



**TransWaste**

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

## **Communications Strategy & Plan**

### **of the Central Europe project**

#### **TransWaste Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE**

#### **CONTENTS:**

- 1. Introduction**
- 2. Strategic overview**
- 3. Analysis**
- 4. Target Groups**
- 5. Objectives**
- 6. Messages**
- 7. Tactics**
- 8. Strategy**
- 9. Media and responsibilities**
- 10. Indicators**
- 11. Internal communication**
- 12. Timetable**

#### **1. Introduction**

The Communication Strategy and Plan at hand containing information and publicity activities of the European Territorial Cooperation project “*TransWaste - Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE*” is drawn up by the for communication, knowledge management and dissemination responsible partner ARGE Waste Prevention, Resources Protection and Sustainable Development Ltd. (ARGE, PP2) involving the partners

- University of Natural Resources and Applied Life Sciences, Vienna; Institute of Waste Management (ABF-BOKU),
- Wameco S.C. Ryszard Szpadt (Wameco),
- Repanet,
- Technical University Dresden (TU Dresden),
- Bay Zoltán Foundation for Applied Research (Bay Zoltán)
- Austrian Society for Systems Engineering and Automation (SAT).

The discussion of communication goals and activities started at a workshop in May 2009, the Communication Strategy and Plan was completed in August 2009 and will adapted if the working progress requires it.

The Communication Strategy and Plan comprises information of the following contents:

- The aims and target groups of communication
- Strategy and content of information and publicity measures to be taken by the consortium of TransWaste

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

### 2. Strategic overview

The Communication Plan at hand shall give a guidance for the project partner organisations cooperating within the project TransWaste to plan and organise communication and dissemination activities and measures.

The main aim to achieve with communication activities within the project TransWaste is to get in touch with the key target groups, to inform them about the existing problems and to create win-win situation for all parties involved by bringing the affected parties together in order to take part in a participatory process.

The content of TransWaste is highly complex and barely known: Informal<sup>1</sup> waste collection activities performed in developing countries are well known (Wilson et al., 2007). People earn their livelihoods by collecting waste either directly from households, from waste bins or very often even on landfills. Existence of a similar situation also in Europe has more or less been neglected to date.

The benefit of the present Communication Plan is to give a basic structure for the staff in each project partner organisation for finding the most effective way to transfer the goals and contents of TransWaste to the representatives of each target group.

### 3. Analysis

Communicating the goals and the content of TransWaste has to deal with three different challenges:

- Firstly TransWaste has to find ways to get in touch and to cooperate with five different key target groups: "Official" stakeholders, JTS, waste pickers (mainly ethnic groups as Roma), households and media representatives. Every single target group requires a specific, tailored approach in communicating activities to inform them. Stakeholders and media representatives need other and more detailed information as e.g. households for sensibilisation for the main challenges of TransWaste. The most difficult group to communicate with will be the target group of waste pickers, because of their specific social situation TransWaste has to develop new communication channels to gain access to this target group.
- Secondly TransWaste has to decide which communication channel is the most promising for each target group: Media communication activities promise a wide coverage, but they are difficult to achieve without big financial reserves and implicate wastage in content and target groups. The usage of media-related discussions of ethnic groups or the personalisation of content may offer a

<sup>1</sup> Patrick Laube, Francis Rossé: Anthropogeografie: Kulturen, Bevölkerung und Städte. Lerntext, Aufgaben mit Lösungen und Kurztheorie (Zürich 2002) 175: „Der informelle Sektor bezeichnet eine Gewerbeform, die lokal verankert ist und aus kleinen Geschäftseinheiten besteht. Klein meint hier häufig Einzelpersonen, die Strassenhandel betreiben oder mit lokal verfügbaren Materialien Gebrauchsgegenstände herstellen. Auch Dienstleistungen wie Warentransport oder in unserem Beispiel die Abfallsammlung gehören dazu. Der informelle Sektor arbeitet oft, ohne von der Steuerbehörde erfasst zu werden, und ist auch sonst gesetzlich kaum geregelt. Daher wird er auch Schattenwirtschaft genannt.“ [The informal sector describes a trade form, which is positioned locally and consists of small business units. Small here means often individuals who run street trading or produce articles of daily use with locally available materials. Also services such as transport of goods or in our example the waste collection belong to this sector. The informal sector often acts, without being registered by the tax authorities and is also barely regulated by law. Therefore it is also named as shadow economy.]





# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

quick success on the one hand, on the other hand the transported results are impossible to control. Non-media communication as websites, leaflets, newsletters or workshops can be tailored to each different target group, but cannot deliver a general public discussion about problems.

