

Experiments in public relation -Hydrogen information-

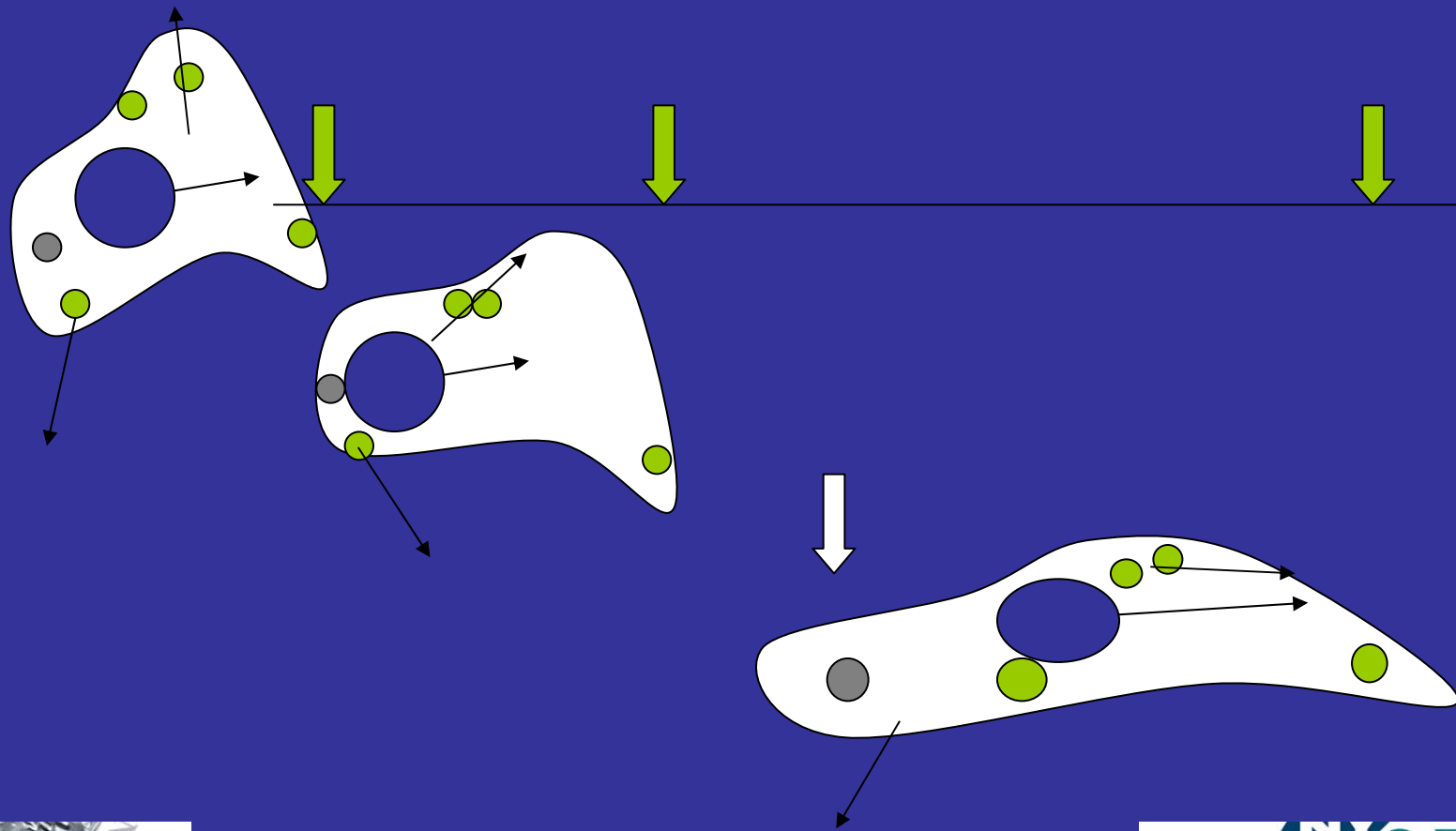
University of Iceland and
Icelandic New Energy



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Changing the course of the amöba



GOAL

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Acting without a budget!

- Changing the course of the society – the most effective way is to use the mobile and interested ones, - they will join you and do the bulk of the dissemination. It is impossible to teach everyone overnight. By bringing interested enthusiasts towards the right point by feeding them true information, then everybody gets nearer the target with the least effort. Use the momentum, don't push or wait for the last ones!
- Use all types of media, the various key groups learn in different fashions
- Teachers and experts and parents are ready to pay a small fee for information material. Students are not!
- Librarians are good allies!



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Target groups / levels according to surveys

- From survey 2001; 94% of the respondents claim that more information on H2 options is needed
- Respondents with university education claim they know enough!
- Women and youngsters score highest in “more information needed”



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Channels

- Where would the women / youngsters learn?
 - In courses, clubs, TV
 - In school and the internet, - by own action
- But hydrogen economy needs support from administrative level and skilled workers
 - Special effort on behalf of INE to introduce the hydrogen technology to them and the vocational sector



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Format

more important than the contents!!

- The fuel station and the buses!
 - For everybody
- Website – articles – pictures – news-brochures
 - (the lure for foreign media!)
 - (foreign news is a lure for Icelandic media!)
 - General H information – for teachers and grandmothers!
 - News of projects – for foreign browsers, project work
- Animated material
 - For beginners (everybody!) sent to all schools in Iceland shown on TV the science program!



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Format

more important than the contents!!

- Booklets – Market on the internet!
 - General H information – for teachers
 - For passengers, sorry does not work!!
- Interviews with “specialists”
 - For reporters, project students, energy business, research administration
- Full fledged hands on courses
 - Vocational training: Industrial workers, mechanics, public servants, trainers, teachers in the vocational sector – Available budget
- Presentations, lectures, Q and A sessions
 - Interest groups in Iceland: students, women’s clubs, men’s clubs, Lions, Kiwanis, technical colleges, teachers, etc
 - Interest groups from abroad: Study tours from Smithsonian Institute, students, energy experts, community leaders



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Who responds to information?

