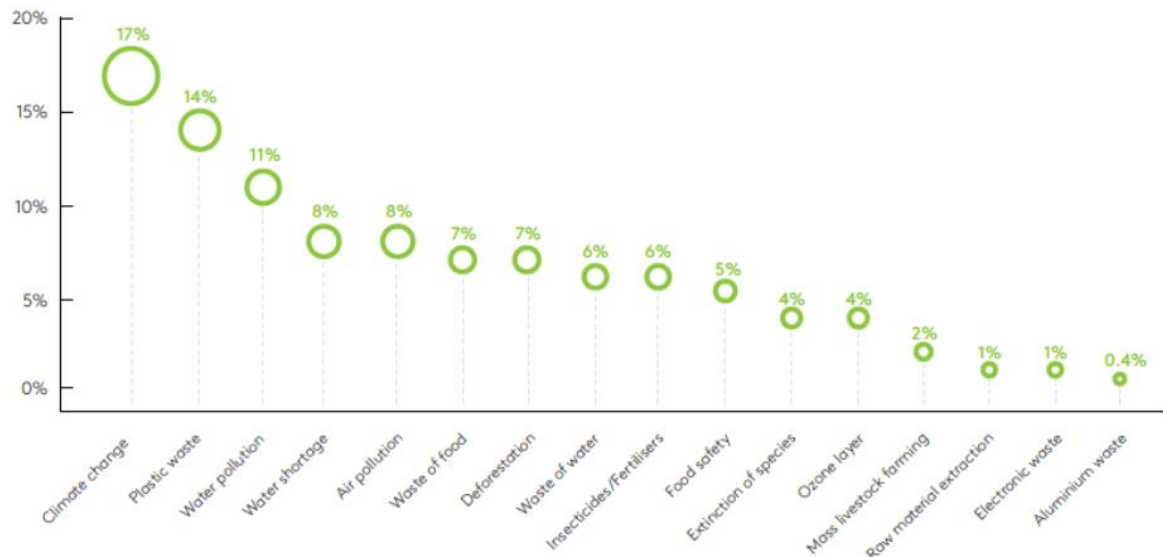
## Act global; think local

Globally, climate change is consumers' biggest concern—with 17% of all those surveyed listing it as their most pressing worry. Succeeding this is plastic waste (14%) – the focus of this publication – followed by water pollution (11%), water shortage (8%) and air pollution (8%).

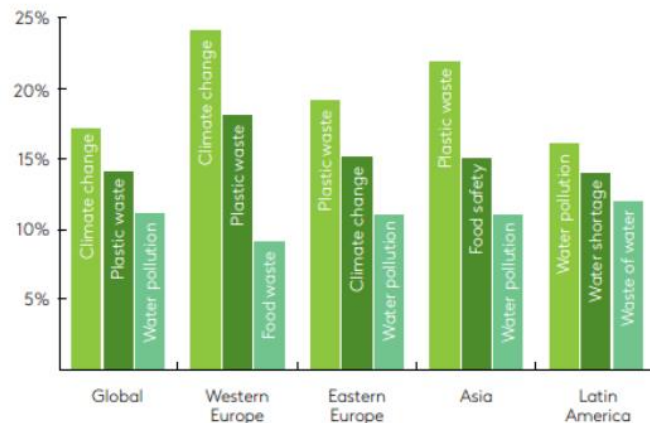
There are, however, important regional nuances to consider—and manufacturers and retailers need to tailor their strategies to address different concerns. Those we spoke to in Western Europe were the most worried about climate change (24%). This figure was almost five times as high as it was in Asia (5%), where it was far less of a concern than food safety (15%) and water pollution (11%).

In Latin America, while 12% of respondents ranked climate change as their top concern, just 4% said the same for plastic waste. Conversely, despite being the region least worried about climate change, those surveyed in Asia listed plastic waste as their number one concern (22%).

Top Concern Globally



Top 3 concerns Global vs Local



Source: Kantar, GfK

Source: Kantar, GfK

ACTUALLY, by 2030, EU's incineration capacity could be reduced by **95%**

**2017**  
TODAY WE STILL BURN **81 MILLION TONS** OF WASTE EVERY YEAR IN EU

MEANWHILE...



