

ENGAGE

LOCAL PARTICIPATIVE PR CAMPAIGN PLAN FOR PAMPLONA

Intelligent Energy  Europe



1. THE CITY OF PAMPLONA

Pamplona is the capital of Navarre (Navarra Region), located in northern Spain between the communities of Aragon, La Rioja and the Basque Country and the Southwest border with France.

Pamplona has maintained for years between the Spanish capital with better quality of life indices. The orderly growth, range of parks, university provision or quality of health service, among other factors, make it a welcoming city, with high rates of welfare and citizen satisfaction. It is also a city well equipped for sport, culture, education and social care. And all this is completed with a high degree of safety in the streets, one of the lowest unemployment rates in the country, per capita income falls short of the most advanced of the European Union and high quality in housing.

Green City

The parks and gardens occupy in Pamplona about 20% of the area of the city. There are over 250 different tree species distributed along the Arga River Park, the Citadel and Vuelta del Castillo, Mendillorri the Taconera, Yamaguchi, universities Buztintxuri. Moreover, Pamplona is a city committed to sustainable development. This is demonstrated by initiatives such as the adequacy of the Paseo del Arga, installing photovoltaic panels in schools, the municipal bicycle rentals, the low-energy lighting, the 61 miles of bike lanes and the installation of asphalt pavement recycled tires.

Leading city for public health

The qualification of medical personnel and equipment of hospitals make a national reference Pamplona. The Hospital of Navarre cutting-edge surgery on its premises is the Blood Transfusion Centre of Navarre, which supplies hospitals in the Autonomous Region. The Virgen del Camino Hospital is home to the mother-child service. The University Hospital enjoys international prestige and is a pioneer in medical breakthroughs. In addition, the Centre for Applied Medical Research (CIMA) brings research to clinical application and works with the pharmaceutical industry in developing new drugs. Ten kilometers from Pamplona, Elcano, Ubarmin Clinic is dedicated to trauma care and rehabilitation. In addition, all districts have health centers, so that primary care is guaranteed to all citizens.

University City

Public University of Navarra, University of Navarra and the associated member of the National University of Distance Education are home to about 30,000 university each year and teach most of the existing university degrees. This makes the Pamplona-based conferences and academic meetings, fosters research and scientific meetings and, above all, raise the educational level of its citizens.

Joint City

Attention to the neediest is channeled through a network of neighborhood units distributed over all parts of the city. From there, assists people who, for personal, family or social need of specific attention. In addition, the City has resources to support some special need groups such as people with disabilities, homeless, immigrants or elderly living alone.

Welcoming city

Pamplona has almost 200,000 inhabitants. In recent years, as in many Spanish cities, is producing a significant increase in percentage of immigrant population. In 1996, 3,126 people were living in Pamplona and were born in another country, in 2000 that number had risen to 9,717 people, and in 2009 the figure rises to 25,211 people, representing a 12.66% of people living in Pamplona are immigrants. Among the registered immigrants exceeded the number of thousand Ecuadorians, Colombians, Bulgarians, Peru, Bolivia, Romanian, Portuguese and Moroccan. The highest percentages of foreign population registered in Buztintxuri (25%), Miracle (20.2%), Echavacoiz (19.9%), San Jorge (17%) and Old (15.2%) children, in Mendillorri (5.7%), Iturrama (8.6%) and Ermitagaña-Mendebaldea (8.9%).

Cultural city

Pamplona's presentation is completed with the wide range of cultural, leisure and free time (more than 130 public and private facilities), its good infrastructure and communications, its streets lined with buildings of historical interest, its gastronomy, the San Fermin festival, prestigious international festivals, or its rich landscape. The City, far from settling in, is looking for new challenges and expand the use of new technologies to all citizens, enhance the tourism image of Pamplona at the national and international, promote citizen participation endowments or undertake advanced hosting infrastructure. Pamplona, compulsory stage of the Camino de Santiago, is beautiful, traditional, modern, dynamic, balanced and educated. A privileged city and prepared to meet the challenges of the XXI century.

Population

Pamplona population growth over the past five years has been small, about 1,400 people. Contribute to this increase, first, vegetative growth and, second, immigration. However, there is also an exodus of people from Pamplona to other localities of the region, mainly. The result of the above processes are configured, finally, the growth of the city.

The sex ratio of the population of Pamplona is stable for many years and in the past, too. Women predominate over men within normal parameters. The distribution by broad age groups remains also stable in recent years, with a slight decrease in group 15-64 and a gradual increase over 65 years.

The rate of youth (15-29) is decreasing in recent years despite the flow of immigrant population is predominantly young, between 20-45 years. This decline in youth can be explained by the movement of age cohorts of the years with a strong decline in the birthrate. Decline that has lasted two decades, from 1980 to 2000.

Dependency rates remain fairly stable in recent years, increase by one tenth every two years. Another important indicator is the index populations aging, which establishes the relationship between the population aged 65 and under 15 years. At present the rate is 1.4 over 65 years for each child under 15, in short, there are more elderly than children. And the trend is toward growing older. Anecdotaly we can say that the number of centenarians is high in recent years. Ranges from 164 in 2005 and 67 in 2009.

In this analysis of demographic data must make a specific reference to immigration. In the last decade, foreign immigration process has been very important in Spain, Navarra, and how could it be otherwise, too, in Pamplona. At present the number of registered foreigners in Pamplona is 25,201, which in relative terms means 12.6% of its inhabitants. In Pamplona, where people live in 125 different countries, dominated by South Americans, those from Eastern European and African. Until now the immigrant population is maintained, although the economic crisis is influencing the rate of arrival. And another fact that should be studied from now in relation to immigration is the process of nationalization.

