

COMMUNICATION STRATEGY FOR PRESENTING  
THE REVISED ENERGY PLAN

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PP10 Lubelskie Voivodeship

Version 1  
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## 1. Introduction

Communication activities are crucial to ensure the bottom-up approach of local energy governance and active involvement of citizens and other important stakeholders, which is the main goal of the ENES-CE project. The project seeks namely to fill the gap with a quadruple helix approach, where citizens are playing a pivotal role.

The communication strategy for presenting the revised energy plans to a general public in partner regions is Deliverable D.T1.2.6 of thematic work package 1. *Involvement of citizens in revising local energy plans*. It is meant to mobilize the local community and stimulate the public debate about energy planning.

This document is the communication strategy of the Polish partner in the ENES-CE, Lubelskie Voivodeship (PP10). It should contribute to maximising the impact of the ENES-CE project, which is raising acceptance of citizens towards low-carbon investments and developing methods to engage them into revision and implementation of existing SEAPs /SECAPS and other local low-carbon strategies. It aims at providing a set of methods and defining activities for presenting and effectively communicating of the revised Low Carbon Economy Plan (LCEP) of the Niemce Commune - the co-partner of Lubelskie Voivodeship in the ENES-E project - to the citizens and other key stakeholders. The purpose is to convey a certain message to the target audience with the means and ways that ensure the atmosphere of understanding and acceptance.

The revised Low-Carbon Economy Plan for the Niemce Commune for 2020-2025, entitled "Low-Carbon Economy Plan for the Commune of Niemce", was adopted on 4 February 2020 by Resolution No. XIV/138/2020 of the Council of Niemce. Lubelskie Voivodeship, partner in ENES-CE project together with Niemce Commune will plan and implement activities to involve citizens and other stakeholders from the Niemce Commune in the energy planning and revision process.

This communication strategy should identify who needs to be reached, what they need to hear and what are the means to achieve it. It needs to cover following main sections: defining the main goal and objectives, specifying what message should be carried, selection and timing of activities and identifying the target groups.



The document comprises of four main sections:

- Communication objectives
- Tailored message
- Target groups
- Communication activities and tools

## 2. Objectives of the communication strategy

Communication needs to be goal-driven. We communicate to achieve or change something. Therefore it is important to define communication objectives properly.

The main objectives of this communication strategy are:

- to ensure continuous and easy flow of information from top to bottom and vice versa;
- raise awareness of citizens and prepare people to accept the change and respond to it positively;
- influence attitude and change behaviour of local communities actively participating in revision of energy plans;
- obtain approval of the residents of the Niemce Commune and other project stakeholders about joint bottom-up energy planning and coordinate cooperation between different parties;
- improve capacities of the public by informing about funding opportunities and possibility of implementation of activities with the involvement of citizens.

## 3. Target groups

Target groups are the key audiences with which we need to communicate. To be effective, it is important to know precisely who needs to be addressed. Target groups should be identified by developing a list of external stakeholders - important people and organisations that need to know about and be involved in the energy planning.

We identified following key stakeholders that need to be informed about local energy planning.

The list of stakeholders with which we will communicate:

- Infrastructure and (public) service provider in the Niemce Commune
- Interest groups including NGOs in the Niemce Commune
- SMEs operating in the Niemce Commune - business sector
- Business support organizations and energy clusters operating in Lubelskie



- General public - citizens of Niemce and other communes - with special focus on children and families
- Local public authorities in Lubelskie region - heads of the communes and/or their representatives, commune councilors - will be involved in local focus groups

#### 4. Tailored message

Messages need to be tailored to be appropriate for a specific target group and in case of this communication strategy the message being conveyed needs to be relevant to the local community of Niemce Commune. A good message should be appealing to its target group and should attract the attention.

Thus, the substance of the message should be clearly and simply delivered. It is important to overcome possible communication barriers or fears to create an atmosphere of trust, understanding and acceptance in order to effectively involve the relevant stakeholders and enhance their active contribution.

The messages conveyed to reach the goals of this strategy will address things related to: 1) presenting to a wider audience an updated low-emission economy plan and the final list of tasks to be implemented by Niemce Commune connected with increasing the use of the renewable energy sources and forming the energy cluster; 2) informing about the possibilities of joint bottom-up planning of activities for reducing CO<sub>2</sub> in the commune and improving air quality through individual actions and as part of cooperation in the energy cluster.

#### 5. Communication tools and activities

Communication tools and activities should:

- mobilize local community and stimulate the debate about energy planning;
- inform the community;
- foster the involvement of public parties;

Activities planned in this communication strategy will include available communication channels, which are suitable to reach the objectives set up.

