

DELIVERABLE D.T2.2.3

COMMUNICATION METHODS FOR LOCAL ENERGY PLANS AND CREATING AN ATMOSPHERE OF ACCEPTANCE



**TAKING
COOPERATION
FORWARD**

INTRODUCTION

Central European countries need support in the development of local and regional energy strategies and action plans since they are lagging in their implementation and thereby threatening regional competitiveness. Local authorities face many challenges in implementing the plans including lack of financing, being understaffed, and lacking local acceptance.

This undermines the pledge that signatories made to support the EU action in reducing GHG emissions by 40% until 2030.

ENES-CE is addressing this challenge and beyond through improving the adoption and quality of energy plans with a bottom up quadruple helix approach, where citizens play a pivotal role.

To effectively communicate the results of such plans and make them accepted within both local and wide community, a set of methods should be developed. This document represents a set of suggested communication practices, with focus on projects and initiatives within green energy and sustainable development; both the ones as part of ENES-CE initiative and ones globally. Communication and marketing are rapidly becoming recognized as core functions, or core competencies, in these fields.

The purpose of this communication tool can be summed up into the following:

- Information flow: offer baseline for continuous and easy flow of information from top to bottom and vice versa.
- Seamless coordination: coordination of all stakeholders and their efforts is the essence and can be attained only through effective communication.
- Preparing people to accept change: proper and effective communication is an important tool that can bring overall change in the policies, procedures and adjustments and make the people accept and respond to them positively.

The purpose of this document is also to share best practices that City of Pfaffenhofen (also partners of the ENES-CE project) is using in promoting their initiatives, as well as overall global communication best practices, and offer a baseline for communication strategies for interested parties.

The document comprises of four main sections:

- **TARGET AUDIENCE**
- **COMMUNICATION TOOLBOX**
- **RECOMMENDED TOOLS**
- **BEST PRACTICES EXAMPLE: PFAFFENHOFEN AN DER ILM**

Interreg



CENTRAL EUROPE

European Union
European Regional
Development Fund

ENES-CE

1

**TARGET
AUDIENCE**

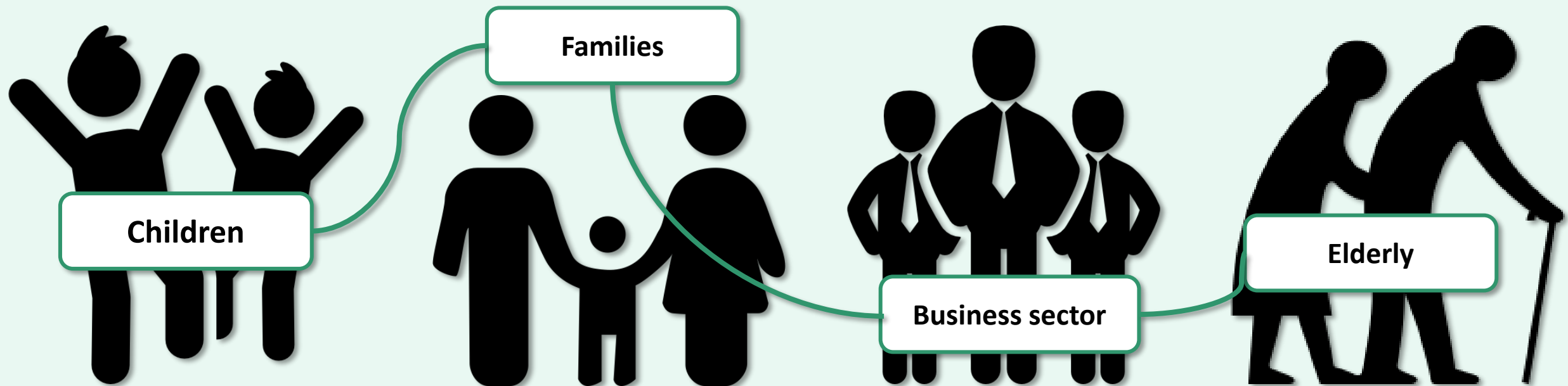
TAKING
COOPERATION
FORWARD

In each community we can identify 4 key groups that need to be informed about local energy plans and initiatives. We call them stakeholders.

THE TERM “STAKEHOLDER” DEFINES A GROUP OF PARTIES INTERESTED IN THE ACTIVITY.

STAKEHOLDERS CAN, DIRECTLY OR INDIRECTLY, INFLUENCE RESULTS OF PROJECTS.

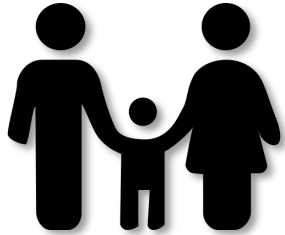
MAPPING THE STAKEHOLDERS MEANS, QUITE GENERALLY, IDENTIFYING THE DIFFERENT PARTIES THAT ARE INVOLVED AND/OR SHOULD BE INVOLVED IN THE ENTIRE DEVELOPMENT AND REQUALIFICATION OF THE LOCAL ENERGY SYSTEM.





CHILDREN are the most neglected and vulnerable **stakeholders**. According to the World Health Organization (WHO), only 10% of the world's population is less than five-years-old, and they will bear 90% of the economic and health burden of **climate change**

[The Hill - Children are the most neglected and vulnerable stakeholders in climate change](#)



A FAMILY is a community within the community. All good as well as bad habits are starting within the family environment. **As a main column of the society**, families must be part of any local decision-making process that promotes sustainability and awareness.

[European Union's Seventh Framework Programme- Families and Societies](#)



THE BUSINESS SECTOR has an important role too. By now we can assume how climate change will alter the planet, and two things are certain: Its **complex environmental impact** will directly affect business and vice versa.

[Harvard Business Review - Climate Business / Business climate](#)



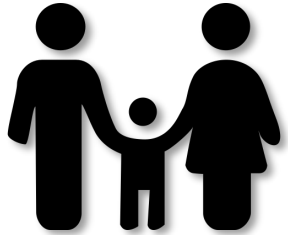
ELDERLY PEOPLE are known to be **more vulnerable than the general population**. Also, growing numbers of seniors are using more energy because buildings, and residential buildings, are the world's largest energy consumers.

[Science Direct - Age matters: Ageing and household energy demand in the United States](#)



THEY ALL HAVE...

COMMON
GOALS



WE NEED TO CREATE A...

CLIMATE OF
ACCEPTANCE



THEY WILL CREATE SYSTEM OF...

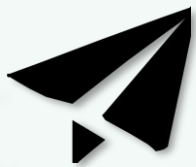
MUTUAL
SUPPORT



Informing, training, and educating stakeholders are three important actions that need to be focused on in order to reinforce participation and involvement and to create a culture that accepts energy sustainability on the local level.

THUS, COMMUNICATION TOOLS SHOULD BE ABLE TO...

MOBILIZE MANY PARTICIPANTS IN THE CONSTRUCTION OF A VISION FOR THE FUTURE



PROMOTE THE PARTICIPATION OF ACTIVE PARTIES



INFORM THE COMMUNITY



FOSTER THE INVOLVEMENT OF POTENTIAL PUBLIC PARTIES



ENABLE A SOCIAL CONTRACT IN ORDER TO CO-DESIGN AND CO-PARTICIPATE IN CREATING LOW CARBON ECONOMY



INVOLVE ALL PARTIES WHO CAN REFLECT ALL INTERESTS AND POINTS OF VIEW



TAKING COOPERATION FORWARD

2

COMMUNICATION TOOLBOX

**TAKING
COOPERATION
FORWARD**

Along with stakeholder mapping, a table of communication tools is useful. These are tools that could be ideal in helping or encouraging interaction and relations among stakeholders* (1)

ACTIVITY	ADVANTAGES	DISADVANTAGES	COMMENT
WORKSHOP, CONFERENCES, SEMINARS, FOCUS GROUPS	<ul style="list-style-type: none"> ENCOURAGE "GRASS ROOTS" TO EXPRESS VIEWS PEOPLE FEEL VIEWS ARE VALUED CAN BE VERY CREATIVE AND FLEXIBLE TARGETED DEBATE, POSSIBLY LESS CONFRONTATIONAL, INVOLVES INTERESTED AND WELL-INFORMED STAKEHOLDERS HELPS START A COMMON OUTLOOK 	<ul style="list-style-type: none"> MAY AROUSE EXPECTATIONS THAT CAN'T BE MET NEEDS CAREFUL MANAGEMENT, CONTINUITY AND FOLLOW-UP DEPENDS ON QUALITY OF FACILITATION DOESN'T NECESSARILY REPRESENT A BALANCED POINT OF VIEW 	<ul style="list-style-type: none"> RESULTS DEPEND STRONGLY ON PARTICIPANTS. USEFUL IN A RANGE OF CONTEXT, E.G. SMALLER COMMUNITY SESSION, TO BREAKUP LARGER MEETINGS, SOMETIMES KNOWN AS SCENARIO WORKSHOPS NOT RECOMMENDED DURING HEALTH HAZARD SITUATIONS
NEWSLETTERS, TECHNICAL PAPERS, ETC.	<ul style="list-style-type: none"> SETS SCENE FOR DIALOGUE OPPORTUNITY FOR ALL CONTRIBUTES TO INCREASE THE IMAGE OF THE PROJECT CAN BE COORDINATED WITH WEBSITE 	<ul style="list-style-type: none"> OPEN-ENDED COMMITMENT CAN SUFFER FROM "FATIGUE" IF PROCESS EXTENDED MAY USE TOO MUCH PROFESSIONAL TERMINOLOGY 	<ul style="list-style-type: none"> A USEFUL TOOL OF COMMUNICATION, BUT MUST BE ATTRACTIVE, RELEVANT, ACCESSIBLE AND CLEAR
EXHIBITIONS AND INFO-DAYS	<ul style="list-style-type: none"> CAN BE SEEN BY WHOLE COMMUNITY OPPORTUNITY TO PRESENT CONTEXTS AND ISSUES TO A LARGE NUMBER OF PEOPLE IN A VERY EASY WAY USEFUL FOR DISTRIBUTING NEWSLETTERS, LEAFLETS, QUESTIONNAIRES, EDUCATIONAL MATERIALS STAFF CAN DIRECTLY ANSWER QUESTIONS AND ATTRACT INTEREST 	<ul style="list-style-type: none"> MAY BE POORLY ATTENDED NOT ALL VENUES EQUALLY ATTRACTIVE RUNS RISK OF DULLNESS 	<ul style="list-style-type: none"> A USEFUL RESOURCE WHEN COMBINED WITH A COMPREHENSIVE COMMUNICATION PROGRAM NOT RECOMMENDED DURING HEALTH HAZARD SITUATIONS
INFO POINTS AND URBAN CENTERS	<ul style="list-style-type: none"> PERMANENT COMMUNICATION INSTRUMENT IN THE LOCAL TERRITORY ENHANCES NOT ONLY THE TRANSFER OF INFORMATION BUT ALSO THE RAPPORT BETWEEN THE PUBLIC ADMINISTRATION AND THE COMMUNITY 	<ul style="list-style-type: none"> COSTLY TO DEVELOP, BOTH IN TERMS OF TIME OF RESOURCES NOT VERY FLEXIBLE REQUIRES MANAGEMENT AND COORDINATION 	<ul style="list-style-type: none"> THESE ARE ACTUAL OFFICES THAT HAVE ORGANIZATIONAL DUTIES WITH REGARDS TO THE PLANNING PROCESS, AS WELL AS COMMUNICATIONS DUTIES. ALSO RESPONSIBLE FOR STAKEHOLDER INVOLVEMENT. THEY MUST ALSO LEND AN EAR AND BE ABLE TO NEGOTIATE NOT RECOMMENDED DURING HEALTH HAZARD SITUATIONS

