

Communication Plan



"City energy generator a source of success for Konin"

Projekt realizowany w ramach Programu „Rozwój Lokalny”.



MINISTERSTWO
FUNDUSZY I POLITYKI
REGIONALNEJ

KONIN
tu płynie energia



Working together for a **green**,
competitive and **inclusive** Europe.

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Analysis

The inhabitants of Konin have a great need and awareness of the need to introduce changes in the field of local development. This knowledge is the result of their cooperation in the creation of the new Konin Development Strategy Plan 2020 - 2030 ([resolution of the commune council](#)). The energy and participatory way of building a strategy were appreciated by the connoisseurs. The SWOT analysis of the Institutional Development Plan and the Local Development Plan in the area of "Quality and accessibility of public services", carried out in 2020, showed that the strength of the information activities carried out by our city is its website www.konin.pl

In 2019, the City of Konin joined the "Local Development" project, the aim of which is, inter alia, improvement of the quality of life in small and medium-sized Polish cities, supported by experts from the Association of Polish Cities. In July 2021, we were among 29 Polish cities that received funding (https://www.eog.gov.pl/media/102351/Lista_rankingowa_RL_z_kwota_finansowania.pdf). However, Norwegian and EEA funds support the development of the City of Konin from 2020. Since then, we have been implementing the project "Entrepreneurial Youth for Green Europe", the partner of which is the Construction and Vocational Training School Complex in Konin. This undertaking is financed by the Financial Mechanism of the European Economic Area and the state budget. The project is aimed at a specific target group - young people - high school students. Bearing in mind the increase in social awareness of the existence of the Norwegian funds and the EU funds, their goals, possibilities of bilateral cooperation with entities from Iceland, Liechtenstein and Norway, as well as the scope of implementation, results and impact of support for the project under the funds, below we present educational, information and promotional activities that will help to disseminate information related to them.

The communication objectives support and contribute to the achievement of the two general objectives related to the EEA Grants and Norway Grants. They are: reducing economic and social inequalities within the European Economic Area and strengthening bilateral relations between the donor and beneficiary states.

Objectives of information and promotion activities

The objectives of the information and promotion activities carried out as part of the project are consistent with the above-mentioned general communication objectives, which are:

- Informing the public and stakeholders about the results and benefits of the project and its impact on improving the quality of life of the inhabitants
- sharing good practices that have been developed within the project
- building a positive image of the city of Konin - the Green City of Energy
- highlighting the importance and benefits of the project partnership and bilateral cooperation with a Norwegian partner
- increasing the knowledge, awareness, favor and support of the society for the implementation of projects co-financed under the EEA and Norwegian funds
- disseminating the positive effects of using Norwegian funds
- informing about the progress in the implementation of the action and disseminating its products

Target groups:

a / national level stakeholders:

employees of the Norwegian Embassy in Poland, representatives of the PO, local governments, including local governments participating in the "Local Development" program, representatives of cities and municipalities interested in environmental protection, representatives of other public institutions, the general public

b / local and / or regional level stakeholders:

local government authorities, officials and representatives of other public institutions, NGOs, administrators of municipal buildings, municipal companies, housing cooperatives, Konin residents (including: seniors, children, youth, entrepreneurs), local and / or regional media

Objectives of educational activities

The goals of the educational activities carried out within the project are also consistent with the general goals of communication, which are:

- disseminating knowledge, among others in the field of application of solutions in city management - Good practices created as a result of the project implementation
- increasing the awareness of Konin residents, as well as decision-makers in cities and communes about various investments in the field of, inter alia, environmental protection.

Target groups:

a / national level stakeholders:

employees of the Norwegian Embassy in Poland, representatives of the PO, local governments, including local governments participating in the "Local Development" program, representatives of cities and municipalities interested in environmental protection, representatives of other public institutions, the general public

b / local and / or regional level stakeholders:

local government authorities, officials and representatives of other public institutions, non-governmental organizations, administrators of municipal buildings, municipal companies, housing cooperatives, Konin residents (including: seniors, children, youth, entrepreneurs), local and / or regional media

Information and promotion strategy

Aimed at providing information and knowledge about the implemented project and the benefits resulting from it to the widest possible group of recipients, as well as building and strengthening a positive message regarding the impact of EEA and Norwegian funds on social and economic development and improvement of the quality of life, taking into account the added value and the impact of support from Iceland, Liechtenstein and Norway.

Information activities will use the main slogan of the EEA and Norway Grants in the 2014-2021 financial perspective, ie "We work together for a **green**, **competitive** and **inclusive Europe**".

