



## ACTIVITY 1.2

### REVISION OF LOCAL ENERGY PLANS THROUGH

### INVOLVEMENT OF CITIZENS AND OTHER STAKEHOLDERS

#### **DELIVERABLE 1.2.6.**

**Communication strategies for presenting  
the revised energy plans to the general  
public - Municipality of Forlì - IT**

**Version 1  
08 2020**



## Introduction

The goal of this deliverable is to create a communication strategy for presenting the newly revised energy plans for the municipality in Central Europe by using Tool 3 (D.T2.2.3) from TWP2. After the creation of the communication strategy the new energy plans will be presented to the public in a workshop (D.T1.2.7) by making sure the new energy plans are easily understandable and effective to reach the whole community.

The purpose of the communication strategy should be the information exchange on the content and status of the energy plan, raising awareness for the broader goals of the energy plan, involve local stakeholders and the general population as deeply as possible.

Clear, specific and measurable objectives are keys to the success of any communications strategy. When setting these objectives you should think through:

- The current status of the energy plan's situation in the communication sphere of the community
- The different communication possibilities of the revised energy plan's communication implementation
- The description of an attractive opportunities for local participation and activation
- The possible members of a team that can address and lead different characters and people of the strategy's implementation
- The involvement of experienced and professional communications experts
- The tools and actions used for reaching the goals of the strategy
- The budget opportunities
- The timeline of implementation
- The evaluation methods of implementation

This communications strategy is intended for use with the Tool 3 (D.T2.2.3), a set of files that includes example documents and additional guidance for implementing the strategy. Those implementing the strategy should feel free to use, expand, and update the document and the other documents during implementation and after, to capture new ideas and materials, allow future communications efforts to build on existing, and make the best use of limited resources. You can add new chapters as well.



## 1. Status analysis

*From the beginning of the revision process of the existing SEAP into the new SECAP of the Municipality of Forlì, and the fulfillment of the first deliverable of the INTERREG-CENTRAL EUROPE Project ENES-CE several activities in the communication sphere lead to the involvement of several groups of citizens.*

*Through the WPT1 workshops n.1 and n.2 the issues of the SECAP have been discussed with environmental organizations and with economical and institutional stakeholders.*

*Two main Local Focus Groups have been reached with quite far different activities. On one hand, a technical workshop with experts in environmental studies, sustainable energy, climate changes issues was dedicated to the professional operators of the City, on the other hand, children have been as well involved as an important stakeholder with laboratories in some municipal schools and with their opinions and contributions, some experts in videomaking tailored a stop-motion videoclip. Such a communicative product has been spread through the institutional webpage and Facebook account of the Municipality of Forlì.*

*A first quote of promotional materials (cotton bags and pens) was produced to involve the citizens and invite them to participate in the project activities.*

### 1.1 Communication status of the current energy plan

*At date the current energy, mobility, environmental plans are published on the institutional website of the Municipality.*

*Since the ENES-CE Project is ongoing, the news of the revision of the existing SEAP into a new SECAP have been communicated through the institutional website and the social media accounts.*

### 1.2 Media and communication situation in the municipality

*The main instrument for the deal between the Municipality and the citizens are the institutional website and the Public Relations Office. Besides, the Mayor, his Secretary Office, and the PR-Office run also institutional Facebook and Youtube accounts. The Press Office organizes periodical Press Releases to communicate the most important activities and decisions of the Administration. The Energy Help Desk is a service active by the Energy and Mobility in-house Society which provides information about energy efficiency and the use of renewable energy sources.*

### 1.3 Stakeholder description

*Among the administrative personnel many representative and technician could be interested in the revision and the share of the goals of the SECAP: several offices are involved in the planning of overlapping issues such as public building refurbishments, urban development, green and blue areas, civil protection, sustainable mobility.*



*The stakeholders already involved in the revision path from the SEAP to the SECAP are the local environmental associations and the main economic actors of the City, as well as trade associations, technicians and professionals, energy service providers, University, public transports society, Regional environmental agencies.*

*Furthermore, through the official municipal media channels, it is possible to address a communication to such groups like families, business sector and elder people. Since the discussion risks to leave out the group of the children, laboratories in schools allowed to rise their interest too. The initiative led to the publishing of a stop-motion video explaining the point of view of the students of three classes of primary schools; the project has been renewed with an extra edition with the pupils of three more classes during the following schoolyear.*