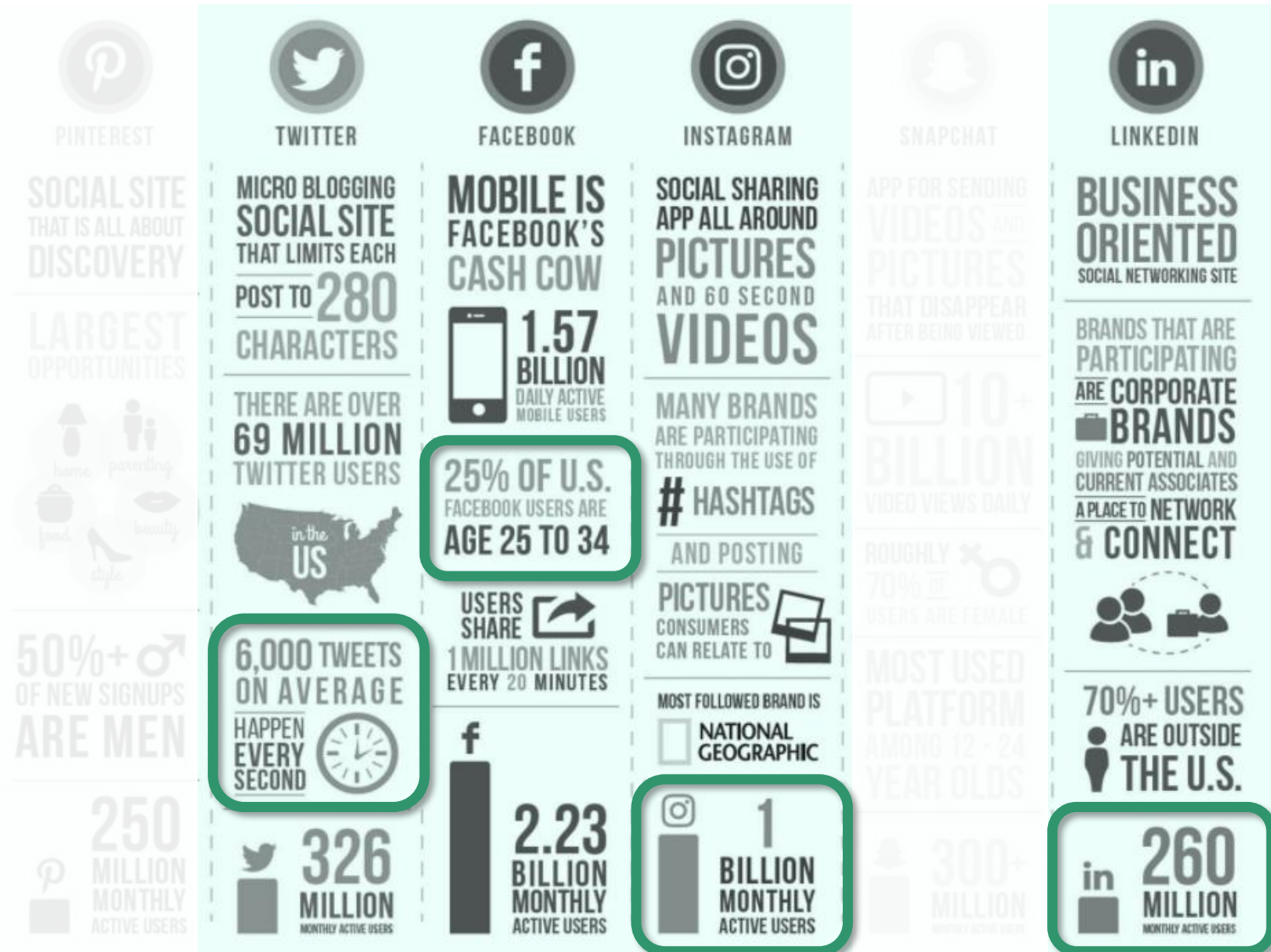
* [Methodological guidelines for the development of Sustainable Energy Communities and Systems in urban decentralized areas of the Mediterranean Region](#)

Along with stakeholder mapping, a table of communication tools is useful. These are tools that could be ideal in helping or encouraging interaction and relations among stakeholders* (2)

ACTIVITY	ADVANTAGES	DISADVANTAGES	COMMENT
PRESS OFFICE ACTIVITIES AND LOCAL MEDIA RELATIONS	<ul style="list-style-type: none"> • LARGE POTENTIAL AUDIENCE • RELATIVELY CHEAP • GOOD FOR PUBLIC RELATIONS • RAISES AWARENESS 	<ul style="list-style-type: none"> • UNCERTAINTY OVER HOW MEDIA WILL USE MATERIAL • MAY NOT USE IT AT ALL, GET STORY WRONG, OR STRESS CONFLICTS 	<ul style="list-style-type: none"> • GOOD PR SKILLS REQUIRED, STILL RESULTS MAY BE DISAPPOINTING
FLYERS, LEAFLETS	<ul style="list-style-type: none"> • USEFUL TO IDENTIFY KEY ISSUES • EASY TO PRODUCE • USEFUL PUBLIC RELATION • WIDE COVERAGE 	<ul style="list-style-type: none"> • REQUIRE TIME AND MONEY TO PRODUCE • MAY OVER-SIMPLIFY 	<ul style="list-style-type: none"> • PROBABLY WORK BEST WITH TARGETED GROUPS ON SPECIFIC ISSUES, OTHERWISE TOO EXPENSIVE, STAKEHOLDERS LIKELY TO WANT FULL DOCUMENTS
GADGETS (T-SHIRTS, MAGNETS, PENS, ETC.)	<ul style="list-style-type: none"> • HAVE ATTRACTION POTENTIAL; CAPTURE PEOPLE'S ATTENTION EASILY • EASY TO DISTRIBUTE AND EFFECTIVE IN SENDING OUT A MESSAGE • USUALLY THEY ARE USED AND REUSED (T-SHIRTS, FOR EXAMPLE) 	<ul style="list-style-type: none"> • DO NOT DEAL DEEPLY WITH THE PROBLEM, THEY MERELY RAISE AWARENESS • CAN BE EXPENSIVE AND IMPERSONAL 	<ul style="list-style-type: none"> • POWERFUL INSTRUMENT TO TRANSFER BRIEF MESSAGES. USUALLY USED WITH THE OBJECTIVE OF EDUCATING AND INCREASING COMMUNITY AWARENESS ABOUT A PREDETERMINED ISSUE
WEBSITE AND INTERNET TOOLS FOR NETWORKING	<ul style="list-style-type: none"> • LARGE POTENTIAL AUDIENCE • RAISES AWARENESS AND PROVIDERS OPEN ACCESS TO DATA • POSITIVE IMAGE • POSSIBILITY OF USING SOCIAL NETWORKS OR TO FORM THEMATIC GROUPS 	<ul style="list-style-type: none"> • INTIMIDATING MEDIUM FOR SOME SECTORS OF POPULATION (ELDERLY) • NEEDS CONSTANT UPDATING TO REMAIN RELEVANT • CAN BE EXPENSIVE AND IMPERSONAL 	<ul style="list-style-type: none"> • WEB PRESENCE MUST BE USER-FRIENDLY AND OFFER EASY ACQUISITION OF INFORMATION AND CONTENT.

* [Methodological guidelines for the development of Sustainable Energy Communities and Systems in urban decentralized areas of the Mediterranean Region](#)

DUE TO CURRENT EPIDEMIOLOGICAL SITUATION, A COMMUNICATION TOOLBOX SHOULD MAINLY RELY ON POPULAR AND WIDELY ACCEPTED DIGITAL PLATFORMS AND SOCIAL MEDIA.



*2019 Social Media Comparison [Infographic](#)

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3

**RECOMMENDED
TOOLS**

TAKING
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FORWARD

DIGITAL COMMUNICATION

There are currently 4 billion social media users worldwide. This means that almost a half of the world's population is using some form of social media to communicate.

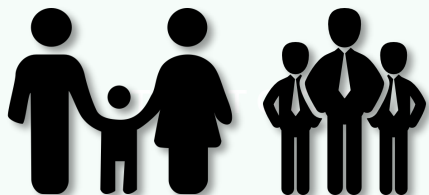
[Medium 2019.](#)



With digital tools we could do meaningful outreach to majority of the local citizens!

