

N matters – the art of risk communication

Dr. Norbert Taubken

Business Director, Scholz & Friends Reputation, Berlin, Germany

E-mail: norbert.taubken@s-f.com

Abstract

Stinking manure on the fields, clouds of yellow smoke set free from chimneys. Easily recognized challenges mainly cause quick answers but rarely sustainable solution. Communicating about N is a tricky task: at least in a somehow objective way. More specific perceptions of N are not on the agenda of a broader public. This causes directly a lack of awareness within key stakeholder groups. Taubken will present some tools of risk communication that might be used to support agenda setting processes and broaden the small path between panic and unconcern.

Keywords: public awareness, agenda setting, risk communication, perception, communication tools

In case of citations, please note:

References are to be presented according to the “Harvard” alphabetical system (in alphabetical order) as endnotes. In the text, references should be presented as variants of “Smith et al. (2012)” or “(Smith and Jones, 2014)”. The alphabetical list of references should contain last name and first letters of first name(s), year, title of article, journal, volume, page. You should use the guidance of IOP publishing (<https://publishingsupport.iopscience.iop.org/authoring-for-journals/>).