

Case Story

Client: **Religion, Science & The Environment (RSE)**

Period: **1999 2000**

The Task

- Advise and cooperate with **Religion, Science & The Environment (RSE)** in Hungary as communications advisor of **Symposium III "A River of Life" Down the Danube to the Black Sea**, organized under the auspices of **His All Holiness The Ecumenical Patriarch Bartholomew I** and **His Excellency Romano Prodi, President of the European Commission**, and in particular support Plenary 5 "Times of transition. Rivers in transition: Setting the priorities" held in Budapest on October 21, 1999 in the following areas:
 - Act as communications advisor to position RSE as a key conservation organization committed to environmental ethics in Hungary as well,
 - Support the leadership of RSE standing for cooperation of religion, science and environment to strengthen environmental awareness,
 - Handle public affairs/government relations: liaise on behalf of RSE to approach relevant segments of the Hungarian community, especially government, local media and journalists, as well as scientific and conservation organizations,
 - Handle press relations.

Measures

- **Planning** and organizing the whole program of Symposium III whilst in Hungary, including the agenda of HAH The Ecumenical Patriarch as well as of Plenary 5;
- Securing the Hungarian Academy of Sciences as partner to host Plenary 5 meeting in its Ceremony Hall in Budapest;
- Organizing the visit of the Basilica of Esztergom for HAH The Ecumenical Patriarch Bartholomew I;
- Coordinating with HE Dr. Árpád Göncz, President of the Republic of Hungary in order to win him to address the attendees of Symposium III in Hungary;
- Coordinating audience for HAH the Ecumenical Patriarch with the President of the Hungarian Parliament;
- Organizing the cultural visit and sightseeing of Budapest;
- Setting up the program of Plenary 5 with the professional support of the Ministry of Environment;
- Setting up VIP and press invitee lists, producing, mailing and following up invitations to Plenary 5,
- On-going media relations:
 - Setting up media list for the press conference and Plenary 5 in Budapest.
 - Translating, adapting, producing and distributing press release prior to the event,
- Developing, producing and distributing information materials (press release and background information) to selected media and journalists during event;
- Media monitoring and analyses.

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Results

- The positive responses of Hungarian authorities were a testimony of the support achieved in favor of the goals of Symposium III, RSE and its mission;
- Reached optimizing effect with regard to decision-makers, as well as the general public, enhancing their concern for the urgent issues raised by the RSE initiative;
- Outstanding quantity and quality results of Hungarian press coverage of Symposium III - highest amongst all the Danube countries participating in the RSE conservation initiative;
- Wide majority of press clippings carried only positive and objective information with reinforcing effect in favor of the targets of Symposium III.