



# 1.2.6 COMMUNICATION STRATEGIES FOR PRESENTING THE REVISED ENERGY PLANS TO THE GENERAL PUBLIC

## PART I: QUESTIONS

Communication strategies for presenting the newly revised energy plans have been developed for each municipality in CE

Version 1, BEG&SWP  
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Broad participation and targeted involvement of relevant stakeholders, key persons and relevant citizen groups is important for success.

In addition, it is advisable not to concentrate your energies on the people and groups who are "your opponents" and whom you can never convince anyway.

Possible questions that could help the leading stakeholder,

- to identify,
- to address specifically and correctly
- and to get other stakeholders, key persons and relevant groups of citizens for cooperation =>

**Questions to be answered:**

- *Who has external experience in revising Energy Plans?*
  - *Who can carry out reliable research and thus provide information on where the successful preparation of energy plans has succeeded?*
  - *Shouldn't failed attempts for establishing energy plans exclude as learning examples?*



**ENES-07** *Who are the most effective experts and not the most well-known experts? Teaming is important.*

- *Are they willing to share their experiences?*
- *What are the costs of these experts and possible existing documents?*

- *Who will be affected by the implementation of the Energy Plans?*
- *Who are the actors inside and outside the municipality who contribute to the development / implementation of the Energy Plan?*

- *Who will develop the new or revised Energy Plan?*
- *Who will be responsible for implementation and coordination?*
- *Who is expected to support / oppose the implementation of the Energy Plan?*

**Who needs to be involved in the development / implementation of the Energy Plan for the following local interest groups?**

- Population and local stakeholders
  - civilians
  - Actors in local institutions
    - Authors and writers
    - Storytellers
    - Press
    - Advertising agencies
    - Men and women's clubs
    - Sport clubs
    - Education, school directors
    - Retired teacher
    - Priests, pastors and church spokespersons
    - Health organisations
    - Heads of kindergartens
    - Fire brigades
    - etc.
- Economic operators
  - Agriculture
    - Spokesman of farmers' associations
    - Speakers and board members of machinery rings
  - Industry players
    - Successful business people
    - Lawyers and business professionals, such as auditors
  - other



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| <p><b>ENES-CE</b></p>   | <ul style="list-style-type: none"> <li>- Municipal actors             <ul style="list-style-type: none"> <li>· Responsible for elaboration and implementation</li> <li>· Relevant actors in different departments (architecture, environment, finance, etc.)                 <ul style="list-style-type: none"> <li>▪ Identification of mentors of each type!</li> </ul> </li> </ul> </li> <li>- Politicians             <ul style="list-style-type: none"> <li>· Regionally and nationally recognised politicians</li> </ul> </li> <li>- Other actors             <ul style="list-style-type: none"> <li>Identification of mentors of each type</li> </ul> </li> </ul>  |
| <p><b>When should the above actors be involved in the periods of the Energy Plan process?</b></p> | <ol style="list-style-type: none"> <li><b>1. During the creation of the Energy Plan</b> <p><b>Descriptive part</b></p> <ul style="list-style-type: none"> <li>○ Formulation of strategy and vision</li> <li>○ Formulating specific ambitions for reducing CO2 emissions and energy consumption</li> <li>○ Designation of an energy group: an expert group within the municipality</li> <li>○ Formulating a communication strategy and the involvement of local stakeholders</li> <li>○ Listing of already implemented projects</li> <li>○ Looking for new attractiv energy projects, where people find themself together and getting possible participation and profit</li> <li>○ Formulation of measures necessary for the purposes</li> <li>○ Budget for the implementation of the measures</li> <li>○ <b>How we measure our success; CO2-reduction amount?</b></li> <li>○ <b>What targets will be attractive and achievable?</b></li> </ul> </li> <li><b>2. Use certain levels of project planning methods and tool in order to controll and measure milestones</b></li> <li><b>3. Implementing the measures and milestone in the planing periode of each level of the Energy Plans</b></li> <li><b>4. During energy plan monitoring / reviews are imported. Use external controllers for the reviews.</b></li> </ol> |
| <p><b>Form / surface of involvement of the above actors (HOW / WHERE?):</b></p>                   | <ul style="list-style-type: none"> <li>- Events</li> <li>- Workshops</li> <li>- Establishment and expansion of energy associations and citizens' energy cooperatives and, where appropriate, project companies</li> <li>- Active green marketing and press clubs</li> </ul>  |



