



Sediment Stories

Let's put sediment on the radar !

SEDIMENT



- Our e
making

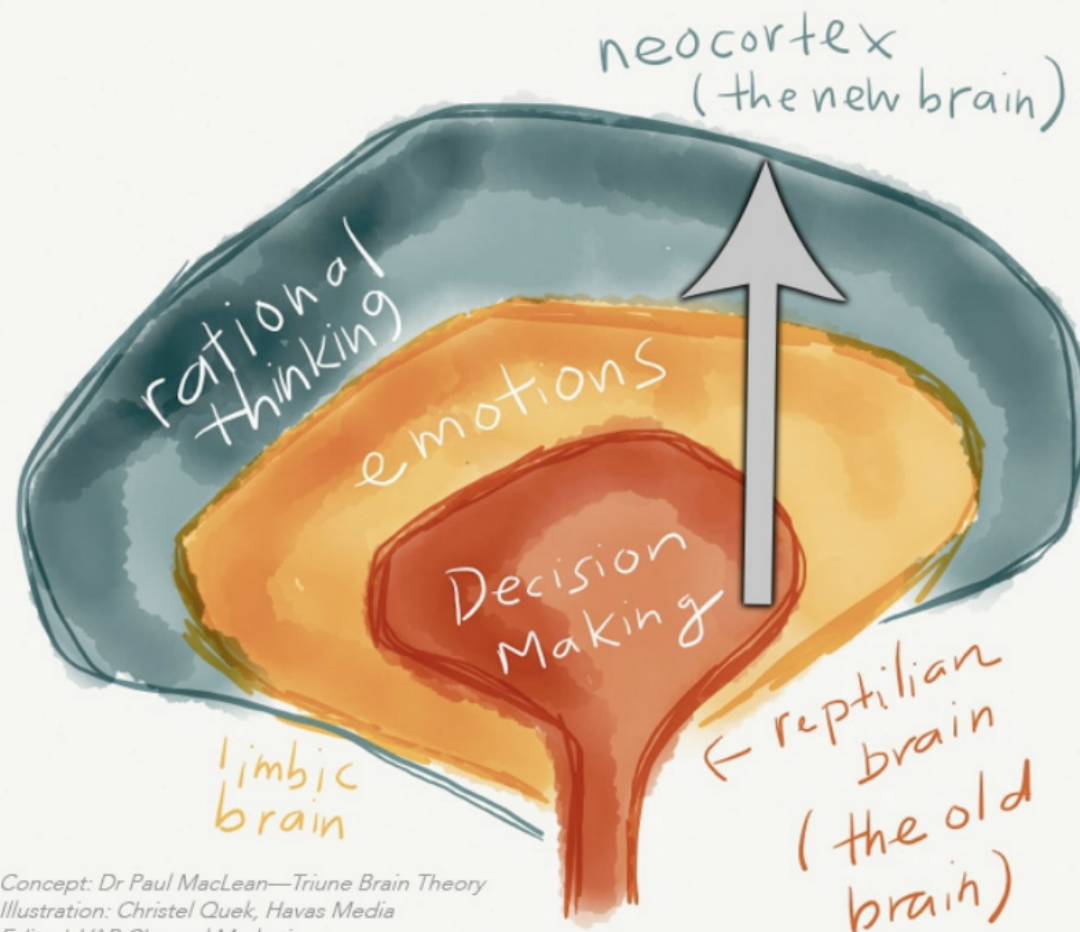
- Chang
work on



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Stories ? Why ?



Concept: Dr Paul MacLean—Triune Brain Theory
Illustration: Christel Quek, Havas Media
Edited: VAR Channel Marketing

"We are not thinking machines, we are feeling machines that think".

Stories ? Why ?

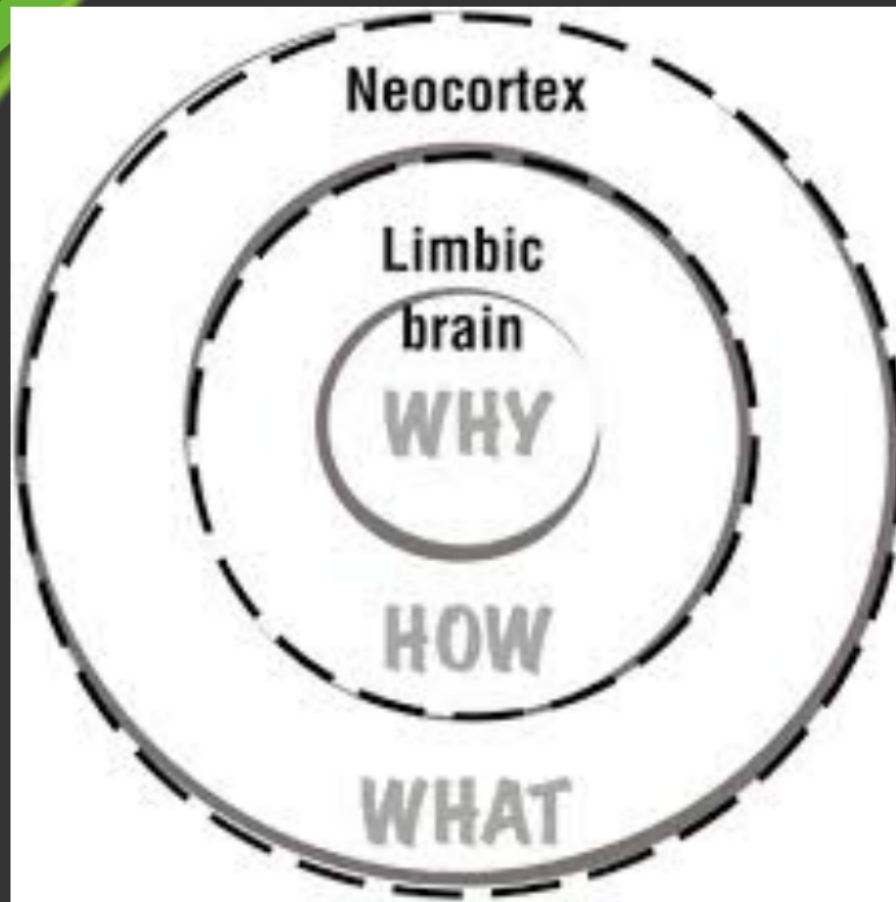
- Our emotional brain controls decision making, motivation, long-term memory.
- Change the perception of sediments => work on the emotional brain.
- “Facts tell, but stories sell” : stories appeal to our emotional brain.

What do we tell ?



Simon Sinek:

- Start with WHY
- People do not buy what you do, they buy why you do it.





Why ?

- reason, purpose ?

=> societal
challenges

=> connect to
people's lives
(customers)

Example for soil

- Why is soil remediation of abandoned factories necessary ?
To create new space for working and living
 - Why is it important to protect soils worldwide ? This could help prevent migration.
- <http://www.bodembewust.be/soil-stories>

How do we collect sediment stories ?

- At Sednet Conference: big white paper, pens, post-it's.
- Afterwards: via email to marjan.euser@deltares.nl or to soilstories@ovam.be

***Let's inspire others
and get inspired !***



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