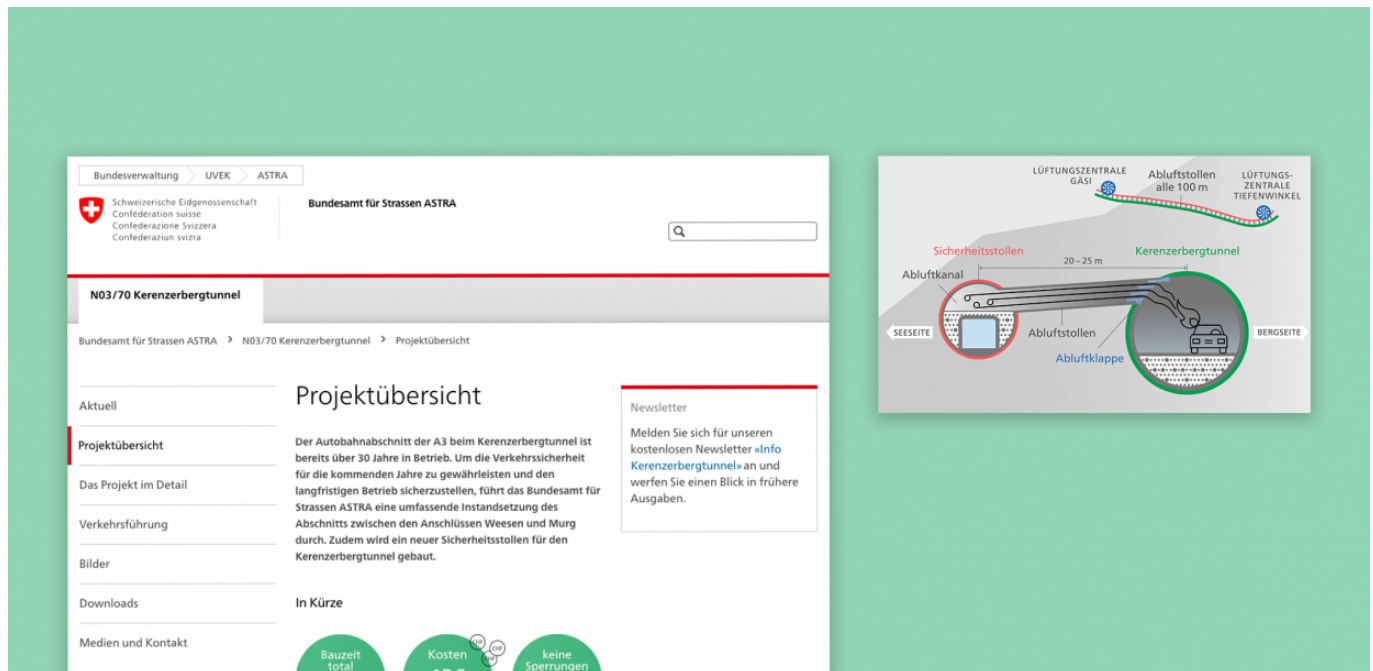


Communication strategy for the Kerenzerberg Tunnel renovation project



Whenever a section of a major highway is slated to undergo significant renovation measures, it is essential to inform the various stakeholders so as to secure public acceptance. Shortly after the decision was made to renovate the Kerenzerberg Tunnel, EBP developed and implemented a communication strategy.

The section of Federal Highway A3 near the Kerenzerberg Tunnel was first opened to motorists in the 1980s. In the interest of ensuring the smooth long-term operation and a high level of traffic safety along this segment of the highway, the Swiss Federal Roads Office (FEDRO) is undertaking a comprehensive renovation of the Kerenzerberg Tunnel, which is also to include the installation of a new escape route.

Online and offline measures

To secure public acceptance, it is crucial to help the various stakeholders (e. g. motorists, public officials, residents, walkers, media representatives, etc.) to understand the reasons for the renovation project and to help them stay abreast of the latest project-related developments. That is why the FEDRO commissioned EBP to develop and implement a stakeholder-specific communication strategy. We created a project website using the federal website design system to provide the most important background information and the latest traffic-related developments such as shutdowns and detours (www.kerenzerbergtunnel.ch). We also created a newsletter, informational brochures, fact sheets, infographics, construction-site notification boards, and media releases.

Client

Swiss Federal Roads Office (FEDRO)

