Communication as an addition to noise mitigation programs

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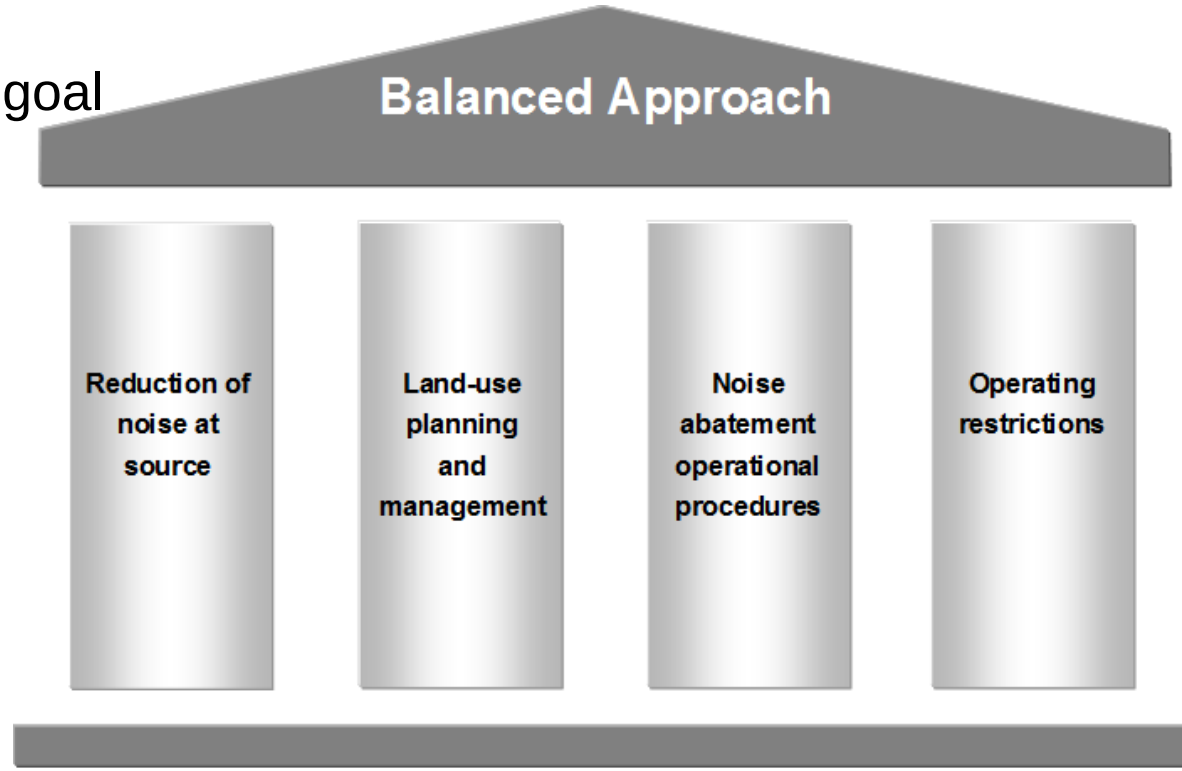
Overview

1. Noise mitigation programs
2. Effectiveness of these programs
3. Noise development at airports
4. Affected vs. annoyed people
5. Symbolic policy = green washing?
6. Communication as add-on
    a) Theoretical background a: Stakeholder theory
    b) Theoretical background b: Corporate Citizenship
    c) Communication on the B2B-level
    d) Communication with annoyed citizens
7. Conclusion

Noise mitigation programs – the Balanced Approach

- **Starting point:** increasing number of ops restrictions at airports globally
- More and more restrictions for new investments
- 2001 ICAO presented new guidelines with the goal
  - Max effectiveness
  - Consistency, harmonization, transparency
- Parity of the 4 columns but restrictions only as the last resort



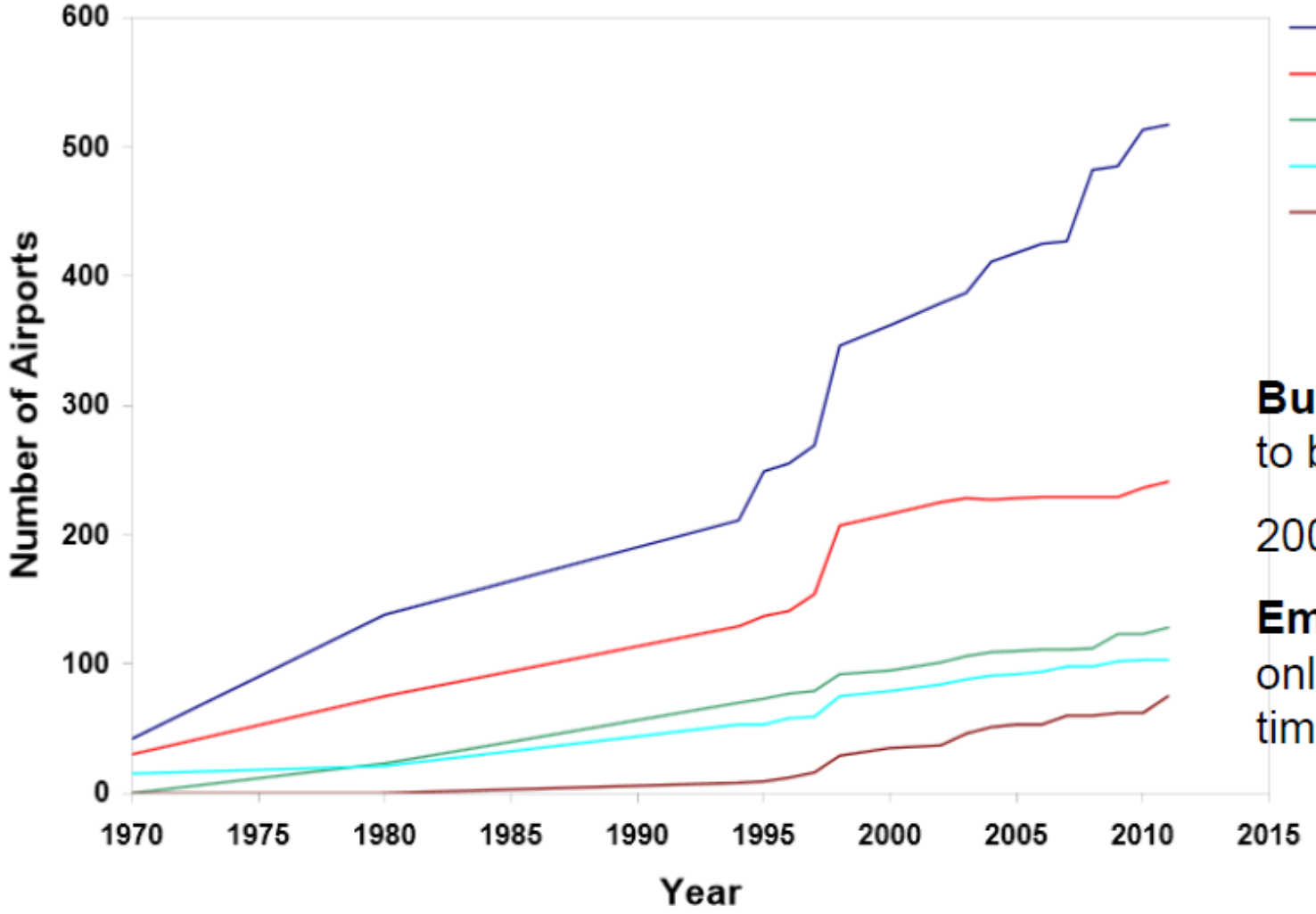
Noise mitigation programs:
– Political Concepts for Traffic-Noise-Reduction –