The Beneficiary will use a variety of communication channels and tools, adequate to the subject and nature of the implemented project. In order to maintain the optimal ratio of expenditure to results, a number of activities will be implemented:

1. Informing representatives of local authorities about the project and the sources of its financing in public appearances and statements for the media
2. development and distribution of press releases to traditional and online media: local and nationwide
3. contact by phone, e-mail or in person with entities interested in the implemented project and use for this purpose the contacts maintained in connection with the ongoing activities of the Beneficiary
4. internal communication - promoting the project among the Beneficiary's own employees and persons and entities cooperating with them,
5. placing a readable commemorative plaque with the most important information about the project, its goals and sources of financing in a publicly accessible, visible place at the Beneficiary's premises.

The messages will use the language of benefits emphasizing the usefulness of the project and its results for recipients and, in a broader sense, the legitimacy of carrying out similar projects.

The beneficiary will make every effort to ensure that the messages, announcements, content on the city's website and Facebook, etc. related to the project, are written in simple, legible and understandable language for the recipient.

The complexity of the texts and the information conveyed will at the same time be adapted to the target group.

As part of the information and promotion activities, the benefits of implementing the project in cooperation with a partner from Norway will be emphasized. All information and promotional materials related to the project will use legible official logos informing about the sources of financing the project and emphasizing the financial contribution of Norwegian funds.

The information and promotion strategy will be in line with horizontal principles and, in particular, will take into account the needs of people with special needs. The following will be applied:

- WCAG 2.1 standards.
- sign language at conferences,
- meetings will be held in rooms accessible to people with special needs.

In order to disseminate information about the project more widely and to increase the scope of its impact, the Beneficiary will provide the Program Operator with the most important data on the planned information and promotion activities.

KEY MESSAGE

Together, we work for a **green**, **competitive** and **inclusive Europe**

In addition, the information materials will use the hashtags #environment, energy, climate change and low-carbon economy as well as #culture, civil society, good governance and fundamental rights, which are in line with the priorities of the Norwegian funds for 2014-2021.

DESIGN CHALLENGES:

- - The action plan includes a number of activities with a wide range of recipients - implementation in accordance with the schedule and maintaining a high level of implementation of activities will require a lot of work of the coordinator for educational and promotional activities, officials
- - Low level of social activity of the inhabitants
- - COVID-19 pandemic threat, e.g. limitations in the organization of public events.

Proposed tools to ensure reaching target groups:

Schedule for the implementation of the project - educational, information and promotional activities Nowa Ścieżka Rozwoju																																
No	The name of the task	2021			2022												2023												2024			
		X	XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	I	II	III	IV
1.	Conferences																															
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6.	Competition for secondary schools (fb)																															
7.	promotional and educational films																															
8.	Norwegian funds and Good practices (tab on the subpage)																															
9.	seminars / Modern methods of city management																															
10.	Information boards																															
11.	Commemorative boards																															

Source: own study

1. Conferences

a / information and promotion activities

Events informing about the impact of funds and their programs as well as about bilateral cooperation with entities from the Donor States. Conferences - opening and summarizing the project.

Presentation of the main assumptions of the project, its purpose, expected impact on the lives of residents, on the environment

and at the same time using the land for recreational purposes, providing information about investment plans, showing the role, importance and benefits of bilateral cooperation.

Activities aimed mainly at the inhabitants of Konin, at the same time promoting the "City energy generator a source of success for Konin" and Norwegian funds and their goals, opportunities for bilateral cooperation with entities from Iceland, Liechtenstein and Norway.

Organization of events with the participation of representatives of the PO, advisers of the Association of Polish Cities, and the media.

During the events, films will be presented, which will also be made available on the project subpage and on his Facebook profile.

Recipients:

- All target audiences

Method of verification:

- 2 conferences, 2 films, photo reports, dump of materials published in the media, number of views from Google Analytics, attendance list of conference participants

Additional activities:

- Press releases

The city of Konin will publish information and reports on events on its websites and social networks.

b / educational activities

Topics concerning Good Practices with Norwegian funds in the implementation of activities included in the Program "Local Development". The event is addressed primarily to the local government authorities of 29 cities that have received funding under the Program and officials and representatives of other public institutions, non-governmental organizations, municipal companies, housing cooperatives, as well as representatives of the Norwegian Embassy in Poland

And representatives of the OP.

Highlighting the main assumptions of the project, its purpose, the expected impact on the life of the inhabitants, on the environment and at the same time using the land for recreational purposes, providing information about investment plans, showing the role, importance and benefits of bilateral cooperation.

