



ENGAGE Project

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

COMMUNICATION PLAN

Contract: IEE/09/774/SI2.558357

Duration: 30 months – From the 1st of June 2010 to November 2012



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Description of the organisation

a) Description of the organisation

Oeiras is located in the Metropolitan area of Lisbon, on the north bank of the Tagus River and confines with the Municipalities of Lisbon, capital City of Portugal, Amadora (East), Sintra (North), Cascais (West) and the final term of the Tagus estuary (South). It has a surface of 46 km² and 162,128 inhabitants, with a demographic density of 3,536.7 inhab/km.

A set of landscape elements defines the main territory character, particularly the 9km long coast line. These geographic features have been attractive factors for human settlements, and the proximity of Lisbon has strongly influenced its urban development.

During the two last decades Oeiras County registered a strong growth in terms of population and companies of tertiary sector (telecommunications, computing, etc.) that set their head offices here, mainly inside private technological and services resorts.

The Municipality of Oeiras economic, social and environmental policies are oriented by a local Agenda 21 that stresses the need to act in an integrated way in all these vectors. In the past few years, it has developed several integrated projects with the aim to promote environmental actions, in order to achieve the strategic objectives of the Urban Sustainable Development Plan ("Oeiras 21+").

In the Portuguese context, this municipality is seen as innovative and pro-active in territorial and development policies and plans, now adding the special concern with energy management through the support of the Energy and Environmental Local Agency - OEINERGE.

The Municipality of Oeiras is active in several local, national and European projects related to efficient use of energy, environmental protection and sustainable mobility and it is committed to continue developing projects in these areas of intervention, and raise awareness campaigns and promotion of urban environmental conscientious behaviours.

b) List of most relevant projects

Project	European, national or local/regional	Year of finalisation	Budget involved for your organisation	Website
OILPRODIESEL - "Integrated Waste Management System for the Reuse of Used Frying Oils to Produce Biodiesel for Municipality Fleet of Oeiras"	European/local/national	March 2009	216,815€	http://www.oilprodiesel.com/
Display® Campaign	European/local	December 2011	25,000€	www.display-campaign.org
Environmental Education Programme for Oeiras - awareness raising campaigns and promotion of urban environmental conscientious behaviours in Oeiras' schools;	Local	Ongoing	85,000€	http://www.cm-oeiras.pt/
Characterization of the GG emissions for Oeiras Municipality – Digital release	Local	December 2010	30,000€	http://www.oenerge.pt/

2. ENGAGE PROJECT CHARACTERIZATION

Description

Oeiras adopted the European Covenant of Mayors, an agreement with the European Commission, in January 2009. The target is to reduce the emissions of greenhouse gases by 20%; to enhance the energy efficiency by 20% and to increase energy production from renewable sources by 20% by 2020. In order to achieve this target a Sustainable Energy Action Plan for Oeiras was prepared 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.

Organization

The ENGAGE communication campaign will be promoted by the Oeiras Municipality, with the support of OEINERGE – Agência Municipal de Energia e Ambiente de Oeiras (Municipal Energy and Environment Agency of Oeiras).

Main Goal

The ENGAGE Project aims at, through communication and the subsequent exchange of experiences, motivating and educating citizens and local partners to save energy and to invest in renewable energies.

Target Groups

At the domestic (municipalities') sphere – Local Government Political leaders, Head officers and employees.

At the external level – Citizens and local partners.

From the experience developed at the 12 participant cities of the ENGAGE Project, we intend to enlarge it to as many European local authorities as possible, along this project's follow-up.

3. COMMUNICATION

The ENGAGE Project is a tool that aims, above all, at the awareness and at the change of behavior and individual attitudes towards sustainability, hereby being fundamental the existence of a good communication strategy.

In the case of Oeiras, the development and promotion of the communication campaign will be in the hands and conducted by the Oeiras town Council Engage Project team, along with the Communication Department/Creative group, according to the requirements of the ENGAGE Project.

For an effective campaign it was considered necessary the adoption of a marketing strategy at the level of the different means to be used and which continuity will support the municipality's policy, in a consistent way, concerning the energy and the emissions of greenhouse gases.

The ENGAGE European Project establishes the graphic “layout” of the main materials to produce in the scope of the campaign – posters and leaflets, for instance – as well as a schedule common to the 12 cities for the most important elements of the campaign (production of graphic materials, the “ENGAGE” day, events and press *dossier*).

A general description of the principal means to be mobilized in this campaign is hereafter presented.

Press

In connection with the municipal Press Consultancy, the ENGAGE Project will be publicised by issuing press releases connected to the campaign's start-up and to its most important events, which we will seek to disseminate through the television channels, radio and national, local and municipal press.