APX -95% CAPACITY

**5 MILLION TONS** PER YEAR

IF ALL CITIES ACHIEVE WHAT TREVISO IS GOING TO ACHIEVE IN 2022

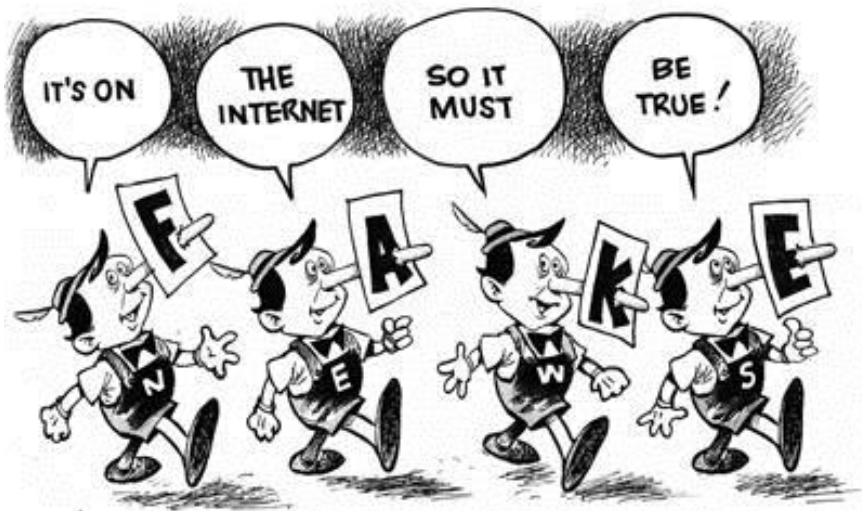


**96.7% RECYCLING**

...NUMEROUS EU CITIES ARE ALREADY FOLLOWING THE **ZERO WASTE MASTERPLAN**



AND THE CIRCULAR ECONOMY PACKAGE SHOWS GREAT AMBITIONS

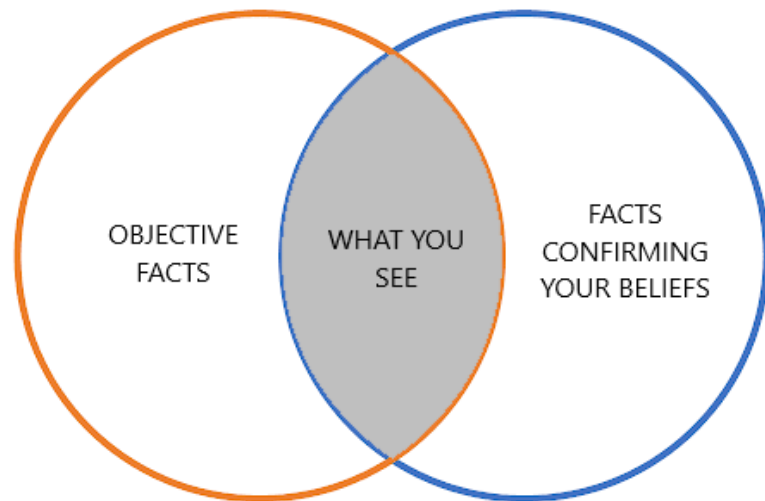


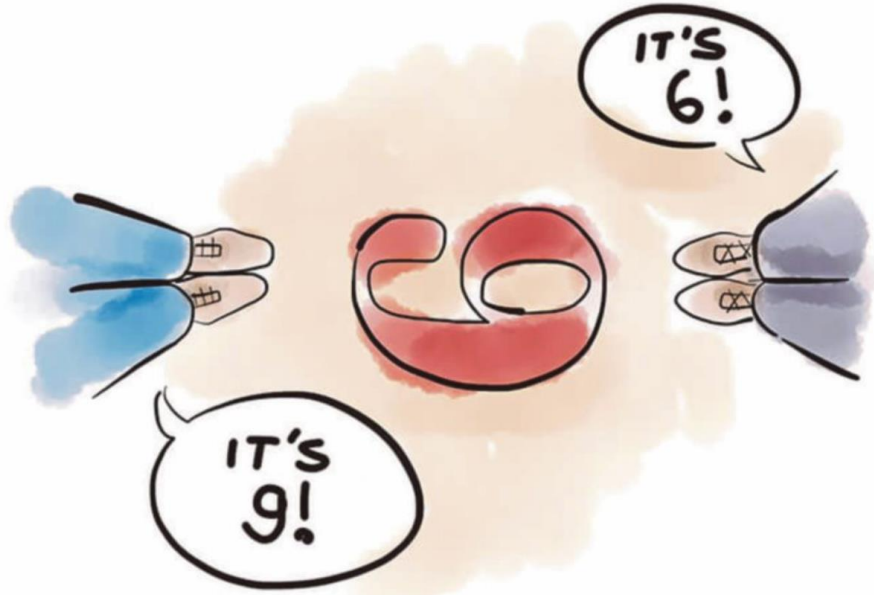
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POLITICAL CARTOONS.COM

