

## THE ROLE OF CORPORATE CITIZENSHIP IN AIRPORT COMMUNICATION ON NOISE

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### SUMMARY

*The paper investigates the role of corporate citizenship (CC) in communication concerning noise in airport surroundings in order to mitigate noise annoyance. The study aims to improve understanding on stakeholders' interests and helps to find a common solution on noise mitigation by highlighting the appropriate communication tools and describing best practices on selected airports.*

**Keywords:** corporate citizenship, CSR, aircraft noise annoyance, communication.

Aircraft noise and **noise annoyance** is an increasing problem around airports worldwide. Many European airports realized that they need to take over responsibility and explicitly work on aircraft noise reduction.

The literature however showed, that noise alone can explain 39-59 percent (NORAH, 2015) or even only 33 percent (COSMA, 2013) of noise annoyance. Other, so called **non-acoustical factors** are at least that important (i.e. transparency, trust, fairness as part of the social factors, see Fig.1).

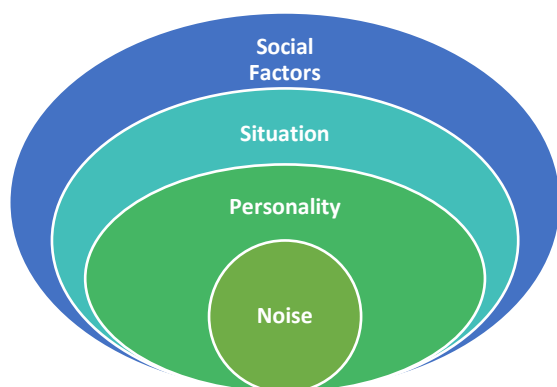


Fig.1. Factors of noise-annoyance.

People are often annoyed, because they feel not to have any influence over the results of the airport decision processes and felt unfairly treated by the airport and the politics. Lacking trust and misfeasance can lead to a negative attitude towards the source of the noise (i.e. airlines and airports) and its regulating authority—combined with a high annoyance level.

Therefore, in order to mitigate the noise annoyance of the population, it is crucial to improve the above non-acoustical factors and feelings by communicating the airports' noise reducing measures and their results. Providing residents with more information and participation possibilities, but also bearing responsibilities for the citizens play an important role in the sustainable airport environment.

The question of responsibility automatically leads to the strategy of **Corporate Social Responsibility (CSR)**. The problem is that the already active policy of noise mitigation or at least limitation does not effectively reduce the noise annoyance.

The strategy of **Corporate Citizenship (CC)** goes one step further, not only accepting the own responsibility but also building good relations as a good citizen towards the different stakeholders. Communication then is seen as one important tool to build up good relations.

Our paper investigates the role of CC in communication concerning noise in airport surroundings. We are looking for an answer to the **research question: how to mitigate noise annoyance by communication?**

The idea in marketing communications is mostly to communicate the advantages of a product. Communication about the negative side of a product – here in this context the noise as a by-product of air travelling – is less developed. Especially ways have to be found to deal with the complainers and also with the media as influencers in the region. In sum, a marketing strategy has to be developed building up **trust and fairness**.

The study aims to assist airports, local governments and the affected population to understand the complexity of stakeholders' interests and to find a common solution on noise mitigation by highlighting the appropriate **communication tools** and describing **best practices** on selected airports.

### REFERENCES

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