



A communication strategy for stakeholders of real estate market in context of radon

State Office For Nuclear Safety („SONS“)

www.sujb.cz

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Basic information of the topic

- Civil code changed time when it is possible to claim a hidden defect / **half a year before, 5 years presently/**
- SONS have information about judgements which recognized the presence of volume activity of radon and gamma dose rate as a hidden defect **from 2017**
- The main argument of the actions, as indicated in the judgments, was a hidden defect reported by the buyers
- The seller didn't present results of radon and gamma dose in writing to the buyer
- The value of a radon activity wasn't important /lower or higher than reference level /

A principal argument of judgments

**Only a buyer
with the right information
about radon levels
can make educated purchase decisions
about the real property
that include the consideration of the risk of
radon to health for him and his family**

Communication strategy

- this risk of legal action is a strong motivation to build new communication strategy for real estate market
- we determined stakeholders / seller, buyer, broker, lawyer/
- we discussed it with an expert on on-line communication and social media
- we identified first important steps to do
- we have to be prepared to react quickly with a new approach if we find one step works poorly and does not support the targets

2017 - 2018

- we share information on the SONS and radon action website
- we presented basic information at real estate conference /400 people/
- we prepared conference for 700 stakeholders of real estate market – had to be canceled
- we discovered that sharing information about radon face to face isn't effective and interesting for stakeholders

2019

- we selected the most visited real estate website
- we are preparing short banner about radon as hidden defect for the website with click for more information
 - why is it important to know the value of radon?
 - would you like to know the value of radon?
 - we provide 2 detectors for long term measure for free
 - do you need information about radon early ?
- webinar streamed to YouTube with professional cooperation
- evaluate results of the strategy

2020

- share the results
- repeat the communication strategy and include our experience
- add other steps
 - Instagram, Facebook, popular articles of radon/
real life stories
- present our experience to the public and to experts

*Thank you for your attention
Prague, Czech Republic*