The aim is:

- Disseminating knowledge on, inter alia, city management, increasing the services provided by the local government, environmental protection, senior policy in the city, the function of the cultural space in the city, the implementation of activities included in the Entrepreneurship Development Program.
- Building a positive image of the city of Konin as a Green City of Energy
- Building and strengthening a positive message regarding the impact of Norwegian funds on the socio-economic development and improvement of the quality of life of residents on a national scale.
- Disseminating the solutions that will be implemented under the project as good models, worth following.
- Inspiring the implementation of innovations in communes by presenting good practices.

Organization of the event with the participation of representatives of the PO, advisers of the Association of Polish Cities, other local governments, and the media.

The film will be available on the city's Facebook profiles.

Method of verification:

- 1 conference, 1 film, attendance list of educational conference participants, photo report, dump of materials published in the media, number of views from Google Analytics

Additional activities:

- Press releases

The city of Konin will publish information and reports from the event on its websites and social networks.

2. Koniński Informator Samorządowy

Information and promotion activities

Every two months, the articles contained therein will concern information about the EEA and Norway Grants, the project, implementation progress, achievements in its implementation, project results, photos, a clear reference to the program and Norwegian funds.

Recipients:

- Konin residents

Method of verification:

- Circulation of 30,000 copies, bimonthly, 16 articles

3. Project subpage (current updates) – the City of Konin

Information and promotion activities

Educational activities

The project's website will be available on the city's website www.konin.pl and will contain information about the project, implementation progress, achievements, results, information about cooperation with partners, photos, contact information, a clear reference to the program and Norwegian funds, along with English translation, links to the partner's website and program operators. The subpage will also include educational materials, such as films, information about events, forms for registration for seminars, as well as news and reports on the activities undertaken.

You will also find contact details of the project manager and coordinators of individual activities here.

The website is available in two language versions - Polish and English.

The website will be run in accordance with WCAG 2.1 standards.

Recipients:

- All target groups listed in the document

Expected number of recipients:

- up to 10,000 average monthly number of users of the www.konin.pl website based on data from Google Analytics

Method of verification:

- Statistics from Google Analytics

4. Press article (nationwide press)

Information and promotion activities

Articles in the national press are aimed at building a greater reach of the campaign among people who have an influence on investment decisions in cities and communes.

The aim will be to promote the project and the applied solutions in the field of environmental protection and at the same time use the area for recreational purposes.

The purpose of the articles is:

- Dissemination of knowledge about environmental protection and land development, taking into account the needs of residents in the organization of free time in the city space
- Building a positive image of the city of Konin as a Green City of Energy
- Building and strengthening a positive message regarding the impact of Norwegian funds on the socio-economic development and improvement of the quality of life of residents on a national scale
- Disseminating the solutions that will be implemented under the project as good models, worth following
- Inspiring the implementation of innovations in communes by presenting good practices

Recipients:

- All target groups listed in the document

Method of verification:

- 2 press articles

5. Citylighty

Information and promotion activities

It is a kind of advertising medium close to people, advertising in the city space - on 10 public transport stops - MZK, in the most frequented parts of the city.

They will provide constant exposure and a large number of recipients for a month.

The content of them will concern directly information about the project, its results, a reference to the program and to the Norwegian funds.

Citylights will also contain a description of the benefits for the inhabitants of Konin that result from the project.

Recipients:

- Inhabitants of Konin, including: passengers of public transport, pedestrians, cyclists, visitors to Konin

Method of verification:

- 10 printed posters, hung in 10 display windows of stop shelters.

6. Competition for secondary schools (fb)

Educational activity

A competition dedicated to high school students. Working in teams - class participation.

The task of the competition participants will be to present a proposal for the development of any area in the city related to recreation, leisure, and free time management in the city space.

The main task will be to propose changes by students (a class from Konin high school), thanks to which the selected area - public space will be available for relaxation and will become more residents-friendly.

The main goal of the competition is to include high school students to actively participate in activities related to nature protection, and to encourage a pro-ecological lifestyle.

Additional benefits of participating in the competition:

- Developing the ability to work in a group, developing the ability to present the effects of teamwork.

Recipients:

- 100 middle-class students studying or living in Konin

Method of verification:

- Presentation of the competition work on the city's website and Facebook of the city

7. Promotional and educational films

Information and promotion activities - 2

Educational Activity - 1

Videos allow recipients to better process and react to messages and acquire knowledge.

They will have appropriate labeling (logos and information about the funds), inscriptions in Polish / alternative texts.

Time: up to 5 minutes

Material made in the city space.

The subject of the films:

Conferences: opening the project and summarizing the project, Good practices with Norwegian funds

The films will be linked on the websites of the City of Konin and the project partner.

Addressed mainly to the inhabitants of Konin, at the same time promoting the "City energy generator a source of success for Konin" and Norwegian funds and their goals, opportunities for bilateral cooperation with entities from Iceland, Liechtenstein and Norway.

