



KENTLERİN İTİBARI VE YEŞİL İLETİŞİM

2. Yeşil Şehirler Zirvesi, Tolga Yücel



MARKA VAADI



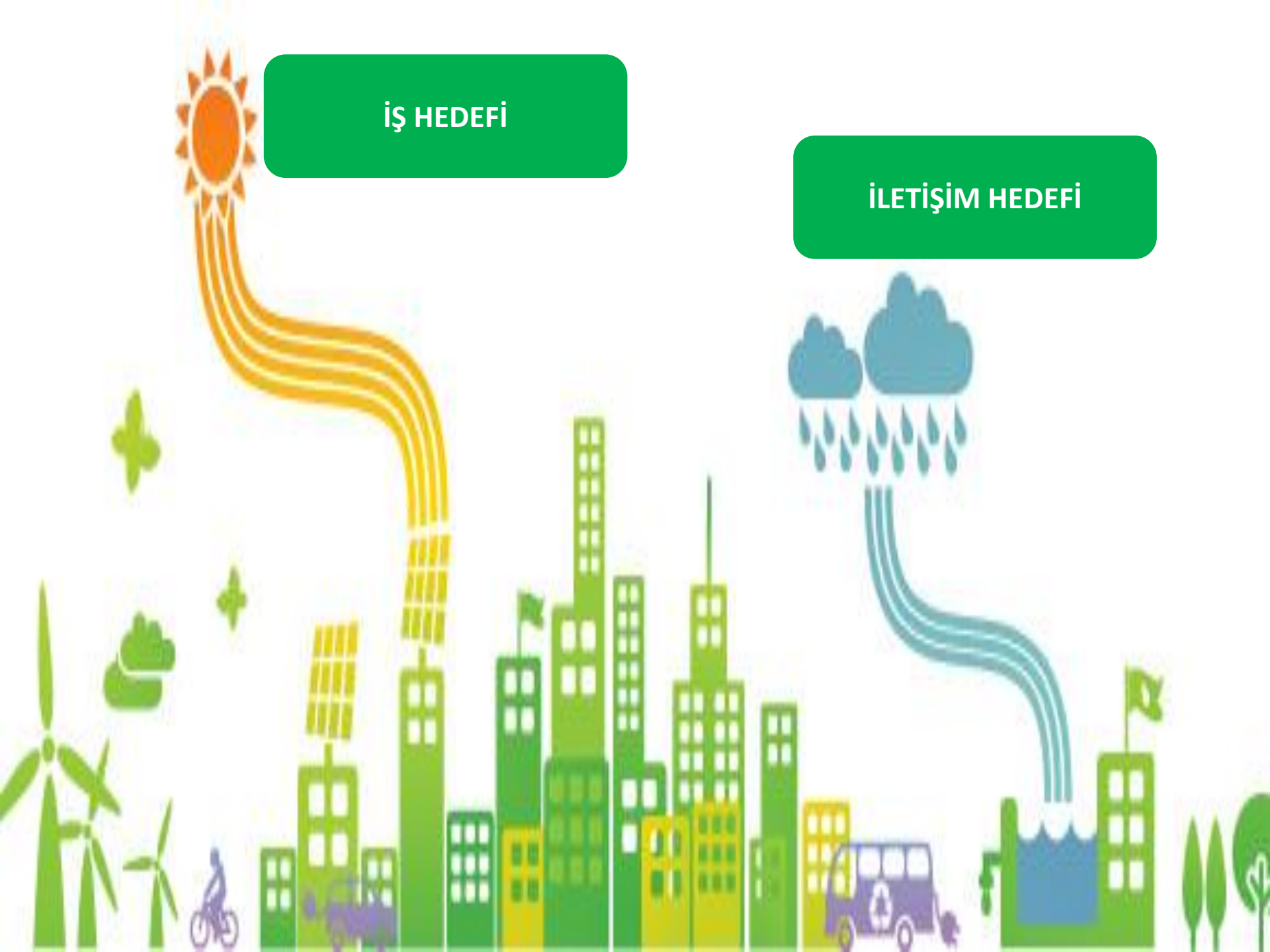
GÜVEN

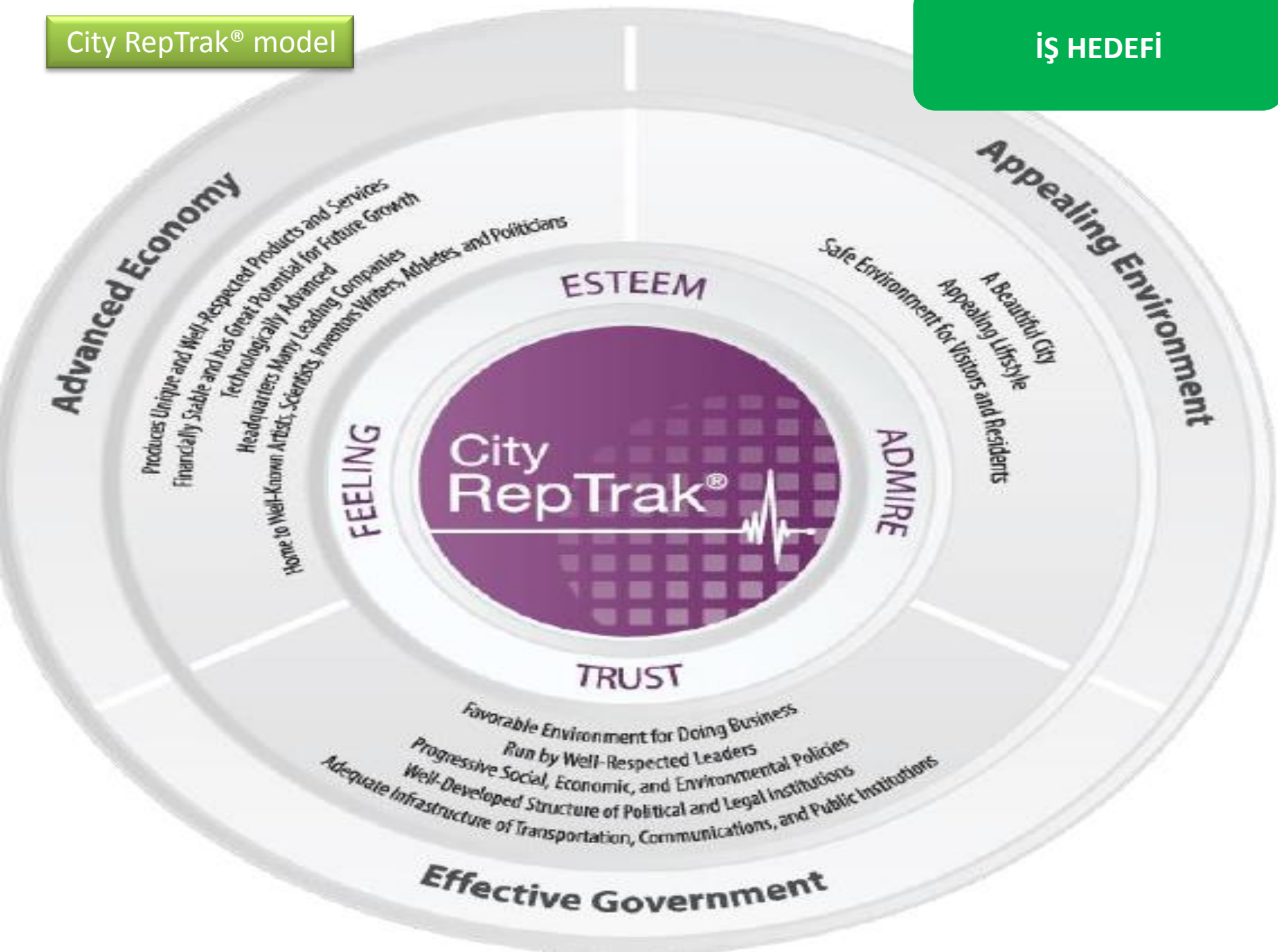
BURSA'NIN MARKA VAADI?