- **Noise-related measures**
  - noise surcharges
  - noise budget restrictions
  - aircraft related noise-level-limitations
- **Operational measures**
  - curfews
  - operating quotas
  - frequency capping
  - aircraft size steering
  - airport cooperation for noise reduction
  - administrative traffic-steering
  - modal-split-steering
- **Preliminary procedures and measures for enforcement of noise-reduction measures**
  - Mediation
  - Individual prosecution of noise-violations
- **Measures directed to increase the noise-acceptance and to reduce the exposure to noise**
  - Incentives for noise-exposed population
  - real-estate- and land-use-policy

Affected Spheres:

Ecology Traffic Economy

Growth in Airport Noise Restrictions



Budget too small to be mentioned!

2009: 13 airports

Emission charges only since a short time: 2009: 19

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Noise development at airports – case of HAM

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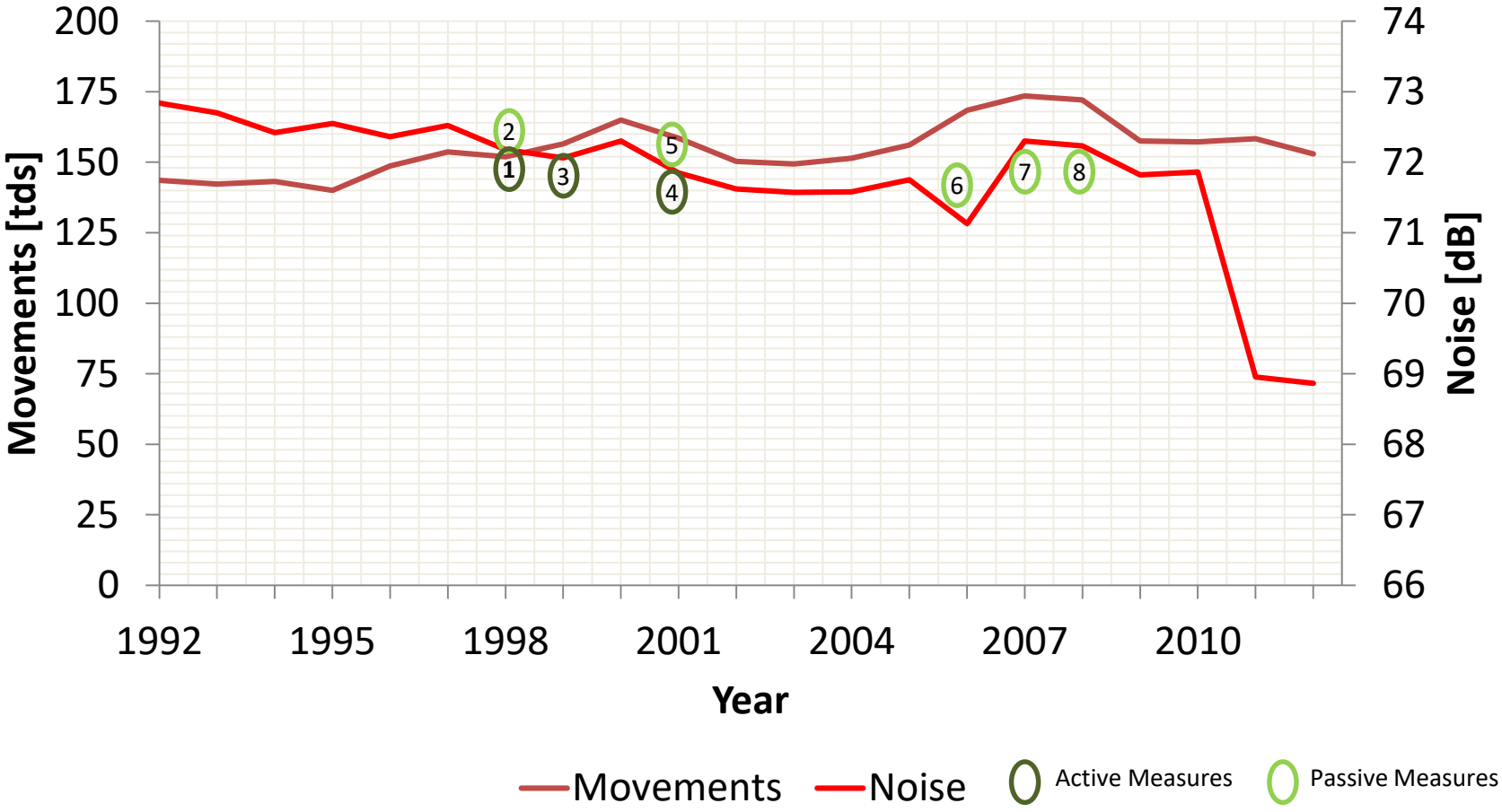
- Mainly 3 influencing factors for noise:
  - size of aircraft - number of movements - generation of engine
- Engine generation has the highest influence → noise mostly constant



