



**ENGAGE - local authorities communicating to
engage stakeholders and citizens**

PR CAMPAIGN PLAN



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1. Description of the city Bielsko-Biala – one of participants in project ENGAGE

Bielsko-Biala – Sustainable Development In the Area of Energy Conservation

Bielsko-Biala is a city in the southern Poland with population of 175.000. It is located at the foot of the Silesian and Little Beskid Mountains. The city is a regional cultural, trading, service and industrial centre. Bielsko-Biala is also a well-known tourist destination owing its attractiveness to beautiful landscapes. Bielsko-Biala occupies the territory of 125 km². Housing and services areas take up 19% while woodlands take up 24% of the municipality territory. The city has a lot of industries like machine-buildings, automotive, textile and food industry.

Bielsko-Biala is named a city of energy conservation. History of energy conservation has started in 1990 by contacts with West European local governments. In those times energy was relatively cheap and generally wasted. It was noticed in Bielsko-Biala that European municipalities attached great significance to energy conservation and protection of the environment also. This idea caused joining Bielsko-Biala The Association of Municipalities Energy-Cities and in consequence establishing The Energy Management Office in the structures of the City Office in 1997.

Up to this day Bielsko-Biala has been one of few Polish cities which possess an energy management unit. The Energy Management Office deals with the issues of the energy market supervision development by creating and carrying out the Plan of supplying the city in heat, electricity and gas fuels. The office controls connection between provision and energy utilization and monitors energy consumption of public municipal buildings.

Thanks to energy supervision by The Energy Management Office it was possible to secure continuity and quality of energy supplies and to maintain the energy prices at a responsible level. The example of success can be a trilateral agreement concluded between the city, the local distributor of heat and the biggest producer of heat and electricity. The result of this agreement was a stabilization of heat prices on almost the same level for 6 years. Since 2006 The Energy Management Office provides supervision of heat appliances and installations operation in municipal public facilities. This task let the city avoid a lot of breakdowns and increase vitality of those systems.

In the year 2000 it was introduced a monitoring of energy in public facilities. The database system to register and control the energy invoices was also created. At the same time a pilot energy monitoring of a new swimming pool was conducted that brought the savings about 250 000 PLN a year. What is more, a pilot installation of remote energy monitoring of a large school complex has been made, which enabled to read the energy in headquarters computer. The three ways of energy monitoring are used to verify the contracts for power media supply and to carry different modernization processes on height level. These actions brought savings which are estimated to amount to over 8 million PLN since year 2000.

The participation of Bielsko-Biala in the SchooBieDo program resulted in 2005 in a concept of creating a renewable energy studio in the local Centre of Continuous & Practical Education which came into being in 2008. The centre is equipped with a small wind power plant, solar energy collectors, photovoltaic panels and a fuel cell. This is a base to train practically the future electricians, electronic engineers, fitters. Another initiative in the educational sector connected with energy conservation was organizing by the local public library an art contest for children and teenagers "Save as well" and a training in energy conservation for the library employees. In 2005 that library named Książnica Beskidzka was honored with European Energy Trophy Award.

Bielsko-Biala is aware of meaning the renewable energy sources in our future and nowadays there are over 1 hundred **solar panels** installed on the roofs of Residential and Nursing Home on Żywiecka Street and "Samarytanin" House and the new installation in the public swimming pool "Troclik".

AQUA municipal company is a leader in **biogas** utilization in Bielsko-Biala. Biogas (methane) is produced from sewage. The system generates about 2000 MWh/a of electricity and 10000 GJ/a of heat (about 50% of the demand). Another place in Bielsko-Biala where biogas is used is the municipal refuse dump. The yearly amount of produced electricity exceeds 2400 MWh. Both solutions protect atmosphere from methane emissions coming from sewage and refuse dump and at the same time use that gas as a source of energy.

Another renewable energy sources like **heat pumps** are used at the AQUA swimming pools in Bielsko-Biala and Komorowice district to heat both the water and the volume of the pools by using the temperature of water or sewage flowing in the vicinity of the pools. The total power of the heat pumps is about 100 kW). The new recreational swimming pool Troclik has a heat pump also, but it recovers heat from the air blown away from the building.

PONE – Low Emission Limitation Program

Since 2007 in Bielsko-Biala a program PONE has been carried out, with an aim to exchange old and ineffective

carbon heat sources in detached houses for ecological ones. For 4 years 6000 such boilers have exchanged. That program aims at improving the condition of air in the suburban parts of the city.