## 2. Objectives of the strategy

*The Communication Strategy is the document which identifies the path towards a wide and effective dissemination of information about the SECAP, the engagement of the Municipality of Forlì on the issues of sustainable energy and struggle against climate changes and the global importance of everyone's role.*

### 2.1 Main objectives

*Objective of the communication is spreading the importance of having a SECAP for the Municipality of Forlì and which is its importance in everyday life of each and every one. In particular, it is necessary to underline the urgency of a fast adoption of shared mitigation and adaptation actions to face the climate changes.*

*The Communication will primarily include:*

- *The participative path of revision of the existing plan into the SECAP;*
- *The mitigation and adaptation indicators related to the actions planned;*
- *The use of renewable energy sources and the energy efficiency;*
- *The ENES-CE energy group and the pilot action*

### 2.2 Main message

*The main message for communicating the revised energy plan is “The whole community is involved in reaching the goals set to contrast the climate change”. Such a statement, on one hand urges both the administration and every stakeholder of the territory to take action personally, on the other hand suggests which opportunities can lead to virtuous cycles joining economical and environmental positive effects.*

### 2.3 Supporting messages

*Supporting messages for communicating the revised energy plan are related to the relationship of trust between the administration and the citizens: ranging from economic stakeholders to environmentally engaged organizations and from children of primary schools to elder people.*

### 2.4 Target groups

*The target groups for the communication of the revised energy plan can be classified into four main categories:*

- **Local Public Authorities:** *the City Council and the offices whose activities are somehow related to the SECAP have been involved in the path of the revision of the energy plan through WS1 and WS2;*



- **Economic Stakeholder:** the representative of the trade unions took part in the path of the revision of the energy plan and the professional have been invited to a Local Focus Group;
- **Environmental Associations:** are sensible to every issue in the field of the environmental threats, discuss in a roundtable the impact of many municipal initiatives, are active on social networks, have been involved in the path of the revision of the energy plan through WS1 and WS2;
- **Common Citizens:** are the rest of the whole community, cover the whole spectrum of ages, mainly think they are not directly involved in energy, environment, climate change issues..

*Since the first three groups are already aware of the ENSE-CE project and of the revision process towards the new SECAP, the communication addressed to them is intended to keep their attention, share a common aim and collect and integrate their point of view into the new plan.*

*The fourth group is the most consistent one and the most difficult to commit into the SECAP issues. The activities in the schools were intended to stimulate a discussion into the classrooms and, through the children, reach the families. The videoclip tailored with the material provided by the students had the purpose to make a nice product available, to be shared to the wide public through the official social network accounts of the Municipality. The energy group and the pilot project activities of purchasing instruments for the energy efficiency, follow the idea of merging the single interests of the citizens and to get together to find a common solution, starting from the energy efficiency.*



### 3. Tools and channels of implementation

<i>Tool / channel / action</i>	<i>Target group(s)</i>	<i>Main message(s)</i>	<i>Tool's/channel's / action's expected reach</i>	<i>Tool's/channel's / action's expected impact</i>	<i>Responsible for implementation</i>
<i>Workshop - WS3: a convivial happening of presentation of the SECAP activities open to the wide public</i>	<i>Local Public Authorities, Economic Stakeholders, Environmental Associations, Common Citizens</i>	<i>The whole community is involved in reaching the goals set to contrast the climate change</i>	<i>Families, Stakeholder, environmentally engaged citizens</i>	<i>Awareness of the existence of the new SECAP; recognition of the commitment of the Municipality of Forlì into the energy and environmental issues</i>	<i>Municipality of Forlì, FMI, External experts (moderator/presenter)</i>
<i>Educational laboratory in primary schools</i>	<i>Common Citizens</i>	<i>The whole community is involved in reaching the goals set to contrast the climate change</i>	<i>Children and their families</i>	<i>Awareness of the existence of the new SECAP, raise of personal will to commit, word of mouth between children and families</i>	<i>Municipality of Forlì, FMI, external experts</i>
<i>Stop-motion videoclip (realized from the educational laboratory in primary schools) shared through the institutional social media accounts (Facebook, Youtube)</i>	<i>Common Citizens,</i>	<i>The whole community is involved in reaching the goals set to contrast the climate change: the childrens' point of view</i>	<i>Children, families, common citizens, (wide public)</i>	<i>The children involved (and their parents) can share their work and spread the word to their friends; awareness of the existence of the new SECAP; motivational instrument to raise personal will to commit</i>	<i>Municipality of Forlì, FMI, ENES-CE steering committee</i>
<i>Press releases</i>	<i>Local Public Authorities, Economic Stakeholders, Environmental Associations,</i>	<i>Update about the SECAP and ENES-CE activities</i>	<i>Readers of the newspapers/online webpages which will publish the news (potentially the whole citizenry)</i>	<i>Raise interest on the activities, willing to participate to events, pilot actions, etc.</i>	<i>Municipality of Forlì, FMI</i>