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Measures taken at HAM during time

Year		HAM Active Measures
1	1998	• Noise quota • Restriction noisy aircraft at night
3	1999	• Noise contigency
4	2001	• Measurement-based noise-related landing charges • Increase landing charges around night curfew hours
		Night curfew Preferential runway usage Minumum noise routings Efforts to reduce ground noise Noise-related landing charges

Year		HAM Passive Measures
2	1998	• Land-use planning
5	2001	• Restriction: no thrust reversal at night
6	2006	• Environmental Management System
7	2007	• APU control Sheriff
8	2008	• Lärmaktionsplan City HAM
		9 Noise Protection Programs

Symbolic policy = green washing?

Effectiveness often **difficult to measure** as

- intentions of corporation
- answers of various addressees
- and it‘s results are extremely COMPLEX!

(Great field of application: environmental issues)

Examples of reactions:

- Will the problem be solved by the action (e.g. noise stays at same level)?
- Will the problem be solved but out of other reasons?
- Are planned actions conform with implemented actions?
- How long does it take to implement? Planned vs. actual time horizon

Symbolic policy - application

- **Application depending** on
  - the political role of the corporation
  - and the transparency of the issue that has to be solved
  - The power the addressee have

- **Strategies:**
  - The higher the public‘s knowledge about the RESPONSIBILITY, the more the actions should consist of substantiality
  - The higher the TRANSPARENCY of a problem, the less symbolic actions should be applied
  - The less of both, the less control the public has to control,
  - But: still high public interest to solve problem!

Symbolic policy = green washing?

Example of positive usage (MATTEN , 2003)

- User: German Government, adressee broad public
- Introduction of **Waste Management System** in 1992
- Leads consumers to separate waste at home
- Aims at a change in attitudes towards environmental awaress of consumer
- A totally change of attitude towards waste was NOT mainly intended

Results:

- COMMUNICATION of problems afflicted with environmental risk that reaches every person
- AWARENESS about link between consumer behavior and environmental issues amongst consumers and corporations in Europe
- Reduced environmental RISK

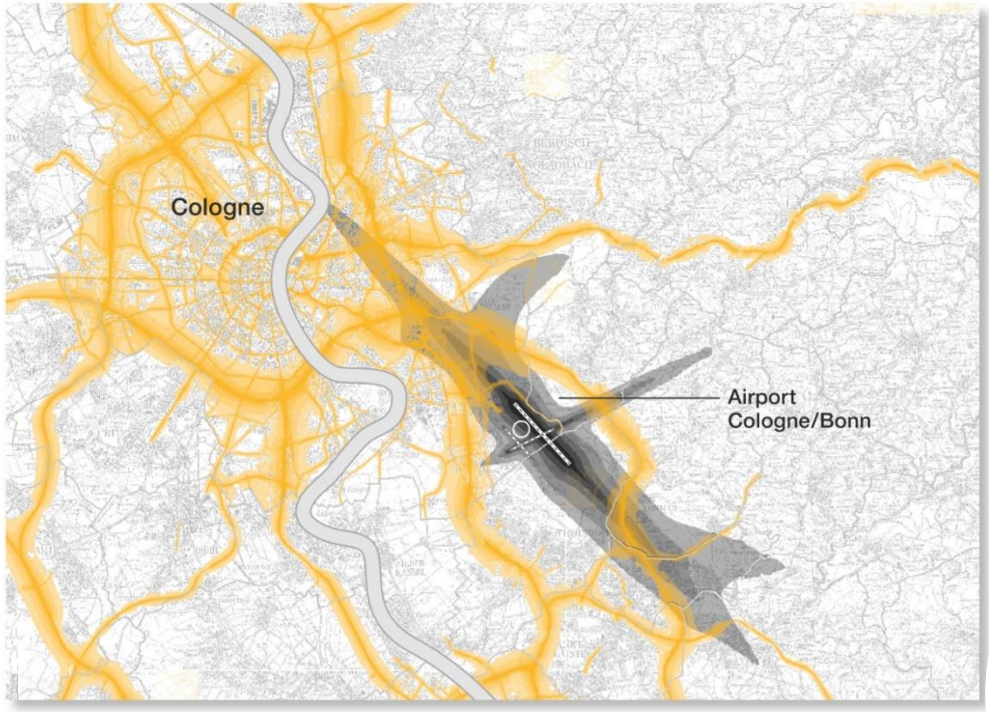
Symbolic Policies – Necessity or Problem?

+/- FIRMS / POLITICS	
+ Low investments	- No risk decrease
+ Straightforward method of implementation	- Lost time to solve problem
+ Supposed result: increased image	-Thread of likelyhood of failure → sanctions?
+ Increases competitiveness	- Positive image through green-washing?

+/- STAKEHOLDERS	
+ Creates awareness	- Low transparency
+ Resulting change in stakeholder‘s behavior	- Few tools to check efficiency - Information asymmetry
+ Power to execute pressure on firm	- Morally acceptable?