Economic activity

Navarre was the first Autonomous Community (Region) that emerged from recession in the third quarter of 2009 (after three quarters of negative growth), and did so with greater force, after growing by 0.5%. This finding was confirmed in the fourth quarter, which was a new growth, this time by 0.1%. In addition, leading indicators (industrial production index, index of service sector activity, retail, public works official tenders ...) point to the consolidation of economic recovery.

Navarra data contrast with those recorded for the whole of the Spanish economy in the fourth quarter of 2009 he experienced a drop in GDP of -0.1%, accumulating seven consecutive quarters of declines, according to data from the National Institute Statistics. Thus, the Navarre is located at more than one point of difference in gross domestic product (GDP) for the whole of Spain, the longest distance recorded for the entire decade. This distance was first produced in 2008 (7 tenths of a difference) and reached 1.1 points in 2009. At the end of 2009, the annual rate of GDP is recovering in Navarre to -1.9%, -2.9% compared to preceding period and to -3.2% in the second quarter. In Spain, GDP falls 1.2% more than in Navarre on year, and reaches -3.1%.

This improved economic performance Navarre regarding the country during the economic crisis is also reflected in the labor market. The Labour Force Survey (LFS) between 2007 and 2009 shows the different progression of the unemployment rate in Navarre and in the whole country. Thus, while in the fourth quarter of 2007 the national average unemployment rate yielded a 4.33% higher than that of Navarre, at the end of 2009 the whole of Spain has an unemployment rate higher than 8.30% Navarre.

Hotel equipment

In 2009 the hotel equipment has risen 80 places with the creation of 6 new stores. Pamplona currently has 17 hotels, which offer a total of 2,385 seats, 9 hostels with 150 seats, 42 pensions, with 457 beds, 10 apartments, with 464, and a shelter from the Camino de Santiago, with 32 seats (plus Paderborn and the Jesus and Mary, with no consideration of hotel equipment.) The increase was due to the opening of a four-star hotel, a hostel, 6 apartments and a hostel of the Camino de Santiago. Much attention as the quality of these resources hotel were among the issues rated in the survey of 1,800 visitors by the Centre for Tourism of the City of Pamplona in 2009.

Hotel Occupancy

The number of overnight stays in 2009 in the hotel facilities in the city amounted to 480,790, according to INE data collected in the Survey of Tourist Accommodation Occupancy in Pamplona, showing a slight decrease in reference to data from 2008 and about 14,685 overnight stays 2007. On average, 1,317 foreign people from Spain and abroad, stay every day in our city.

The labor market

The crisis has been reflected in job losses and, therefore, the increase in unemployment. Pamplona has closed 2009 with 13,257 unemployed people (6733 men and 6,524 women), which is 3,384 more than in 2008. The increase affected men more than women, reaching all sectors, especially construction, industry and agriculture. By age, the highest unemployment rates are achieved among the population located between 20 and 29 years.

Activity rates and unemployment by age and sex

The number of assets in Pamplona on 31 December 2009 is 70,753, which represents 53.61% of the population over 16 years (131 940). Of these, 28,915 were men and 41,820 women, with a participation rate of 21.9% and 31.69% respectively. The number of unemployed was 13,257 persons, representing 10% of the population over 16 years.

2. THE CITY COUNCIL OF PAMPLONA: SUSTAINABLE DEVELOPMENT, RENEWABLE ENERGIES AND CLIMATE CHANGE

Pamplona City Council is committed to sustainable development for over a decade. Proof of this is to create sustainable services: Energy Agency (1998) and Local Agenda 21 (1999). Through these services the City Council has made a lot of actions that support this engagement:

- The accession of Pamplona to the Aalborg Charter in 1998 and sustainability commitments Aalborg + 10 in 2004.
- The creation of a forum of Agenda 21 with citizen participation.
- The implementation of Agenda 21 in Pamplona.

- The creation of a Municipal Energy Plan.
- The signing of a Local Agreement for Sustainable Mobility.
- The implementation of a Cyclability Plan and implementation of 60 km of bicycle lanes.
- The signing of an agreement with Volkswagen to plant trees as a compensatory measure emissions of greenhouse gases.
- The creation of the Museum for Environmental Education which seeks permanent public awareness and information of citizens through information campaigns, lectures, conferences and seminars on issues of energy efficiency and climate change.
- The installation, year after year, of renewable energy installations in municipal buildings and grounds.
- The membership of national and international networks EnerAgen, Energy Cities, Network of Spanish Cities for Climate and Healthy Cities Network.
- The assessment, monitoring and improving the energy efficiency of municipal buildings and facilities.
- The implementation of a Car Pooling service.
- The incorporation of sustainability criteria in municipal contracts.

Consistent with the policies of the Municipality of Pamplona for Sustainable Development, and his willingness to move towards the establishment of effective policies to reduce pollution that causes climate change by adopting energy efficiency programs, in addition to promoting sources renewable energy in urban areas, the City Council in February 2009 signed their accession to the Covenant of Mayors, along with 372 other European cities (although currently they have already signed more than 2,000).

The European Commission launched in 2009 called "Covenant of Mayors", one of the most ambitious initiatives as a mechanism for citizen participation in the fight against global climate change.

The Covenant of Mayors group is in a permanent network, the most active city in Europe, willing to comply with a formal engagement to combat climate change. This permanent network is designed for sharing and implementing best practices in all these cities with the intention of improving significantly, energy efficiency in the urban environment.

The Pact is the commitment of cities and towns to adhere to achieving Community objectives for reducing CO2 emissions through energy efficiency activities related to renewable energy sources. Specifically, it assumes the EU proposals is committed to reducing CO2 emissions by 20% by 2020, increasing by 20% energy efficiency and getting 20% of energy supply from renewable sources.