FACEBOOK FOR FAMILIES AND BUSINESSES COMMUNITY

TARGET GROUPS



RECOMMENDATIONS FOR A SUCCESSFUL POST

1

USE COMPELLING YET CONCISE LANGUAGE, BUT AVOID “CLICK-BAIT” PHRASING

2

MAKE POSTS THAT INCLUDE “SHARE YOUR IDEAS,” OR “TELL US WHAT YOU THINK”

3

INCLUDE PHOTOS, VIDEOS AND CALL TO ACTIONS IN POSTS FOR BETTER ENGAGEMENT

4

PIN POSTS TO YOUR PROFILE PAGE TO EXTEND THE VISIBILITY OF THE POSTS

5

REPURPOSE POPULAR POSTS TO RE-REACH TARGETED GROUP OF STAKEHOLDERS

6

BOOST POST BY AN PAID AD AND REACH OUT TO A BIGGER AUDIENCE

ADVANTAGES

- MOST POPULAR PLATFORM
- WIDE OUTREACH
- RELATIVELY WELL ACCEPTED ACROSS MANY GENERATIONS DUE TO ITS LONG-TERM EXISTENCE ON MARKET
- GOOD USER EXPERIENCE

RECOMMENDED FREQUENCY

2-3X BETWEEN
WEEK 1PM AND 4PM
MONDAY THROUGH FRIDAY

ENES-CE
4. studenoga u 05:06 · 🌐

FREE ENERGY EFFICIENCY ADVICE

Research on energy efficiency in S...

The Energy Efficiency Survey of Slovenia - REUS is the only independent continuous survey in Slovenia that enables the acquisition of statistically relevant data in the field of energy use. The REUS survey is being conducted since 2009 by a company Informa Echo and an interdisciplinary team of experts.

The research showed that 82% of households in Slovenia are thinking about the efficient use of the energy. 61% of households in Slovenia changed their windows to more efficient ones in 2019, the main source of energy for heating is firewood for 32% of households and only 9% are using heat pumps.

You can read more in Slovenian language at the following link:
<https://www.reus.si/>

CALL TO ACTION

USE COLORFUL IMAGE

👍 2

👍 Svidi mi se 💬 Comment ➦ Podijeli

INSTAGRAM FOR TEENAGERS AND YOUNGER FAMILIES

TARGET GROUPS



RECOMMENDATIONS FOR A SUCCESSFUL POST

1

USE COLORFUL AND VERSATILE IMAGES FOR YOUR POSTS.

2

CREATE (RELEVANT) OWN HASHTAG AND ADD HASHTAGS TO YOUR CONTENT

3

FIGURE OUT YOUR MOST POPULAR POSTS & UPLOAD SIMILAR CONTENT

4

EXPLORE CONTENT GENERATED BY YOUR STAKEHOLDERS AND ADJUST ACCORDINGLY

5

USE INSTAGRAM STORIES AND SHARE PROGRESS ON PROJECTS

6

USE INFLUENCERS TO SHARE YOUR STORIES AND GOALS ON THEIR PROFILES

ADVANTAGES

- MORE BUSINESSES & CONSUMERS ARE JOINING EVERY DAY
- EASY TO TARGET (AND RE TARGET) YOUR AUDIENCE
- ENGAGE WITH STAKEHOLDERS WHERE THEY SPEND THEIR TIME

RECOMMENDED CADENCE

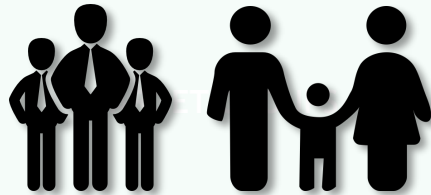
2X WEEK BETWEEN **9PM AND 11PM** MONDAY THROUGH FRIDAY

COLORFUL IMAGE, OWN HASHTAG AND MEANINGFUL INFORMATION



TWITTER FOR BUSINESS COMMUNITY AND YOUNGER FAMILIES

TARGET GROUPS



ADVANTAGES

- ALLOWS DIRECT TWO-WAY COMMUNICATION WITH STAKEHOLDERS
- CAN BE A USEFUL RESOURCE FOR GATHERING FEEDBACK

RECOMMENDED CADENCE

2X WEEK BETWEEN **12PM AND 3PM** MONDAY THROUGH FRIDAY

RECOMMENDATIONS FOR A SUCCESSFUL POST

1

THERE IS A RESTRICTION OF 280 WORDS SO MAKE SURE EVERY WORD COUNTS

2

MAKE PERSONALIZED MESSAGES WITH A FRIENDLY UNDERTONE

3

INCLUDE IMAGES, VIDEOS & LINKS. USE HASHTAGS TO INCREASE EXPOSURE

4

TWEETS ARE VISIBLE FOR 18 MINUTES ON AVERAGE SO BE REALISTIC ABOUT CONTENT

5

FOR PROLONGED EXPOSURE TO A POST PIN IT TO THE PROFILE SO THAT IT ALWAYS STAYS ON THE TOP

6

RETWEET, REPLY TO PEOPLE WHO RESPOND & ADD QUESTIONS

SHORT MESSAGE



Laura Lane @LauraLaneUPS · 24. sep.

We've surpassed 20M community-based volunteer hours and planted 15.4M+ trees across 66 countries in collaboration with our environmental partners. We will continue to [#BeUnstoppable](#) with our new goal to plant 50M+ trees before the end of 2030 – let's do this! [#SBG](#) [#Sustainability](#)



RELEVANT HASHTAG

INCLUDED IMAGE

2 21 64



Dirk Janssen @NLinSF · 22. sep.

If the Dutch King, Queen and Prime Minister can bike to their next meeting, so can you! 🚲👑👑👑

Happy [#CarFreeDay](#)
[#cycling](#) [#Sustainability](#)



9 314 161



Emil Boc @Emil.Boc · 25. sep.

Another [#parking](#) finished in [#ClujNapoca](#) [#Romania](#) With two green terraces, playground, outdoor fitness area, it has 267 parking spaces, as well as special spots for electric vehicles, motorbikes & 52 secure bike parking spots [#GreenCity](#) [#QualityOfLife](#) [#Cluj](#) [#ElectricVehicles](#)



52 LOCURI PENTRU BICICLETE
1 12 78

LINKEDIN TO INTERACT WITH BUSINESS COMMUNITY AND INDIVIDUALS

TARGET GROUPS



ADVANTAGES

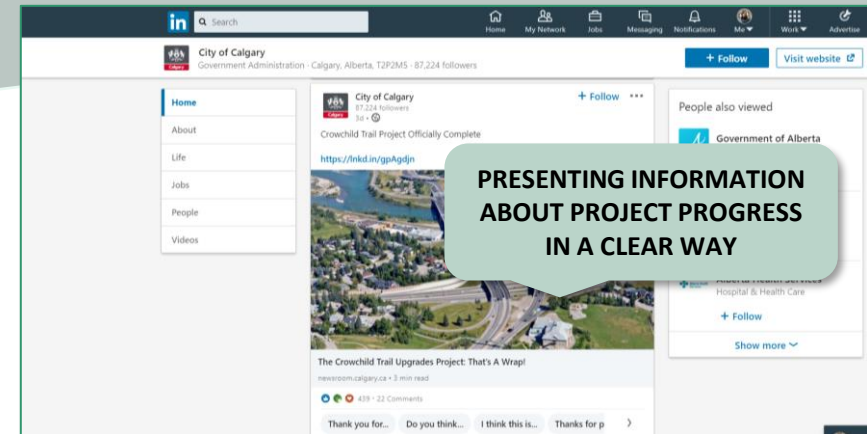
- BUILDING CONNECTIONS WITH YOUR BUSINESS SECTOR STAKEHOLDERS AND TO STAY IN TOUCH WITH THEM
- GIVES YOU CREDIBILITY WITHIN BUSINESS COMMUNITY BECAUSE YOU “UNDERSTAND THEIR LANGUAGE”

RECOMMENDED CADENCE

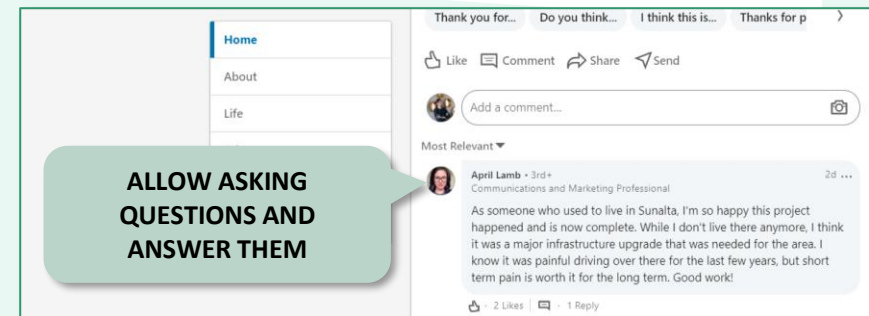
1-2X BETWEEN
WEEK 10AM AND 11AM
MONDAY THROUGH FRIDAY

RECOMMENDATIONS FOR A SUCCESSFUL POST

- 1 JOIN GROUPS & INTERACT WITH OTHER MEMBERS BY SHARING YOUR CONTENT
- 2 INCREASE THE VISIBILITY OF YOUR POST BY ADDING CONTENT (IMAGES, ARTICLES) TO YOUR PROFILE
- 3 PRESENT INFORMATION IN A CLEAR MANNER WITH LINKS TO USEFUL ARTICLES
- 4 ASK QUESTIONS TO LOCAL BUSINESSES OF INTEREST IN ORDER TO INTERACT
- 5 KEEPING A PLEASANT DEMEANOR IS A MUST
- 6 ADD AT LEAST 2-5 RELEVANT HASHTAGS FOR BETTER OUTREACH