Affected vs. annoyed people

Noise pollution caused by road and air traffic



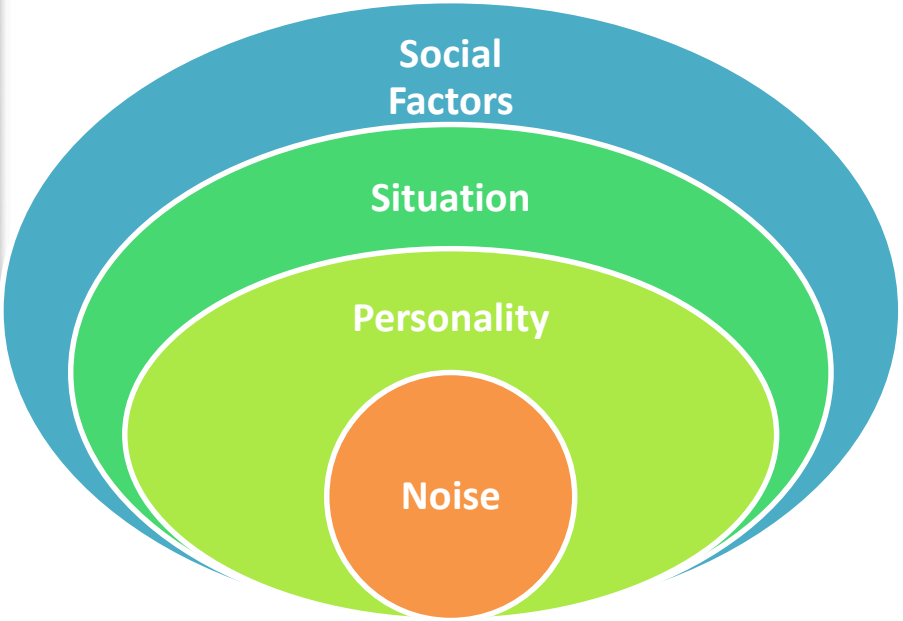
Source: Ministry for the Environment and Nature Conservation, Agriculture, and Consumer Protection of the State of North Rhine-Westphalia

Median noise level caused in a year by…

road traffic	air traffic
over 75 decibels	over 75 decibels
70 – 75 decibels	70 – 75 decibels
65 – 70 decibels	65 – 70 decibels
60 – 65 decibels	60 – 65 decibels
55 – 60 decibels	55 – 60 decibels

The maps are available at www.umgebungslaerm.nrw.de

- „Affected“ is objectively measurable
- Annoyed is the subjective feeling
- Noise explains only partially annoyance
  - NORAH (2015) 39-59%
  - COSMA (2013) 33%



Annoyance

- Personality
  - Acceptance
  - Attitude
  - Sensitivity
  - Real estate fear
- Situational
  - Day / night
  - Disturbed sleep
  - Week-end
  - House owner
- Social factors
  - Transparency
  - Trust
  - Fairness
- Different Influencability