In Bielsko-Biala events popularizing the issue of energy observance take place on a yearly basis. The list of the most important events in this field includes:

- 2005 – organizing a conference entitled “ Intelligent Energy in Polish Cities”
- 2006 – a conference took place in Bielsko-Biala entitled “ Energy Management in School Premises – Energy Labels”
- 2006 – The Energy Management Office edited a CD entitled “ Energy from Renewable Sources in Poland. 70 successful venture” in 5000 copies
- 2007 - A international conference entitled “ Energy Management on Municipality Premises”
- 2007 – a local internet TV station broadcast a program on the subject of energy conservation and energy labels prepared by The Energy Management Office
- Promotional exhibition of projects and exhibition of the best European practices in the field of energy conservation and environment protection IMAGINE carried out in Bielsko-Biala
- The Energy Management Office gives free advices and information concerning the Renewable Energy Sources and energy conservation

In 2009 Bielsko-Biala participated in the 3 edition of The Most Energy Efficient Polish Municipality Contest which was organized by The Polish National Energy Conservation Agency (KAPE SA). Bielsko-Biala took the first place in the category of municipalities with population above 100.000.

- COMPLETED PROJECTS:
 - "ECOS" Modernisation of street lighting;
 - "OFPE" Renewable Energy Savers Projects Fund;
 - Low-cost heating system modernization Grammar School No. 27 - separation of a company apartment;
 - "PAUCI" Energy efficiency and environmental protection in small rooms;
 - "Energy Bus" - participated in the campaign KAPE;
 - "Let's You Save " competition for children in kindergartens and primary schools;
 - "Energy Trophy" in Książnica Beskidzka (public library)
 - "BEN" Base Energy municipalities Bielsko-Biala;
 - "BISE" forum in Bielsko-Biala;
 - Competition for the most energy efficient municipality in Poland - the first prize;
 - The concept of RES for the indoor swimming pool in Bielsko-Biala;
 - "SchooBieDo" - energy assessment and certification of school buildings;
 - "SPELP" strategic energy planning at the local level;
 - Energy-label community sites.
- PROJECTS IN PROGRESS:
 - Campaign "Display";
 - A uniform system of supervision over the operation of energy facilities on the premises of the municipality;
 - Energy Monitoring the Indoor Swimming Pool in Bielsko-Biala;
 - "Pone" low-emission reduction program with the single-family dwellings;
 - Centre for Renewable Energy at the CPC in Bielsko-Biala;
 - Continuous monitoring and water utilities in the SP 37 - a pilot program;
 - Mayors Initiative 3x20 ("MODEL");
 - IMAGINE in the Beskydy Mountains - the best examples of energy conservation and the environment - 16 series of exhibitions.
 - EURONET 50/50 - Energy efficiency in schools for the benefit of students
 - "Covenant of Mayors" - a European initiative to achieve a 3x20 (2009)
 - SEAP - Action Plan for Sustainable Energy for the city of Bielsko-Biala (2010)
 - ENGAGE - interaction with local residents for the activation (2010)

2. Idea and description of ENGAGE project

Bielsko-Biala joined the European Covenant of Mayors, an agreement with the European Commission, in 10 February 2009. The target is to reduce the emissions of greenhouse gases by 20%, to increase the energy efficiency by 20% and to increase energy production from renewable energy sources by 20% by 2020. In order to achieve this target a Sustainable Energy Action Plan for Bielsko-Biala was prepared, approved by the City Council and is being implemented.

The ENGAGE Project promotes a communication campaign common to 12 pioneer cities, supporters to the Covenant of Mayors, which will provide support to the Action Plans implemented by them.

Main Goal

The ENGAGE Project goal is, through communication and the exchange of experiences, motivating and educating citizens and local partners to save energy and to invest in renewable energy sources.

Target Groups

At the domestic , city's territory – Local Government Political leaders, Head officers and employees.

At the external level – citizens and local partners.

Through the experience gained at the 12 participant cities of the ENGAGE Project, we want to maximize the number of participants of this project, which are the European local authorities.

3. PR Campaign

Engage Project is a tool that is designed primarily to raise awareness and change behavior of individual citizens towards sustainable development. Therefore, the key is to create an effective communication campaign, which will provide basic information to the local public about their great role in climate protection.

