



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

PART 2: OVERVIEW OF KEY SUCCESS FACTORS FOR A SUCCESSFUL COMMUNICATION OF ENERGY PLANS AND THEIR RELEVANT ASPECTS FOR THE POPULATION

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

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The key to communication is to touch people, motivate them to take action and not to see communication as a one-way street.

To communicate means to exchange ideas, to learn from each other and to experience and report about joy, fun and success in a community.




Overview of key success factors for a successful communication of energy plans and their relevant aspects for the population

<p>The communication strategy of the Energy Plan should include:</p>	<p>The benefits of implementation for the whole municipality The different communication possibilities Details of the implementation of the communication strategy A attractive description of the opportunities for local participation. May a new an effizient way is to use storyteller An expressive team that can address and lead different characters and people Experienced and professional communications experts</p>
<p>Additional benefits of the Energy Plan, (what are attractive benefits points wiht that you can „sell“ the Energy Plan and you talk about?):</p>	<p>The implementation and realization of the measures included in it is in the long-term interest of all residents of the municipality Future job creation Creating a better world for your children Human well-being Townscape improvement Reduction of pollutant emissions in the direct surroundings Build citizens energy plants (smaller, middle and may be bigger) where each small investor can be part of bigger investment. => Risk share and learn for the next project to build profitable projects. International experience for planned investments Support the climate strategy, even in a smaller area Involvement in social groups and looking for additional new resources</p>



<p>The purpose of communication about the project is:</p>	<ul style="list-style-type: none"> - Information on the content and status of the Energy Plan - Information on the additional benefits of the energy plan - Involve local stakeholders as widely as possible in the preparation of the energy plan - To motivate people to keep going and also to cope with setbacks - Raising awareness in order to involve more and more people - Wider visibility for the project in order to pull experts and money - Gaining local community support - Increasing the popularity of the municipality - Improve community building - Involvement of possible local and national partnerships / sponsors - Transfer of knowledge and good practice to other partners in order to get input back - Creating a constantly evolving image with makes the citizens proud to live in this city / community
<p>The primary tasks required for successful communication are:</p>	<p>Definition of the problems to which the project answers (from the point of view of the population)</p> <p>Finding real supports and an interested, receptive layer within the community</p> <p>Looking for key points, what is interesting for the citizen</p> <p>What could be new mission statements, goals or even an overarching vision?</p> <ul style="list-style-type: none"> - Finding the right communication strategy. Sometimes with the trial and error method
<p>Subject of communication:</p>	<p>The Energy Plan</p> <ul style="list-style-type: none"> · content · advantages · Progress in implementation <p>Status of implementation of measures</p> <p>Visualisation of the opportunities provided by the project for the future</p> <p>Looking for opportunities for active participation of the population and other local interest groups</p> <p>The activities of the municipalities within the project to get more transparent and public</p> <p>Telling the people "what we did"</p> <p>Telling of interesting results "this happened at the workshop" and next workshop will be</p> <p>Hearing from the citizen "what can we learn from your side or especially from you?"</p>



	
	<p>The role of the active Stakeholders and there interaction with local governments and economic organizations</p>
<p>Communication options for energy plan steps:</p>	<p>A communication project plan, planned by experts should be part of the project plan for the Energy Plans</p> <p>Descriptive part</p> <ul style="list-style-type: none"> · Strategy, vision · Specific ambitions for reducing CO2 emissions and energy consumption · Energy group members · Involvement of local stakeholders · Already implemented projects 2005-2019 · Measures required for the purposes! · A communication budget plan an certain milestone plan - Excel calculator (specific reduction targets) with quantifiable targets - Implement the energy plan - Energy plan monitoring / review
<p>Possible interfaces of communication:</p>	<p>Create a web page Interactive pages like the „climate radar” in Pfaffenhofen Press conferences even via VideoConference, if a energy project reached an interesting milestone Social media: Facebook, Instagram, Youtube Mayors' social media interfaces Municipal newsletter Municipal magazine, newspaper Radio broadcasting Events</p>