## The newsreal "lie detector" (US research)

Percentage of people who have faith in:

Government	10%	LIES
Companies	14%	?
Media	19%	?
Religious organizations	24%	ALMOST TRUTH
Trade unions	31%	TRUTH
Scientists	61%	?
Doctors	78%	?
Environmental organizations	84%	GOSPEL



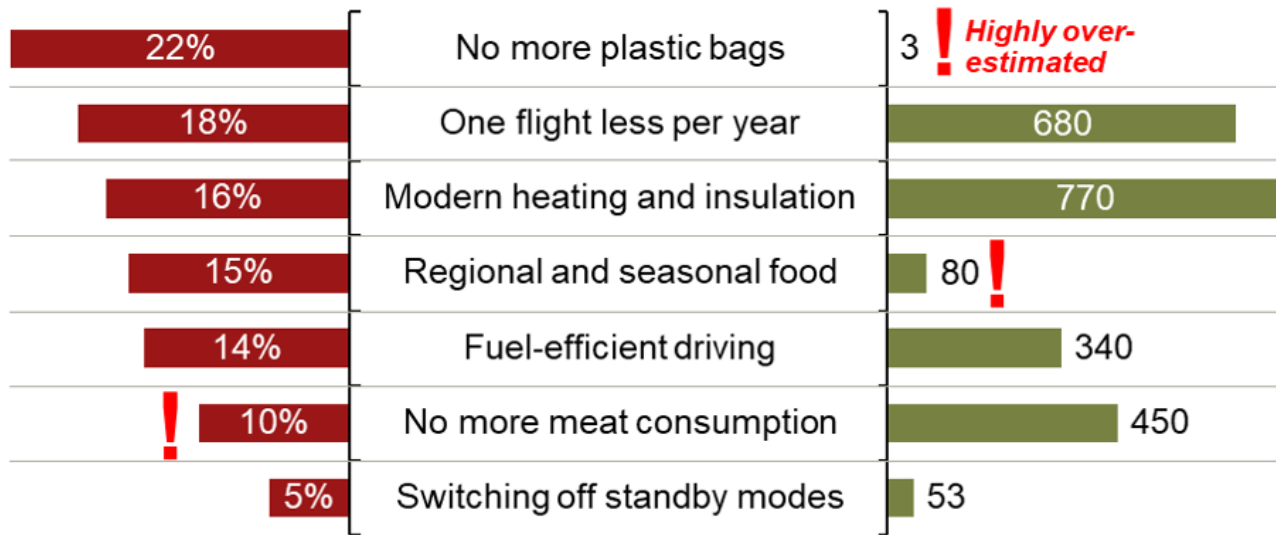




## Personal actions to reduce CO<sub>2</sub>

Belief (% of respondents\*)

Facts (CO<sub>2</sub> kg reduction p.a. per capita\*\*)



\*) Representative online survey of 1500 Germans (18+ years), September 2019:

"Which of the following actions would reduce CO<sub>2</sub> emissions of an average German most effectively?"

\*\*) A.T. Kearney computations based on German Environment Agency, co2online, Federal Statistical Office, etc.