- Those who show most interest are **THE RETIRED ONES!!** (often educated, have time and money, they want their educated children to hear more!! – This goes for Icelanders and international key groups!)



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Format-Learning from doing

- What is inside a fuel cell? How is it made, why does it work, can it be used in all systems?
 - Using the hands to convey the message in vocational schools. The teachers are essential to bring new ideas into schools – but the school administration has to be informed – their choice to be involved!
 - Invitation to fondle buses and maintenance shop for industry people
 - Training course for Icelandic teachers in German training centre (Electro-Ausbildungszentrum, Aalen) 1.-13. August, 2005 Supported by the Leonardo programme



Leonardo da Vinci



Format - the teachers

- Students teaching kids – the Hydrogen Academia for kids – visits, travels, shows, chats, questions answered
- Kids teaching parents + toys
- Energy days – pupils teaching pupils
- Professors teaching teachers
- Executives for business people
- General managers teaching politicians
- International media teaching local media



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Everybody likes toys; kids, ambassadors and Japanese alike!



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The lessons learned in Iceland

- Brochures on board buses do not inform bus passengers, - interviews on radio do!
- Well informed bus driver becomes a teacher
- Easier to address pupils via internet than teachers!
- Elderly people have time to listen and tell others
- Experts should write chapters for text books, teachers try to simplify (not vice versa!)
- Students are reluctant to learn from text books but they grasp animated material!



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Multiplier effect

- Using positive feedback spreads info to those who spread info!
- Spend your budget on the right Form, Appearance and Channels
- Short, simple, correct info to the public
- Media constantly looking for NEGATIVE outcomes, positive results reported abroad and comes around through international media!!



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Maria's message

- Feed the interested and answer to demand. It saves time, effort and money.
- Those who want to know nothing will keep ignorant, - just ignore them at the beginning!
- Rigid system and administration is often a barrier. European school system is not based on voluntary work but ill paid, complicated work within a rigid frame. – Do not fight the frame, take notice of it and offer the first interest groups some novelties. They will find a way to fit it into the system if they find it helpful for their survival and make the changes from within.



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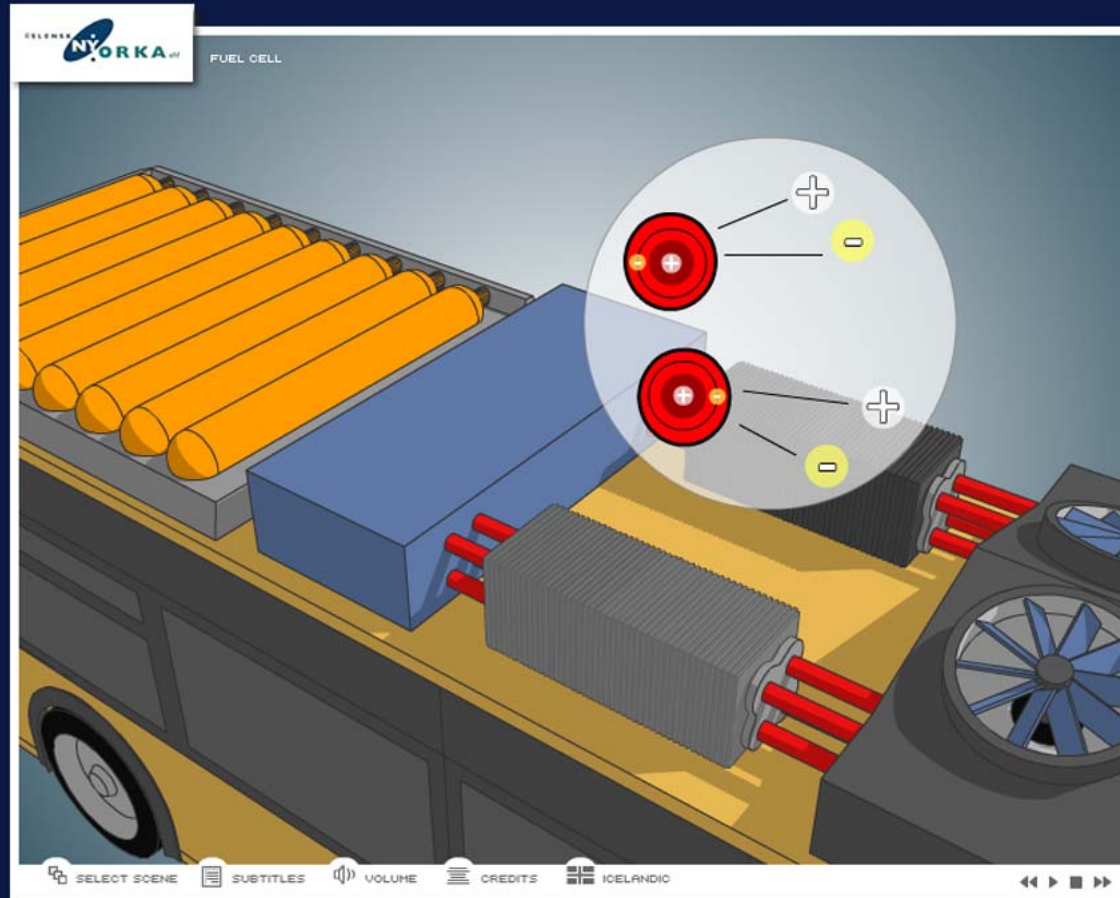
And remember the thing
about toys!



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Thanks for your attention



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