- Thirdly the consortium of TransWaste consists of seven partners from five different countries of the Central Europe region. In each partner country the media scene looks differently (number of media, level of absorbance) and the usage of non-media communication channels by the target groups is handled differently.

## SWOT analysis

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> <li>• New topic for media representatives</li> <li>• Topic concerns almost everybody's life in the affected regions</li> <li>• Good contacts to stakeholders existing (in almost all participating countries)</li> <li>• Sound experiences in PR and dissemination</li> <li>• Balanced mix of media and non-media channels (of communication)</li> </ul>	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>• High complexity of the content</li> <li>• Few facts and figures about informal waste collection</li> <li>• Few financial resources</li> <li>• Dealing with publicity obligations of Central Europe programme</li> </ul>
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>• First initiative which tends waste picking in Central Europe</li> <li>• Providing new and sound facts concerning the background of waste picking (social conditions, structure, amounts, etc.)</li> <li>• Offering sustainable solutions (formalising)</li> </ul>	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> <li>• Reluctance of target groups, esp. groups of beneficiaries to co-operate</li> <li>• Missing, changed or delayed results</li> <li>• Relatively short project duration relating to PR and dissemination activities</li> </ul>



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

### 4. Target groups

Information and publicity activities will address the following target groups within the affected regions:

- a. Project partners
- b. JTS
- c. Media representatives
- d. Official stakeholders:
  - i. Local, regional and national authorities
  - ii. Waste Management Associations
  - iii. Waste collection centres
  - iv. Waste companies
  - v. NGOs (environmental, social)
  - vi. Roma / Sinti organisations
- e. Waste Pickers
- f. General public, esp. households

### Influence / Interest Grid

Which target group demand priority attention in the project?

<p><u>High influence / low interest</u></p> <ul style="list-style-type: none"><li>• Media representatives</li><li>• General public</li><li>• National authorities</li><li>• Waste companies</li></ul>	<p><u>High influence / high interest</u></p> <ul style="list-style-type: none"><li>• Regional authorities</li><li>• Waste Management Associations</li></ul>
<p><u>Low influence / low interest</u></p>	<p><u>Low influence / high interest</u></p> <ul style="list-style-type: none"><li>• Project partners</li><li>• JTS</li><li>• Waste collection centres</li><li>• Roma / Sinti organisations</li><li>• Local authorities</li><li>• NGOs</li><li>• Waste Pickers</li></ul>

### Familiarity / Favourable Grid

How favourable are the target groups towards the project?

How familiar are they with the topic?



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

<p><u>Positive / unfamiliar</u></p> <ul style="list-style-type: none"><li>• Media representatives</li><li>• Local, regional and national authorities</li><li>• Waste companies</li><li>• NGOs (environmental, social)</li><li>• Roma / Sinti organisations</li><li>• Waste Pickers</li><li>• General public, esp. households</li></ul>	<p><u>Positive / familiar</u></p> <ul style="list-style-type: none"><li>• Project partners</li><li>• JTS</li><li>• Waste Management Associations</li><li>• Waste collection centres</li></ul>
<p><u>Negative / unfamiliar</u></p>	<p><u>Negative / familiar</u></p>

Stakeholders with low familiarity need to be informed:

- Media representatives
- Local, regional and national authorities
- Waste companies
- NGOs (environmental, social)
- Roma / Sinti organisations
- Waste Pickers
- General public, esp. households

## 5. Objectives

The overall objective of communication and dissemination measures of the TransWaste is to inform the main target groups about the goals, approaches and results of this European territorial co-operation project co-financed by the ERDF in general and in particular.

The planned activities in TransWaste are based on the challenges occurred by the collection of waste materials and products (mainly WEEE and bulky waste) in countries with well organised (separate) waste collection structures by persons acting mostly unauthorised. The collected waste materials and products are transported to countries with less developed waste management structures. The aims of TransWaste is to solve three different problems, which are becoming obvious: The needed financial benefits for waste collection authorities and municipalites by selling valuable waste fractions, esp. WEEE are omitted by the transportation in other countries. Persons collecting waste unauthorised, so-called waste pickers, are living on a very low living standard with almost any social security. The collected and transshipped waste can cause environmental disadvantages in the target countries resulting from an inadequate waste treatment, e.g. disposing hazardous waste in sensible areas.

In order to achieve these general objectives the following aims (including specific objectives) have been formulated:

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

1.