The video spot could be presented as institutional advertising (RTP2 national channel), and will be put on the municipal channel of YouTube (<http://www.youtube.com/MUNICIPIODEOEIRAS>).

Institutional website, corporative channel and social networking

The municipal site (www.cm-oeiras.pt) and the social networking, namely Facebook (<http://www.facebook.com/people/Municipio-de-Oeiras/100000097937750>) and Twitter (<http://twitter.com/MunicipioOeiras>), are the principal means to spread, promote and inform about the ENGAGE Project. The municipality has a very high and effective dissemination of messages, expecting that this will provide a good adherence to the Project contents sent through these channels. We recommend the production of “widgets” to be provided by the project's European team

in order to increase the effectiveness of the project's promotion through these media.

Subjects will be adapted to be broadcasted through the corporate municipality's channel (TV broadcasting at the city hall, at the Oeiras health centre and in seven electronic billboards spread all over the municipality).

Advertisement posters, Outdoors and Out-of-home Media (OOH)

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

- 20 posters with the Oeiras town council elected mayor and councillors, head officers and staff (production and distribution until march 2011);
- 35 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:

- Oeiras municipal reception centers:
 - Municipal shop at the Oeiras Parque shopping center(GC);
 - Linda-a-Velha and Carnaxide reception centers (DGO);
 - Tourist Office (DCT);
 - Special Projects and Social Housing Departments Reception Centers (Historical Centers, AUGIs (Illegally generated urban settlements) and Social Housing quarters);
 - Town Council (DGO, DLAAE);
- Civil parishes (reception posts);
- Schools (DE);
- Malls (Oeiras Parque, Palmeiras, Dolce Vita, Central Park, Carnaxide Civic Center);
- Oeiras Municipal Canteens and bars (DGO);
- Universities and Research Centres: Universidade Atlântica, Instituto Superior Técnico, Faculdade de Motricidade Humana, Escola Náutica, Instituto de Soldadura e Qualidade, Estação Agronómica Nacional, Estação Florestal Nacional, Instituto Gulbenkian de Ciência;
- Museums, galleries and libraries – Fábrica da Pólvora, Museu do Automóvel, Aquário Vasco da Gama, CAMB – Centro de Arte Manuel de Brito, Palácio do Egipto, municipal libraries;
- Business and Technology Parks: Taguspark, Lagoas Parque, Quinta da Fonte, Arquiparque, Parque Suécia;
- Oeingerge, SMAS Amadora e Oeiras, Oeiras Viva (To be on display at the swimming pools and sports pavilions);
- CP Train Stations and Vimeca Bus shelters (to be agreed with both companies);

- Sport, Cultural and Recreational Associations (DASSJ, DD, DCT);
- Churches, Fireman Associations, banking institutions and pharmacies.

The distribution by the above mentioned places will be provided by the Communication Department.

Information concerning this Project will also be placed and exhibited in Outdoors (5) and (Out-of-home Media) OOH's (60) all over the municipality, in two circuits during 2011 (in March and in October).

CMO Publications

The Project will benefit from the greater possible use of the municipality's own publications. They are used to spread information about matters that interest Oeiras citizens and organisations, and to promote the institutional image of the municipality, both internally and externally.

In all 2011 editions a specific area can be reserved to publish one of the ENGAGE posters (like an advertisement area), and also to publish an article about one of the Actions in the Sustainable Energy Plan or one of the persons or organisations that "engaged" in the Project.

Oeiras Actual



Informative bulletin published by the Municipality of Oeiras, in five editions during the year with 70.000 copies, distributed in most of the mail boxes in all municipality and also in some public places.

This bulletin covers the main activities of the municipality and also initiatives and events that take place in Oeiras. There is also an offprint containing all decisions and bylaws approved by the Town Council and Town Assembly.

This bulletin is structured into several sections, each covering the news connected to subjects as different as municipal works, environment, mobility, international affairs and relations, culture, sports, social work, education, tourism and housing, among others.

Oeiras em Revista



"Oeiras em Revista" is a biannual magazine and is a complement to other existing issues. With a run of 20.000 copies this editorial space is intended for the Municipality excellence matters, in the entrepreneurial, research, heritage, science and Technologies domains, among others.

30 Dias



The "30 Dias" cultural guide notices on a monthly basis the municipality main events, initiatives and activities that take place in all its urban centres.

4. EXTERNAL PARTNERSHIPS

For a successful Project we need not only to involve the citizens but also the local partners. In order to achieve this, they will be approached through mailing issues, by phone, direct approach, interviews, priority given to a group of companies that are already identified as having a policy guided by sustainability and particularly energy-saving objectives.

5. CITIZENS

At the first phase of the campaign, the invitation for membership of the ENGAGE Project to the citizens will be reinforced, in order to recruit them to participate in the posters campaign and to integrate the project monitoring process. Besides the mass media described before, local events about ENGAGE will be held in order to promote the Project in cultural and sports events organized by the municipality.