	<i>Common Citizens</i>				
<i>Institutional webpages and social media channels</i>	<i>Common Citizens</i>	<i>Update about the SECAP and ENES-CE activities</i>	<i>Users of the institutional webpage, followers of the institutional SM Channels</i>	<i>Raise interest on the activities, willing to participate to events, pilot actions, etc.</i>	<i>Municipality of Forlì, FMI</i>
<i>Leaflet</i>	<i>Local Public Authorities, Economic Stakeholders, Environmental Associations, Common Citizens</i>	<i>The whole community is engaged in the SECAP;  Promotion of the energy group's pilot action</i>	<i>Participants to the events and activities</i>	<i>Awareness of the existence of the new SECAP, invite to the participation to the project activities</i>	<i>Municipality of Forlì, FMI</i>
<i>Promotional material (cotton bags and pens)</i>	<i>Common Citizens</i>	<i>The whole community is engaged in the SECAP;  Promotion of the energy group's pilot action</i>	<i>Participants to the events and activities</i>	<i>Awareness of the existence of the new SECAP, invite to the participation to the project activities</i>	<i>Municipality of Forlì, FMI</i>





## 4. Budget for implementation

According to the approved Application Form of the Project ENES-CE, for the implementation of the foreseen communication activities, the Municipality of Forlì has at its disposal the following budget lines:

<b>Budget Lines WPC</b>	<b>Specification</b>	<b>WPC</b>
<i>BL1 Staff Costs</i>	<i>BL1 Staff Costs</i>	<i>17.250,00</i>
<i>BL2 Office and admin.</i>	<i>BL2 Office and admin.</i>	<i>2.587,49</i>
<i>BL3 Travel and accomodation</i>	<i>BL3 Travel and accomodation</i>	<i>4.000,01</i>
<i>BL4 External exp and services</i>	<i>A.C2 Pubblicaions: leaflet 2.1</i>	<i>1.500,00</i>
	<i>D.C3.1 Public Events: co-organization of project international conference</i>	<i>6.500,00</i>
	<i>A.C7 Targeted events: Local focus groups events D.C.7.1-3</i>	<i>3.500,00</i>
	<i>A.C4 Promotion materials - 4.1 Office and event materials RP4</i>	<i>2.500,00</i>
<b>Total</b>		<b>37.837,50</b>



## 5. Timing of the communication strategy

<i>Tool / channel / action</i>	<i>Communication Campaign's Schedule</i>
<i>Workshop - WS3: a convivial happening of presentation of the SECAP activities open to the wide public</i>	<i>End of June 2021</i>
<i>Educational laboratory in primary schools</i>	<i>April - May 2021</i>
<i>Stop-motion videoclip (realized from the educational laboratory in primary schools) shared through the institutional social media accounts (Facebook, Youtube)</i>	<i>Beginning of June 2021 (before the end of the schoolyear)</i>
<i>Press releases</i>	<i>June 2021 and for the announcement of the most relevant activities</i>
<i>Institutional webpages and social media channels</i>	<i>Update and news for the most relevant activities</i>
<i>Leaflet</i>	<i>Handed during events or activities, from June 2021 on</i>
<i>Promotional material (cotton bags and pens)</i>	<i>Handed during events or activities, from June 2020</i>



## 6. Evaluation of the implementation

*Number of reached stakeholders:*

- *employees of municipality and public institutions;*
- *attendees of WSs and activities;*
- *visitors of published articles;*
- *reaches on Facebook/ Youtube;*
- *families reached by the educational laboratories in schools;*