The climate crisis challenge can only be addressed with a comprehensive, integrated, long term and, above all, based on citizen participation. Therefore, it was considered that cities must lead the implementation of sustainable energy policies and must support their efforts by adopting the following commitments:

1. Go beyond the targets set by the EU for 2020, reducing CO2 emissions in our respective regions in at least 20% by implementing an Action Plan for Sustainable Energy. The commitment and the Action Plan will be ratified in accordance with our respective procedures;
2. Develop a baseline emissions inventory as the basis for the Plan of Action for Sustainable Energy;
3. Presenting the Action Plan for Sustainable Energy within one year after the official signing of the Covenant of Mayors
4. Adapting the city structures, including the allocation of adequate human resources for the development of necessary actions
5. Mobilize civil society in our respective regions to participate in developing the Action Plan, outlining the policies and measures necessary for the implementation and enforcement of the objectives of the Plan. The Action Plan will be developed in each region and submitted to the Secretariat of the Covenant within one year from the signing of the Covenant;
6. Submit a monitoring report at least every two years from the adoption of the Action Plan for evaluation, monitoring and control.
7. Share our experiences and expertise with other territorial units;
8. Organize an "Energy Day" or "Day of the Covenant of Mayors" in collaboration with the European Commission and other stakeholders, so that citizens directly benefit from the opportunities and benefits it offers a more intelligent use energy and to inform local media about the action plan development;
9. Attend and participate in the Conference of Mayors in the EU for a Sustainable Energy Europe to be held annually;
10. Spread the message of the Covenant in the appropriate fora, in particular, encourage other mayors to join the Covenant.

To answer the second of the above commitments, the Pamplona City Council commissioned an inventory of emissions for the years 2004, 2005, 2006, 2007 and 2008. This inventory has been developed following the methodology adopted by the Secretariat of the Covenant of Mayors. It recorded all emissions of greenhouse gases, mainly carbon dioxide (CO₂), but also methane (CH₄) and nitrous oxide (N₂O), produced directly by transportation or heating, in the process of combustion, consumption of electricity, whose generation will emit greenhouse gases, or waste management.

Currently, the City Council is about to adopt the Plan of Action for the Sustainable Energy Pamplona.

3. PREVIOUS EXPERIENCE IN PR CAMPAIGNS

Pamplona City Council has a long experience in campaigns. To cite an example, in 2009 prompted an awareness campaign aimed at young people to make them aware of the dangers of alcohol and drugs and to promote healthy lifestyles. 'Do not get caught. Stay away from alcohol and drugs' was the slogan of a campaign that included actions such as installation, in different parts of the city, of glasses of 3.5 meters high with young people trapped inside, the placement of walls and floors vinyl, the distribution of sick bags, talks, panels and adherence information stickers on dumpsters. All to remember the loneliness and physical problems which lead to the consumption of alcohol and drugs.

Another example was the campaign conducted in July 2010 coinciding with the festival of San Fermin. This campaign was intended to raise awareness of all that they can live and enjoy the festival of San Fermin in a respectful and tolerant. Pamplona City Council distributed among traders mats were placed at the entrance to the shops and establishments in the Old Town and headed messages containing the slogan "Welcome to Pamplona. Welcome home". These messages insisted enjoy and let enjoy the party, enjoy and drink with caution, to keep the city clean and care for it, enjoy it and respect it.

That same image of the mats could be seen in 30 marquees scattered throughout the city and five large billboards at the entrances to Pamplona. In both media were welcomed visitors in Spanish, Vask, English and French, with the message 'Welcome to your home. Take care, enjoy, respect her'.

However, most of the campaigns so far are conventional media campaigns, one-way, without the recipients to participate actively in it.

Still, some campaigns have been developed participatory communication. Specifically, in the field of sustainable development, energy and climate change have developed the following:

Kyoto Homes: The aim of this campaign was to encourage water saving and energy in the home as a measure against climate change. Participants in the campaign pledged to keep track of your purchases for one year and to attend three workshops on saving water and energy in their daily lives. In each of these workshops direfente received a gift: a low-energy bulb, a low flow aerator and a thermometer. The promoter of the campaign was the Environmental Resource Center of Navarre, Pamplona City Council collaborated in the dissemination and organization.

Display®: The aim of this campaign is to inform and educate users of public buildings on their energy and water consumption and CO₂ emissions, and how with very simple guidelines can help reduce them. For this campaign targeting 20

municipal buildings. These buildings are assessed annually and place a poster with their results. Also organized briefings for users.

E2democracy: The aim of this campaign is similar to the Kyoto Homes campaign, but takes into account the emissions generated by a person in everyday life, including transportation and consumption of food and other goods. In this case the methodology is to track the CO₂ emissions from participants during a period of two years, setting a target of 10% reduction.

4. ENGAGE LOCAL PARTICIPATIVE PR CAMPAIGN PLAN

4.1. Introduction: ENGAGE European Project

Local action is crucial for the successful implementation of EU energy and climate policies. But how can local administrations mobilise their different municipal departments, their stakeholders and citizens to jointly act towards the common EU "3x20" objectives and build a sustainable energy future?

The ENGAGE project aims to provide an efficient participative PR campaign strategy and an innovative, ready to use online tool in order to render the participation of the civil society not only feasible but also desirable. This will be done via a bottom up process involving a core group of 12 pioneer cities from 12 different countries. Furthermore, the project will support collaborative work among local administrations, stakeholders and citizens facing similar challenges in different European countries.

