

Project ENGAGE

Local Authorities communicating to engage stakeholders and citizens



City of Växjö, PR Campaign Plan February, 2011

Content

- Objectives
- KPIs
- Target audiences
- Challenges & barriers
- Communications strategy
- Media strategy
- Key messages
- Tactics/activities
- Evaluation & measurement
- Timeline
- Budget



Växjö PR Campaign, introduction

City of Växjö has a long tradition on ambitious environmental and climate work and it is important to continue that. The work in the ENGAGE project, shall be an integral part of the work with “the Greenest City in Europe” and to involve citizens to contribute to “make Växjö greener” (in Swedish: “Gör Växjö grönare”) and the daily work to achieve the local climate targets.

□ Objectives

- to motivate citizens and stakeholders to reduce their personal climate impact
- to raise awareness of local climate targets
- to make citizens and stakeholders involved in the greenest City in Europe
- posters with climate commitments from at least 150 citizens, 15 stakeholders and 20 persons in the administration

□ The Engage campaign’s KPI:

- number of posters with politicians and staff
- number of posters with stakeholders (enterprises, organisations, schools)
- number of posters with citizens
- number of citizens and stakeholders involved in different climate events 2011
- number of visitors on the local website
- number of articles in local newspapers
- number of ads
- number of hits / posts on some keywords (for example, Make Växjö greener, climate campaign, ENGAGE, Covenant of Mayors=Borgmästaravtalet, climate commitment) in blogs (bloggsök.se)
- number of activities-events / presentations with information about ENGAGE

□ Target audience

All 83 000 inhabitants in the municipality.

Selecting some target groups as raw models

- Young citizens with interested in environment, music, sports
- Families
- Senior people
- Climate idols and well known citizens
- Entrepreneurs
- Celebrities
- Engaged citizens in for example health, culture, environment like “Reading groups”, Cooking circle, sports, organisations

□ Challenges & barriers

There can be general criticism towards, the municipality, the concept of “the greenest City in Europe”, EU-projects in general and climate change “what does it matter what I do”. Important challenge and barrier is also the limited time and stress that people in general feel and the competition in getting attention of message from the citizens. There is a challenge to have the right message said in the right way

□ Communication strategy

We will use different ways of communicating because we want to reach different groups of citizens and stakeholder.

- Local website with information, simple questionnaire with climate promises, etc
- Information about the project and campaign on newsletters within or close to the organisation
- Advertising in local newspapers
- Expose/show posters
- Produce short movies (with climate promises) on the municipal account on You Tube with help from mediastudents at upper secondary school: Kungsmad. (on website; vote for the Best Commitment Contest.)
- Make use of elements on Facebook and Twitter (advertise on Facebook?)
- Öppna kanalen, local TV
- The touch screen at the City library
- Environmental calendar 2012 with posters?(already brief information to all households in calendar December 2011)
- Internal – staff bulletin: Ventilen, has green profile September 2011

Focus on: the good and environmental friendly life, health, high quality food, music, inspiring each other, to be a role model, to have fun, to make a difference.

☐ **Media strategy**

- lots of information and news on municipal website and social media (facebook)
- If possible, in the beginning use direct contact with some journalists to inform about the project
- regular information to press/media during 2011 (schedule connected to happenings and events 2011). Press releases. Invitation to events.
- Summer 2011: use the fact that there are less to write about to get articles written about people on posters and their climate commitments.

How to communicate the information?

Focus on local politicians and celebrities like Climate Idols to make media interested but also story telling about "ordinary citizens" how they act and live and think. Make some posters with this people to get the interest for the PR-campaign.

Use different media – see communication strategy
For different events – see Tactics/activities

☐ **Key messages**

Key messages such as, for example:

- Everyone can participate in the campaign / everyone can reduce their fossil CO2-emissions
- You can make a difference
- You can make Växjö greener
- Saving energy will enhance your lifestyle and also save money
- Växjö families supporting American Climate Idols

For companies saving energy is good marketing and improving the image of the company

☐ **Tactics/activities**

It's important to stress that everyone can contribute in the work to reach our climate targets and that even small individual efforts and contributions will make a difference! The aim is to replace the myth that "it doesn't matter what I do" with the thinking that "everything I do can make a difference!"

Compare this with a choir: one singer compared to a choir! We will use this symbol in the celebrating of Earth Hour.

- the choir does not require power to be heard, but gives a lot of energy

- a singer doesn't sound so much but many people is a choir that is heard, the same condition in environmental work, one engaged person / improvement might may not make difference, but many engaged persons / many improvements will make a big difference!

Use positive messages in the project, the basic thinking is that people want to "do the right thing"! Important to encourage, inspire and make it more fun to be environmentally smart, that's a better way to convince people to participate.