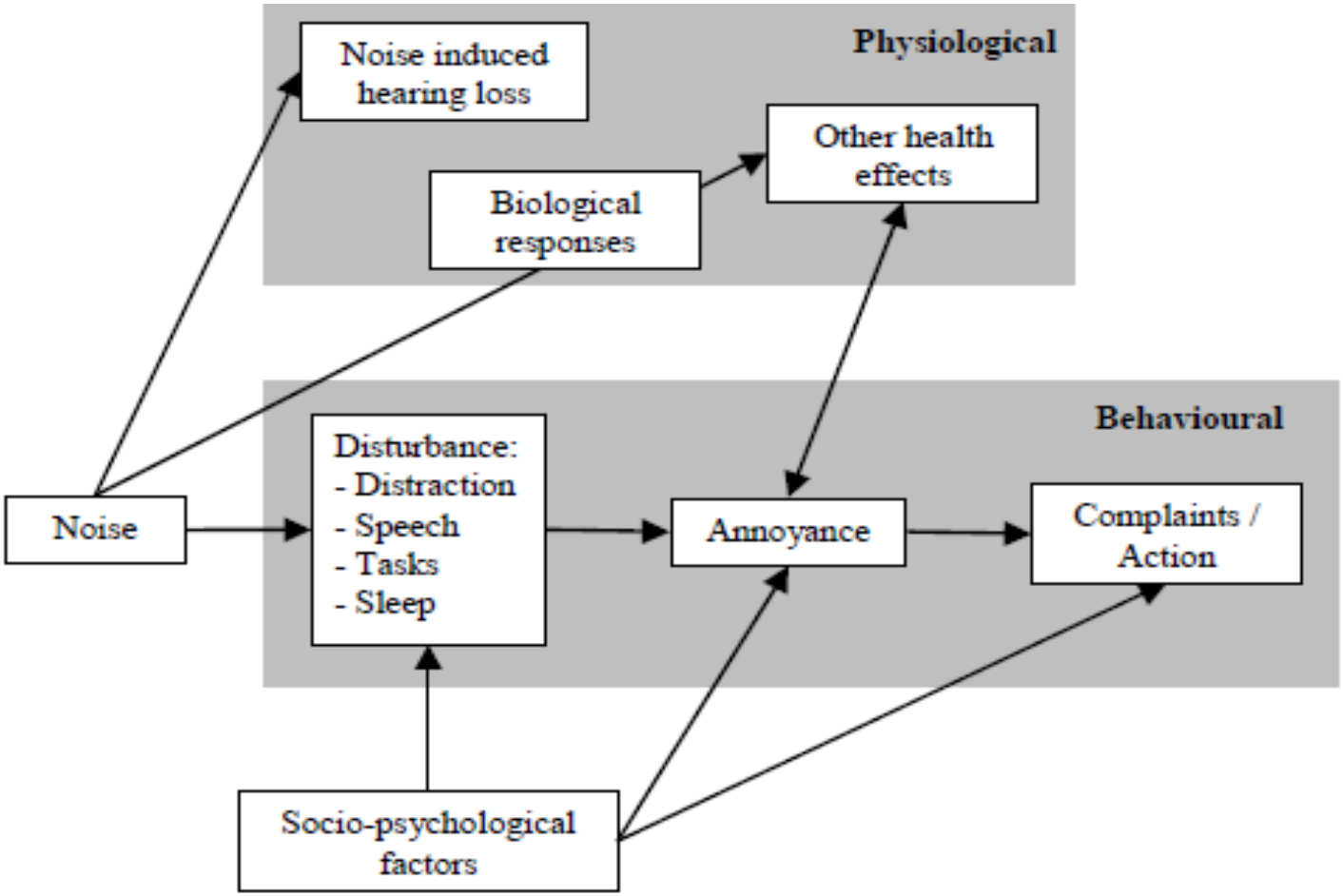
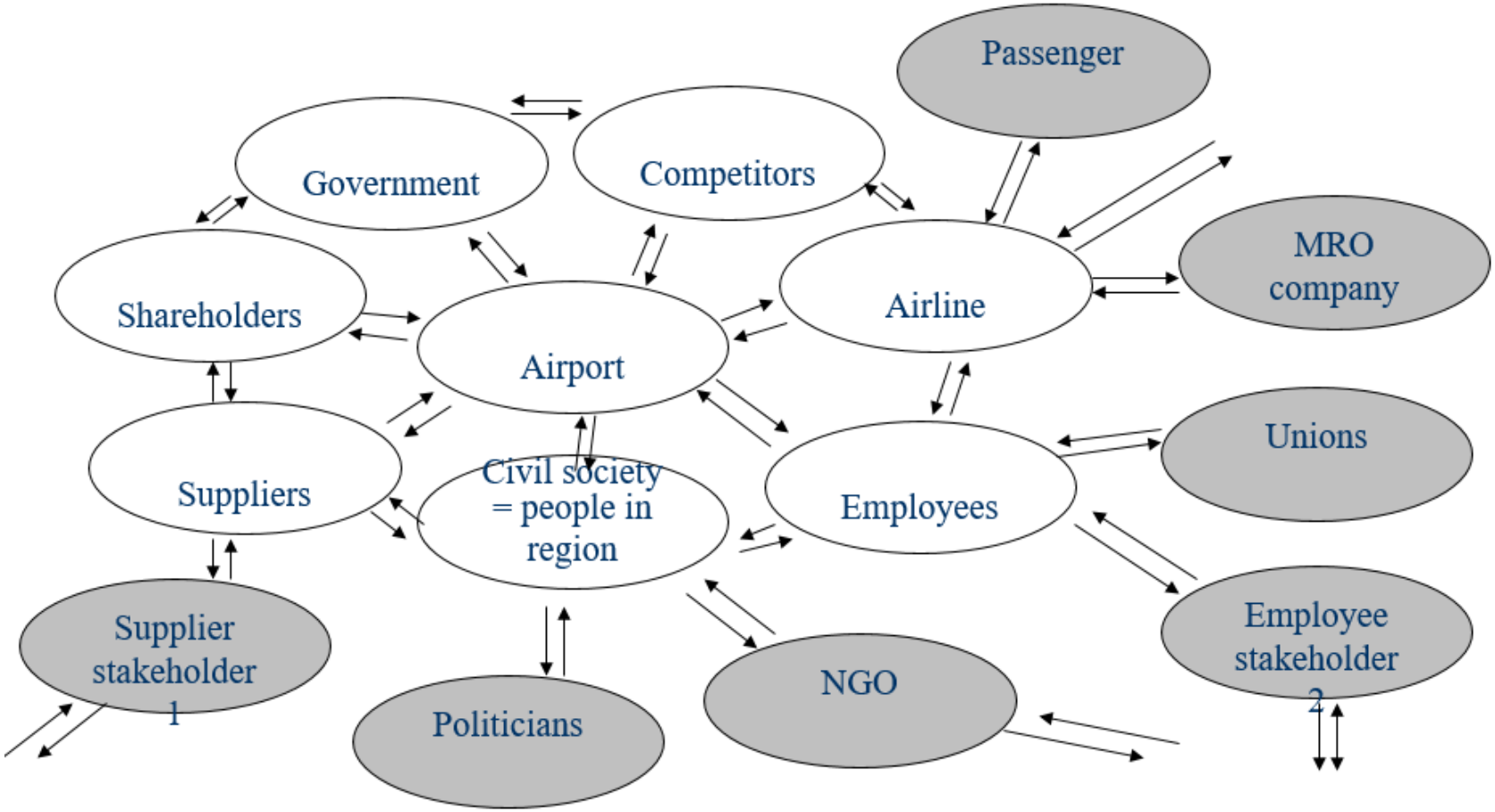


Figure 3-1: General cause and effect relationships

Communication as add-on

Theoretical background a: Stakeholder theory



Communication as add-on

Theoretical background b: Corporate Citizenship

- The base of Corporate Citizenship (CC): Corporate Social Responsibility (CSR)
- CSR: Act according your responsibility!
  (it‘s not about sponsoring!)
- Is the airport responsible for noise?
  → noise mitigation programs

- CC = extended view of CSR
- Act as a good social citizen!
  → Treat your stakeholder as a partner, not as a mean for profit

  - Responsibility vs. Relations
  - Action vs. Atmosphere
  - Power vs. People

Communication on the B2B-level

- Communication with the regulator
  - Regulator = owner
    => conflict of interest
  - Regulator depending on elections
    => changing strategies over time
  - Case of Fraport
    → introduction of a noise contingent
- Communication with the airline
  - Consultation programs for landing fees
  - Setting the right incentives
    → ICAO Annex 16 chapter 3 + 4 (+14)
    → Fraport having 16 noise classes
    → Berlin 1st consultation about direct measuring

Communication with annoyed citizens

Historical experience

- Examples of the past:
- **Fraport** 1984:
  "The runway West will be the last infrastructure investment ever for Fraport."

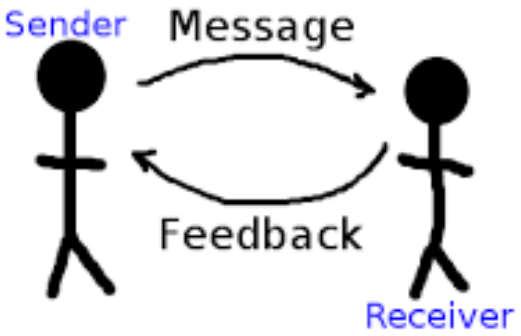
- **Munich** June 2012:
  Airport: "The 3rd runway will create a lot of new jobs."
  Opponents: "Bavarians don't need more movements."