Specific objectives:

- Directly support the EU's Energy & Climate Package targets by involving local authorities having signed the Covenant of Mayors (not exclusively) and encouraging them to share the EU "3x20" objectives at local level and to mobilise all actors (public servants, stakeholders and citizens) to reach them,
- A stronger awareness of local actors concerning the EU energy and climate objectives and their local involvement,
- Provide a common European branding to local initiatives and actions by means of a bottom-up approach,
- Demonstrate the replicability of the ENGAGE approach by recruiting further 150 European local authorities,
- Show that participative PR campaigns do lead to real energy savings by means of a monitoring system with concrete and quantifiable results.

Strategic objectives:

- Support Covenant signatories and other local authorities in reducing their carbon footprint,

- Involve as many stakeholders and citizens as possible in municipal energy policy-making,
- Make participatory approaches the norm in local authorities by promoting sustainable energy solutions to their local stakeholders and citizens in the framework of awareness campaigns,
- Facilitate local communication and render citizen participation not only feasible but also desirable,
- Ensure the sustainability of ENGAGE and maximise the snowball effect for spreading the participatory approach in hundreds of European local authorities via the European ENGAGE Campaign.

Participants:

- Project Leader: Energy Cities.
- Special Coordinator: Futerra (United Kingdom).
- Pioneer cities: Heidelberg (Germany), Ivanic-Grad (Croatia), Oeiras (Portugal), Helsinki (Finland), Rennes (France), Växjö (Sweden), Lieja (Belgium), Rimini (Italy), Heerlen (Holland), Leicester (United Kingdom), Bielsko-Biala (Poland) y Pamplona (Spain).

Schedule:

- The ENGAGE project officially began the 1st of June 2010 and lasts 30 months.

Main tasks:

- Analyze a previous campaign of this kind successfully developed in Heidelberg (Germany).
- Development of an identity and a common approach to the implementation of a participatory communication campaign in each of the cities.
- Development of an online tool for the production of posters to join the project with concrete commitments.
- Move and share the commitments of the Covenant of Mayors at the local level.
- Prepare and conduct a participatory communication campaign aimed ENGAGE to engage local citizens and business objectives of the Covenant of Mayors.
- Carry out a local day ENGAGE with activities to publicize the project.
- Follow and evaluate the local campaign ENGAGE participatory communication in terms of participation and energy savings.
- Develop a project website and a common graphic identity.

- Realize a guide to the ENGAGE project and editing promotional material to make it known to other European cities.
- Expanding the project to 150 other European cities.

4.2. Organization and team

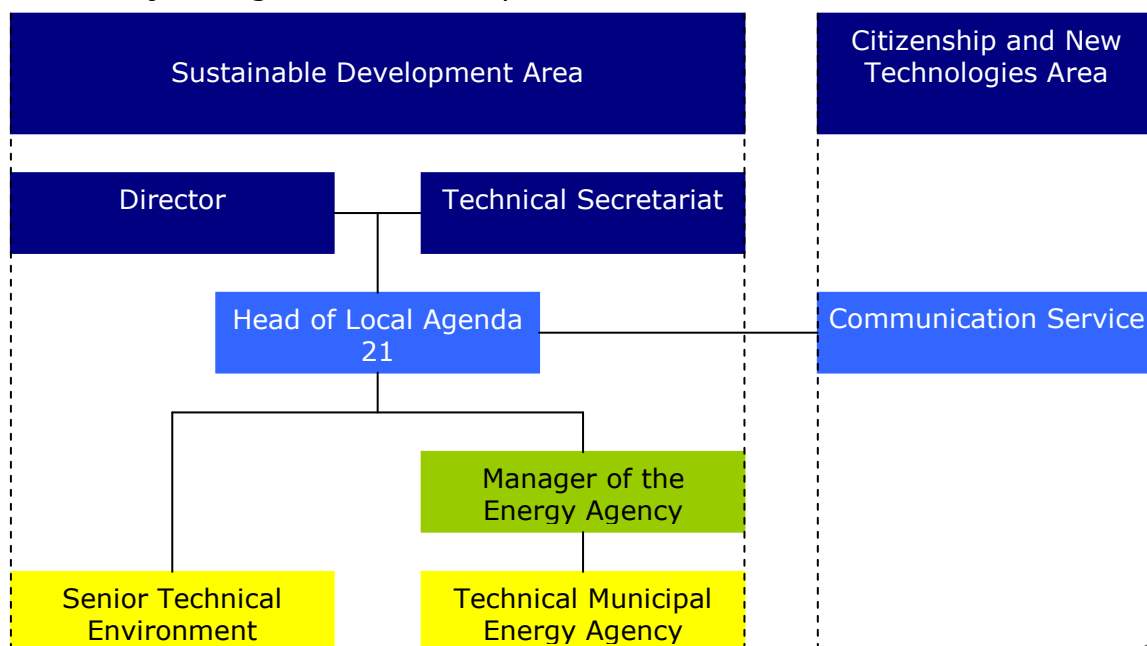
Engage in the local project of Pamplona are involved the two services Pamplona City Council Sustainability: the Office of Local Agenda 21 and the Municipal Energy Agency. Personnel directly involved in the project is:

- José Fermín Costero Bolaños, coordinator of ENGAGE (Head of Local Agenda 21)
- Alejandro Astibia Bruno (Manager of the Municipal Energy Agency)
- Marina Jiménez Díez (Senior Technical Environment)
- Imanol Cenoz Villanueva (Technical Municipal Energy Agency)

On the other hand, are also involved in the project María Teresa Martínez Remírez (Director of Sustainable Development Area), with overall coordination and supervision, María del Mar García Indave (Technical Secretariat of Sustainable Development Area), by financial and administrative management and staff of the Citizenship and New Technologies Area (Communication Service).

The latter is responsible for municipal service communication of the council with the media and citizens: the organization of press conferences, writing press releases, recruitment advertising, etc.