REACTIONS TO POST



PROMOTIONAL VIDEO FOR (LOCAL) TV AND SOCIAL MEDIA CHANNELS

TARGET GROUPS



ADVANTAGES

- VIDEOS BUILD TRUST AND CREDIBILITY
- VIDEO ENCOURAGES SOCIAL SHARES
- THEY BOOST CONVERSION RATES AND THEY SHOULD BE SEEN AS A GREAT INVESTMENT

RECOMMENDED CADENCE

2X YEAR
TO COMMUNICATE PROJECT RESULTS

RECOMMENDATIONS FOR MAKING A SUCCESSFUL VIDEO

- 1 MAKE SURE YOUR VIDEO IS VISUALLY APPEALING
- 2 DO NOT FORGET CALL TO ACTION IN THE END OF THE VIDEO
- 3 TEST YOUR FIRST VERSION OF VIDEO WITH YOUR COLLEAGUES/FAMILY/FRIENDS
- 4 EMBED YOUR VIDEO TO YOUR WEBSITE, SOCIAL MEDIA AND ANY OTHER CHANNEL
- 5 SPEND TIME ON YOUR SCRIPT AND MAKE IT MEANINGFUL
- 6 THINK ABOUT LONG TERM MESSAGES YOU WANT TO SEND TO YOUR STAKEHOLDERS

APPEALING AND CLEAR MESSAGING

wind solar geothermal hydropower biomass

renewable energy

dirty energy

coal natural gas oil

The Sustainable City of the Future: Copenhagen, Denmark

107,372 views • Sep 13, 2019

REAL PEOPLE TESTIMONIALS

Building liveability: Copenhagen's sustainable urban development

51,123 views • Apr 18, 2018

SANDRA VILLUMSEN
Initiator of the Community Garden, Byhaven 2200

A community garden in the heart of Copenhagen

14,276 views • Sep 10, 2012

PROMOTIONAL VIDEO - BEST PRACTICE EXAMPLE

BEST PRACTICE
EXAMPLE

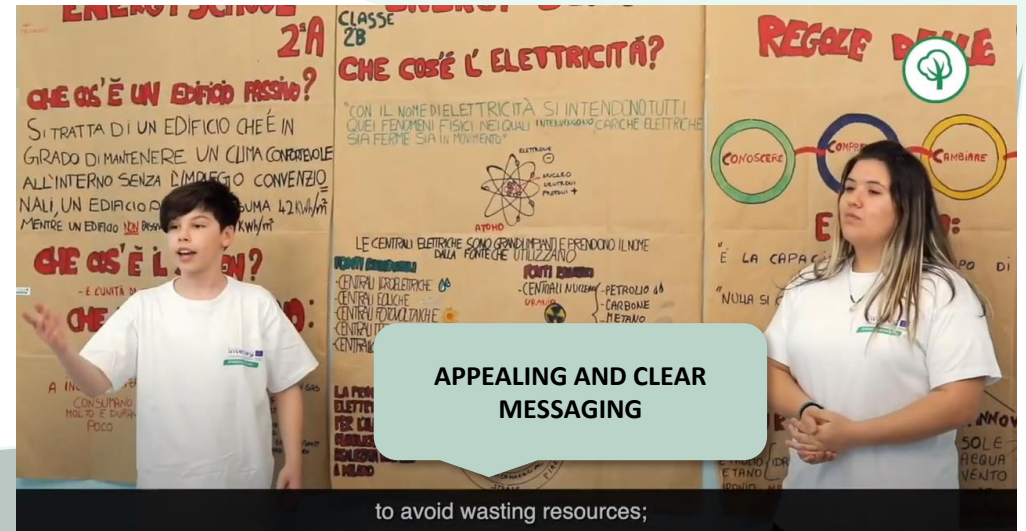


ENERGY@SCHOOL wins REGIOSTARS award for youth empowerment



REAL PEOPLE TESTIMONIALS

My name is Deanna,



to avoid wasting resources;

MORE INFORMATION: <http://www.central2020.eu/Content.Node/ENERGYATSCHOOL.html>
https://www.youtube.com/watch?v=Slk-EBEEz_c

WHATSAPP OR VIBER FOR COMMUNITY COMMUNICATION

TARGET GROUPS



ADVANTAGES

- IT IS FREE OF CHARGE TO SET UP A GROUP
- WIDE OUTREACH & REAL TIME INFORMATION
- FAST FEEDBACK FROM INTEREST GROUPS

RECOMMENDED CADENCE

AS NEEDED

TO COMMUNICATE PROJECT PROGRESS OR RESULTS

RECOMMENDATIONS FOR SUCCESSFUL GROUP MANAGEMENT

- 1 ALWAYS KEEP TO THE PURPOSE OF THE GROUP. DON'T SHARE IRRELEVANT MESSAGES ABOUT OTHER TOPICS.
- 2 CREATE GROUP WITH RECOGNIZABLE NAME AND PROFILE PHOTO
- 3 DON'T BE OFFENDED IF OTHERS LEAVE. NOT EVERYONE WANTS THE SAME INFORMATION
- 4 POST YOUR MESSAGE IN ONE SINGLE CHUNK OF TEXT, DON'T POST EVERY WORD OR SENTENCE IN A NEW MESSAGE
- 5 DO NOT HAVE ONE-ON-ONE CONVERSATIONS IN THE GROUP
- 6 ALWAYS ASK SOMEONE IF YOU MAY ADD THEM BEFORE YOU ADD THEM

ALWAYS COLLECT CONSENT PRIOR TO SENDING A GROUP INVITATION



WhatsApp
Group Link

USE VIBER VS. WHATSAPP BASED ON PREFERENCES OF COMMUNITY



Viber

JAN
2019

TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



83

SOURCE: BASED ON SIMILARWEB'S ALGORITHM INTEGRATING CURRENT INSTALS FROM THE GOOGLE PLAY STORE WITH ACTIVE APP USERS (DECEMBER 2018).
NOTE: FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

STANDARD RADIO COMMUNICATION

TARGET GROUPS



RECOMMENDATIONS FOR A SUCCESSFUL RADIO POST

1

IDENTIFY YOURSELF AND THE RECIPIENT OF YOUR MESSAGE

2

USE SHORT, CLEAR AND CONCISE MESSAGES

3

AVOID LONG AND COMPLICATED SENTENCES

4

YOUR VOICE SHOULD BE CLEAR. SPEAK A LITTLE SLOWER THAN NORMAL

5

DO NOT USE ABBREVIATIONS OR SLANG UNLESS THEY ARE WELL UNDERSTOOD BY YOUR GROUP

6

DECIDE WHAT YOU ARE GOING TO SAY AND TO WHOM IT IS MEANT FOR

PARTNER WITH LOCAL RADIO STATIONS WITH WIDE OUTREACH AND CREDIBILITY



Radio Maribor

ADVANTAGES

- RADIO IS A MUCH MORE PORTABLE MEDIUM THAN TELEVISION AND ALLOWS THE LISTENER TO CARRY ON LISTENING WHILE ON THE MOVE
- ACCESSIBLE TO ALL AGE GROUPS NO MATTER THE TECH SAVVINESS

RECOMMENDED CADENCE

AS NEEDED

TO COMMUNICATE PROJECT PROGRESS OR RESULTS

antena 

Antena Zagreb

slušajte na onlineradiobox.com

STANDARD (LOCAL) TV COMMUNICATION

TARGET GROUPS



RECOMMENDATIONS FOR A SUCCESSFUL TV POST

1

CONTACT TELEVISION STATION/S AND OFFER TO PROVIDE A LOCAL PERSPECTIVE ON YOUR PROJECT

2

INFORMATION GIVEN TO THE AUDIENCE MUST BE ON A HIGH LEVEL BUT ENTERTAINING ENOUGH

3

ONLY COMMUNICATE VALUES THAT ARE IMPORTANT TO STAKEHOLDERS

4

MAKE SURE YOUR CONTENT EVOKES FEELINGS AND OFFERS EDUCATION

5

USE VERY CLEAR, CONCISE “LANGUAGE” THAT YOUR STAKEHOLDERS “UNDERSTAND”

6

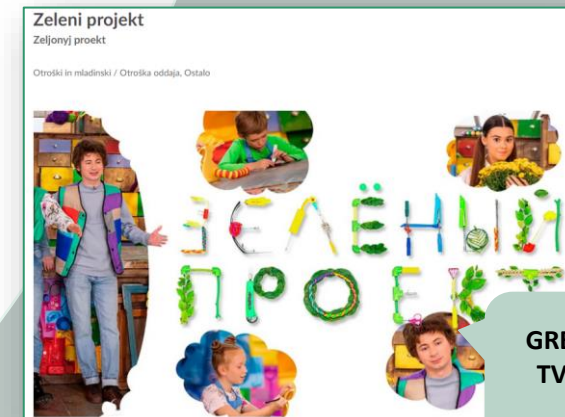
THINK OF CALL TO ACTION YOU WANT TO PRESENT

ADVANTAGES

- TELEVISION GRABS ATTENTION AS IT'S BOTH VISUAL AND AUDIO MEDIUM
- REACHES LOCAL STAKEHOLDERS
- LOCAL STAKEHOLDERS TEND TO EMPATHISE WITH FAMILIAR FACES REPORTING ABOUT PROJECT PROGRESS

RECOMMENDED CADENCE

AS NEEDED
IN PEAK HOURS WITH DAILY NEWS
(8PM)



PLANET TV
Sio1NET.