- **Air Berlin** case October 2017,
  minister Dobrindt: "We need a national champion."

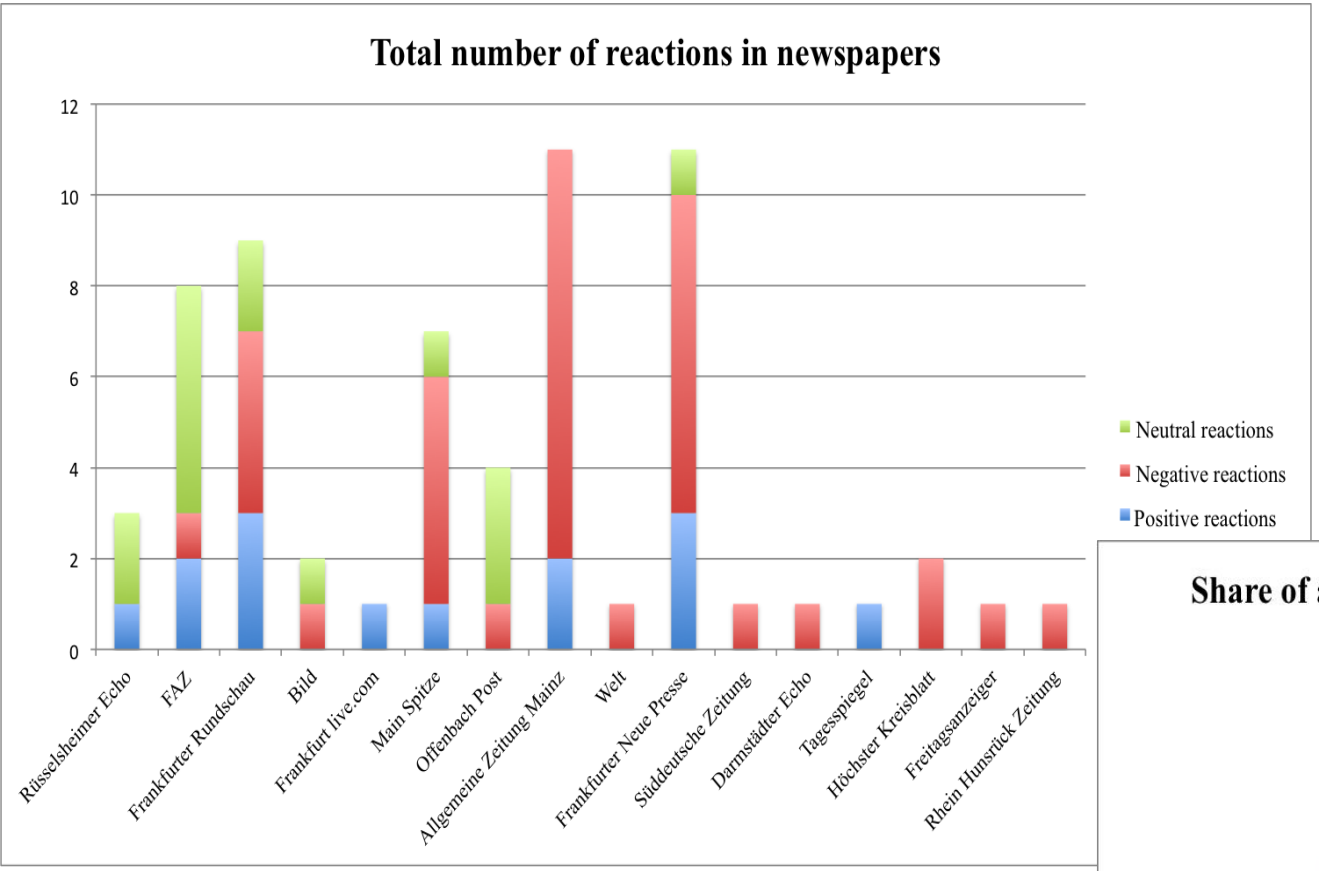
Communication with annoyed citizens
Lasswell‘s Communication Model

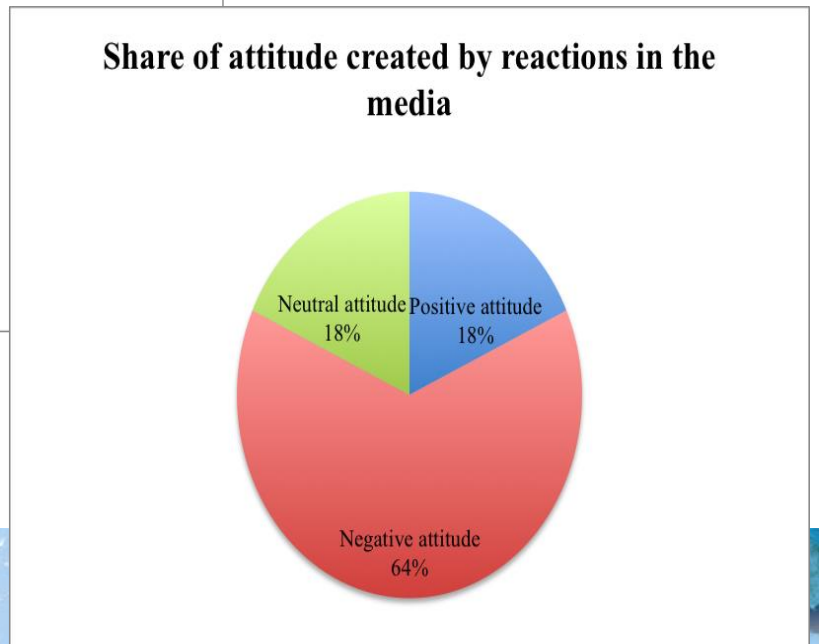
communicator	audience (intended, other)	communication goal (motivation)	channel	message	effect
...	...	...	...	...	...

