



“Zero Emissions COmmunities”

Awareness & Communication Action Plan

(Guidelines)

Drafting by



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1. Intro

The project aims to improve energy efficiency and reduce CO2 emissions in smallest Mediterranean Communities through the creation of a collaboration scheme between local public institution and private entities, with the endorsement of citizens and entrepreneurs. The project foresees the design a public-private partnership (PPP) scheme to achieve the Zero emission communities goal and plans the realization of a Mediterranean awareness campaign to promote a Rational Energy Consumption Behaviour.

2. Premise

A key role in the European energy efficiency policy must be played by public bodies because in local communities more than 50% of the GHG emissions are created and up to 80% of energy is consumed.

European Union, since 2006 through EU Climate Action and Renewable Energy Package, had stated has a crucial issue “Mitigate climate change through the implementation of intelligent local sustainable energy policies that create stable local jobs and increase citizens’ quality of life and address crucial social issues achieving the goal to reduce CO2 emissions by 20% by 2020, as a result of a 20% increase in energy efficiency and a 20% share of renewable energy sources in the energy mix.”

If for cities of medium or big dimension this could represent an achievable objective for the smallest municipalities it represents a not realistic perspective due to the shortage of funds to invest in this kind of interventions and the lack of competences able to assist local authority in carrying out municipal energy audit and in designing a Sustainable Energy Action Plan (SEAP) which should lead the local communities towards the achievement of the energy sustainability and zero emission goal.

To the other side private actors are looking for new markets which could ensure high and durables revenues.

At the moment, Energy services and products sector, according also with European policy, could represent for entrepreneurs a primary field of action.

For these reasons main project idea is to favour the creation of local Public Private Partnership (PPP) promoted and coordinated by association of municipalities or provinces which involve both small municipalities and public and private actors active in the field of energy such as Local and National Energy Agencies, Energy Services Company (ESCO) research centres, etc.

The Public Private Partnership will be in charge of implementing the SEAP guaranteeing the achievement of energy efficiency in small municipalities and at the same time creating new business and job opportunities.

Furthermore considering that SEAPs with a high degree of citizen participation are the most likely to get continuity in the long-term and to succeed in attaining their objective, project plans a double level campaign, local and International, targeted on citizens-consumers, youngsters and entrepreneurs aimed at promoting energy responsibility in daily behaviors and in business strategy.

3. Communication

What kind of communication?

Communication activities will focus on two aspects, basically circumscribed in **two main set**:

1) GENERAL COMMUNICATION - Spreading of news regarding ZeroCO2 project in general (concrete actions, results, outputs, etc).

2) LOCAL COMMUNICATION - Spreading of information, concerning project aims and activities strictly correlated with the local situation.

Local communication deserves high attention; it's necessary to keep in mind several principles to frame a good communication plan:

- Spreading and development of new mind set concerning energy efficiency and renewable energy in general.
- Work to ground this new mind set until next generation
- Each territory has its own peculiarity; not only between different country, but even between region, cities or towns of the same country.
- To distinguish different categories of partners/interlocutors: citizens, entrepreneurs, local institutions
- Communication is intended not only to inform but also to show and provide a concrete option

4. Strategic activities

The information to communicate and the most effective way to spread it, it's the main question to face in strategic activities.

It would be useful to have a simple *step by step* operative action plan.

- 1) Aim definition
- 2) Analysis
- 3) Location
- 4) Targets identification
- 5) Intelligence activities
- 6) Engagement tools
- 7) Networking
- 8) Out put collection
- 9) Experience spreading

1) Aim definition

"Spreading of an energy efficiency policy and spreading of renewable energies sources use". The previous sentence could be adopted as the project's resume.

Concerning Zeroco2 what above it's the aim, but, in WP5 the communication can be gets as an aim itself.

2) Analysis

A good analysis session is crucial to identify, relatively point 1, how to proceed and develop the communication/action plan.

A good management of this phase determines success or failure of communication plan and related activities. Analysis will draft the rest of the steps, producing an action model to reproduce in future or to spread outside the interested area.

3) Location

Concerning ZeroCo2 location it's strictly connected to the subjects to engage and involve: small municipalities that count less than 10.000 habitants.

Less than 10.000 habitants it's just a good point of reference to recognize right location; small cities and town are, en fact, the perfect theatre to apply the project's dynamics concerning energy efficiency policy and good practice drafting up and, then, right place to use communication plan.