GREEN PROJECT CHILDREN
TV SHOW ON PLANET TV
SLOVENIA

NEW TRENDS IN DIGITAL COMMUNICATION - TIK TOK

TARGET GROUPS



ADVANTAGES

- HUGE DATABASE OF STAKEHOLDERS IN GORUP “CHILDREN”
- GREAT USER ENGAGEMENT FOR STAKEHOLDERS THAT ARE HARD TO ENGAGE

RECOMMENDED CADENCE

1X BETWEEN
WEEK **TARGET 6AM AND 10AM**
MONDAY THROUGH FRIDAY

RECOMMENDATIONS FOR SUCCESSFUL POST

1

BE AUTHENTIC AND USE BASIC PHONE CAMERA TO CREATE CONTENT

2

CONTENT YOU CREATE SHOULD INVOLVE PETS OR CHILDREN

3

THIS IS PLACE FOR REAL ENTERTAINMENT, HUMOR AND FUN SO MAKE YOUR PROJECT COMMUNICATION ALIKE

4

IT IS IMPORTANT TO ADD MUSIC AND EFFECTS

5

ADD DESCRIPTION FOR YOUR VIDEOS AND USE HASHTAGS

6

THINK OF USING INFLUENCERS TO BOOST YOUR VISIBILITY

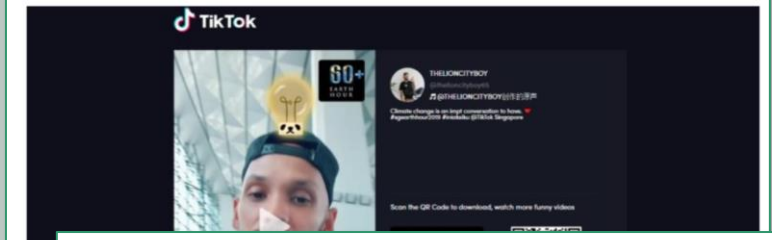
NEWS

Tik Tok Partners With Earth Hour To Boost Environmental Awareness

By Music Press Asia Staff

29 March, 2019 8:33am GMT+8 / MYT

Earth Hour TikTok



The platform previously known as Musical.ly has become one of the most successful apps in the world. TikTok has over 500 million active users worldwide and was one of the most downloaded apps in 2019 on both iOS and Android.

NOTE: THIS IS RELATIVELY NEW AND UNDERUSED PLATFORM WITH HUGE POTENTIAL TO REACH CHILDREN.

DUE TO BIG CONSUMPTION AND ENGAGEMENT AMONG CHILDREN IT IS HIGHLY RECOMMENDED TO TRY THIS TOOL.

NON-DIGITAL COMMUNICATION

Non digital tools such as brochures, posters and flyers can be a remarkably effective way of getting your message out to the public, especially elderly people. Whether you want to generate support for a community project or raise awareness about something, brochures, posters and flyers help you communicate with stakeholders.



Posters and flyers can be displayed almost anywhere!



PRINTED MATERIALS: BROCHURES AND FLYERS TO REACH ELDERLY PEOPLE AND CHILDREN

TARGET GROUPS



ADVANTAGES

- A GOOD BROCHURE OR POSTER CAN HAVE STRONG IMPACT FOR YEARS BY USING A COHERENT THEME
- FLYERS CAN EASILY BE MAILED TO ALMOST ANYONE
- FLYERS ARE CHEAP

RECOMMENDED CADENCE

4X
YEAR

SEASONALLY,
PREFERABLY DURING
THE SUMMERTIME WHEN
PEOPLE SPEND MORE
TIME OUTSIDE

RECOMMENDATIONS FOR PLACEMENTS

- 1 BUSES OR OTHER PUBLIC TRANSIT
- 2 EXAMINATION AND WAITING ROOMS AT DENTAL AND MEDICAL CLINICS
- 3 COMMUNITY SERVICE ORGANIZATION OFFICES
- 4 COMMUNITY BULLETIN BOARDS IN MARKETS AND LAUNDROMATS
- 5 ANY PLACE WHERE PEOPLE WILL BE STANDING IN LINE
- 6 SCHOOL CLASSROOMS (PARTICULARLY WHEN YOU'RE TARGETING YOUNGER CHILDREN)

CAMPUS AND COMMUNITY SUSTAINABILITY EXPO

Thursday, December 7, 2017 | 4:30 to 6:30 p.m.

State College Borough Building
Join us in celebrating our biannual projects supporting sustainability

Student teams will share research and projects in this poster session. Let's network, share ideas, and build our community initiatives, network, and

PROJECTS IN:

Water Quality Monitoring
Watershed Atlas Story Maps
Resiliency Planning
Workforce Recruitment Strategies
Nature Rx & Human Health



PennState

student farm

sustainability.psu.edu

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The flyer is titled "WHY Renewables?" in a stylized font. It features a green map of the United States with various energy-related icons. Key statistics include "39% of the electricity in the U.S. is generated by coal" and "69% of the electricity in the U.S. is generated by fossil fuels". A large ampersand symbol is placed between the words "ENERGY SECURITY" and "LOCAL ENERGY ECONOMIES". At the bottom, it says "INVEST in RENEWABLES... we'll never run out of the WEATHER!".

LOCAL CLIMATE MAGAZINE OR LOCAL CLIMATE NEWSPAPERS

TARGET GROUPS



ADVANTAGES

- CAN BE DELIVERED HOME, TO SHOPS OR EVEN HOTELS
- CAN COVER NICHE TOPICS REGULARLY
- CAN OFFER HIGH RESOLUTION PRINTING THAT CAN STILL BE COMPETITIVE WITH DIGITAL MATERIALS

RECOMMENDED CADENCE

4-6X
YEAR

QUARTERLY OR EVERY 2 MONTHS SO PEOPLE CAN STAY IN THE LOOP WITH THE INFORMATION

RECOMMENDATIONS FOR SUCCESS

1

SHOULD BE SET ON FOCUS POINTS LIKE DOCTOR'S OFFICE, TRAIN STATION OR SUPERMARKETS, EVEN HOTELS

2

DO LOOK FOR LOCAL ANGLES ON NATIONAL STORIES

3

COVER A WIDE RANGE OF TOPICS AND ISSUES (ENERGY, FOOD, WATER)

4

PROVIDE ADVICE IN A SOCIALLY RESPONSIBLE MANNER (RELEVANT ORGANIZATIONS CONSULTED / MENTIONED)

5

ALL PUBLICITY MATERIALS MUST BE WHOLESOME AND SUITABLE FOR PUBLIC DISPLAY

6

WRITE IN A FRIENDLY BUT FORMAL LANGUAGE



SHORT STORIES AND WRITTEN MATERIALS FOR CHILDREN

TARGET GROUPS



ADVANTAGES

- CAN BE DELIVERED AND CONSUMED AT SCHOOL OR AT HOME
- CAN BE VERY MUCH FOCUSED ON TOPICS INTERESTING FOR KIDS
- COLORFUL AND VERY INTERACTIVE

RECOMMENDED CADENCE

12X TARGET MONTHLY TOPIC
YEAR

RECOMMENDATIONS FOR SUCCESS

- 1 SHOULD BE SHORT, EASY TO UNDERSTAND AND ADAPTED FOR FOCUSED AGE GROUP
- 2 MAKE SURE TO COVER AS MUCH AGE GROUPS AS POSSIBLE
- 3 USE COLORFUL PATTERNS AND INTERESTING LANGUAGE, USAGE OF LOCAL CHILDREN JARGON IS WELCOME
- 4 A CHILD CAN BE PUT IN A ROLE OF LOCAL SUPERHERO
- 5 STORY IN A FORM OF GAME CAN BE VERY ENGAGING AND IS HIGHLY RECOMMENDED
- 6 COLLABORATION WITH LOCAL TEACHERS CAN BE BENEFICIAL

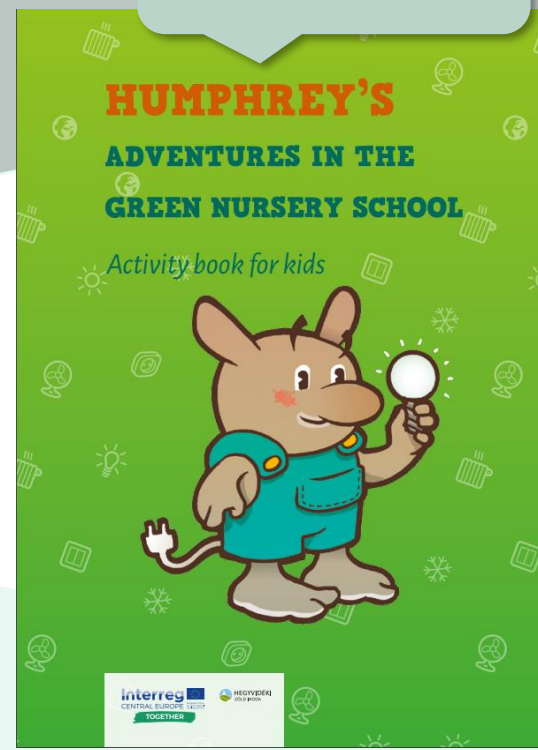


SHORT STORIES AND WRITTEN MATERIALS FOR CHILDREN - BEST PRACTICE EXAMPLE

BEST PRACTICE EXAMPLE



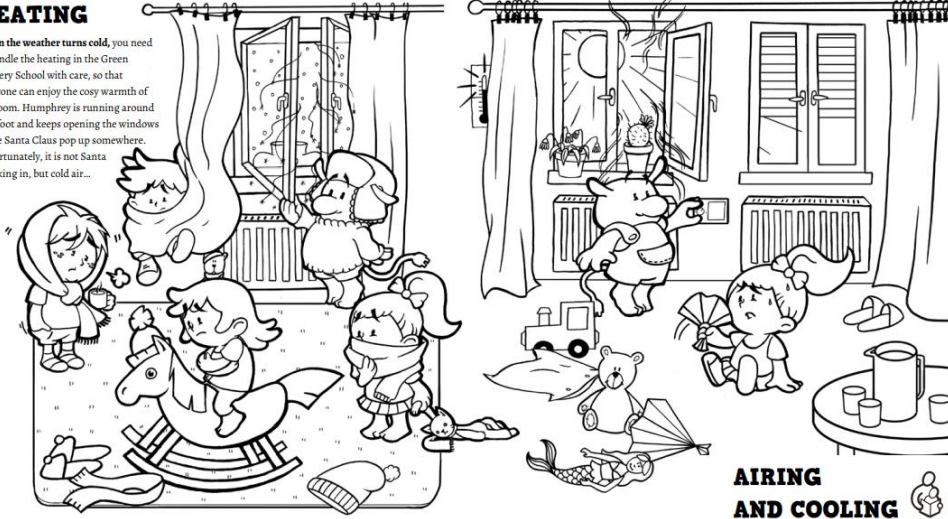
COLORFUL PATTERNS AND INTERESTING LANGUAGE



ACTIVITIES COLOURING BOOK FOR CHILDREN

HEATING

When the weather turns cold, you need to handle the heating in the Green Nursery School with care, so that everyone can enjoy the cosy warmth of the room. Humphrey is running around barefoot and keeps opening the windows to see Santa Claus pop up somewhere. Unfortunately, it is not Santa sneaking in, but cold air...