- Who (communicator → communicator analysis)
- says what (message → content analysis)
- to whom (audience → audience analysis)
- in which channel (medium → media analysis)
- with what effect? (effect → effects analysis)

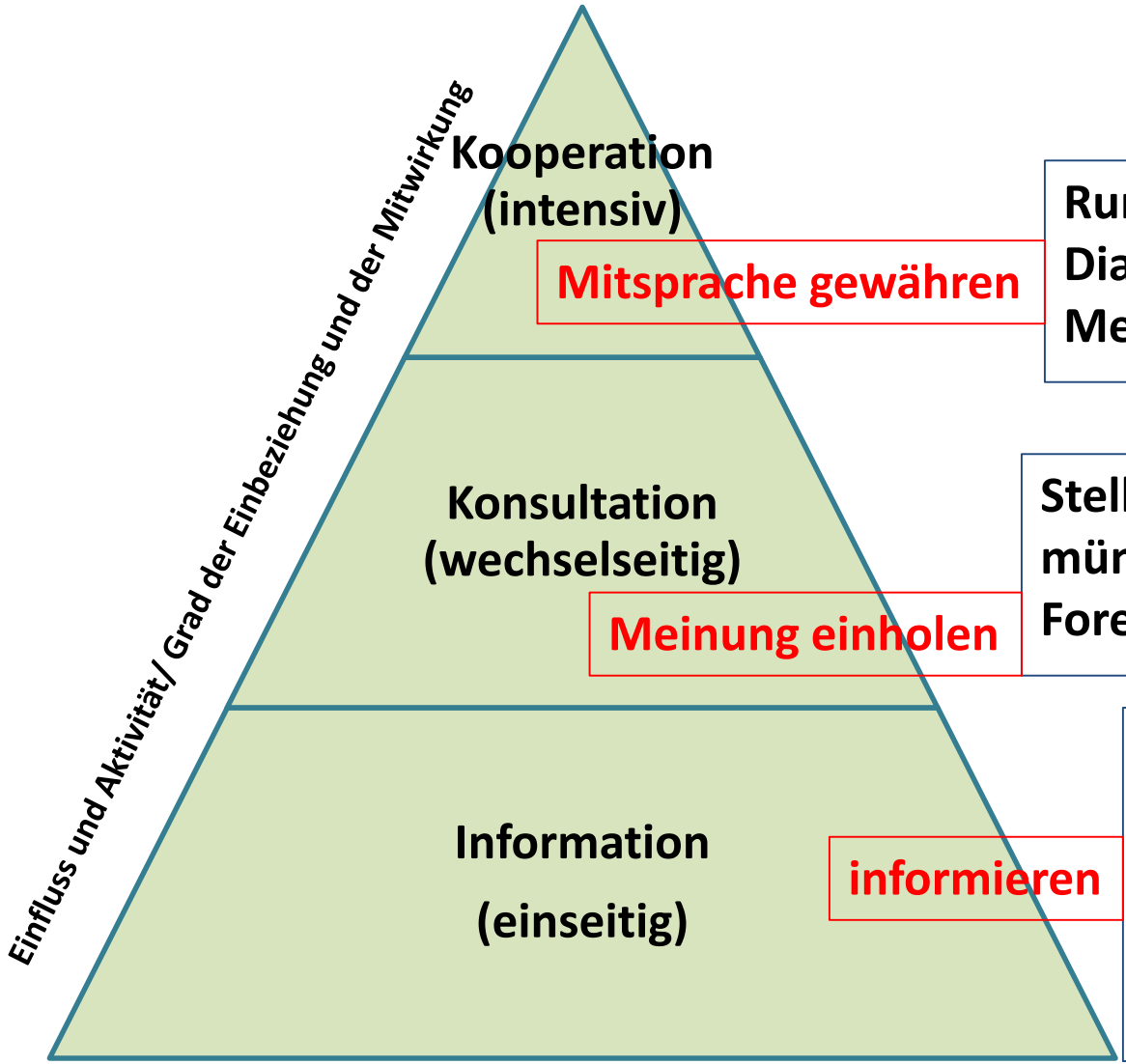


Communication of airports: Media analysis





Communication with citizens: ideas of a guidance



Mitsprache gewähren

Runde Tische,
Dialogforen,
Mediationsverfahren

Meinung einholen

Stellungnahmen, schriftliche und mündliche Befragungen, Internet-Foren, Bürgerversammlungen

informieren

Broschüren, Berichte,
Postwurfsendungen,
Aushänge, Internetseiten,
telefonische Auskunftsdienste,
Informationsveranstaltungen

Quelle: im Vergleich BMVI (2012): Handbuch für eine gute Bürgerbeteiligung, S.13

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Communication with citizens: ideas of a communication model

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AIRCRAFT NOISE ANNOYANCE

Airport surrounding Community impacted by noise

SEGMENTATING RESIDENTS ACCORDING TO TRAIT & LEVEL OF ANNOYENCE

Segment Market Audience according to no of fly-overs or max noise levels & perceived noise effects

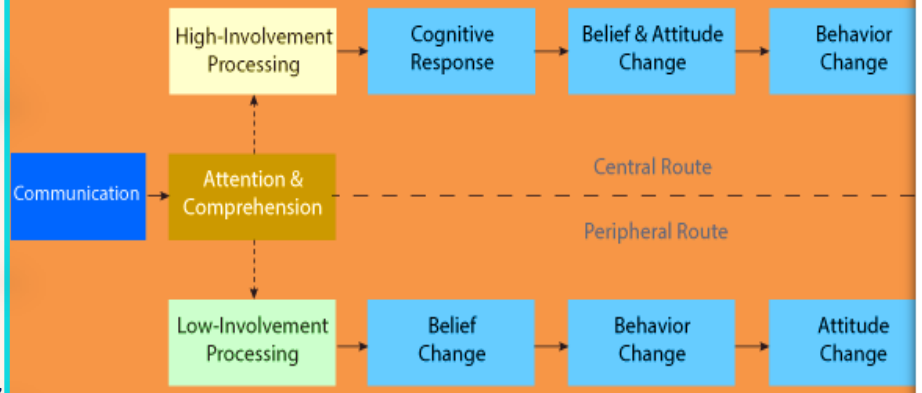
Internal & External Environment Analysis