Recipients:

- All target audiences

Method of verification:

- 3 films, the number of views from Google Analytics, the number of viewers of the film on the city's Fb profile

8. Norwegian funds and Good practices (tab on the subpage)

Information and promotion activities

The tab on the website about the project <https://www.konin.pl> will contain information about Konin's activities in the field of, inter alia, investments implemented under the "Local Development" Program. A type of experience exchange platform, informing about the benefits of the applied solutions and information on modern methods of city management. The knowledge gained during the educational conference will be posted here (subject - information and promotion strategy, point 1, Conferences, point b). Pictures will be available.

Recipients:

- All target groups listed in the document.

Expected number of recipients

- up to 10,000 average monthly number of users of the www.konin.pl website based on data from Google Analytics

Method of verification:

- Statistics from Google Analytics

9. Seminars / Modern methods of city management

Educational activities

Topics related to the implementation of projects included in the project "City energy generator a source of success for Konin" and will include, among others:

- Effective project management (increased institutional capacity to effectively implement development projects that will meet the needs of city dwellers)
- The plane of city cooperation (disseminating knowledge of the applied solutions in the field of city management)
- Raising the level of services provided by the local government (development of local administration competences at every level)
- An indispensable mobile guide to urban infrastructure (the role of an application that allows people with special needs to move safely in the city space)
- Improving and raising the standards of local government operation (including in the areas of: taxes and local fees, electronic local services)
- The function of a cultural space for residents
- Senior policy in the city
- Implementation of activities included in the Entrepreneurship Support Program (including encouraging residents to undertake activities in the field of entrepreneurship)
- The program of Effective and low-emission construction in the city - energy audits

- Development of any area in the city related to recreation, leisure, free time management in the city space)

Recipients:

- employees of the Norwegian Embassy in Poland, representatives of the PO, local governments, including local governments participating in the "Local Development" program, representatives of cities and municipalities interested in environmental protection, representatives of other public institutions, non-governmental organizations, municipal companies, housing cooperatives, local media and / or regional

Method of verification:

- up to 6 seminars, forms for registration for seminars (from the project subpage)

10. Information / commemorative boards

Information and promotion activities

The content posted on the boards will apply directly to the investment at which they will be installed - financing of the physical facility, infrastructure and construction activities.

The font of the text will be selected in such a way that the presented content can be read from a distance of at least 1.5 m

The tables will contain a description of the applied solution and the benefits of a given investment in the city of Konin.

Number of pieces: up to 6 information boards, up to 6 commemorative plaques.

Recipients:

- All Target Groups listed in the document.

Method of verification:

- Design / Photos of boards

Evaluation of information, promotion and educational activities

In order to control the progress of work, increase the efficiency and effectiveness of activities undertaken in terms of visibility and increase public awareness in relation to the Norwegian and EEA funds, supported programs, their objectives, impact, as well as the role of the Donor States when adopting the criterion of coverage campaign of information, promotion and educational activities, the following activities will be undertaken in the project:

1. Monitored ranges of information and promotion activities:

- subpage / month / statistics Google Analytics of the city's website

2. Monitoring the number of participants in educational conferences and seminars based on the attendance list or mailing list.

3. Monitoring the number of students participating in the competition on the city's Facebook.

4. Monitoring the knowledge of Konin residents about Norwegian funds:

- in January 2022, a questionnaire survey will be conducted on the city's website or on the city's facebook, the re-survey will be carried out three months after the completion of the project.

In case of unsatisfactory results, additional educational and information and promotional activities will be undertaken, using available communication channels or finding new communication channels (e.g. posters, leaflets, other social media depending on the problem, target group and needs).

Budget

Total PLN 118. 706.35 gross (October 2021 - April 2024), including:

1. Conferences - PLN 30,000
2. Koniński Informator Samorządowy (no-cost action)
3. Subpage of the project / City of KONIN (cost-free action, graphics - PLN 2,000)
4. Press articles (nationwide press) - PLN 5,000
5. Citylights - PLN 1,000
6. Competition for secondary schools (on facebook) - PLN 10,000
7. Films (educational and promotional) - PLN 5,400
8. Good practices with Norwegian funds (tab on the subpage of the project, cost-free action)
9. Seminars - Modern methods of city management – PLN 51,906.35
10. Information / commemorative plaques - PLN 13,400

Contact

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Educational, information and promotional activities of the New Development Path as part of the project "[City energy generator a source of success for Konin](#)" financed by the Norwegian Financial Mechanism for 2014-2021 and from the state budget, implemented under the "Local Development" Program.

The Norwegian funds represent Norway's contribution to the creation of a [green](#), [competitive](#) Europe that [fosters social integration](#).

www.norwaygrants.org