DOUBLE ISSUE

DEC. 23 / DEC. 30, 2019

# PERSON *of the* YEAR TIME

**GRETA  
THUNBERG**

THE POWER  
OF YOUTH



PHOTO BY  
*Reuters*

**MAKE IT RAIN FOR CLIMATE CHANGE**

**ACT NOW**



**CALL YOUR MOTHER NATURE**

**STOP BURNING OUR FUTURE**



# YOUNG PEOPLE WANT CHANGE



Millennials are 2X as likely as the overall investor population to invest in companies targeting social or environmental goals

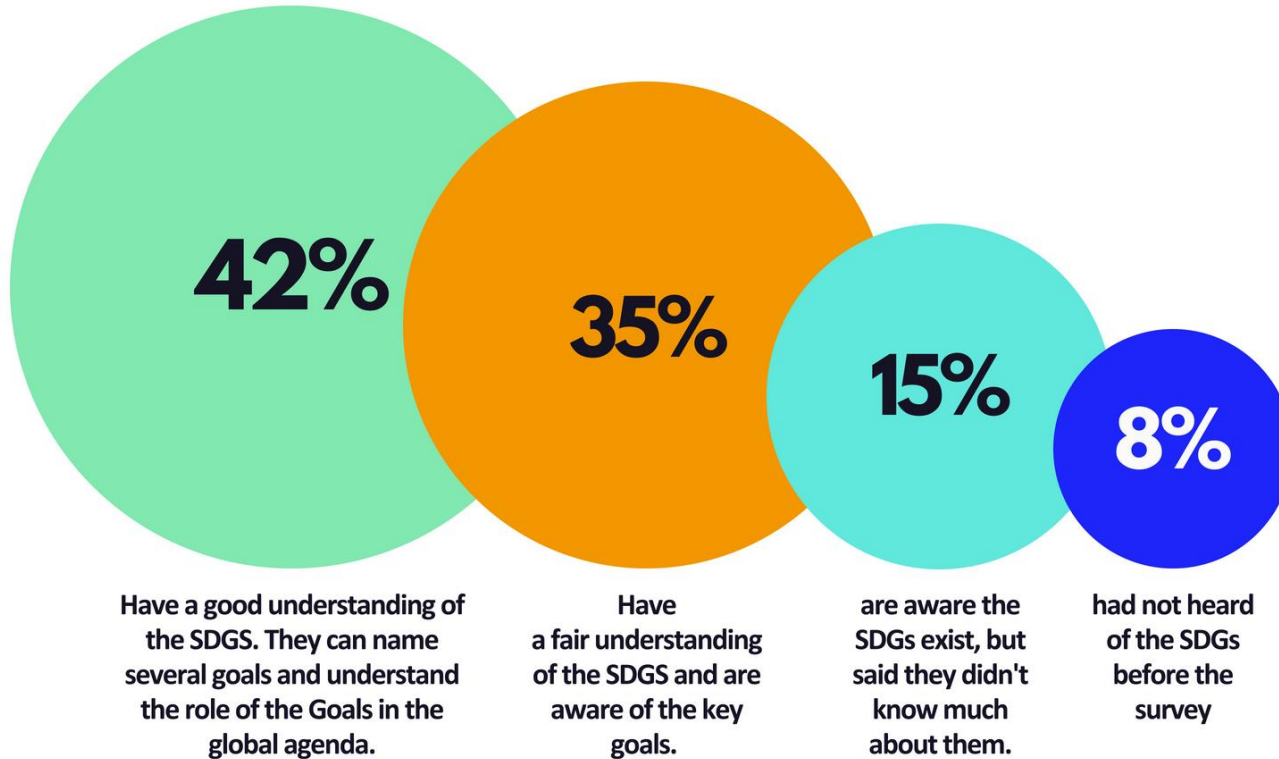
75% say their investment can influence climate change.