For an effective PR campaign ENGAGE team will be supported by following departments of the Municipal Office: Office of City Promotion, Department of Environmental Protection.

We plan to engage in a process of preparing and conducting the campaign PR experienced institution in this field called the Foundation for Sustainable Development.

The campaign will be support by promotional material like posters with images of the people - residents of the city, declaring concrete pledges for climate protection and energy conservation. These people will be named "The Ambassador of Climate" because of their mission in this topic.

It is provided the creation of press dossier leaflets, posters, event program of Energy Day, both in Bielsko-Biala and in the other 11 European cities participating in the project Engage. A general description of the principal means to be mobilized in this campaign is hereafter presented.

Announcements and information about the ideas and events in the Engage project will be published in local newspapers, as well as planned emissions of radio and television coverage of the municipal and provincial.



"KRONIKA BESKIDZKA" The biggest weekly appearing in Podbeskidzie, ie cities and four counties of Silesian Voivodeship. One of the oldest in Poland (over half a century), regional weeklies. Published every Thursday with a circulation of over 20,000 primary units, occasionally increased share to 30 thousand. On several pages A3 journalists "KB" presents the latest news from the region, reports, photographic services, often aggressive, solidly documented interventions, exposing the backstage social and economic life.



DZIENNIK ZACHODNI - Official West - (the full title of Poland Official West) - regional newspaper, a diary showing up in the Silesia and Opole. It encompasses a wide subject, presents the events of the world, country and region. DZIENNIK ZACHODNI along with other regional dailies owned by the company Polskapresse was drafted into the new national newspaper, "Poland" prepared in collaboration with "The Times". The newspaper publisher will make "DZ" equal to newspapers nationwide, and yet retain its regional character.



MAGAZYN SAMORZĄDOWY (Local Government Magazine)

the magazine that outlines the major events and activities in the city



Television Service of City Hall - video products



portal of local society <http://www.bielsko.biala.pl/>



The Bielsko Television – local TV station tracing regional events



Bielsko Internet TV (BTI) was created by the Bielsko Television and the editors of www.bielsko.biala.pl portal. There are the latest information in the form of films and the portal has ability to add material by Internet users. They can add their comments and rating videos.



DELTA RADIO and **BIELSKO RADIO** - regional radio stations in Bielsko-Biała. Its range cover the areas of Bielsko province.



Polish Radio Katowice - the most important issues in region Silesia



TV Silesia - the most important events of the Silesian region

Campaign posters

The European project ENGAGE foresees the production of the following advertisement posters:

- 20 posters with the town council elected mayor and councillors, head officers and staff (production and distribution until march 2011);
- 25 posters with enterprises, schools and other local entities;
- 250 posters with citizens (these groups produced and distributed between April and October 2011);

The posters will be distributed for display in public places, namely:

- Town Hall - two buildings
- Building urban companies: Municipal Board of Education, the Municipal Department of Public Transport, Department of Waste Management, Municipal water supplier AQUA, Urban heat supplier THERMA
- Main Library - Książnica Beskidzka
- Cultural and historical objects: theater, museums, community centers, galleries
- Schools, universities, research centers
- Sports facilities, swimming pools, fitness clubs
- Buildings associations, pharmacies, banks, shopping centers
- Housing estates

Distribution of posters will be conducted by the assistance of the City Promotion Office. The City Hall Newspaper will also inform about activities in the project Engage, promote the image of the City Council in the community, show who is involved in the project Engage.

It is planned to connect an information campaign with cultural and sporting events in the city in 2011, and environmental activities carried out by ARKA Foundation.

4. External Partners

To make the project a successful one we need to involve external partners. We will do this through meetings, phone calls, surveys aimed primarily at companies that operate in the field of renewable energy sources and energy efficiency, as well as take care of their green credentials and maintain energy-saving policy.

5. Citizens

In the first phase of the campaign, an invitation to participate in the Engage Project addressed to the citizens will be reinforced by posters with the image of public officials, then the integration process will be conducted by monitoring the effects of the project. In order to promote Engage in addition to the mass media will be used as local cultural and sports events organized by the city and ecological foundations. In this way, we want to integrate the local community around the goal of energy efficiency and climate protection.

6. ENGAGE team

The municipal ENGAGE Project team is composed by the employees of The Energy Management Office at the Municipal Office: Piotr Sołtysek, Paweł Bosek, Katarzyna Kordas. The support also serves The Assistant of Deputy Mayor: Piotr Oślak.