AIRING AND COOLING

Think about which parts of the room might be cold and colour these areas blue, turquoise, and violet. When are you usually cold? What can you do about it? Find things in the picture that can keep you warm and colour them red, ruby, orange or yellow.

Poor Humphrey was looking forward to summer so much, but now he can't handle the heat either. In his daydreams, the Ice Warrior of Airconditionland defeats the menacing fire dragon. How do you think we can help the kids to bear immense heat?

Find the things in the picture that make you feel cooler when it's scorching hot. You may add some of your own cooling ideas if you like.

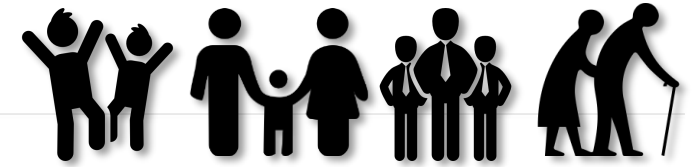
SHORT, EASY TO UNDERSTAND AND ADAPTED FOR FOCUSED AGE GROUP

MORE INFORMATION: <https://www.interreg-central.eu/Content.Node/TOGETHER.html>

4

**BEST PRACTICES EXAMPLE:
PFAFFENHOFEN AN DER ILM**

TAKING
COOPERATION
FORWARD



INTERACTIVE AND VISUALLY APPEALING WEBSITE



GUTE GRÜNDE FÜR PFAFFENHOFEN
Das Beste von Stadt und Land



PFAFFENHOFEN A. D. ILM
Guter Boden für große Vorhaben

SUCHE

Suchen Sie nach einem Thema...



IHR ANLIEGEN

LEBEN

GAST

ARBEIT

KATEGORIE WÄHLEN





INTERACTIVE AND VISUALLY APPEALING WEBSITE

**WARUM IN DIE FERNE SCHWEIFEN?
SIEH, DAS GUTE LIEGT SO NAH.**
SAUBERER STROM VON DEINEN STADTWERKEN.

Einfach
wechseln!





MOBILITÄT | MEIN HAUS | **MEINE STADT** | SERVICE | ÜBER UNS

Grünanlagen & Spielplätze

Bäder

Friedhof

Straßen & Müllbeseitigung

Winterdienst

Wir bauen für Sie

Energiemonitor

EASY NAVIGATION ACROSS
WEBSITE

IDENTIFYING WITH
IMPORTANT STAKEHOLDERS

WARUM IMMER
SIEH, DAS
SAUBERER STROM VON DEINEN STADTWERKEN.

SCHWEIFEN?
SO NAH.

IDENTIFYING WITH
IMPORTANT STAKEHOLDERS

VISUAL ASSETS THAT
MATCH THE GOALS OF
LOCAL ENERGY AND
SUSTAINABILITY PROJECTS

Einfach
wechseln!





[JETZT EINKAUFEN](#)

**Obst, Gemüse, Käse, Fleisch, Eier, Brot, Milch,
Getränke und noch viel mehr aus
dem Pfaffenhofener Land und der Hallertau.**

Ohne Umwege direkt vom Erzeuger!

LOCAL FOOD MARKET ONLINE



Die Schwärmerie
**PAFFENHOFEN AN DER ILM -
HAUPTPLATZ PFAFFENHOFEN**

[Weitere Informationen](#)



**Pfaffenhofener Land Und
Hallertau e. V.**
Gastgeber der Schwärmerie

Die Schwärmerie Erzeuger Schwärmerieen in der Nähe

Herzlich Willkommen

AVAILABLE WEB SHOP WITH LOCAL PRODUCTS

DIESE WOCHE BEI UNS

[Produkte auswählen](#)



01 Frische Bio-Vollmilch



02 Bio-Joghurt Natur



Käseknacker



Pfefferbeiber

GEMÜSE UND OBST

[Alle Produkte anzeigen](#)



Hallertauer
Champignons



Hallertauer Egerling
(Brauner Champignon)



Hallertauer
Kräutersseitling



Hallertauer Paraphue
(Portobello)

DIGITAL BROCHURE WITH SIMPLE EXPLANATION OF THE LOCAL ENERGY PLAN

STADTWERKE PFAFFENHOFEN A. D. ILM

100% SAUBERE ENERGIE FÜR PFAFFENHOFEN

Unser Weg zu einer 100% unabhängigen und sauberen Stromversorgung der Stadt Pfaffenhofen.

PFAFFENHOFEN A. D. ILM
Gute Arbeit für gute Menschen

Unser Beitrag zum Klimaschutz in Pfaffenhofen:
100% saubere Energieversorgung!

Die Stadtwerke Pfaffenhofen setzen Qualitätsvorgabe in Bürgerhaushalt, Frisches Trinkwasser, die Reinigung des Abwassers und saubere Energie. Mit dem Projekt 100% saubere Energie für Pfaffenhofen leisten wir unseren Beitrag zum Klimaschutz Konzept der Stadt und setzen die regionale Energiewende in den Grundstein um - Sonne, Wärme und Mobilität.

Unser Weg zu einer 100% unabhängigen und sauberen Stromversorgung der Stadt Pfaffenhofen.

Stromerzeugung in Pfaffenhofen 2016

Heute bereits 70% sauberer Strom im lokalen Netz:

Unser Beitrag: Strom und Wärme in Bürgerhaushalt. Wir investieren das Stromnetz der Stadt, um es für die Zukunft zu modernisieren, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren. Wir setzen auf erneuerbare Energien und setzen auf die Nutzung von Biomasse, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren. Wir setzen auf erneuerbare Energien und setzen auf die Nutzung von Biomasse, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren.

Stromerzeugung in Pfaffenhofen 2018

100% sauberer Strom aus lokalen Quellen:

Unser Beitrag: Heizwärme und Biomasse werden schon heute lokal erzeugt. Wir investieren das Stromnetz der Stadt, um es für die Zukunft zu modernisieren, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren. Wir setzen auf erneuerbare Energien und setzen auf die Nutzung von Biomasse, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren.

Stromerzeugung in Pfaffenhofen 2021

100% saubere Strom & Unabhängigkeit

Echte Unabhängigkeit von Stromerzeugern: Mit einem eigenen Zähler und einem eigenen Stromzähler können wir den Energieverbrauch senken und die Energieerzeugung diversifizieren. Wir setzen auf erneuerbare Energien und setzen auf die Nutzung von Biomasse, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren.

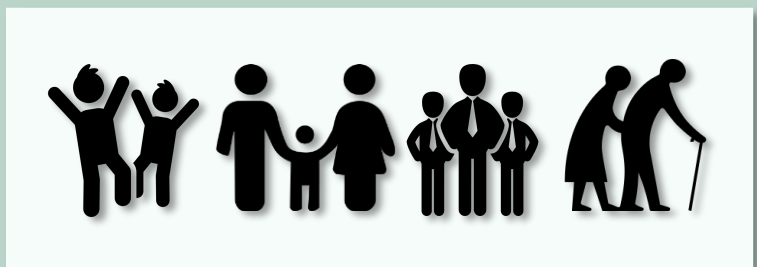
Unser Beitrag: Planung von Speicherlösungen und Netzausbau. Wir investieren das Stromnetz der Stadt, um es für die Zukunft zu modernisieren, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren. Wir setzen auf erneuerbare Energien und setzen auf die Nutzung von Biomasse, um den Energieverbrauch zu senken und die Energieerzeugung zu diversifizieren.

Das können Sie zur 100% sauberen und lokalen Stromversorgung Pfaffenhofens beitragen:

- 1. Regenwasser Ökostrom und Gas von den Stadtwerken:** Regenwasser Ökostrom und Gas von den Stadtwerken Pfaffenhofen. Sie leisten dadurch ein aktives Bistand zum Klimaschutz. Zur Wertschöpfung von Öl und Gas sparen Sie Geld. Sie werden gelohnt. Unter www.stadtwerke-pfaffenhofen.de den Preis berechnen, Vertrag ausfüllen, fertig. Um alles andere kümmern wir uns. Die weiteren Schritte sind selbstverständlich auch einen persönlichen Beratungstermin in unserem Kundencenter vorbehalten: 03841 40523025.
- 2. Regenwasser Ökostrom und Gas von den Stadtwerken:** Regenwasser Ökostrom und Gas von den Stadtwerken Pfaffenhofen. Sie leisten dadurch ein aktives Bistand zum Klimaschutz. Zur Wertschöpfung von Öl und Gas sparen Sie Geld. Sie werden gelohnt. Unter www.stadtwerke-pfaffenhofen.de den Preis berechnen, Vertrag ausfüllen, fertig. Um alles andere kümmern wir uns. Die weiteren Schritte sind selbstverständlich auch einen persönlichen Beratungstermin in unserem Kundencenter vorbehalten: 03841 40523025.
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STADTWERKE PFAFFENHOFEN IS A LOCALLY OWNED MUNICIPAL ENERGY COMPANY. THEY PRESENT THEMSELVES AS “COMMITTED TO YOU, THE CITIZENS, GUESTS AND ENTREPRENEURS OF THE CITY OF PFAFFENHOFEN, SO THAT YOU FEEL GOOD - IN YOUR FREE TIME AND AT WORK”.

THEIR DIGITAL BROCHURE IS A PIECE OF PROMOTIONAL MATERIAL PROVIDED IN A DIGITAL FORMAT FOR EASY READING AND DISTRIBUTION.



