
http://researchrepository.murdoch.edu.au/3611/

Presentation

It is posted here for your personal use. No further distribution is permitted.
Bling & the Art of Impact Assessment
Rob Verheem - NCEA
The importance of communication

What is impact assessment?

- **information**: synthesizes assessments of environment, poverty, health and other issues

- **dialogue**: structures and organises public & government debate on these issues

- **influence**: offers mechanisms to take results of assessment and debate into account
How well are we doing?

- Pretty good on information
- Sometimes good on participation
- Pretty weak on influence
- Communication is key for influence
- We don’t communicate: innovation needed
Creating desire

Advertising companies exist to make us want products and services. *Holland Herald* dared three of the Netherlands’ hippest agencies – John Doe Amsterdam, Strawberry Frog and KesselsKramer – to create desire for a seemingly uninteresting product: the six-inch nail.

The following six pages is the result of this exclusive creative challenge.
How to sell a nail - part 2
Innovations to discuss

- SEA games
- SEA in Second Life
- SEA movies and videos
- And?
- Should we continue at IAIA08? How?