



Y 1.2

IMPLEMENTATION OF LOCAL ENERGY PLANS THROUGH INVOLVEMENT OF CITIZENS AND OTHER STAKEHOLDERS (INDUSTRY, NGO)

DELIVERABLE 1.2.6.

**Communication strategies for presenting
the revised energy plans to the general
public - XIV. District Budapest, Zugló**

**Version 1
03 2021**



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

1.1 Communication status of the current energy plan

The development of the climate and energy strategy of Zugló started in Summer 2020, the document will be finalized in Spring 2021. Due to this strategy development process the revision of the local SECAP is on low priority.

The climate and energy strategy development process is supported with strong communication activities: website, questionnaires, citizen engagement with active involvement.

1.2 Media and communication situation in the municipality

The most visited media channel of Zugló is the local website and facebook page. Strengthen the cooperation with the editorial staff is necessary.

Monthly local newspaper is delivered to every household in Zugló. Despite the wide dissemination it has a low reading rate.

Further websites are dedicated to sustainable green and co-creative projects: mizuglonk.hu <https://www.zugloklimastrategia.hu/>

Independent local channels: facebook groups, NGOs

1.3 Stakeholder description

Internal stakeholders

Related departments of Mayors office: mayors cabinet, environmental department, office of chief architect, office of chief engineer, city management company, public institutions of the municipality

External stakeholders

Local NGOs and initiatives: AZTA, Zugkert, Zuniverzum, Kenyérközösség, Virágzó Zugló

Local companies



2. Objectives of the strategy

2.1 Main objectives

The main objectives of the communication strategy are:

- *to deliver the information to the local stakeholders about the new climate&energy strategy*
- *to give a summary about the content, main goals and actions*
- *to highlight the importance of urgent actions*
- *to highlight the role and responsibility of all local stakeholders*

2.2 Main message

- *The local climate&energy strategy is ready to implement*
- *Take your part of responsibility, be part of the changes*

2.3 Supporting messages

The main element of the content of c&e strategy

Environmental, social and economical benefits of sustainable city energy management and climate adaptive city

2.4 Target groups

- *Partners of the ENES pilot project*
- *Employees of Mayors Office*
- *Local public institutions*
- *Local citizens with green attitude, high interest in climate &energy issues*
- *Local citizens with moderate interest in climate&energy*
- *Local companies*



3. Tools and channels of implementation

<i>Tool / channel / action</i>	<i>Target group(s)</i>	<i>Main message(s)</i>	<i>Responsible for implementation</i>
<i>mizuglonk.hu</i>	<i>local citizens with green attitude</i>	<i>engagement local public for local actions</i>	<i>local communication manager of Enes</i>
https://www.zugloklimastrategia.hu	<i>local citizens with green attitude</i>	<i>engagement local public for local actions</i>	<i>communication manager of Climate&energy strategy</i>
<i>direct information by e-mail</i>	<i>public institutions/employees/local companies</i>	<i>engagement of municipality employees</i>	<i>green vice mayor</i>
<i>online workshop (WS3)</i>	<i>local citizens with green attitude</i>	<i>engagement local public for local actions</i>	<i>ENES Zugló team</i>
<i>zuglo.hu / Zugló facebook page</i>	<i>general public of Zugló</i>	<i>engagement local public for local actions</i>	<i>c.m of zuglo.hu</i>
<i>Zuglói Lapok local newspaper</i>	<i>elder people</i>	<i>engagement local public for local actions</i>	<i>chief editor</i>
Facebook	<i>general public</i>	<i>wide-reaching communication in the energy sector</i>	<i>Energiaklub</i>
<i>infographics</i>	<i>general public of Zugló/local companies</i>	<i>raise awareness in bottom-up energy planning</i>	<i>Energiaklub</i>
www.energiaklub.hu	<i>general public</i>	<i>wide-reaching communication, our aim is to make energy producers, users and perhaps even political</i>	<i>Energiaklub</i>



		<i>decision-makers regard energy in a different way</i>	
<u>Energiaklub youtube chanel</u>	<i>general public</i>	<i>wide-reaching communication, our aim is to make energy producers, users and perhaps even political decision-makers regard energy in a different way</i>	<i>Energiaklub</i>
<i>Energiaklub newsletter</i>	<i>general public</i>	<i>wide-reaching communication in the energy sector</i>	<i>Energiaklub</i>
<i>Energiaklub municipality newsletter</i>	<i>municipalities</i>	<i>project updates, possibilities for municipalities</i>	<i>Energiaklub</i>



4. Budget for implementation

-



5. Timing of the communication strategy

March 2021- June 2021



6. Evaluation of the implementation

number of reached stakeholders:

- *employees of municipality and public institutions,*
- *attendees of WS,*
- *visitors of related articles*
- *reaches on facebook*
- *number of newsletter subscribers*