ENGAGE Project Organizational Pamplona:



4.3. Objectives

The local media campaign ENGAGE Pamplona City Council has the following objectives:

Objectives:

- Getting formal engagement to the campaign of 300 citizens, 30 popular people, 30 elected representatives and municipal employees and 30 stakeholders.
- Produce, therefore, 380 posters with concrete engagements.
- Conduct 9 special events dedicated to ENGAGE.
- Getting to 2,500 people attending special events.
- Make 4 press conferences and 12 press releases on the project.
- Edit and distributed 2,000 leaflets about the project.
- Contract 5 special announcements in local newspapers.
- Assess the reduction of CO₂ emissions of 50 citizens, 10 elected representatives and municipal employees and 5 stakeholders.
- Get 20,000 hits to the website of the local campaign ENGAGE.
- Realize a survey of 250 people on the campaign.

And with the local media campaign intended to achieve the following results:

Results:

- Contributing to the participants in the campaign to reduce CO₂ emissions by 5%.
- Give to know the Pamplona City Council's commitment to climate change and the Covenant of Mayors.
- To make aware the citizens about climate change.
- Contributing to changing patterns of water and energy consumption of the society in Pamplona.
- Give about the campaign to 25% of the citizens of Pamplona.

4.4. Messages

With the local media campaign ENGAGE Pamplona City Council seeks to transfer the following key messages:

Citizens and public employees:

- You can reduce CO₂ emissions easily with a simple change in habits.
- Our daily activity is responsible for the bulk of CO₂ emissions in Pamplona.

- Reduce CO₂ emissions by helping to save money. The energy price rises every year.

Stakeholders:

- You can reduce CO₂ emissions in a simple and cheap.
- Communicate your engagement to reduce CO₂ emissions by improving the image of the company.
- Reduce CO₂ emissions by helping to save money. The energy price rises every year.

General messages:

- The City Council Pamplona is committed to climate change and reducing CO₂ emissions.
- The City Council Pamplona aims to reduce 20% CO₂ emissions in the city for 2020.

Slogan:

Taking into account all the messages this slogan has been chosen for the campaign: *And you?... How do you engage with climate change?* This slogan has been selected from other propousals like:

- Pamplona engaged with climate change.
- Pamplona against climate change.
- Climate change: I engage ... And you?
- Climate change: I act ... And you?
- I am engaged with climate change ... And you?
- Yes, I engage ... And you?
- Engagement: to reduce emissions.
- Engagement: to protect the climate.
- ENGAGE with climate change.
- The world asks for help ... and yours too.
- The climate is seeking protection in Pamplona ... also in you.
- Pamplona engages to climate change ... And you?
- Engaged to climate change. Do you dare?
- We act against climate change ... And you? Do you engage?
- The climate change is in our hands ... And you? Do you engage?
- The climate change depends on you ... Do you engage?

- The world needs your engagement to fight climate change.

The slogan *And you?... How do you engage with climate change?* has been chosen between others because is direct, it calls and challenges to action and because it includes the terms "engage" and "climate change". This is important because in the poster there is no reference to climate change.

In addition, it will make a logo with the slogan to be incorporated in posters and to serve as campaign image. These are some proposals:



4.5. Development of the communication campaign

4.5.1. Elected representatives and public employees

The communication campaign will begin with the completion of the first engagements of elected representatives and municipal employees. This phase will begin on the 1st of February 2011.

For the elected representatives will be given about the campaign directly, seeking their commitment to it.

The campaign will be spread to municipal employees via email and intranet. We will also make direct contacts with employees in positions of responsibility (Area Directors, Technical Secretaries...).

The engagements made between the 1st of February 2011 and the beginning of the campaign with the citizens will be used in the launch event. However, after this date will continue to seek more engagement to municipal employees and elected representatives.

In this regard, it should be mentioned that municipal elections will take place on the 22nd of May 2011. This will affect the media campaign in two ways:

- In the first place, pursuant to the Electoral Act must be removed posters of Representatives election engagements during the election campaign.
- In second place, from that date elected representatives will change, both as a result of the decision of the voters and as internal changes in the parties. Without going any further, the present Mayor of Pamplona is not

for re-election. It is also more than likely that many people in positions of responsibility must also change.

4.5.2. Stakeholders and popular people

From January 2011 will be made direct contacts with various stakeholders and popular people of the city to seek their involvement with the campaign.

The goal is to start producing the first posters during February 2011 for stakeholders and popular people to have them involved in the launch of the campaign to the public.

The search for stakeholders and popular people who are willing to engage last until the end of the campaign.

Stakeholders:

The stakeholders that we want to involved in the campaign belong to different areas: communication and design, construction and reform, distribution, hospitality, industrial, transportation, energy companies..., administrations and public enterprises, banks and savings banks, shops; municipal markets, local media, sports clubs, football, handball, football, basketball, cycling teams..., NGOs, foundations and associations, universities, colleges and public and private schools ... The aim is to involve a diverse representation of stakeholders, with at least one representative of each of these areas.

