



# Institutional setting

Image improvement of the ZBH concerning the target groups:

- employees
- customers (population)
- politics





## Starting point

- improve the company's visibility and create a good public image
- give a face to the company
- work out the duties of the company and present them to the citizens
- position the company



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## Approach

- optimisation of the operating procedures/  
improvement of the working quality
- care of the work atmosphere
- public relations
- transparency



## Outputs

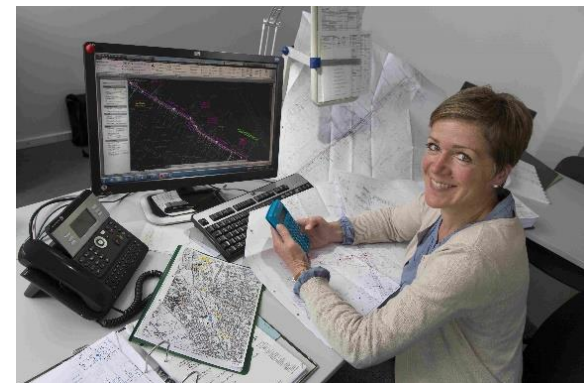
- for employees: Improved cooperation within the company
- for customers: Establishment of a "public relations" position
- change of the relationship between management and politics





## Lessons

- public perception is changing slowly, but sustainably
- the commitment of the employees increases
- the employees identify with their company
- politics takes sides in "their company" and abstain from arbitrary criticism





## Follow up

### Adaptation of future tasks of the company

- establishment of additional communication channels (social media)
- consideration of demographic change
- expansion of the range of services