TARGETING/TAILORING NON-ACOUSTIC FACTORS THROUGH COMMUNICATION

Strong Non-Acoustics:

- Feeling unfairly treated
- Having no influence over results of airport decision processes
- Lacking trust for authorities
- Not agreeing with opinion that airport is important for the economic system
- Believing aircraft noise is bad for health, individual and for the residents in general

Elaboration Likelihood Model



POSITION & PROMOTE VIA MARKETING MIX

Airport Primary Interventions Campaigns:

- Informing/Encouraging
- Educating / Empowering
- Serving / Supporting
- Designing / Adjusting Non-Acoustic Factors
- Controlling/Regulating Environmental Factors

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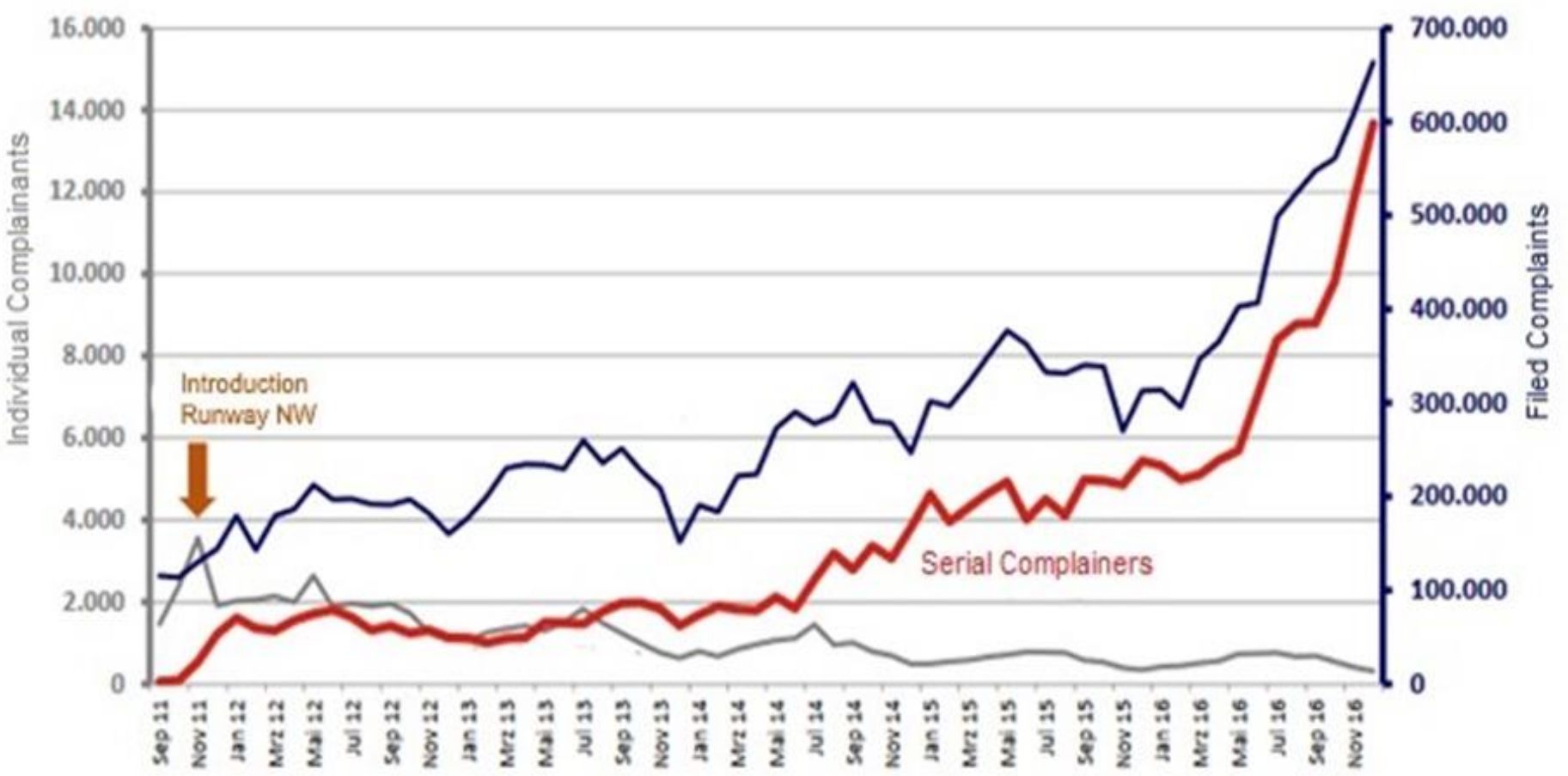
Special case of serial complainers
Complaints vs. Complainers in Frankfurt



Connection of noise event and complaint partly missing

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Special case of serial complainers

Stakeholder Relationship

- No contractual connection
- Diverging views on capacity
- Absence of conflicts never achievable

Noise Annoyance

Stress as pre-stage
Subjective assessment
Perception & Expectation

Theoretical Background

Complaint Behavior

Emotional or problem-oriented
Past CCB lowers inhibition to complain
Illegitimate Complaint Behavior?

Complaint Handling

Purpose: Stakeholder satisfaction
Transparency & take customer seriously
Detailed data on complainants is missing

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Conclusion

Basis of a good neighborly relation:

➔ fair treatment

➔ early information

➔ choosing the right channel (dialogue oriented)

➔ participation when ever possible

➔ balancing of interests

Many thanks!

Further questions:

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