##### Institutional website

Institutional webpages have a large audience potential and thus will serve as the main sources of information for the commune residents, stakeholders and wider public. We will use 2 webpages:

- the website of the Niemce Commune



<https://www.niemce.pl/gmina>

The revised Low Carbon Economy Plan of the Niemce Commune will be published in section “Environmental protection”:  
<https://www.niemce.pl/gmina/ochrona-srodowiska/> and on the public information bulletin:  
[https://ugniemce.bip.lubelskie.pl/upload/pliki//Niskoemisyjna.Kopia\\_2.pdf](https://ugniemce.bip.lubelskie.pl/upload/pliki//Niskoemisyjna.Kopia_2.pdf)

On the institutional webpage of the Niemce Commune we will publish all relevant news related to: 1) thematic workshops in WPT1 and WPT3 (invitation to the meetings and reports from the meetings); 2) project events - local focus group events (invitation to the events and reports from the events); up-to-date information about the project activities which are relevant to be communicated to the residents and project stakeholders - progress in creation of the energy cooperatives, implementation of the pilot projects, conducting of educational campaign as a project pilot action; 3) project promotional / communication material such as digital newsletter, brochure translated into Polish/project promotional video.

- The website of the Lubelskie Voivodeship

<https://www.lubelskie.pl/kategoria/aktualnosci-fundusze-europejskie/>

The institutional website of Lubelskie Voivodeship, section “European funds” will contain all relevant information about the project, news related to activities within the project, project events and participation of project partners to public events. In this location, we will publish relevant news related to promotion of the local energy planning in the Nieme Commune, such as: 1) revision of the Low Carbon Economy Plan in the Niemce Commune, 2) thematic workshops in WPT1 and WPT3, 3) local focus group events; 4) up-to-date information about the project activities concerning progress in creation of the energy cooperatives, implementation of the pilot projects, conducting of educational campaign as a project pilot action; 3) project promotional / communication material such as a digital newsletter, project brochure translated into Polish, project promotional video.

All published information related to ENES-CE project has to include the programme logo set in a visible place, meeting the general visibility and publicity requirements of the programme. A link to the project website should be added for more information about the project activities.

### Social media

Social media channels help reach out to different audiences / target groups. For efficient communication on social media we will use following channels:



- Facebook - will be used to get in touch with general public. We will use 2 available facebook accounts: of the Niemce Commune and of the Marshal Office of Lubelskie.

<https://www.facebook.com/gminaniemce>

<https://www.facebook.com/urzadmarszalkowski.lubelskie/>

### Press / magazines

Taking into account that it is not recommended to generate costs related to press articles, in the first place, we will use own magazines. Thus, we will ensure the presence in the press by engaging with available free magazines that have potential to reach wider audience and raise an awareness:

- “Taka gmina” (Such commune”) - the magazine of the Niemce Commune issued every 3 months;
- “Puls Regionu” (“Puls of the Region”) - the magazine of Lubelskie Voivodeship, issued every 3 months;
- “Lubelskie.pl” - the magazine of Lubelskie Voivodeship - the monthly magazine including up-to-date information and news from Lubelskie communes and poviats.

### Local focus group events

Local focus group events are a key tool which gives the opportunity to present the local energy planning in the Niemce Commune to the wider audience and to stimulate the public debate on energy planning. What is also important, local focus group gives opportunity to easily distribute non digital brochures and leaflets and other promotional material, including project gadgets, what can additionally attract people, capture their attention and send out the message we want to convey.

There are 3 such kinds of events, foreseen during the project lifetime for every project partner, including Lubelskie Voivodeship.

- Local focus groups event in the year 2020 (initially scheduled for the end of May) - the main topics of the event will be improvement of energy plans, collaboration with the citizens and other local stakeholders.

Due to the pandemic and spring lockdown which took place also in Poland, organization of the event in May was not possible. Therefore, it was postponed and planned to be held on 17 November during the Energy Fair ENERGETICS - an annual energy event in Lublin. Unfortunately, according to the then introduced restrictions in Poland, all public events were to be cancelled. Thus, we will



organize the event along with the 3<sup>rd</sup> thematic workshop in WPT1 online, on 17 November.

- Local focus groups event in 2021 (scheduled for the end of June) - focused on the presentation of tools for citizens involvement and activities addressed to improve the knowledge of the citizens on the political activities implemented in the target area.

If the situation allows, we intend to postpone the event and organize the second local focus group on the occasion of the Energy Fair in Lublin in November 2021. Linking the project event with the biggest energy fair in eastern Poland will allow us to reach the wider audience and to promote the project and its results.

- Local focus group events in 2022 (scheduled for the end of March) - focused on the presentation of the results of the pilot actions to a wider audience, according to the results implemented in the Niemce Commune.

### Educational campaign

The Lubelskie Voivodeship together with the Niemce Commune found it necessary to conduct an educational campaign as part of meetings with residents and other stakeholders in order to raise awareness of the problems, present opportunities to engage in joint activities to reduce CO<sub>2</sub> in the commune and improve air quality through individual actions and as part of cooperation in the energy cluster.

Environmental education is an important communication activity enabling effective involvement of citizens in the energy planning process and energy-saving. It supports delivering the key message, which is promotion of pro-ecological activities and information about possibilities of joint bottom-up activities reducing CO<sub>2</sub> and improving air quality in the commune as part of cooperation in the energy cluster.

The advantage of the educational campaign is that it can be seen by the whole community. It will also be an opportunity to easily distribute non digital brochures and leaflets and other promotional material, including project gadgets, which can additionally attract people, capture their attention and send out the message we want to convey.

The educational campaign will be prepared in cooperation with the external expert, supporting Lubelskie in the implementation of the ENES-CE project and the continuous inspiration is the Communication tool developed in WP2.