

City of Ivanić-Grad
Croatia

ENGAGE PROJECT

LOCAL AUTHORITIES COMMUNICATING
TO ENGAGE STAKEHOLDERS AND CITIZENS

PR Campaign Plan

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1. Objectives

The objective of Engage campaign is 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.

Objectives of Ivanić-Grad's local campaign:

- to see a reduction in energy consumption in Ivanić-Grad
- to raise awareness about Ivanić-Grad's new recycling facility
- to raise awareness of Ivanić-Grad authority's green credentials and goals

2. Key performance indicators

The Engage campaign's KPI:

- to see a 20% reduction in city's energy consumption

Ivanić-Grad campaign's KPIs:

- 15 stakeholders, 20 public servants and 150 citizens to participate in poster campaign
- 5 news articles in local newspapers, 5 news articles in regional newspapers, 5 news articles in national newspapers, 5 news articles in business newspapers, 5 news articles in magazines = total 25 news articles
- 5 radio shows on local radio station
- 5 TV shows on local level, 2 TV shows on regional level, 2 TV shows on national level
- a 30% increase in traffic to Ivanić-Grad's website and 10% to Engage website
- 5 video clips on YouTube, 5 photo galleries on Flickr

3. Target audiences

Public servants (20):

- Mayor
- Deputy mayors (2)
- General administration department (8)
- City development department (9)

Stakeholders (15):

1. Utility company - Komunalni centar Ivanić-Grad
2. Utility company - Ivakop
3. Utility company - Ivaplin
4. Kindergarten - Centrala, Žeravinec, Bregi, Graberje
5. Elementary school - Centar, Žeravinec, Bregi, Graberje
6. Secondary school - Elektro i frizersko usmjerenje
7. Music school - Pop rock school
8. Tourist Board Ivanić-Grad
9. Sport clubs - Bicycle, Handball, Basketball, Volleyball, Karate, Dupin...
10. Media - local radio station, regional TV station
11. Transport company - Malux, taxi drivers
12. Private companies - Mimarar, Metel, DeLišjak, Philips
13. Regional energy agency - REGEA
14. NGO's - Udruga umirovljenika, Perunika, Crveni križ, Vatrogasci
15. City councillors

Citizens (150):

- children
- young
- families
- retired
- celebrities
- other

4. Challenges and barriers

Pre-campaign preparation

We will organize some pre activities such as: survey (to check citizen's attitudes), interdepartmental meetings (to inform public servants and stakeholders about future actions), 1st press conference (to prepare media to watch our Engage activities), discussion on examples of ENGAGEments (to add some new examples), collecting e-mail addresses of citizens and stakeholders (with whom we have already contacted).

5. Communication strategy

Engage campaign:

The overall Engage campaign strategy has already been decided as follows:

- To engage citizens by social proof through a poster campaign, where they can make their own energy reduction pledge
- To raise awareness amongst citizens by hosting an event
- To enable citizens to calculate their energy consumption with an online tool

Ivanić-Grad's local campaign:

- The most effective places for displaying posters: public buildings, public places, city light showcases, billboards, unusual and unexpected places (for. eg. dentist, doctor or vet waiting room).
- Kind of events for target audiences: amusement events with food, drink and music (as usual in Croatia)
- Raising awareness of using the online tool: we will prepare and offer some small incentives like free train ticket from Ivanić to Zagreb or free flower seeding.

6. Media strategy

As we developed very good cooperation with journalists in the past, we will keep the current dynamics: hold press conference twice a month and meet a few key journalists to explain the campaign face to face.

4 key events:

1. 22/04/2011 - 2nd Energy day "Better be Aware" + Earth day - open day in low energy house (in accordance with European Sustainable Energy Week 2011)
2. June 2011 - Days of the City
3. 16-22/9/2011 - European Mobility Week
4. 07/10/2011 - Engage day

7. Key messages

Key messages for Ivanić-Grad's campaign:

- Anybody can take part in the campaign (citizens or stakeholders or companies...)
- Participating citizens are free to choose their own way to save energy
- With every ENGAGEments we will: - save energy, reduce CO2 emissions, make our City better place to live, fulfil our Covenant of Mayor commitments, be part of European initiative, mitigate climate changes...

We will adopt key messages to different target groups.

8. Tactics/activities

- Celebrity involvement - as Ivanić-Grad is very sportive city we will ask famous athletes to participate in the poster campaign: Ivica and Janica Kostelić, Matijas Dovranić (bike tour: "Memorial Stjepan Grgec"), Željko Duh (Samostrel field)
- Stunts - hot air balloon with engage posters on it, will only happen once; rock concert - unplugged
- Biggest, smallest, longest, shortest - make invitation for the stunt "Greatest ideas are the ones in sky" or "Greatest ideas are flying to the sky"
- Real life stories - story about some old retire man who compares his energy costs before and nowadays (eg. after he moved in low-energy house)
- Out of the ordinary - one poster with beaver on it ("Beavers fight climate change"); the story about how beavers can save our water and reduce impact of climate changes by building dams
- The first -
- The only - only city outside the EU borders to be participating in this European initiative
- Sequence - explain to journalists that it's going to be never ending story; it's up to us to continue the initiative even after we managed to achieve our goals for which we engaged ourselves in this project

9. Evaluation and measurement

We will evaluate PR campaign by volume and by value using Futerra's evaluation tool.

