

Communication measures for highway renovation project



EBP is helping to develop and implement a broad mix of communication measures to ensure that the various stakeholders involved are made aware of the reasons for, and are therefore in a better position to accept, the renovation of Federal Highway A3 between Murg and Walenstadt.

In continuous operation for more than 30 years, the section of Federal Highway A3 between Murg and Walenstadt has so far undergone nothing more than minor maintenance work and occasional road-surface repairs.

The Swiss Federal Roads Office (FEDRO) therefore decided to undertake a comprehensive renovation of that stretch of roadway. The aim of the project is to repair any existing damage, update all obsolete systems to the latest technical standards, and ensure the safe flow of traffic for the next several years.

Targeted project communication

EBP is helping the FEDRO to develop and implement a targeted communication strategy to accompany the project. By devising finely-tuned and appropriate communications measures, we are ensuring that the relevant stakeholders, including motorists, nearby residents, public officials, and media representatives, understand the reasons behind the renovation project and are kept abreast of the latest project developments.

Our services

- Development of a communication strategy
- Public relations

Client

Swiss Federal Roads Office (FEDRO)

Facts

Period 2013 - 2022

Project Country Switzerland

Contact persons

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- Creation of the murgwalenstadt.ch website
- Creation of project brochures
- Creation of a storytelling project poster
- Project photography
- Creation of infographics
- PowerPoint presentations



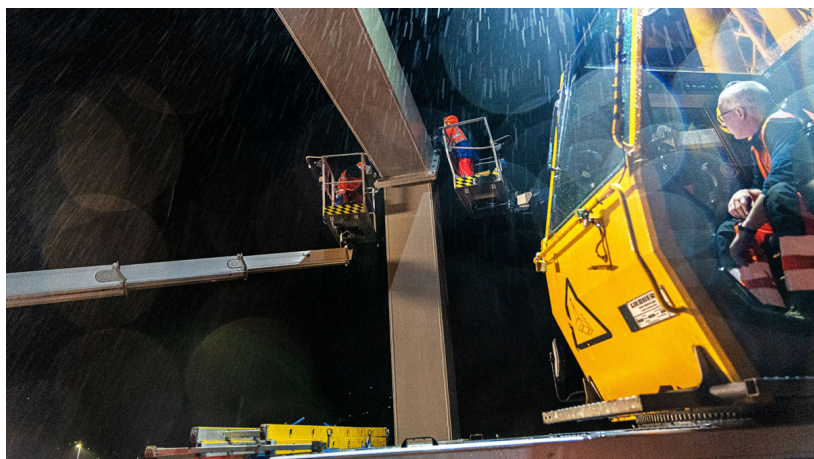
Photography capturing the various renovation measures



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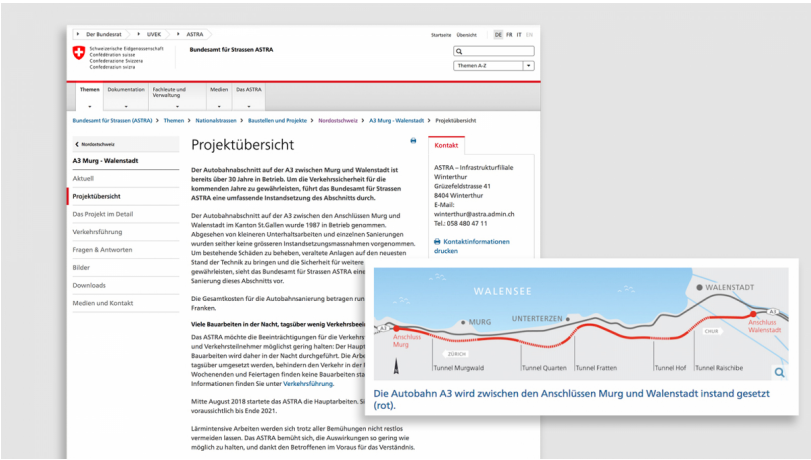
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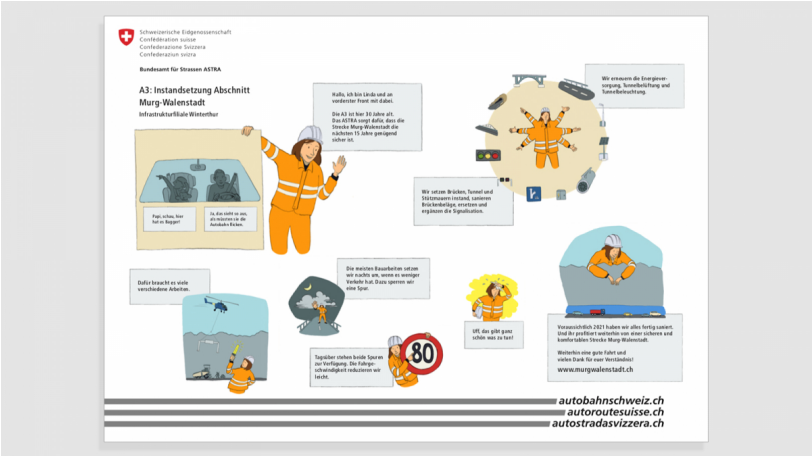
Photography capturing the various renovation measures



Website: murg-walenstadt.ch



Flyer offering the most important project information



A0-Poster: illustrative storytelling