This is the list of stakeholders with which to contact directly from January 2011: Environmental Resource Center in Navarre, Commonwealth of the District of Pamplona, Navarra University, Public University of Navarra, Union General Workers, CCOO, Foresna, Gorosti, GURELUR, Ekologistak Martxan, Lurra, Association of Friends of Old Trees, Oraintxe, Lekumberri and Arbuniés Associated, House of Mercy, Red Cross Navarre, Intermon Oxfam, Setem, REAS Navarre, 601 Audiovisual Productions, Otero and Ollo Communications, Alfaro and Verango, Nattura, Kaizen, EIN, CPAEN, Travel Media Association of Healthy, Arian, Eroski, Carrefour, Day, Navarra Hospitality Association, Small Innkeepers Association Navarre, Hotel Tres Reyes, Hotel Iruña Park, Hotel Ciudad de Pamplona, Hotel Maissonave, Guenduláin Palace Hotel, Hotel La Perla, Hotel Leyre, Hotel Yoldi, Wolksvagen Navarre, Dana Automotive, Motor Iruña, Iberdrola, Acciona, Gas Navarre, Elkarkide, Miyabi, Fira, Environmental Management , Nursery and Reforestation of Navarre, Caja Navarre, Caja Rural de Navarre, Ensanche Merchants Association, Merchants Association Old Town Merchants, Association Rochapea Markets, Santo Domingo, Widen Market, Market Ermitagaña, Journal Navarre, Diario de Noticias, Pamplona Radio, Radio Euskadi, Channel 6, Channel 4, Popular TV, Magazine Ezkaba, Tennis Club, CD Amaya, Swimming Club, San Juan-Donibane CD, CD Oberena, Anaitanuna CD, CD Larraona, CA Osasuna, CD

Xota, SDC San Antonio, Navarra Club Basketball, Baseball Navarra, Navarra and UNB CD Obenasa Waterpolo Navarra.

Popular People:

The aim is to seek involvement in the ENGAGE campaign of a large number of popular people in Pamplona. These people must be known locally, not looking beyond his projection of Pamplona. Moreover, we will contact with people who are unknown to the vast majority of citizens, but well-known and influential in certain sectors of the population.

We have selected a list of people that will be on initial contact: Alberto Undiano Mallenco, Comparsa de Gigantes y Cabezudos, Director de la Pamplonesa, el Drogas (Barricada), Mons. Francisco Pérez González, Txumari Alfaro, Angelita Alfaro, Mikel Urmeneta, César Oroz, Nacho Monreal, César Azpilicueta, Montxo Armendáriz, Aurora Beltrán, Pachi Mangado, Lucía Baquedano, Reyes Ilintxeta, Mikel Bujanda, Helena Taberna, Imanol Erviti, Xabier Zandio, Serafín Zubiri, Alfredo Landa, Miguel De la Quadra-Salcedo, Sandra Gómez, María Medrano, Íñigo Monreal, Rita Lora, Carlota Ciganda, Miguel Reta, Endika Lacuei, Mariano (conserje Plaza Toros), Jose Javier Ruiz de Erenchun, Eneko Astigarraga, Jesús Cía, Javier Usoz, Iñaki Urkía, Dámaso Alonso, David Garnacho, Eurne Ibañez, Jaime Martínez-Lage, Jose Luis Martinicorena, Gustavo Muñoz, Alberto Lafarga, Luis Almingol, Carlos Almingol, Luis Miguel García Bona, Juan Ignacio Deán, Juan Tomás Alcalde, Eduardo Berián, Fernando Jáuregui, Gabri Berasategui, Alberto Gosá, Jesús Hernández Aristu, Rafael Tortajada, Bienvenido León, Iñaki Cortés, Javier Asín, Juanmi Villarroel, Alfonso Amorena, Fermín Olave, Pedro Zuazo, Javier Vera and Jokin Larumbe.

Contact with stakeholders and will be popular with people directly via letter, email and telephone.

4.5.3. Citizens: special events

Launching event:

On 22nd of March 2011 will be held the launch ceremony of the local campaign ENGAGE. This day commemorates the World Water Day also precedes the World Meteorological Day on 23rd of March and 21st of March it is the World Forestry Day, three dates are closely related to climate change.

The event will include presentation to the media of the local campaign and have the following elements:

- Press conference in which participate one representative politician (Mayor of Pamplona City Council or Sustainable Development Councillor), one municipal employee (Director of Sustainable Development or Responsible Agenda 21), one stakeholder (eg University of Navarra) and one popular person. The politician and



technician will explain the campaign and all will present their own poster-engagement.

- Official inauguration of the first huge poster ENGAGE in the City Hall building of San Saturnino or El Palacio del Condestable.
- Lunch with various stakeholders and popular people, where they will present their own posters to the media. This could be done on the 2nd floor of the Town Hall or in the Palacio del Constable.

The aim of this event is to present the ENGAGE campaign and invite citizens to attend the First Event (photo shooting) on Saturday 2nd of April. This would strengthen the dissemination of this event, which was communicated to citizens in private, with the publication of the news. Moreover, increasing its distribution by inserting special announcements in the media.

First Event (photo shooting):

From February 2011 we will contact with groups of citizens who might be interested in the campaign and we will send them a letter and / or email explaining the objectives of the Covenant of Mayors and presenting the ENGAGE campaign. They will be then invited to participate in a local event where they can formally join the campaign.

Groups of concerned citizens who will be initially sent the letter are:

- Participants on the E2democracy campaign.
- Participants in the Kyoto Homes campaign.
- Users of the Museum for Environmental Education (via email).
- Users of the Youth House.
- Groups of environmental volunteers: Red Cross, University of Navarra ...

These citizens are invited to join the ENGAGE campaign on Saturday 2nd of April 2011. This day will set up a tent in the Plaza del Castillo in Pamplona (or another central location) with information on common European objectives on climate change, the Covenant of Mayors, the Sustainable Energy Action Plan and Pamplona ENGAGE project. Furthermore, citizens may join the campaign by choosing an engagement and performing a photo for the poster. In return they will receive a gift related to reducing emissions: an energy efficient light bulb, a low flow aerator and a reusable bag ... In addition, a person will make up and comb people who want to join to get in the shot.

The spread of this event will take place through the following actions:

- Communication directly to groups of concerned citizens.