İŞ HEDEFİ

İLETİŞİM HEDEFİ





Sosyal olanaklar

Sağlık Hizmeti

Eğitim İş olanakları

Yol güvenliği

Yoğunluk
Hijyen

Kalite

Çevreci

Trafik

Kentsel tasarım

Kamusal alan

Bisiklet yolu

İklim Değişikliği

Alanları

Alanlar

Erişilebilir

Sürdürülebilir

Kültürel alan

Politika

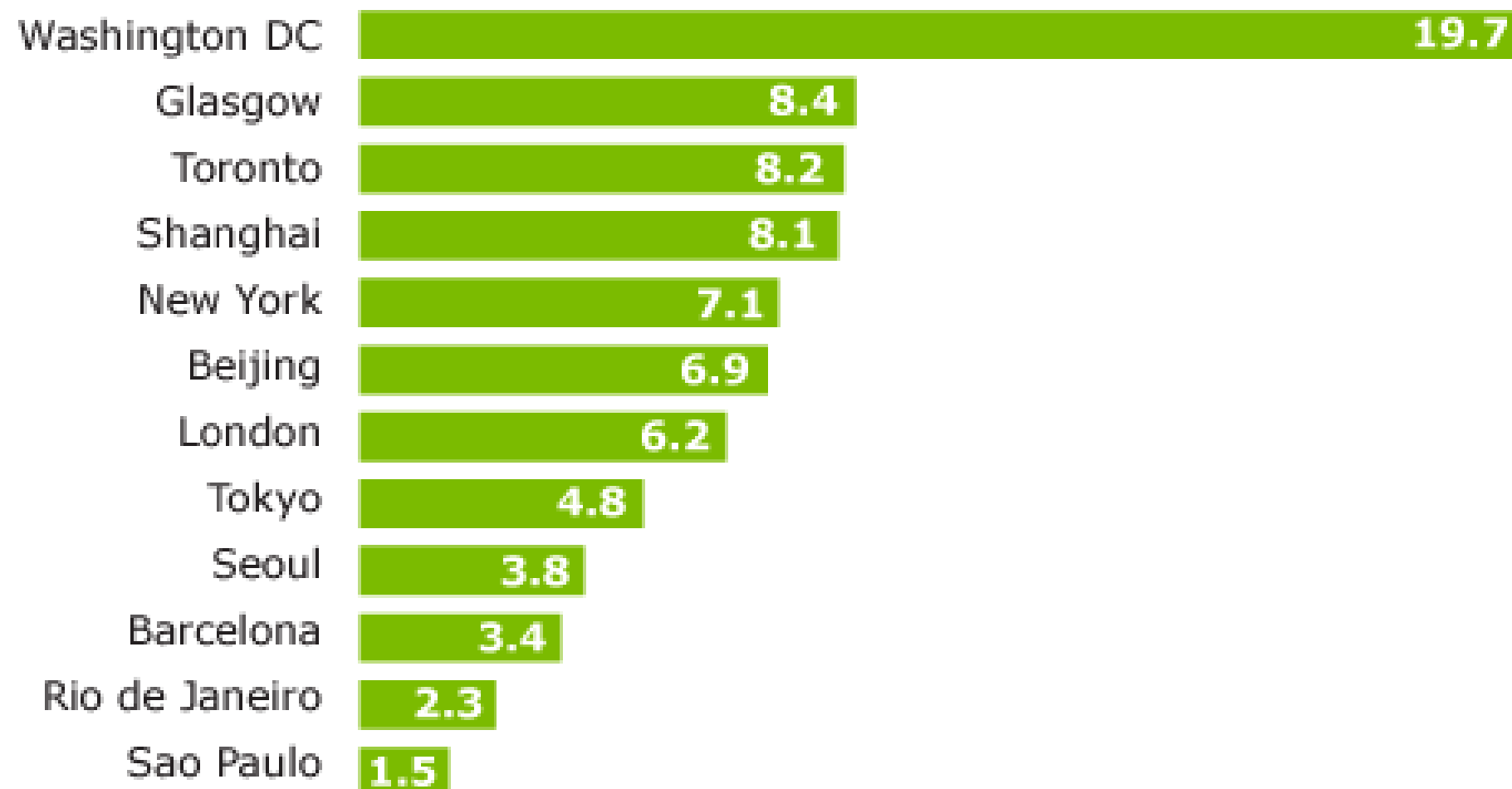
Doğal alan

Toplu taşıma

Nüfus

The big smoke

Greenhouse gas emissions per capita (tonnes of CO₂ equivalent)



MONOCLE'S QUALITY OF LIFE SURVEY



MONOCLE

Important criteria in this survey are safety/crime, international connectivity, climate/sunshine, quality of architecture, public transportation, tolerance, environmental issues and access to nature, urban design, business conditions, pro-active policy developments and medical care.

