

## Output factsheet: Tools

Version 1

Project index number and acronym	CE 1449 ENES-CE
Lead partner	Municipality of Forlì
Output number and title	OT2.1 Tools for the citizens involvement - Tool nr. 3
Responsible partner (PP name and number)	PP08 Municipal Utilities Pfaffenhofen (SWP)
Project website	<a href="https://www.interreg-central.eu/Content.Node/ENES-CE.html">https://www.interreg-central.eu/Content.Node/ENES-CE.html</a>
Delivery date	26.11.2020

### Summary description of the key features of the tool (developed and/or implemented)

When starting a new energy cooperative for renewable energy projects, the problem is often to communicate successfully and promote the project in a positive way. Additionally, it can be hard to reach out to all the relevant stakeholders. This tool gives an indication how to communicate effectively and gives tips and hints to create a relevant and positive communication.

The delivered Tool 3 (D.T2.2.3) was created in an EU-wide cooperation. It ended now in an extensive manual, which will help community projects EU-wide to get going. Input was given from every project partner on different levels and intensities.

The key features are:

- Evaluating the target audience
  - Key stakeholders
    - Children
    - Families
    - Business sector
    - Elderly
- Presenting a communication toolbox
  - Workshops, conferences, seminars, focus groups
  - Newsletters, technical papers, etc.
  - Exhibitions and info-days
  - Info point and urban centers
  - Press office activities and local media relations
  - Flyers, leaflets

- Gadgets
- Website and internet tools for networking
- Recommend tools for each target audience
  - Digital communication
    - Facebook
    - Instagram
    - Twitter
    - LinkedIn
    - Promotional video
    - WhatsApp
    - Viber
    - Tik Tok
    - Radio/TV
  - Non-digital communication
    - Printer materials
    - Local climate magazines or climate newspapers
    - Short stories and written material for children
- Deliver best practices to give hands-on information, e.g.:
  - Local food market online with web shop
  - Digital brochure with the local energy plan
  - Climate radar
  - Climate protection tips online
  - Offline magazines

With all this information provided, the project partners are able to support their citizen projects. Further on in the future, the tool can be used by everybody who is interested and in need.

To sum it up, the tool gives a good overview over possibilities of communication methods to create successful citizen energy projects. With its hands-on examples it shows specific possibilities to develop a greener future in cooperation with citizens and stakeholders.

### NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The tool was developed in cooperation of the following NUTS regions:

- DE21J
- ITH58
- HR046
- HU101
- PL314
- SI012

### Expected impact and benefits of the tool for the concerned territories and target groups

The tool will be spread through online media. Used will be the project website as well as the national project partners. The goal is to distribute the tool as widely as possible and make it accessible to as many people as possible. In addition, it will be spread through the projects newsletter to get further attention.

Furthermore, it will help the users to communicate projects faster and in a more efficient way. So, in the end it will help European partners to increase the usage of renewables overall because they are getting more accessible to everyone. One of the most important aspects along that project development is the communication. Therefore, the focus on the hands-on examples will help any project developer to keep the citizens in mind from the beginning. And this will lead to easier and faster project implementation.

At the moment this tool has not led to any additional uptake at policy or institutional level. Mainly, because this tool has to be used in the future and its impact will then really reveal itself.

### **Sustainability of the tool and its transferability to other territories and stakeholders**

The tool was designed to be as transferable as possible. The information given should easily be applied in other countries as well as the information is general and accentuated with examples.

In addition, the tool is very sustainable because it is distributed as a pdf file. Therefore, it has a very good longevity as many people around the European Union have the possibility to open and read it.

### **Lessons learned from the development/implementation process of the tool and added value of transnational cooperation**

The most important lesson were the different approaches in different countries and territories. It was very valuable to exchange with the project partners and try to get one wrap-up, which covers a general approach to communication.




### **References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex**

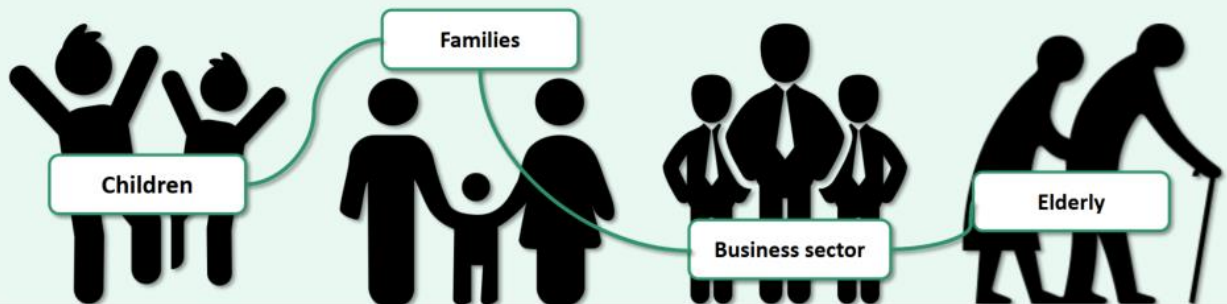
D.T2.2.3 Tool 3: Communication methods for local energy plans and creating an atmosphere of acceptance.