- Presentation of the media campaign (22nd March), with press release and press conference.
- Announcements Special Media (31st March).
- Communication general distribution list (email), calendar of activities of the municipal website, etc.
- Note Press on Friday 1st April.

In turn, it is expected that this first event (photo shooting) is covered by local media as a singular event, helping to increase the dissemination of the campaign itself.

Placing first posters:

As of 22nd of March we will begin to put the first ENGAGE campaign posters for municipal buildings and display in the gallery of the municipal website and Facebook.

In the municipal web page, Young Pamplona web page, on Facebook and Twitter will encourage citizens to join the campaign. To do this, they are invited to contact the City by phone or email providing their contact information.

People who have shown interest in the campaign will be sent information about the next event (photo shooting) to be organized. If unable to attend this event will arrange a personal meeting to formalize the engagement.

Second event (photo shooting):

On Saturday 4th of June, a day before World Environment Day, we will organize the second event (photo shooting). The organization will be similar to the first, with the difference that this second event will be part of the various activities organized to commemorate this day. To ensure the attendance of citizens to bring along to the marquee attractions for children such as inflatables and other games with environmental themes.

The dissemination will be done will consist of:

- Communication directly to citizens who have previously shown interest in the campaign to come to realize their engagement.
- Communication directly to citizens who have already made their engagement, if they want to suggest joining the campaign to a family member or acquaintance.
- Note release and press conference with the activities of World Environment Day (31st May).
- Special announcements in the media (3rd June).
- Communication general distribution list (email), calendar of activities of the municipal website, Facebook, etc.



- Note Press on Friday 3rd of June.

Furthermore, in the press conference 31st of May to inform the media of placing campaign posters on municipal marquees, which will be for a period of a month ago.

San Fermín. Third event (photo shooting):

During the festival of San Fermin 2011 (from 6th to 14th of July) will host the third event (photo shooting) following the previous scheme but with a more international character: provide material and communication in other languages (English and French). In this case, the gift offered is a typical tissue of San Fermin with the local campaign logo of ENGAGE.

ENGAGE Day. Fourth event (photo shooting):

Among the events being organized to commemorate the Day ENGAGE (October 2011) we will take place the fourth event (photo shooting) following the same format and organization than before. In addition, during that month (from 22nd September) will see posters advertising panels on municipal ENGAGE.

Balance 1st year ENGAGE event:

In April 2012 there will be a presentation to the media with the following schedule:

- Presentation of the first year ENGAGE balance in terms of emission reduction engagements made, etc.
- Presentation of the video ENGAGE.
- Communication of the fifth event (photo shooting).

Based on the accumulated experience assess whether this event should be more formal (City Council communication means) or whether to incorporate the presence of popular people, a single act, etc.

In addition, we will present some engagements made one year before that have been accomplished. We will add to these posters a sticker with the text: *accomplished engagement*.

Fifth Event (photo shooting):

In April 2011, following the Balance one year ENGAGE event will be held the fifth event (photo shooting).

Sixth Event (photo shooting):

There will be a sixth and final event (photo shooting) on 5th of June 2012 World Environment Day.

Appreciation event participants

In September-October 2012 event will be organized festive fun of appreciation to be invited to all the local campaigners ENGAGE.

To 20% of people (maximum 50) to join the campaign will be tracked and evaluated a year later the impact of his engagement to emissions reduction is concerned.

4.5.4. Media

In order to achieve the widest possible dissemination of the local campaign ENGAGE, Pamplona City Council will seek the best value and possible coordination with the media, providing information, materials, and interviews.

The aim of the Municipality of Pamplona is that the local campaign ENGAGE appears in the following media:

Papers and magazines:

- Diario de Navarra
- Diario de Noticias
- Barrios de Iruña
- Negocios en Navarra
- Revista Ezcaba
- El Periódico Universitario - Arrosadía
- Revista Nuestro Tiempo

Television channels:

- Canal 6
- Canal 4
- Popular TV
- La 1
- Etb 1
- Etb 2

Radio channels:

- Radio Pamplona – Cadena SER
- Onda Cero Pamplona
- COPE Pamplona
- Euskadi Irratia

- Radio Euskadi
- Radio Universidad de Navarra
- Euskalerrria Irratia

Internet:

- www.diariodenavarra.es
- www.noticiasdenavarra.es
- www.canalsoy.tv
- www.sanfermin.com
- www.definde.com
- www.nabarrerria.com
- www.tribunadenavarra.es
- www.pamplona.es
- www.pamplonajoven.es
- www.elperiodicouniversitario.com
- www.facebook.com
- www.twitter.com

4.5.5. Communication channels

The posters with the commitments ENGAGE will be broadcast on the following communication channels:

Municipal administrative buildings (12):

- Casa Consistorial
- Zapatería 40
- Descalzos 72
- San Saturnino 2
- Monasterio Viejo de San Pedro
- Monasterio de Irache 6
- Avenida del Ejército 2
- Mayor 20
- Mayor 59
- Eslava 2
- Mercado 7-9

- Mercado 11

In these buildings campaign posters will be placed at the entrance in a conspicuous place for people who access them. In each building is placed 2 or 3 posters, based on space availability, from various campaign groups, municipal stakeholders, popular people and citizens. Total: 24-36 posters.

Municipal schools (24):

- Amaiur
- Azpilagaña
- Bernat Etxepare
- Buztintxuri
- Cardenal Ilundáin
- Doña Mayor de Navarra
- El Lago de Mendillorri
- Ermitagaña
- García Galdeano
- Elorri
- Mendigoiti
- Patxi Larraínzar
- San Francisco
- Sanduzelai
- Hegoalde
- Iturrama
- Jose María Huarte
- Mendillorri
- Nicasio Landa
- Rochapea
- San Jorge
- San Juan de la Cadena
- Vázquez de Mella
- Victor Pradera

In each public school will be placed 2 posters of different group: municipal, stakeholders, popular people and citizens. We will seek to place posters in

Euskera at school whose teaching is taught in this language. Total: 48 posters.

