

Communication strategy for the Kerenzerberg Tunnel renovation project

Bundesverwaltung UVEK Schweizerische Eidgenossensch Confedération suisse Confedérazione Svizzera Confedérazion svizza	ASTRA aft Bundesamt für Strassen ASTRA	Q	LÜFTUNGSZENTRALE Abluftstollen LÜFTUNGS GASI alle 100 m ZINTRALE Sicherheitsstollen 20-25 m Kerenzerbergtunnel
N03/70 Kerenzerbergtunnel Bundesamt für Strassen ASTRA > 1	103/70 Kerenzerbergtunnel 🔸 Projektübersicht		Abluftstollen Abluftstollen Abluftstollen
Aktuell	Projektübersicht	Newsletter	Abluftklappe
Projektübersicht	Der Autobahnabschnitt der A3 beim Kerenzerbergtunnel ist bereits über 30 Jahre in Betrieb. Um die Verkehrssicherheit	Melden Sie sich für unseren kostenlosen Newsletter «Info Kerenzerbergtunnel» an und	The second s
Das Projekt im Detail	für die kommenden Jahre zu gewährleisten und den langfristigen Betrieb sicherzustellen, führt das Bundesamt für Strassen ASTRA eine umfassende Instandsetzung des	werfen Sie einen Blick in frühere Ausgaben.	
Verkehrsführung	Abschnitts zwischen den Anschlüssen Weesen und Murg durch. Zudem wird ein neuer Sicherheitsstollen für den		
Bilder	Kerenzerbergtunnel gebaut.		
Downloads	In Kürze		
Medien und Kontakt	Bauzeit Kosten keine total		

Whenever a section of a major highway is slated to undergo significant renovation measures, it is essential to inform the various stakeholders so as to secure public acceptance. Shortly after the decision was made to renovate the Kerenzerberg Tunnel, EBP developed and implemented a communication strategy.

The section of Federal Highway A3 near the Kerenzerberg Tunnel was first opened to motorists in the 1980s. In the interest of ensuring the smooth long-term operation and a high level of traffic safety along this segment of the highway, the Swiss Federal Roads Office (FEDRO) is undertaking a comprehensive renovation of the Kerenzerberg Tunnel, which is also to include the installation of a new escape route.

Online and offline measures

To secure public acceptance, it is crucial to help the various stakeholders (e. g. motorists, public officials, residents, walkers, media representatives, etc.) to understand the reasons for the renovation project and to help them stay abreast of the latest project-related developments. That is why the FEDRO commissioned EBP to develop and implement a stakeholderspecific communication strategy. We created a project website using the federal website design system to provide the most important background information and the latest traffic-related developments such as shutdowns and detours (www.kerenzerbergtunnel.ch). We also created a newsletter, informational brochures, fact sheets, infographics, constructionsite notification boards, and media releases.

Client

Swiss Federal Roads Office (FEDRO)

Facts

Period	2013 - 2020	
Project Country	Switzerland	

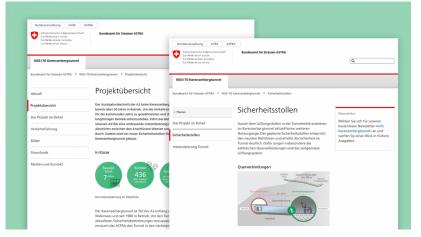
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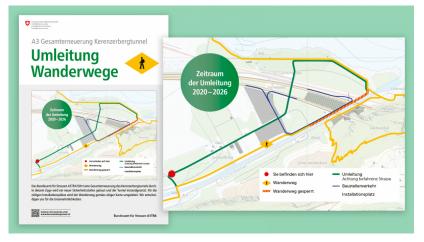
Website: kerenzerbergtunnel.ch



Online newsletter



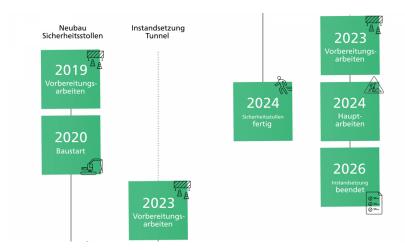
Print version of newsletter



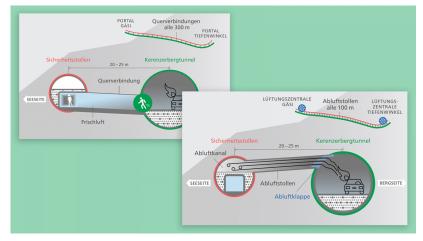
Flyers for walkers



Provision of information on the start of construction to nearby residents



Infographics depicting the construction timeline



Infographics depicting measures in escape routes



Construction-site notification boards