Morgan Stanley

# SDGs – Global Goals 2030

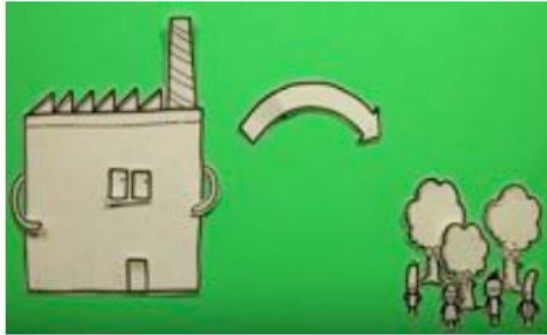


## MILLENIALS & SDGS



# FROM INSIDE-OUT TO OUTSIDE-IN ORGANISATIONS

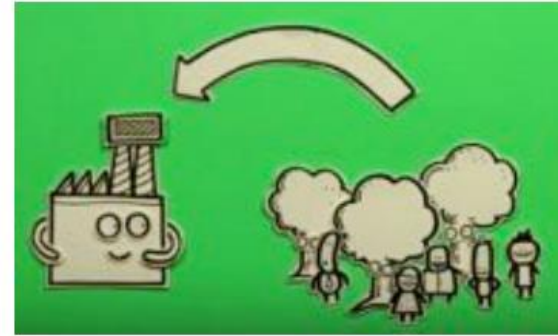
## Inside – Out



- Risks & opportunities for current business
- Materiality
- Reducing negative impacts

vs.

## Outside - In



- New white-space opportunities
- Focus on positive contributions



# gapframe – A VALUABLE TOOL

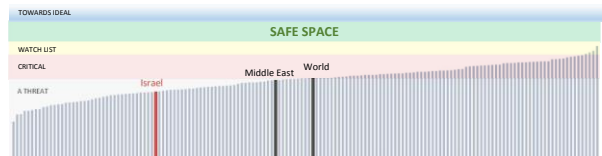
gapframe.org  
TOWARDS A SAFE SPACE FOR ALL



The GAPFRAME translates the SDGs into four sustainability dimensions: planet, society, economy, governance, enclosing 24 issues and 68 underlying indicators.

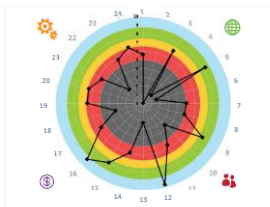
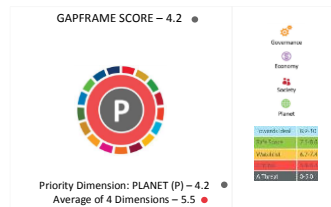


GLOBAL RANKING 117 (out of 155)



COUNTRY PERFORMANCE

PERFORMANCE BY ISSUE – 4 DIMENSIONS



ISSUE	Value	Rating
1. Biodiversity	5.6	●
10. Carbon Quotient	0.0	●
3. Oceans	7.0	●
4. Land & Forests	1.3	●
5. Clean Air	8.3	●
6. Water	1.6	●
7. Clean Energy	5.0	●
8. Waste Treatment	4.9	●

ISSUE	Value	Rating
15. Employment	7.9	●
16. Resources Use	9.1	●
17. Sustainable Consumption	5.5	●
18. Sustainable Production	3.3	●
19. Innovation	6.4	●

ISSUE	Value	Rating
9. Health	7.9	●
10. Equal Opportunity	3.5	●
11. Education	5.6	●
12. Living Conditions	9.7	●
13. Social Integration	2.3	●
14. Quality of Life	5.9	●

ISSUE	Value	Rating
20. Public Finance	6.5	●
21. Structural Resilience	5.5	●
22. Peace & Cooperation	2.2	●
23. Business Integrity	5.8	●
24. Transparency	6.7	●

Find out more at [www.gapframe.org](http://www.gapframe.org)

PERFORMANCE BY PROXY INDICATOR - 24 ISSUES

The GAPFRAME translates the Sustainable Development Goals into relevant issues for all nations, adding and amending aspects where needed. The indicators were selected to compare a current performance versus an ideal state in the interest to define the gap to a safe space for all. They represent current best available proxies to illustrate the situation of all 24 issues. Resolving the proxy indicators is not necessarily identical with solving the issues.