Public libraries (8):

- Echavacoiz
- Mendillorri
- San Jorge
- Iturrama
- Milagrosa
- Chantrea
- San Pedro
- Yamaguchi

In each library we will place 2 posters of different groups. Total: 16 posters.

Cultural buildings (10):

- Iturrama
- San Jorge
- Juslarocha
- Mendillorri
- Ensanche
- Palacio del Condestable
- Milagrosa
- Centro Compañía
- Casa de la Juventud
- Museo Educación Ambiental

In each building we will place 2 posters of different groups. Total: 20 posters.

Sport facilities (10):

- Aranzadi
- San Jorge
- Arrosadía
- Azpilagaña
- Ermitagaña
- Ezcaba

- José María Iribarren
- Rochapea
- San Jorge
- Mendillorri

In each building we will place 2 posters of different groups. Total: 20 posters.

Infant schools (12):

- Donibane
- Hello Buztintxuri
- Milgrosa
- Haurtzaro
- Hello Rochapea
- Hello Azpilagaña
- Egunsenti
- Jose María Huarte
- Izartegi
- Mendebaldea
- Printzearen Harresi
- Rochapea

In each building we will place 2 posters of different groups. Total: 24 posters.

Social services buildings (12):

- Echavacoiz
- Iturrama
- Milagrosa
- Ensanche
- San Juan
- San Jorge
- Buztintxuri
- Rochapea
- Chantrea
- Casco Viejo
- Mendillorri

- Ermitagaña

In each building we will place 2 posters of different groups. Total: 24 posters.

Work schools (4):

- Forestal
- Fontanería
- Construcción
- Soldadura

In each building we will place 2 posters of different groups. Total: 8 posters.

Urban furniture (30):

Pamplona City Council has 30 advertising spaces in the city street furniture (marquees). These spaces tend to communicate various campaigns conducted by the City Council in the form of large advertising posters. These spaces shall ENGAGE local campaign by placing posters in 4 cycles of at least one month in duration. In each cycle, 30 different posters will not have been shown previously for the four groups. Total: 120 posters.

Municipal web page (www.pamplona.es) and Young Pamplona (www.pamplonajoven.es):

In the municipal website and the Young Pamplona web page we will create a specific section of the local campaign ENGAGE. This section will have direct link from the homepage (index) and also from sections of Agenda 21 and Municipal Energy Agency. This section of the website will contain an explanation of the communication campaign ENGAGE in Pamplona and links to the following sites:

- www.citiesengage.eu
- Poster gallery on www.citiesengage.eu
- COM web page
- Energy Cities web page
- Pamplona SEAP
- ENGAGE Pamplona in Facebook
- ENGAGE Pamplona in Twitter

ENGAGE Pamplona in Facebook and Twitter:

Pamplona City Council will create a profile for the social media campaign, in Facebook and Twitter. The profile will contain the gallery and posters and it will be updated with information on organizing events, news related to climate change, energy saving tips, etc.

The idea is that these profiles are updated daily and are dynamic, including the organization of any competition or game.

Leaflets:

A picture of a poster campaign will be included in the back of the brochures and programs that the City Council releases.

Stakeholders:

Pamplona City Council will seek the cooperation of stakeholders in the campaign also displaying posters in their own spaces. By way of example may include:

Mancomunidad de la Comarca de Pamplona: buses and bus stops.

Markets: bulletin board.

Shops: window and doors.

Bars and restaurants: windows and doors.

Briefing:

Thus, it is expected that at least 304 posters with engagements will be placed physically, although this figure could increase significantly if certain stakeholders collaborate.

4.5.6. Languages

The treatment of language that we are going to give the campaign is bilingual. There will be two versions of the poster, one in Spanish and the other in Basque. The person or stakeholder to conduct an engagement may choose to do in his preferred language. Thus, the rest of the poster will be in the same language as the engagement.

4.6. Campaign assesment

The communication campaign will be assessed from two viewpoints. On one side it will be evaluated in terms of reducing emissions and the other it will be evaluated in terms of spreading the message.

To quantify the emission reductions we will use a tool previously used in the project E2democracy. This tool calculates the emissions of greenhouse gases generated by a person based on actual data of energy and water consumption at home, actual data of transport, food consumption data and data on lifestyle. The unit of measurement is the tCO₂eq. Thus, emissions are calculated the year preceding the time of the commitment of 50 people and a year later. That way we can check whether these engagements have had an effect on reducing emissions of citizens. For the stakeholders they will be calculated individually.

In assessing the campaign in terms of dissemination of the message we are going to use two methods: surveys and assessment tool given by Futerra. For the surveys we are going to repeat one held in April 2010 in Pamplona 800 citizens by telephone. This survey contained a series of questions for the opinions and habits about climate change. This survey was repeated at the end of the season to see whether the perceptions of citizens about climate change have changed. Also be conducted online surveys on various aspects of the campaign.

On the other hand, we will use the assessment tool given by Futerra, adjusted to the characteristics of the local campaign.

4.7. Budget

ENGAGE European project has a total budget of € 1,961,878, of which the European Union provides aid to 75% (€ 1,471,407), through the program Intelligent Energy Europe 2009.

The total budget for the conduct of the campaign in Pamplona is € 99,694 with € 74,771 in aid from the EU. This budget is divided into the following chapters:

- Personnel costs: € 52,418.
- Outsourcing: € 7,475.
- Meetings attended: € 5,350.
- Other costs: 3,000 €.
- Indirect costs: € 31,451.



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