DATE FEATURED	MEDIA OUTLET	OPPORTUNITIES TO SEE	Circulation/ unique users/ followers	MEDIA TYPE	Newspaper	Magazine	Online	Social media	TV	Radio
	Otok Ivanić		10.000		5					
	Županijska kronika Zagrebačke županije		20.000		5					
	Večernji list		50.000		1					
	Jutarnji list		50.000		1					
	24 sata		20.000		1					
	Business.hr		10.000		2					
	Lider		10.000		2					
	Poslovni dnevnik		5.000		1					
	Poslovni tjednik		5.000		1					
	Eko revija		5.000			1				
	Una Terra		5.000			1				
	National geographic hr		10.000			1				
	Radio Ivanić		10.000		5					5
	Radio Sljeme		50.000		2					2
	Radio 101		40.000		2					2
	TV Net		30.000		5					5
	TV Kapitalnet		20.000		2					2
	TV HRT		50.000		2					2
	web Ivanić-Grad		30.000		1		1			
	web Engage		10.000		1		1			
	You tube		20.000		5			5		
	Flicker		20.000		5			5		
TOTALS			480.000		19	3	2	10	0	18

10. Timeline

Timetable City of Ivanić-Grad

ACTIONS	2010							
	TASK	Jun 1	Jul 2	Aug 3	Sep 4	Oct 5	Nov 6	Dec 7
Participation in European ENGAGE Users' Clubs meeting in Heidelberg	2.3.							
Share the Covenant of Mayors initiative and objectives	3.1.1.							
Organise 3 interdepartmental meetings	3.1.1.							
Prepare a local participative PR campaign	3.1.2.							
Presentation of the ENGAGE Project to public servants	3.1.1.							
Presentation of the ENGAGE Project to City council	3.1.1.							
Participation in European ENGAGE Users' Clubs meeting in Rennes	2.3.							

ACTIONS	2011											
	TASK	Jan 8	Feb 9	Mar 10	Apr 11	May 12	Jun 13	Jul 14	Aug 15	Sep 16	Oct 17	Nov 18
Pre-Survey	3.1.2.											
Identify and recruit stakeholders and citizens	3.2.2.											
Preparing and sending Mayors' letter, phone calls	3.1.2.											
Photo shooting with public servants	3.2.1.											
Poster preview displaying first engaged public servants	3.2.1.											
1st recruitment event: Energy day in low energy house 22.04.2011.	3.2.2.											
Participation in European ENGAGE Users' Clubs meeting in Liege	2.3.											
2nd recruitment event: Days of the City	3.2.2.											
Photo shooting with stakeholders and citizens	3.2.1.											
Production of 1st series of ENG. posters with stakeholders and citizens	3.2.3.											
3rd recruitment event: European Mobility Week	3.2.2.											
Production of 2nd series of ENG. Posters with stakeholders and citizens	3.2.3.											
Public exhibition of posters	3.2.4.											
Participation in European ENGAGE Users' Clubs meeting	2.3.											
Organize a local ENGAGE day 07.10.2011.	3.2.4.											
Media activities - press	3.2.											
Media activities - radio	3.2.											
Media activities - TV	3.2.											
Media activities - web	3.2.											
Media activities - you tube, flicker	3.2.											

ACTIONS	2012											
	TASK	Jan 20	Feb 21	Mar 22	Apr 23	May 24	Jun 25	Jul 26	Aug 27	Sep 28	Oct 29	Nov 30
Local monitoring and evaluation of results	4.1.2.											
2 presentations of ENGAGE in national events	5.6.											
Organize and hosting European ENGAGE Users' Clubs meeting	2.3.											
Production of the video clip	5.3.											
Public exhibition of posters	3.2.4.											
Preparation of the Project results' report	4.1.2.											
Participation in European ENGAGE Users' Clubs meeting	2.3.											
Media activities - press	3.2.											
Media activities - radio	3.2.											
Media activities - TV	3.2.											
Media activities - web	3.2.											
Media activities - you tube, flicker	3.2.											

11. Budget

Budget items City of Ivanić-Grad:

1. Translation of the on-line tool into national language	500 EUR
2. Printing posters, organisation of the local ENGAGE day (communication materials, gadgets, etc)	3.425 EUR
3. Production of the local promotional video	3.000 EUR
	6.925 EUR
4. Steering committee and European User's Clubs meetings	4.200 EUR
5. Launching event of the European ENGAGE Campaign	550 EUR
6. Presentation of ENGAGE at national events	600 EUR
	5.350 EUR
7. Organisation of the local ENGAGE day event	2.500 EUR
8. Organisation of the local study visit	500 EUR
	3.000 EUR
Total	15.275 EUR



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