STADTWERKE PFAFFENHOFEN USES SIMPLE AND SHORT EXPLANATIONS ABOUT INITIATIVES TAKEN BY THE CITY. COMPARING TO LONG AND EXHAUSTIVE REPORTS, THIS IS THE FORMAT THAT EVERY CITIZEN CAN UNDERSTAND.



MUNICIPALITIES CAN USE DIGITAL BROCHURES TO REACH A LARGER AUDIENCE AND PROVIDE UPDATES ON THEIR SERVICES AND PROJECT RESULTS.



DIGITAL BROCHURES CAN ALWAYS BE IN YOUR STAKEHOLDERS HANDS (ON THEIR PHONES, TABLETS, LAPTOPS...).



DIGITAL BROCHURES CAN BE OF USE FOR ANY TYPE OF STAKEHOLDERS. THEY CAN ALSO BE PRINTED OUT FOR DISTRIBUTION TO ELDERLY CITIZENS.



SHORT AND CONCISE MATERIALS ARE MORE “DIGESTIBLE” COMPARING TO EXHAUSTIVE REPORTS THAT MUNICIPALITIES IN CENTRAL EUROPE USUALLY SEE.

ENGAGING FACEBOOK PAGE

Title of the event: "E-Bike Testing Week"
Pfaffenhofen, 16. July. 2020

Every Cities dream is it to reduce the CO₂-Pollution within the city centre. For a week the city of Pfaffenhofen will try to encourage the citizens to use the rental E-Bikes of the local municipal works of Pfaffenhofen. "Stadtwerke Pfaffenhofen" will test from the 11th to the 27th of July. The aim of the test week is to get citizens excited about sustainable mobility. The entire car, bike and roller sharing pool of Stadtwerke is then available to the participants. The interest in sharing bikes is so great that all bikes are already taken or reserved for the testing period.



Landkreis Pfaffenhofen a.d. Ilm
September 15 at 9:50 AM · 🌐

KAVITS GmbH and reKAVITS GmbH from Pfaffenhofen participate in the Bavarian Environmental Pact. District Councillor Albert Gürtner recently presented the corresponding documents of the Bavarian State Ministry of Environment and Consumer Protection to KAVITS CEO Jürgen Braun.
For more information visit <https://bit.ly/3hx6TVd>

⚙️ See original · Rate this translation



Landkreis Pfaffenhofen a.d. Ilm
Yesterday at 10:27 AM · 🌐

On the coming Mondays, September 28. and October 5., citizens will be able to get advice for free in the energy consultation session of the district.
Appointments will be made from 17:30 am to 20:10 pm each. A registration for the dates is available at the district office Pfaffenhofen near Harald Wunder at Tel. + 49 8441 27-399 or email harald.wunder@landratsamt-paf.de possible.

⚙️ See original · Rate this translation



10 Shares

Like Comment Share



Like Comment Share



PPAFFENHOFEN TARGETS ALL ITS STAKEHOLDERS ON THEIR FACEBOOK PAGE. EVERY POST CONSIST OF CONCISE DESCRIPTION OF PROJECT UPDATE AND CLEAR CALL TO ACTION.

EVERY INITIATIVE AND PROJECT IS COMMUNICATED THROUGH FACEBOOK AS MAIN SOCIAL MEDIA PLATFORM. EVERYONE WHO IS FOLLOWING THE PAGE CAN GET TIMELY AND CONCISE INFORMATION ON CURRENT EVENTS AND PROJECT PROGRESS.

Pfaffenhofen an der Ilm
September 22 at 8:02 AM · 🌐

E-bikes to borrow will be available from mid-October in the parking lot behind the town hall. The Stadtwerke Pfaffenhofen are building a garage for the bikes there. 🙌

⚙️ See original · Rate this translation

PAFUNDU.DE
Stadtwerke errichten Sharing-Garage am Parkplatz hinter dem Rathaus

👍👍👍 31 2 Shares

Pfaffenhofen an der Ilm
September 17 at 11:14 AM · 🌐

The survey on bike friendliness in Pfaffenhofen is still running until the end of November. 🚲

⚙️ See original · Rate this translation

PAFUNDU.DE
ADFC Fahrradklima Test: Umfrage zu Fahrradfreundlichkeit in Pfaffenhofen

👍👍👍 10 2 Shares

Like Comment Share

Most Relevant

Write a comment...

Most Relevant is selected, so some comments may have been filtered out.

INTERACTIVE MAPS - CLIMATE RADAR

USING INTERACTIVE MAPPING IS ONE OF THE MOST EFFECTIVE WAYS TO ENGAGE WITH THE COMMUNITY AND STAKEHOLDERS. THIS METHOD HAS ONE OF THE HIGHEST PARTICIPATION RATES OF ANY DIGITAL ENGAGEMENT TOOLS. ONLINE MAPPING UNLOCKS INSIGHTS THAT HELP MAKE REAL DECISIONS ON ANY PUBLIC INVOLVEMENT PROJECT AND AT THE SAME TIME INTERACT WITH AND ENGAGE THE COMMUNITY.

INTERACTIVE MAP IS AVAILABLE IN THE FORM OF WEBSITE.



PFAFFUNDDU IS INITIATIVE SUPPORTED BY THE CITY OF PFAFFENHOFEN WHERE CITIZENS HAVE THE CHANCE TO GIVE SUGGESTIONS AND RECEIVE FEEDBACK ON SUGGESTED ACTION.

IT IS MADE IN A WAY WHERE PEOPLE CAN “PIN” THEIR SUGGESTIONS ON THE CITY MAP AND GIVE MORE INFORMATION ABOUT OBSERVED NEED.

DER PAFUNDDU
BÜRGERMELDER

Klimaradar

Orte in Pfaffenhofen melden, die von Hitze, Trockenheit und Überschwemmungen betroffen sind.

Info

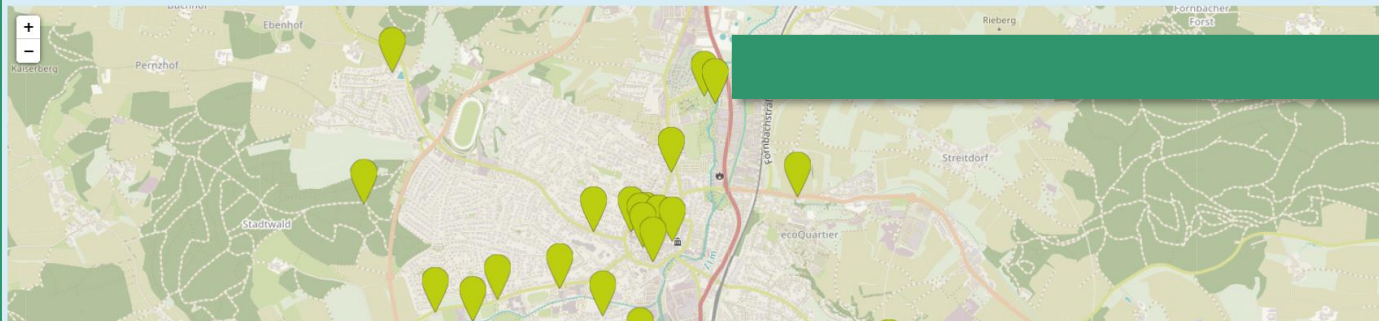
CITIZENS MAKE SUGGESTIONS ABOUT IMPROVEMENTS IN THE CITY - RELATED TO CLIMATE CHANGE MITIGATION AND ADAPTATION.



PFAFFENHOFEN A.D. ILM
Guter Boden für große Vorhaben

Zurück zur Startseite So geht's

+ Ort anlegen Anzeige ändern



ONE OF THE CITIZENS SUGGESTED TO PLANT MORE TREES BY THE BIKE LANES TO HAVE MORE SHADE

1785, created on February 20, 2020 10:48 am

Münchner Strasse

Heat load: The planting of more trees is suggested to shade bike paths - reported in the community workshop on February 13, 2020

Comments

write a comment

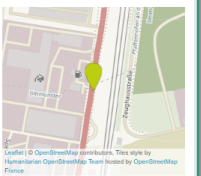
Surname e-mail Email confirmation (must be specified)
We do not publish your email address

Comment content

NOTE: GOOGLE TRANSLATE IS USED FOR TRANSLATION CITIZEN SUGGESTIONS

Leave a Comment

Accepted



Rate it



CLIMATE PROTECTION TIPS AVAILABLE ONLINE

CLIMATE CHANGES AFFECTS US ALL! GLOBAL CLIMATE CHANGE PRESENTS GREAT CHALLENGES. WE IN PFAFFENHOFEN CAN ALSO DO A PART TO PREVENT WORSENING OF THINGS. ANDRÉ ADLER, CLIMATE PROTECTION MANAGER FOR THE CITY OF PFAFFENHOFEN, THEREFORE GIVES WEEKLY TIPS ON HOW TO SAVE ENERGY.

THIS IS THE MESSAGE THAT CITY OF PFAFFENHOFEN SENDS TO ITS STAKEHOLDERS IN ORDER TO ENGAGE THEM AND MAKE THEM "CONTRIBUTORS" IN CLIMATE CHANGE BATTLE!



THE PAGE CONSISTS OF 40 EASY-TO-IMPLEMENT CLIMATE CHANGE TIPS THAT ANYONE CAN ACCESS. SOME OF THEM ARE BEING FOLLOWED BY THE IMAGE FOR BETTER VISUAL EFFECT AND ENGAGEMENT INCREASE.

Climate protection tip no.30



AVOID PACKAGING WASTE

When shopping, look for avoidable plastic packaging. Because conventional plastic is made from non-renewable raw materials, for which a lot of energy is used. One way to avoid waste is to switch to reusable systems. Please note: not every bottle for which a deposit is required is a returnable bottle. Look out for the "Reusable - For the Environment" or "Blue Angel" environmental label.

Climate protection tip no.25



SUNNY WATER

More than half of the annual hot water requirement can be covered by a properly designed solar system the size of around one square meter per person in the household. A larger collector in combination with a buffer storage tank also provides enough heat for your heating system in the transition period. Tip: Combine your conventional heating system with a solar heating system.