To achieve effective communication campaign we will rely on support from other departments of the Municipal Office:

- Office of City Promotion
- The Department of Culture and Art
- Faculty of Physical Culture and Tourism
- Department of Environmental Protection
- Press Office

7. The concept of organizing on Energy – “Bielsko-Biała Energy Festival”

An indoor/outdoor event bringing together the participants of the SEAP plan, organised for the local residents (children, youth, adults)

Event Date and Place: *21-22.10.2011 at building in Bielsko-Biala Cultural Centre, together with an adjoining area of the park and sports field*

The first day (21.10 – Friday) will be devoted to workshops on the subject of environmental energy and climate protection is addressed to pupils of local schools, and conducted by a specialized unit - the Ecological Foundation ARKA.

During 2011, we plan to organize competitions with various forms of expression (photo, video, free style arts, technical, theatrical) on the subject of energy. On 21.10 we would make the finish of these contests, but the awards we would give winners on Saturday. The workshop program will be available for children in primary and secondary school.

For high school students (grades Matura – maturity exam)) we plan to carry out the emission of Al Gore's movie "An Inconvenient Truth" and initiate a polemic opposing views and ideas on climate change.

The second day (22.10 - Saturday) will have the character of a family picnic on the subject of energy and climate protection, addressed to residents of the city and carried out by specialized units - the Ecological Foundation ARKA, the Teaching and Demonstration Laboratory of Physics at the University of Silesia. The main events will take place in the Cultural Center building, where there will be a presentation of ideas Engage project and SEAP. There will present the winning teams from Bielsko schools their theaters and receive a prizes.

In the complex will be shown an exhibition of posters with the Ambassadors of Climate (Engage) and the IMAGINE exhibition.

The energy experts will provide free advice on energy saving in the home and business, as well as the use of renewable energy sources. The Energy Cluster in Bielsko-Biala will be represented by companies from RES sector at its booth, they will also demonstrate their equipment.

Through demonstration facilities (PV, solar panel, wind turbine), we want to bring residents the benefits of RES technologies.

At this event we would like to acquire as many new Ambassadors of Climate.

Planned elements of the event:

- demonstration of energy-related physicochemical experiments,
- demonstration of equipment related with renewable energy sources (PV panels, solar collectors, windmills),
- stage plays on the subject of ecology performed by local schools (3 schools),
- educational games,
- tournament of physical energy - transforming muscle energy into other types of energy
- ecology-themed competitions: drawing, manual skills, quizzes
- booths offering ecology-related gadgets e.g. solar gadgets
- demonstration of tools for calculating CO₂, the so-called „ecologic footprint”,
- promotion of cycling and electric vehicles - demonstration of electric bicycles
- seminars on energy effectiveness and renewable energy sources,
- free consultations with energy efficiency experts
- preparation for the event: promotional and marketing materials, posters, leaflets, websites, information for the media etc.

8. Budget of the project

Executive Agency for Competitiveness and Innovation (EACI)					
IEE PROGRAMME Call for proposals 2009					
Form 2 - Other direct costs				ENGAGE	
Municipality of Bielsko-Biala			Bielsko-Biala		PL 14
Subcontracting¹⁷					
Name of sub-contractor ⁴⁵	Country code	Description	Work package	Total [EUR]	
To be determined	PL	Translation of the on-line tool in national language	2	500	
To be determined	PL	Printing of posters (1 475 euros), organisation of the local ENGAGE day (2 500 euros: communication materials, gadgets, etc.)	3	3 975	
To be determined	PL	Production of a local promotional video	5	3 000	
			Subtotal:	7 475	
Other specific costs²⁰					
Description ²⁰			Work package	Total [EUR]	
Synchronised local ENGAGE day: expenses related to the organisation			3	2 500	
Expenses related to the organisation of the local study visit (room or equipment renting, meals, etc.).			5	500	
			Subtotal:	3 000	

9. Roadmap

The schedule of activities is in the Excel file named "Road map of the ENGAGE project" and is attached to the Plan PR Campaign



roadmap of
ENGAGE.xls

Preview of the attractions planned for the „Bielsko-Biała Energy Festival”



Promotion of electric transportation



Demonstration of energy transformation processes



Ecology-themed puzzles



**Promotion of equipment which uses
renewable energy sources**



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