ISSUE	Value	Rating
<b>PLANET</b>		
<b>Biodiversity</b>		
Extinction rate of animals	7.2	●
Protected terrestrial habitat areas	4.0	●
<b>Carbon Quotient</b>		
Carbon quotient	0.0	●
<b>Oceans</b>		
Fish stock	-	●
Phosphate consumption / cultivated land	7.0	●
<b>Land &amp; forest</b>		
Soil quality	0.4	●
Organic farming	0.6	●
Land degradation (desertification)	2.9	●
<b>Clean Air</b>		
Exposure to air pollution	8.3	●
<b>Water</b>		
Renewable water resources	1.1	●
Water quality	2.0	●
<b>Clean Energy</b>		
Renewable energy	0.5	●
Domestic use of solid fuels	9.5	●
<b>Waste treatment</b>		
Recovered & recycled municipal waste	1.0	●
Treatment of waste water	8.8	●

ECONOMY

ISSUE	Value	Rating
<b>Employment</b>		
Job security	6.7	●
Youth unemployment	8.2	●
Unemployment rate	7.7	●
Slave labour	9.1	●
<b>Resources Use</b>		
Energy intensity	8.8	●
Natural resources depletion	9.4	●
<b>Sustainable Consumption</b>		
Carbon consumption / inhabitant	5.9	●
Energy Savings	5.2	●
<b>Sustainable Production</b>		
Irrigated agricultural land	0.7	●
Companies with a sustainability report	0.4	●
<b>Soundness of banks</b>		
Soundness of banks	8.8	●
<b>Innovation</b>		
Ease of access to loans	3.3	●
Availability of latest technologies	8.9	●
Internet users	7.1	●

GAPFRAME LINK TO SDGs 2030



Find out more at [www.gapframe.org](http://www.gapframe.org)

SOCIETY

ISSUE	Value	Rating
<b>Health</b>		
Child survival	9.8	●
Sufficient food	1.0	●
Obesity rate	3.6	●
Alcohol abuse	8.1	●
<b>Equal Opportunity</b>		
Gender wage gap	4.8	●
Female representation in parliament	3.1	●
Women presence in boards	2.7	●
Income distribution (GINI)	-	●
<b>Education</b>		
Primary education, enrolment rate, net%	9.3	●
Quality of educational system	4.5	●
Youth in educational training	3.0	●
Adult literacy rate	-	●
<b>Living Conditions</b>		
Access to electricity	10	●
Access to an improved drinking water	10	●
Safe sanitation	10	●
Safety on the road	8.8	●
<b>Social Integration</b>		
Tolerance for homosexuals	4.2	●
Minority discrimination	0.3	●
<b>Quality of life</b>		
Life satisfaction	7.4	●
Quality of support network	5.7	●
Work-Life Balance	4.7	●
Poverty among population	-	●

GOVERNANCE

ISSUE	Value	Rating
<b>Public Finance</b>		
Government debt	5.5	●
Budget balance	7.4	●
<b>Structural Resilience</b>		
Quality of overall infrastructure	5.7	●
Tolerance for immigrants	4.8	●
Public sector corruption	6.0	●
<b>Peace &amp; Cooperation</b>		
Share of voice - freedom of assembly	0.0	●
Freedom of movement	0.0	●
Strength of legal rights	5.0	●
Terrorism	4.0	●
<b>Business Integrity</b>		
Ethical behaviour of firms	5.6	●
Effectiveness of anti-monopoly policy	4.0	●
Healthy business support	7.7	●
<b>Transparency</b>		
Good governance	6.2	●
Policy knowledge	7.8	●
Legal certainty	4.4	●
Freedom of expression	6.9	●
Judicial independence	8.0	●

COMPARISON WITH OTHER METRICS

Index	Score	Global Rank
GAPFRAME Index	4.2 / 10	117 / 155
SDG Index 2017	70.1 / 100	52 / 157
Human Development Index 2015	0.90 / 1	19 / 188
Social Progress Index 2017	80.6 / 100	29 / 128
Happiness Index 2017	7.2 / 10	11 / 155