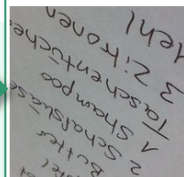
Climate protection tip no.20



DOES NOT COME IN THE BAG

The consumption of over five billion plastic bags per year in Germany has a negative impact on the climate balance. Carelessly throwing plastic bags into the environment is particularly harmful. Because even thin bags stay in the environment for up to 400 years and disintegrate into tiny particles that accumulate in the oceans and thus get into the stomachs of sea creatures. Simply say "No, thank you!" At the checkout and pack your purchases in the bag, paper bag or rucksack you brought with you.

Climate protection tip no.10



AVOID FOOD WASTE

An unbelievable 20% of the food in German households ends up in the trash - that is around 300 euros per person per year. So plan your purchases, use a shopping list, choose the right pack sizes and use your leftovers creatively. Special "leftover cookbooks" and websites help with this. The following applies to foods with a best-before date: What still looks and smells good can be consumed!

EXAMPLES OF VISUALLY SUPPORTED CLIMATE PROTECTION TIPS



Climate protection tips

Climate protection affects us all! Global climate change presents us with great challenges. We in Pfaffenhofen can also do our part to prevent worse things! André Adler, Climate Protection Manager for the City of Pfaffenhofen, therefore gives weekly tips on how to save energy.

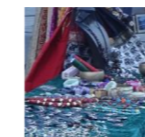
Climate protection tip no.41

USE FUNDING

Anyone who renovates their house, for example, BAFA supports the installation of solar water and also supports the heating system for homeowners' associations. The funding is available until September 2015. You can find an overview of funding opportunities at www.energieberatung.info.

NOTE: GOOGLE TRANSLATE IS USED FOR TRANSLATION OF CLIMATE TIPS

Climate protection tip no.40



SECOND HAND AND FLEA MARKET

Toys, books, children's furniture, bicycles or clothing: Second-hand goods are cheap and also good for the climate. Because neither raw materials nor energy have to be used for used items. In Pfaffenhofen, for example, there are regular flea markets on the fairgrounds and second-hand shops are always climate-conscious.

Climate protection tip no.39

GREEN INVESTMENTS

Invest in ecological projects such as community energy systems or switch to a bank that is committed to environmental and climate protection. Let your money work for climate protection and enjoy the good return and a clear conscience.

OFFLINE COMMUNICATION - CITIZEN MAGAZINE & WRITTEN INFORMATION

PEOPLE INTERACT MUCH DIFFERENTLY WITH PRINTED MAGAZINES. MAGAZINE READERS REALLY TAKE THEIR TIME AND LINGER WHEN READING PRINT. THEY ALSO TEND TO FULLY INTERACT WITH THE CONTENT, INCLUDING THE ADS INSIDE. THE INTERNET IS FULL OF CYBERCRIMINALS WHO USE VIRUSES AS AN ATTEMPT TO GAIN ACCESS TO CONSUMER'S PRIVATE INFORMATION. BECAUSE OF THE PROLIFERATION OF THESE MALWARE VIRUSES, WEB SURFERS HAVE BECOME VERY WARY OF CLICKING ON BANNER ADS, EVEN IF THOSE ADS ARE ENTICING. BUT CONSUMERS HAVE NOTHING TO FEAR BY READING PRINT AD, AND THIS MAKES THEM MORE OPEN TO RECEIVING MESSAGE.

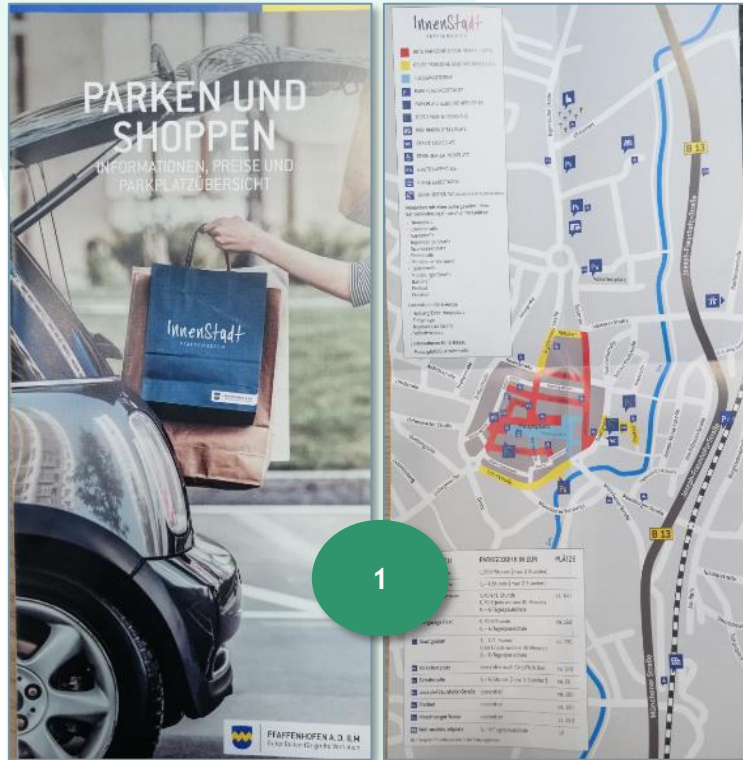
LOCAL MAGAZINES ARE HIGHLY VALUED AND RESPECTED PUBLICATIONS THAT BUILD A SENSE OF COMMUNITY AMONG LOCAL CONSUMERS. IN FACT, MANY PEOPLE TURN TO LOCAL PUBLICATIONS AS A SOURCE OF ADVICE. ADVERTISERS CAN GREATLY BENEFIT FROM THIS CREDIBILITY WHEN THEIR ADS ARE VIEWED NOT AS ADS BUT AS RECOMMENDATIONS FROM A TRUSTED SOURCE.



CITY OF PFAFFENHOFEN IMPLEMENTED VARIOUS WRITTEN MATERIALS: BROCHURES, ADS, WRITTEN ADVICES AND EVEN CITIZEN MAGAZINE WITH UPDATED INFORMATION ON ACTIONS RELATED TO CLIMATE CHANGE AWARENESS, MITIGATION AND ADAPTATION. IT IS RECOMMENDED TO USE WRITTEN COMMUNICATION WITHIN SMALL COMMUNITIES SINCE PEOPLE TEND TO "PICK UP" INFORMATION ON PUBLIC SPACES WITHIN THEIR SOCIAL GROUPS: DOCTOR'S OFFICE, TRAIN STATION, SUPERMARKET, CITY SQUARE. THESE PLACES ARE ALSO RECOMMENDED TO BE PLACE OF WRITTEN MATERIALS DISTRIBUTION FOCUS POINTS.



PARKING INFO, CITY EXPRESS AND LOCAL FOOD PRODUCERS SHOP EXAMPLES



1



2



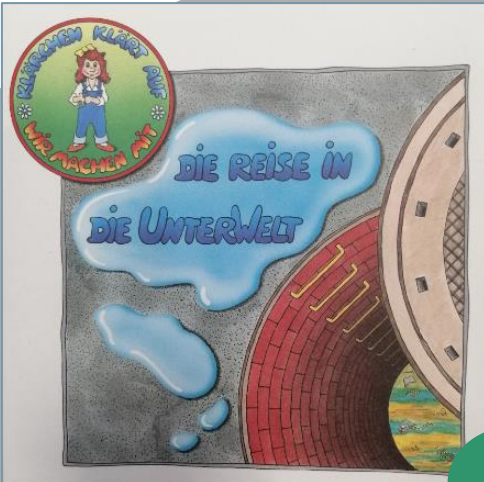
3

PARKING & SHOPPING BROCHURE - WRITTEN PRACTICAL INFORMATION ON WHERE TO PARK AND DO YOUR GROCERY SHOPPING SEAMLESSLY. KNOWING WHERE ONE CAN PARK THEIR VEHICLE CAN REDUCE CROWD IN INNER CITY SPACES. SMALL MAP IS INCLUDED AS PART OF THE MATERIALS FOR EASIER NAVIGATION.

CITY CENTER EXPRESS GIVES PEOPLE THE OPPORTUNITY TO ENJOY THE CITY THROUGH DIFFERENT PERSPECTIVE - INTERESTING CITY BUS/TRAIN VEHICLE. LONG TERM THIS INITIATIVE REDUCES USAGE OF GAS VEHICLES WITHIN THE CITY CENTER AREA AND MAKES PEOPLE ENJOY CITY FROM A "PEDESTRIAN" PERSPECTIVE RATHER THAN "PASSIVE OBSERVER" THROUGH THE WINDOW OF PERSONAL VEHICLE. THE CITY PUBLISHED SHORT BROCHURE ON HOW THEY CAN ENJOY THE INNER STADT EXPRESSEN.

THROUGH THE "COLLECTIVE" INITIATIVE OF LOCAL FOOD PRODUCERS, CITIZENS OF PFAFFENHOFEN CAN ORDER FOOD STRAIGHT FROM LOCAL FARMERS SHOPS. THE INITIATIVE IS PRIMARILY ADVERTISED IN WRITTEN.

SPECIAL FOCUS ON CHILDREN



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KIDS ARE MOST IMPORTANT STAKEHOLDERS WHEN TALKING ABOUT THE LOCAL ENERGY PLANS AND INITIATIVES RELATED TO CLIMATE CHANGE. CITY OF PFAFFENHOFEN RECOGNIZED HOW IMPORTANT STAKEHOLDERS CHILDREN ARE, AND THUS, HAS DEVELOPED WRITTEN INFO MATERIAL ADAPTED FOR YOUNG POPULATION. THE BROCHURES IN THIS EXAMPLE GIVE A SHORT AND PLAYFUL OVERVIEW ON HOW TO PROTECT LOCAL WATER RESOURCES AND HOW TO HANDLE SEWAGE WATERS IN THE COMMUNITY.



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