One way to make citizen reduce their energy consumption is to ask them to do as their neighbours do and join their effort to save energy. People are also more inclined to buy organic food if others see them.

Events (that we know about today)

Event /date	Target group	Goal / part in Engage project	Tactic/activity
Photo shooting / February-March	Politicians, Climate idols, celebrities		First photo shooting
Earth Hour 26th of March, 2011	Inhabitants, stakeholders	Kick off, starting competitions (ecohero, etc) An annual event planned by me/strategic planning	Information Celebrity involvement • Climate Idols (<i>national press interested?</i>) (<i>audition new climate idols? compare yourself with climate idols</i>) • Politicians
<i>Dag X 31st of March, 2011</i>	<i>Young people</i>	<i>Photo shooting young people</i> <i>An annual event planned by organisation outside municipality but we participate.</i>	<i>Photo shooting</i>
<i>Växjöloppet Våruset May, 2011</i>	<i>Inhabitants interested in sports and health activities</i>	<i>Maybe photo shooting active/healthy people. An annual event planned by organisations.</i>	<i>Information/posters</i>
<i>Vårstad 28th of May, 2011</i>	<i>Inhabitants</i>	<i>Photo shooting citizens</i> <i>Information about project.</i> <i>Award ceremony (competition started in Mach)</i> <i>An annual event planned by cultural department.</i>	<i>Photo shooting</i>
<i>Mobility week September, 2011</i>		<i>An annual event planned by the technical department</i>	<i>Information/posters</i>
<i>Autumn 2011</i>	<i>Inhabitants</i>	<i>Idea</i>	<i>Stunt even/happening: put piles of apples in city center for everyone to take – put websiteaddress and/or</i>

			facebookaddress.
ENGAGE Day 29th of October, 2011	Inhabitants, stakeholders	Event in Engage project! Award ceremony (competition started in March)	Exhibition/ Information/posters Celebrity involvement • Climate Idols (<i>national press interested?</i>) (<i>audition new climate idols? compare yourself with climate idols</i>) • Politicians
<i>Reduce waste week</i>		<i>European campaign, technical department. November, 2011</i>	<i>Exchange-days: leave things you don't use (toys, books, clothes etc) and others can take for free what they want.</i>

□ Evaluation & measurement

Evaluating by volume

Number of press articles/press coverage

- split by media type – broadcast, regional, national

Number of people reached by the campaign

- by calculating total circulation of press coverage achieved
- number of events
- number of citizens attended different events
- number of citizens made email enquiries

Number of how many posters were created

- total number of posters displayed
- politicians / Public servants
- stakeholder participants
- citizen participants

Number of testimonials by target area

- home / electricity / heating
- transport
- miscellaneous

Number of hits to website and on social media

- number of visitors ENGAGE pages on local website (unique visitors)
- number of hits for key words or phrase is mentioned
- number of times that a keyword or phrase is mentioned
- number of input on facebook/twitter

Number of printed information – leaflets, flyers etc

- number of pressreleases
- number of printed material
- other material and promotional items

Evaluating by value

- number of the campaign's key communications messages communicated in press articles
- number of times that a keyword or phrase is mentioned
- how positive journalists has been in each article against a score (e.g. 1 very positive – 2 positive – 3 neutral – 4 negative – 5 very negative)
- the size of the piece of coverage

☐ Timeline

Make a schedule, including schedule of press releases, event dates, photography, etc.

ACTIONS	2011											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Finding politicians, employees, stakeholders and citizens for the posters and climate promises	X	X	X	X	X	X	X	X	X	X		
Dissemination of the ENGAGE Project through municipal website	X	X	X	X	X	X		X	X	X	X	X
Dissemination of the ENGAGE Project through social networks	X	X	X	X	X	X		X	X	X	X	X
Dissemination of the ENGAGE Project through media	X	X	X	X	X	X	X	X	X	X	X	
Dissemination of the ENGAGE Project through newsletters within or close to the organisation												
Documentation of dissemination and information	X	X	X	X	X	X	X	X	X	X	X	X
Production of ENGAGE materials	X	X						X	X	X	X	
Photo shooting			X	X	X					X		
Posters production			X	X	X	X			X	X	X	
Event dates we can take part in (except the ENGAGE DAY)			X	X	X				X			
Event date for ENGAGE DAY										X		
Preparation of the ENGAGE DAY		X	X	X	X	X		X	X	X		
Press release			X		X					X		
Preparation of Videoclip											X	-12
Study visits												-12

☐ Budget

Extract from Call for Proposal Annex, (A3 Form)

Description	Work package	Total [EUR]
Translation of the on-line tool into national language	2	500
Printing and production of posters, organisation of the local ENGAGE day	3	3 425
Production of the local promotional video	5	3 000
Local ENGAGE day event, expenses related to the organisation	3	2 500
Study visit, expenses related to the organisation	5	500



The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.