6. HUMAN RESOURCES

The municipal ENGAGE Project team is composed by: Zalinda Campilho, Paula Cristina Santos, Ana Vieira (DAE) e Cristina Garrett (GDM).

The Communication campaign performance will also rely on the support of Susana Lázaro (DAE), Jorge Cordeiro (OEINERGE), Eduarda Oliveira (Communication Department), the photographers and the Communication Department Creative Group team.

7. BUDGET

Executive Agency for Competitiveness and Innovation (EACI)				
IEE PROGRAMME Call for proposals 2009				
Form 2 - Other direct costs			ENGAGE	
Oeiras Municipality		Oeiras	PT	5
Subcontracting ¹⁷				
Name of sub-contractor ⁴⁵	Country code	Description	Work package	Total [EUR]
To be determined	PT	Translation of the on-line tool into national language.	2	500
To be determined	PT	Printing posters, organization of the local ENGAGE day (speakers, communication materials, etc.).	3	3.975
To be determined	PT	Production of the local promotional video.	5	3.000
			Subtotal:	7.475
Other specific costs ²⁰				
Description ²⁰		Work package	Total [EUR]	
Organization of the local ENGAGE day event (room or equipment renting, coffee and meals, etc.)		3	2.500	
Organization of the local study visit (room or equipment renting, coffee and meals, etc.)		5	500	
			Subtotal:	3.000

7. TIME ALLOCATION

ACTIONS	2010							Expected accomplishment	NOTES
	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Introduction of na action about the Covenant of Mayor in the 2010/11 Environmental Education Programme		1						1	
Inter-Department meetings					1			1	
Establishment of the Communication Plan (diffusion of the Covenant of Mayors for citizens and stakeholders)					1			1	
Meeting with the Communication Department					1	1		1	
Article inviting citizens to participate in the ENGAGE Project in local press					1	1	1	3	
Presentation of the ENGAGE Project in the Town Council Meeting						1		1	
Diffusion of information about the ENGAGE Project through the local network of Social Organisations (DASSJ)						1		1	
Internal mailling to all departments and collaborators of CMO and news in the intranet inviting them to participate in the ENGAGE campaign						1		1	
Diffusion of information about the Project and invitation to citizens through social networks						1	1	2	
Diffusion of information about the Project and invitation to citizens through the CMO internet site						1	1	2	
Diffusion of information about the Project through radio and television channels						1	1	2	
Mailling to companies inviting them to participate in the Project and establish partnership with CMO						1	1	1	
Meeting with companies						1	1	2	
Appointments to photograph municipality's collaborators, elected councillors and department coordinators (GC)							1	1	
Preparation of the Press <i>dossier</i>						1	1	2	
								0	
								0	
% accomplishment								22	

ACTIONS	2011												Expected accomplishment	NOTES
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Photo sessions with municipality's collaborators, elected councillors and department coordinators	1												1	
Meeting with the Communication Department (coordination)	1		1			1			1			1	5	
ENGAGE Working team meeting	1		1			1			1			1	5	
Posters production (municipality's collaborators, elected councillors and department coordinators)	1													
Meetings with the Civil Parishes Presidents (elected) and selectes social, cultural and sports organizations	1												1	
Translation of the site														
Diffusion of information about the ENGAGE Project through social networks	1	1	1	1	1	1	1	1	1	1	1	1	12	
Diffusion of information about the ENGAGE Project through CMO internet site	1	1	1	1	1	1	1	1	1	1	1	1	12	
Diffusion of information about the ENGAGE Project through CMO printed media	1	1	1	1	1	1	1	1	1	1	1	1	12	
Diffusion of information about the ENGAGE Project through radio and tv	1	1	1	1	1	1	1	1	1	1	1	1	12	
Appointments to photograph citizens and companies (GC)		1												
Posters production (citizens and stakeholders)				1									1	
Production of the Press <i>dossier</i>	1	1	1	1	1	1	1	1	1	1	1	1		
Production of ENGAGE materials: calendar, bookmarks and stickers							1	1	1					
Preparation of the Videoclip												1		
Preparation of the ENGAGE DAY				1	1	1	1	1	1	1				
ENGAGE DAY											1			
Study tour											1	1		
													0	
% accomplishment													61	

ACÇÕES	2012											Expected accomplishment	NOTES
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov		
Presentation of the ENGAGE Project in 2 national events	1	1	1	1	1	1	1	1	1	1	1	7	
Preparation of the Project results' Report										1		1	
Production of the Videoclip	1	1	1									1	
Study tour	1	1	1	1	1	1	1	1	1	1	1	1	
Assessment of the national events where the ENGAGE project was presented										1		1	
												0	
												0	
% accomplishment												11	



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