#### PRIORITY ISSUES

Carbon quotient (0.0) – planet



Land & forests (1.3) – planet



Water (1.6) – planet



#### PRIORITY ISSUES

Peace & cooperation (2.2) – governance



Social integration (2.3) – society

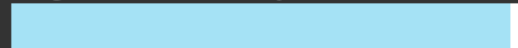


Sustainable production (3.3) – economy

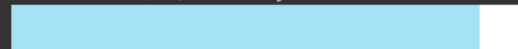


#### SAFE SPACE & TOWARDS IDEAL

Living conditions (9.7) – society



Resources use (9.1) – economy



Clean air (8.3) – planet



**GOVERNANCE (20-24)**

5.3

**PLANET (1-8)**

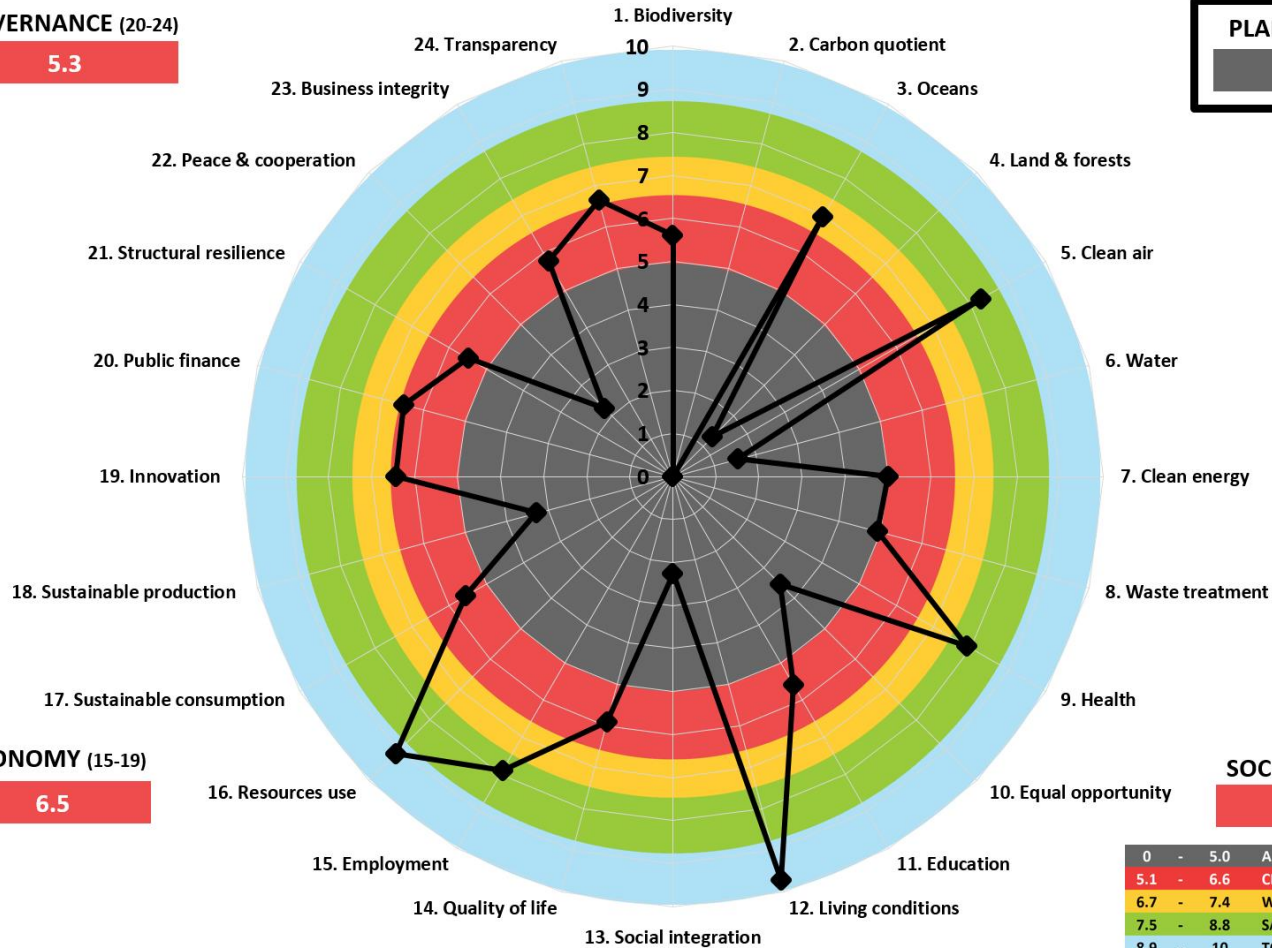
4.2

**ECONOMY (15-19)**

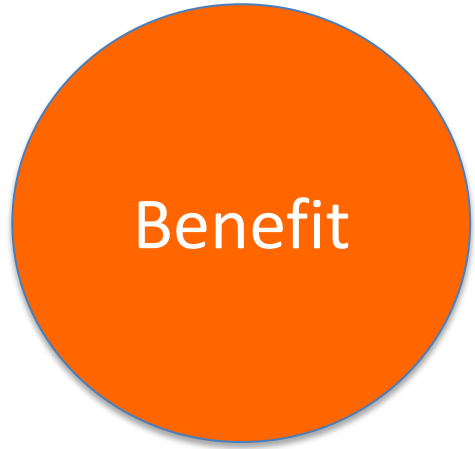
6.5

**SOCIETY (9-14)**

5.8



0	-	5.0	A THREAT
5.1	-	6.6	CRITICAL
6.7	-	7.4	WATCHLIST
7.5	-	8.8	SAFE SPACE
8.9	-	10	TOWARDS IDEAL



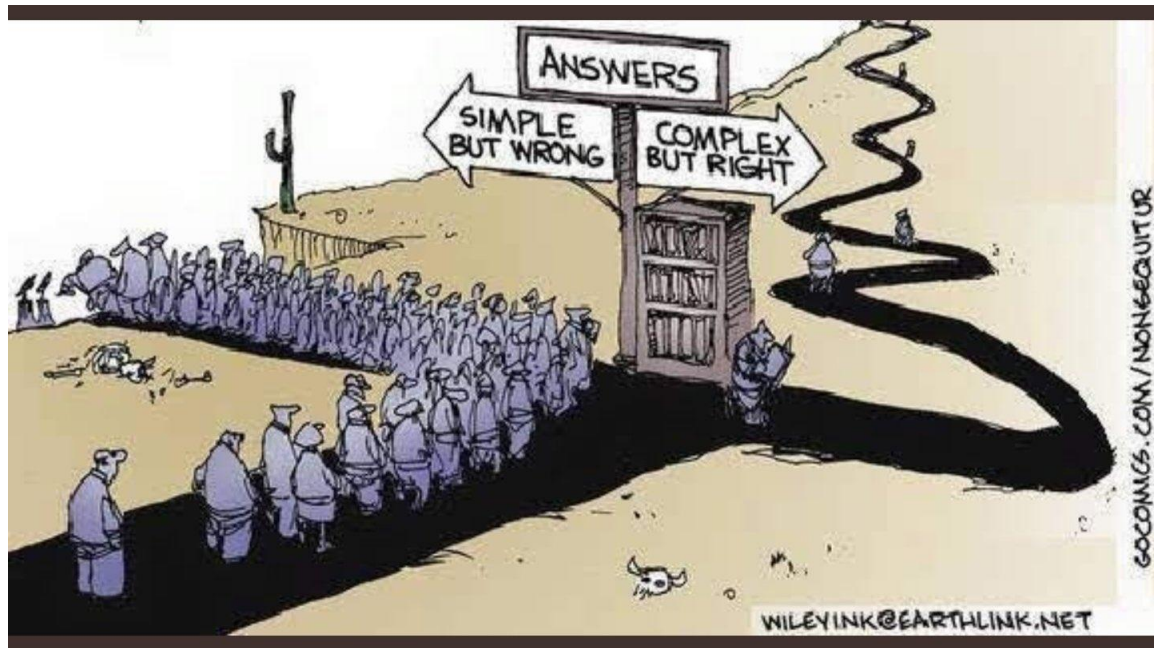
**Consumers need a  
business case too**



# GREENWASH

FLUFFY LANGUAGE  
SUGGESTIVE PICTURES  
IRRELEVANT CLAIMS  
BEST IN CLASS  
JUST NOT CREDIBLE  
GOBBLEDYGOOK  
IMAGINARY FRIENDS  
NO PROOF  
OUT-RIGHT LYING

...



WILEYINK@EARTHLINK.NET

GOCOMICS.COM/NONEQUITUR





You're too good  
to be true

# Conclusions

- **EFW or W2E?**
- **Integrated approach**
- **First establish context, before discussing solutions**
- **Be pro-active, seek third party endorsement**
- **“Our project is a solution for the populations problem”**
- **Now is the time to communicate, not just when you build infrastructure**

**“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**

*Come In*

**WE'RE**

**OPEN**



# Questions?

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