<https://www.interreg-central.eu/Content.Node/ENES-CE.html>

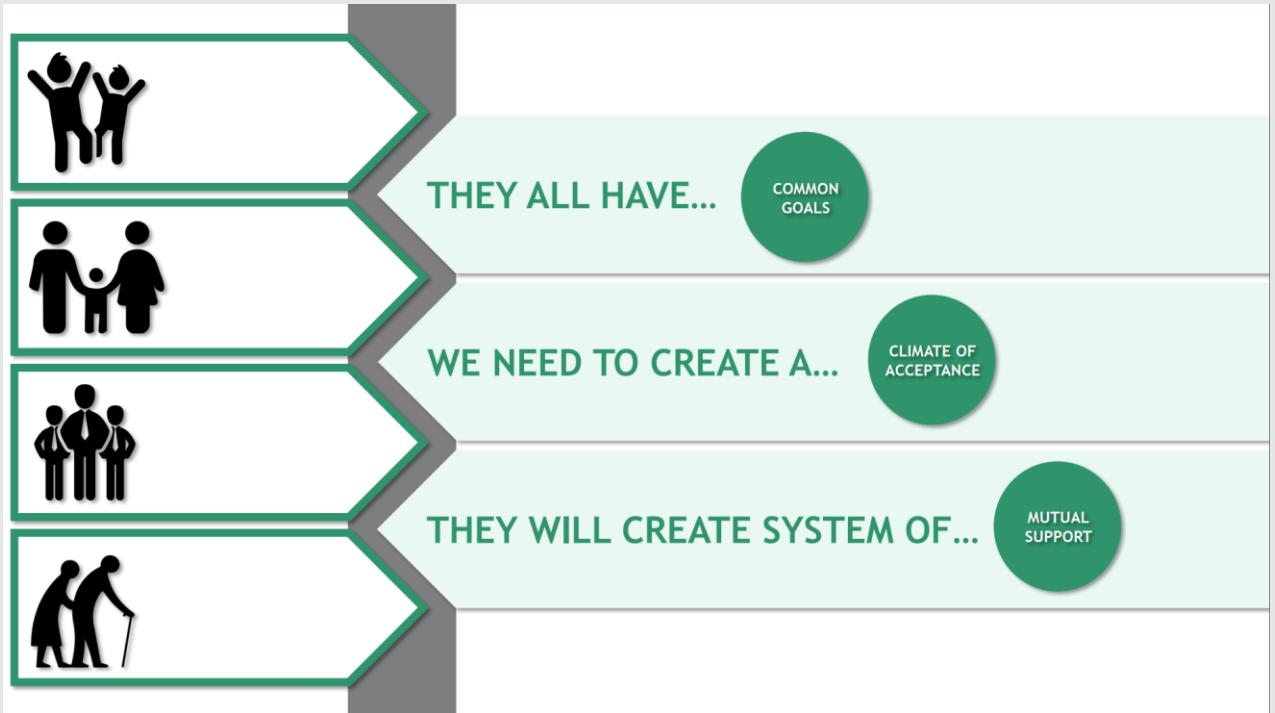
Presentation of the different stakeholder:

**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.



The connections between the stakeholders:



General communication approach:



**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund

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 

First page of the communication toolbox:

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"> <li>ENCOURAGE "GRASS ROOTS" TO EXPRESS VIEWS PEOPLE FEEL VIEWS ARE VALUED</li> <li>CAN BE VERY CREATIVE AND FLEXIBLE</li> <li>TARGETED DEBATE, POSSIBLY LESS CONFRONTATIONAL, INVOLVES INTERESTED AND WELL-INFORMED STAKEHOLDERS</li> <li>HELPS START A COMMON OUTLOOK</li> </ul>	<ul style="list-style-type: none"> <li>MAY AROUSE EXPECTATIONS THAT CAN'T BE MET</li> <li>NEEDS CAREFUL MANAGEMENT, CONTINUITY AND FOLLOW-UP DEPENDS ON QUALITY OF FACILITATION</li> <li>DOESN'T NECESSARILY REPRESENT A BALANCED POINT OF VIEW</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li><b>NOT RECOMMENDED DURING HEALTH HAZARD SITUATIONS</b></li> </ul>
NEWSLETTERS, TECHNICAL PAPERS, ETC.	<ul style="list-style-type: none"> <li>SETS SCENE FOR DIALOGUE OPPORTUNITY FOR ALL CONTRIBUTES TO INCREASE THE IMAGE OF THE PROJECT</li> <li>CAN BE COORDINATED WITH WEBSITE</li> </ul>	<ul style="list-style-type: none"> <li>OPEN-ENDED COMMITMENT</li> <li>CAN SUFFER FROM "FATIGUE" IF PROCESS EXTENDED</li> <li>MAY USE TOO MUCH PROFESSIONAL TERMINOLOGY</li> </ul>	<ul style="list-style-type: none"> <li>A USEFUL TOOL OF COMMUNICATION, BUT MUST BE ATTRACTIVE, RELEVANT, ACCESSIBLE AND CLEAR</li> </ul>
EXHIBITIONS AND INFO-DAYS	<ul style="list-style-type: none"> <li>CAN BE SEEN BY WHOLE COMMUNITY</li> <li>OPPORTUNITY TO PRESENT CONTEXTS AND ISSUES TO A LARGE NUMBER OF PEOPLE IN A VERY EASY WAY</li> <li>USEFUL FOR DISTRIBUTING NEWSLETTERS, LEAFLETS, QUESTIONNAIRES, EDUCATIONAL MATERIALS</li> <li>STAFF CAN DIRECTLY ANSWER QUESTIONS AND ATTRACT INTEREST</li> </ul>	<ul style="list-style-type: none"> <li>MAY BE POORLY ATTENDED</li> <li>NOT ALL VENUES EQUALLY ATTRACTIVE</li> <li>RUNS RISK OF DULLNESS</li> </ul>	<ul style="list-style-type: none"> <li>A USEFUL RESOURCE WHEN COMBINED WITH A COMPREHENSIVE COMMUNICATION PROGRAM</li> <li><b>NOT RECOMMENDED DURING HEALTH HAZARD SITUATIONS</b></li> </ul>
INFO POINTS CENTERS	<ul style="list-style-type: none"> <li>PERMANENT COMMUNICATION INSTRUMENT IN THE LOCAL TERRITORY</li> <li>ENHANCES NOT ONLY THE TRANSFER OF INFORMATION BUT ALSO THE RAPPORT BETWEEN THE PUBLIC ADMINISTRATION AND THE COMMUNITY</li> </ul>	<ul style="list-style-type: none"> <li>COSTLY TO DEVELOP, BOTH IN TERMS OF TIME OF RESOURCES</li> <li>NOT VERY FLEXIBLE</li> <li>REQUIRES MANAGEMENT AND COORDINATION</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li><b>NOT RECOMMENDED DURING HEALTH HAZARD SITUATIONS</b></li> </ul>

\* Methodological guidelines for the development of Sustainable Energy Communities and Systems in urban decentralized areas of the Mediterranean Region

Recommended tools - digital communication:

# 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!

Example of digital communication - Facebook:

## FACEBOOK FOR FAMILIES AND BUSINESSES COMMUNITY

**TARGET GROUPS**



**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 **1PM AND 4PM**  
WEEK MONDAY THROUGH FRIDAY

**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

**FREE ENERGY EFFICIENCY ADVICE**

Research on energy efficiency in...

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 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% of households use heat pump.

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

**CALL TO ACTION**

**USE COLORFUL IMAGE**



2

Svidla mi se Comment Podijeli

Recommended tools - non-digital communication:

## 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.



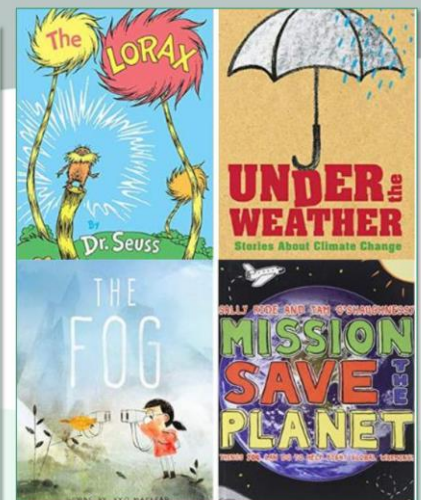
Posters and flyers can be displayed almost anywhere!

Example of non-digital communication - short stories and written materials for children:

### SHORT STORIES AND WRITTEN MATERIALS FOR CHILDREN

TARGET GROUPS	 <p>CHILDREN</p>
ADVANTAGES	<ul style="list-style-type: none"> <li>• CAN BE DELIVERED AND CONSUMED AT SCHOOL OR AT HOME</li> <li>• CAN BE VERY MUCH FOCUSED ON TOPICS INTERESTING FOR KIDS</li> <li>• COLORFUL AND VERY INTERACTIVE</li> </ul>
RECOMMENDED CADENCE	<p><b>12X</b> MONTHLY TOPIC YEAR</p>

- 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



Example of a best practice:

## 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.



PF~~F~~UNDU 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.



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