**Overview of the communication options for Energy Plans and project results**

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| <p><b>The communication strategy of the Energy Plan should include:</b></p>   | <p>the benefits of implementation for the whole municipality<br/>their communication possibilities<br/>details on the implementation of the communication strategy<br/>a description of the opportunities for local participation</p>  |
| <p><b>Additional benefits of the Energy Plan, (ie from these the Energy Plan will be well sold and communicated):</b></p> | <ul style="list-style-type: none"> <li>- the implementation and realization of the measures included in it is in the long-term interest of all residents of the municipality</li> <li>- involvement of additional resources</li> <li>- international experience for planned investments</li> <li>- job creation</li> <li>- human well-being</li> <li>- townscape improvement</li> <li>- reduction of pollutant emissions</li> <li>- SECAP</li> <li>- climate strategy</li> </ul>   |
| <p><b>The purpose of communication about the project is:</b></p>  | <ul style="list-style-type: none"> <li>- information on the content and status of the Energy Plan</li> <li>- Information on the additional benefits of the energy plan</li> <li>- Involve local stakeholders as widely as possible in the preparation of the energy plan</li> <li>- raising awareness</li> <li>- wider visibility for the project</li> <li>- gaining local community support</li> <li>- increasing the popularity of the municipality</li> <li>- community building</li> <li>- Involvement of possible partnerships / sponsors</li> <li>- transfer of knowledge and good practice</li> <li>- creating a constantly evolving image</li> </ul> |
| <p><b>The primary tasks required for successful communication are:</b></p>  | <ul style="list-style-type: none"> <li>- definition of the problem to which the project answers (from the point of view of the population)</li> <li>- finding an interested, receptive layer within the community</li> <li>- developing a communication strategy: who develops it?</li> </ul>  |
| <p><b>Subject of communication:</b></p>   | <p>the Energy Plan</p> <ul style="list-style-type: none"> <li>· content</li> <li>· advantages</li> <li>· Progress in implementation</li> <li>status of implementation of measures</li> </ul>   |



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| <p><b>ENES-CE</b></p>                                      | <p>the opportunities provided by the project for the future opportunities for active participation of the population and other local interest groups</p>   |
|  | <p>the activities of the municipalities within the project<br/>Tudásmegosztó workshop sorozat<br/>"what we did"<br/>"this happened at the workshop"<br/>"we learned this"<br/><b>the role of the Energy Club in the project</b> (with other local governments, other economic organizations)</p>   |
| <p><b>Communication options for energy plan steps:</b></p> | <p>during the creation of the plan - an Energy Plan is expected to be completed by the end of November 2020<br/><b>Descriptive part</b></p> <ul style="list-style-type: none"> <li>· Strategy, vision</li> <li>· Specific ambitions for reducing CO2 emissions and energy consumption</li> <li>· Energy group members</li> <li>· Involvement of local stakeholders</li> <li>· Already implemented projects 2005-2019</li> <li>· <b>Measures required for the purposes!</b></li> <li>· <b>Budget for the implementation of the measures</b></li> <li>- Excel calculator (specific reduction targets) with quantifiable targets</li> <li>- Implement the energy plan</li> <li>- Energy plan monitoring / review</li> </ul> |
| <p><b>Possible interfaces of communication:</b></p>        | <ul style="list-style-type: none"> <li>- create a web page or even a separate tab</li> <li>- social media: Facebook, Instagram, Youtube</li> <li>- mayors' social media interfaces</li> <li>- municipal newsletter</li> <li>- municipal magazine, newspaper</li> <li>- Radio broadcasting</li> <li>events</li> </ul>   |