Facts

Period 2013 - 2020

Project Country Switzerland

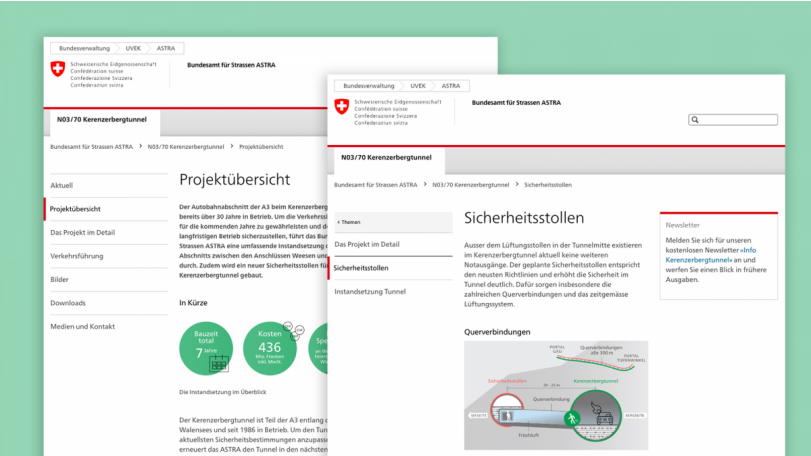
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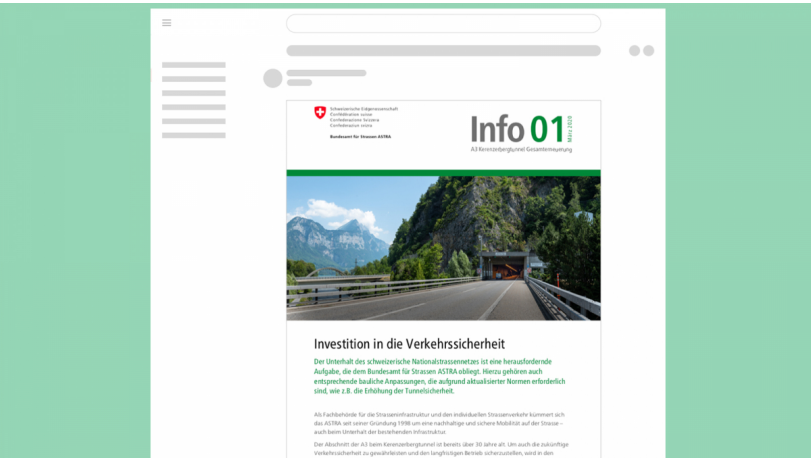
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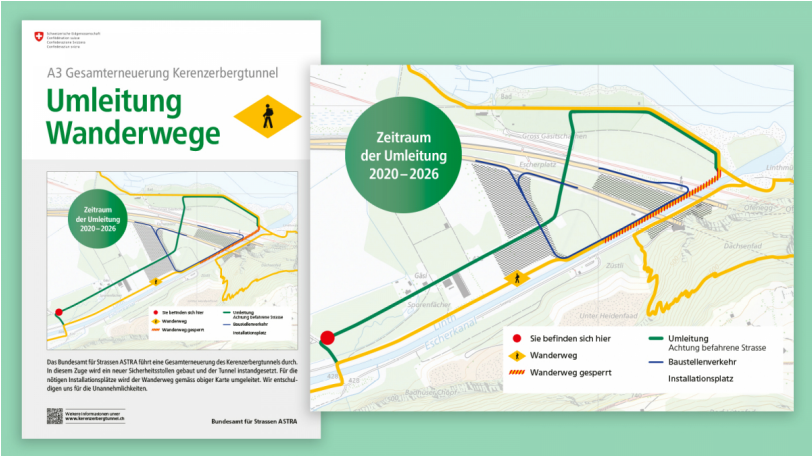
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Online newsletter



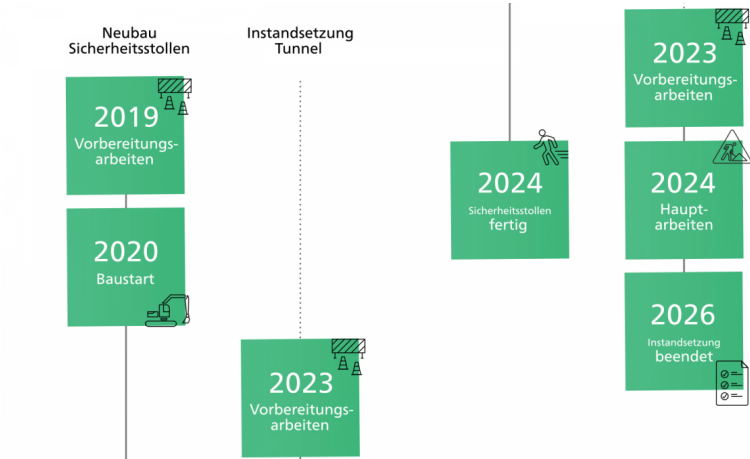
Print version of newsletter



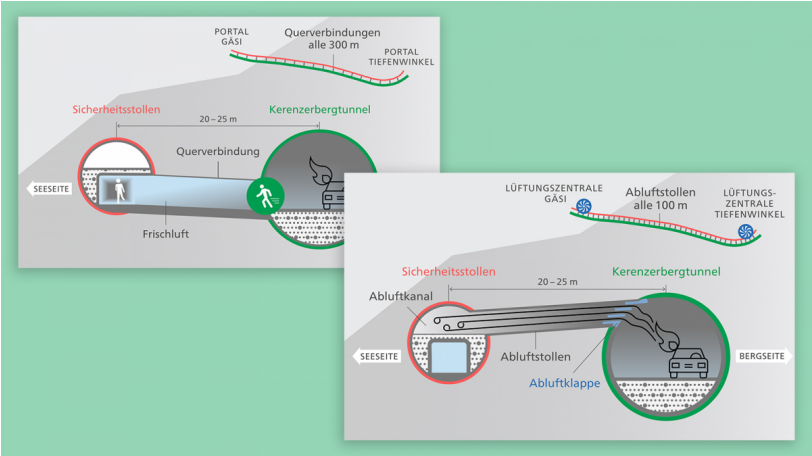
Flyers for walkers



Provision of information on the start of construction to nearby residents



Infographics depicting the construction timeline



Infographics depicting measures in escape routes



Construction-site notification boards