MONOCLE'S QUALITY OF LIFE SURVEY-2014



1. KOPENHAG

The EIU's Global Liveability Ranking 2014

1. MELBOURNE

A photograph of the Melbourne skyline. The Spire at Eureka is the tallest building in the center. To its left is the Yarra River, and in the foreground, the Bunnings Bridge is visible. The sky is blue with a few clouds.

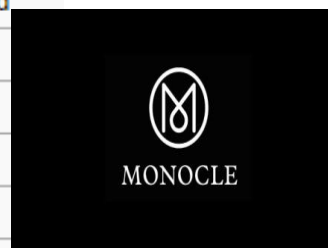
MONOCLE'S QUALITY OF LIFE SURVEY-2014

	City	Country
1	Copenhagen	 Denmark
2	Tokyo	 Japan
3	Melbourne	 Australia
4	Stockholm	 Sweden
5	Helsinki	 Finland
6	Vienna	 Austria
7	Zürich	 Switzerland
8	Munich	 Germany
9	Kyoto	 Japan
10	Fukuoka	 Japan
11	Sydney	 Australia
12	Auckland	 New Zealand
13	Hong Kong	 Hong Kong
14	Berlin	 Germany
15	Vancouver	 Canada
16	Singapore	 Singapore
17	Madrid	 Spain
18	Paris	 France
19	Amsterdam	 Netherlands
20	Hamburg	 Germany
21	Barcelona	 Spain
22	Lisbon	 Portugal
23	Portland	 USA
24	Oslo	 Norway
25	Brisbane	Australia



The EIU's Global Liveability Ranking 2014

	City	Country
	Melbourne	 Australia
	Vienna	 Austria
	Vancouver	 Canada
	Toronto	 Canada
	Adelaide	 Australia
5	Calgary	 Canada
7	Sydney	 Australia
8	Helsinki	 Finland
9	Perth	 Australia
10	Auckland	 New Zealand
11	Zurich	 Switzerland
12	Geneva	 Switzerland
13	Osaka	 Japan
14	Hamburg	 Germany
15	Stockholm	 Sweden
16	Montreal	 Canada
17	Paris	 France
18	Frankfurt	 Germany
19	Tokyo	 Japan
20	Brisbane	 Australia



A photograph of a narrow, winding asphalt road that curves through a dense forest. The trees are tall and slender, with a thick canopy of bright green leaves that fills the upper two-thirds of the frame. Sunlight filters through the leaves, creating dappled light on the road surface. The road itself is dark and appears slightly wet, with a white dashed line marking its edge. The overall atmosphere is serene and natural.

İLETİŞİM HEDEFİ

KENTLER İÇİN İTİBARDA YENİ NESİL 3 İLETİŞİM DEĞERİ YÜKSEK KAVRAM



KURUMSAL PERFORMANSIN İLETİŞİMİ

(KENTİN YÖNETİCİLERİNİN İŞ HEDEFİ
DOĞRULTUSUNDA YAPACAKLARI İLETİŞİM)

Sürekli

Tutarlı

Yaratıcı

Raporlar, Projeler, Ara Sonuçlar,
Katılım, Yönetim İradesi, Vizyon

SOSYAL PAYDAŞ YÖNETİMİ

(ÖZELLİKLE O KENTTE YAŞAYALAR, STK'LAR, AKADEMİSYENLER, KANAAT ÖNDERLERİ)

İSTİŞARE

İKNA

İTTİFAK



SÜREÇLERİN VE DÖNÜŞÜMÜN İLETİŞİMİ



Marka Vaadini
Destekleyecek:

- Ürün
- Hizmet
- Başarı Hikâyesi
- Ölçülebilir Kıyaslamalar

GÜNDEM YÖNETİMİ



- YEŞİL İLETİŞİMİN TEMEL 3 KAVRAMI İLE İLGİLİ FARKLILAŞMA YARATACAK,
- MARKA VAADİNİ DESTEKLEYECEK,
- YA DA POTANSİYEL KRİZ OLUŞABİLECEK KONULARIN STRATEJİK VE PROAKTİF OLARAK İŞLENMESİ

REAKTİF İLETİŞİM YÖNETİMİ



**YEŞİL DAHİLİNDEKİ TÜM
KAVRAMLARLA İLGİLİ
«RACON KESME»**



LİDERİN İLETİŞİMİ

(Kendi yaptıkları, rol
model olma, yeşil
temelinde itibar ile
ilgili kanaat önderi
konumuna gelme)

ÇOK TEŞEKKÜRLER!!!!



@stolgayucel