What below is not to be intended as a limit: workshop, meeting, thematic show, etc, can be organized and managed wherever a good spreading point is thought.

Provinces, ministries, city halls, squares, malls; so each spot cans guarantee visibility and high level of spreading is to be considered an eligible location too.

4) Targets Identification

It's important to distinguish several level/type of interlocutor.

- *Private*: local (regional area) entrepreneurs are the most important of this category.
- *Public*: citizens in general.

All citizens must be highly informed first of all concerning their possible personal saving thanks application of RES in daily life.

- *Local administrators* in provinces, municipalities, etc.

These actors represent the irreplaceable elements in new policy adoption and also new policy promotion.

5) Intelligence activities

Collection of information, regarding the best way to engage and get involved the subjects previously identified, is a crucial phase.

6) Engagement tools

Information on money saving, benefits or even profit, produced by RES/good practices, are to be intended, relatively all previous subjects, very good engagements and communication tools.

It will be important to identify, by a crossing analysis of previous elements, best tools.

Example

Public: news and concrete experience reports on domestic money saving by energy efficiency practices or installation of RES.

Private: spreading of RES' technologies for domestic and public issues, production conversion and job opportunities.

Local administration: opportunity in budget saving; perspective of good level of autonomy in energy production, energy tax abatement, etc.

7) Networking

Creation of a solid local network on RES issues is a top objective; spreading of information; feedback from previous local and outside experiences; promotion of exchanges between public and private domains.

Networking activity helps in "new reality consolidation" as RES could be in small communities.

On the other hand, networking can provide answers and solution to all the subjects, concerning their particular requirements.

In this phase/domain each partner plays an important role; like a *spider* it will weave the net throughout the subject will interact.

8) Out put collection

To draw up a balance of done it's important to have data for several need.

- Work accomplishment
- Right/wrong approach
- Up date/upgrade of procedures

- Creation of a local expertise concerning RES on technical, political and communication level

9) Experience spreading

Spreading the experience means to make people aware.

It's important to open new scenarios of application; new networks and cooperation.

Consciousness of the real effectiveness of RES in several application fields, represent the best way to spread good practices and to make a new policy vision start.

5. Internal Communication as EAAP activity

Internal communication regards the internal subjects.

It's important to frame the internal subjects concept.

1st level: communication activities among steering committee partners

2nd level: communication activities between each single partner, and its own stakeholders (ex: Legambiente – Municipality X – Sunny Inc.)

A good tool, on both level, it's the newsletter.

Newsletter it's an easy and very effective mean of communication: easy to realize, wide known and used.

Interesting news, experiment, new experience, workshop, shows, events in general or simply progress communication; all can be spread by a good newsletter.

Project newsletter scheme

- a) Each partner send information thought useful or important to WP5 in charge partner (Legambiente)
 - b) WP5 in charge partner will put online, by the website, those information in *news* section. In case of information regarding events, the info will figure in *event* section.
 - c) All the news to spread out will surf by the website or by local streaming.
- So it's useful to have, in each event, a link to the project website or even a dedicated local newsletter.

6. Outside communication

Two cluster of reference targets

1) Not skilled auditors

- Schools of the interested area
- Citizens in general

Possible actions for communication and awareness:

awareness events addressed to citizens-consumers aimed at illustrating energy responsible in purchase and daily behaviour, extra-scholastic labs addressed to primary schools pupils

2) Skilled auditors

- Entrepreneurs
- Technicians
- Local administrator in charge for RES or environment branch in general
- NGO/associations
- University's research department

Possible actions for communication and awareness:

Joint workshops and meeting for local entrepreneurs and administrators aimed at illustrating energy efficiency policy in business and public services.

Perfect occasion to show good achievements outside the region (domestic or international).

In this case output collection by international partners it's a very good tool.

Small municipalities all over Europe have many common traits; that's means similar needs and problems, therefore common solutions.

General guidelines of the project outside communication plan

1) Communication of project activities and results Action:

- Development and updating of the Project Website with information regarding:
project, partnership, methodology, objectives, results and general benefits
- Production of project information material: Leaflets with general information on
the project and posters to be used during projects main events
- Production of thematic flyers with user-friendly information on project main
themes such as: PPP, Zero Emission Communities, Energy Behaviours

Targets: citizens, entrepreneurs, ESCO, energy agencies, environmental NGO,
local/regional/national institutions, financial actors

Tools: Web-site, 100.000 Leaflets 20.000 in each project languages, 1000
Posters, 100.000 flyers 20.000 in each project languages