### **Sensibilisation and raising awareness for waste picking in Central Europe**

The problems appearing by the informal collection of waste are mostly unknown and unexplored to the target groups: Therefore the main target groups must be informed and sensibilised to the fact that waste picking exists in Central Europe. A generalised knowledge of waste picking and its social, environmental, economic consequences among the different target groups must be created. This will generate a basis for co-operations between different target groups for developing solutions.

2.a

### **Changing opinions of waste management bodies, public & decision makers (authorities)**

Due to the fact that the circumstances and consequences of waste picking is nearly unknown and unexplored it stands to a reason that there often prejudices and wrong assumptions about waste picking are existing in people's minds. By providing additional sufficient information about the general connections of waste picking and offering clear explanations a change of opinions of representatives of the main target groups can happen.

2.b

### **Getting support and better cooperation on this topic**

Within the working process the project partners will need the support of the target groups to achieve best possible results e.g. in the research of collected and transshipped amounts of waste or in participating working groups to develop and define possible and sustainable solutions. Therefore a specific objective of communication is to build up a climate of trust between the target groups of waste pickers, authorities and project partner organisations. This goal can be achieved by a transparent and active, but also sensible transfer of opinions and facts.

3.

### **Creating trust in the projects foreseen solutions and provide possibilities for changing the living standard of waste pickers**

To inform potential beneficiaries about the developed solutions, to give guidance to potential beneficiaries providing sound information and to secure access to all information relevant for implementing the defined solutions will be crucial to achieve best possible results. For this specific objective communication contents and measures tailored to the special target group are of a high importance.

General and specific objectives	Target group
Overall aim: to inform the main target groups about the goals, approaches and results of this European territorial co-operation project co-financed by the ERDF in general and in particular	
<i>1 Sensibilisation and raising awareness for waste picking in Central Europe</i>	
to raise awareness and to sensibilise about the general topic of the project (waste picking is existing in Central Europe) and its social, environmental, economic consequences to achieve a generalised knowledge as a basis for further co-operations	<ul style="list-style-type: none"> <li>○ Media representatives</li> <li>○ Official stakeholders: <ul style="list-style-type: none"> <li>▪ Local, regional and national authorities</li> <li>▪ Waste Management Associations</li> <li>▪ Waste collection centres</li> <li>▪ Waste companies</li> <li>▪ NGOs (environmental, social)</li> <li>▪ Roma / Sinti organisations</li> </ul> </li> <li>○ General public, esp. households</li> </ul>
to highlight the added value of the European	○ JTS

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

territorial co-operation project and its achieved results	<ul style="list-style-type: none"> <li>○ Official stakeholders: <ul style="list-style-type: none"> <li>● Regional and national authorities</li> </ul> </li> </ul>
<i>2.a Changing opinions of waste management bodies, public &amp; decision makers (authorities)</i>	
to provide sufficient information about the general connections of waste picking and offering clear explanations	<ul style="list-style-type: none"> <li>○ JTS</li> <li>○ Media representatives</li> <li>○ Official stakeholders: <ul style="list-style-type: none"> <li>▪ <u>Local, regional and national authorities</u></li> <li>▪ Waste Management Associations</li> <li>▪ <u>Waste collection centres</u></li> <li>▪ Waste companies</li> <li>▪ NGOs (environmental, social)</li> </ul> </li> <li>○ <u>General public, esp. households</u></li> </ul>
<i>2.b Getting support and better cooperation on this topic</i>	
to build up a climate of trust between the target groups of waste pickers, authorities and project partner organisations by a transparent and active, but also sensible transfer of opinions and facts.	<ul style="list-style-type: none"> <li>○ Project partners</li> <li>○ Official stakeholders: <ul style="list-style-type: none"> <li>▪ Local, regional and national authorities</li> <li>▪ Waste Management Associations</li> <li>▪ Waste collection centres</li> <li>▪ Waste companies</li> <li>▪ Roma / Sinti organisations</li> </ul> </li> <li>○ Waste pickers</li> </ul>
<i>3. Creating trust in the projects foreseen solutions and provide possibilities for changing the living standard of waste pickers</i>	
to inform potential beneficiaries about the developed solutions, to give guidance to potential beneficiaries providing sound information	<ul style="list-style-type: none"> <li>○ JTS</li> <li>○ Media representatives</li> <li>○ Official stakeholders: <ul style="list-style-type: none"> <li>▪ Local, regional and national authorities</li> <li>▪ Waste Management Associations</li> <li>▪ Waste collection centres</li> <li>▪ Waste companies</li> <li>▪ NGOs (environmental, social)</li> <li>▪ Roma / Sinti organisations</li> </ul> </li> <li>○ Waste pickers</li> <li>○ General public, esp. households</li> </ul>
to secure access to all information relevant for implementing the defined solutions	<ul style="list-style-type: none"> <li>○ Project partners</li> <li>○ JTS</li> <li>○ Official stakeholders: <ul style="list-style-type: none"> <li>▪ Local, regional and national authorities</li> <li>▪ Waste Management Associations</li> <li>▪ Waste collection centres</li> <li>▪ Waste companies</li> <li>▪ NGOs (environmental, social)</li> <li>▪ Roma / Sinti organisations</li> </ul> </li> <li>○ Waste pickers</li> <li>○ General public, esp. households</li> </ul>



# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

## 6. Messages

*Say nine things – they remember none*

*Say three things – they remember one*

*Say three things three times – they remember all three*

The messages of Transwaste shall fulfil three basic conditions:

- Avoiding information overload: People are frequently faced with more information than they can handle.
- Follow objective limits: People can only take on a limited amount of information at once.
- Follow subjective limits: People only take on new information when they are interested and motivated.

This leads to following solutions. The key messages have to be:

- Distinctive
- Few (Maximum three messages in total repeated constantly)
- Clear
- Concise
- Simple
- Consistent
- Interesting
- Relevant
- Personal

Message / audience matrix:

<b>Audience</b>	<b>Know now</b>	<b>Should know</b>	<b>Basic message</b>	<b>Proof</b>
<b>Local, regional and national authorities</b>	Know about the informal waste collection and the implicated financial and environmental problems	Should know about the objectives and the approach of TransWaste; Should know about waste picking, the transboundary shipment and the existing problems in general and detail (facts & figures)	TransWaste wants to investigate the dimension of waste affected and develop in a participatory process options to solve these problems (e.g. by formalising the informal waste collection and setting up a pilot project)	Support of the project; disseminating the knowledge about waste picking to other multipliers; participating in the participatory process; changing structures and/or regulations





# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

<p><b>Waste Management Associations</b></p>	<p>Know about the financial and environmental problems of waste picking and transboundary shipment</p>	<p>Should know the challenges in general (transnational challenge, social situation of waste pickers); should know that the problems can be solved in a participatory process</p>	<p>TransWaste wants to investigate the dimension of waste affected and develop in a participatory process options to solve these problems (e.g. by formalising the informal waste collection and setting up a pilot project)</p>	<p>Participation and cooperation in TransWaste; “articles” in their communication channels</p>
<p><b>Waste collection centres</b></p>	<p>Know about the financial and environmental problems of waste picking and transboundary shipment</p>	<p>Should know the challenges in general (transnational challenge, social situation of waste pickers); should know that the problems can be solved in a participatory process</p>	<p>TransWaste wants to investigate the dimension of waste affected and develop in a participatory process options to solve these problems (e.g. by formalising the informal waste collection and setting up a pilot project)</p>	<p>Participation and cooperation in TransWaste</p>
<p><b>Waste companies</b></p>	<p>Know about the financial and environmental problems of waste picking and transboundary shipment</p>	<p>Should know the challenges in general (transnational challenge, social situation of waste pickers); should know that the problems can be solved in a participatory process</p>	<p>TransWaste wants to investigate the dimension of waste affected and develop in a participatory process options to solve these problems (e.g. by formalising the informal waste collection and setting up a pilot project)</p>	<p>Participation and cooperation in TransWaste; “articles” in their communication channels</p>

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL DEVELOPMENT FUND



# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

<b>NGOs (environmental, social)</b>	Know about environmental and / or social problems of informal waste picking in general	Should know about the objectives and the approach of TransWaste; should know the challenges in general	TransWaste wants to investigate the dimension of waste affected and develop in a participatory process options to solve these problems (e.g. by formalising the informal waste collection and setting up a pilot project)	Support of the project; disseminating the knowledge about waste picking to other multipliers; “articles” in their communication channels
<b>Roma / Sinti organisations</b>	Know about the social situation of the waste pickers and their personal options; do not know about financial and environmental challenges	Should know the challenges in general; should know that the problems can be solved in a participatory process	TransWaste wants to increase the situation of the waste pickers by offering options	Support of the project; participation and cooperation in TransWaste; informing waste pickers
<b>Waste Pickers</b>	Know about their personal situation	Should know that there are people who are interested in the inner structures and circumstances of waste picking and they want to help	There is a project which is dealing with their problems and is trying to solve them in close cooperation with the waste pickers	Contacts and cooperation with waste pickers
<b>General public, esp. households</b>	Know about waste collection, but often cannot distinguish between formal and informal waste collection, do not know about the implicated problems	Differences between formal and informal waste collection; social, environmental and financial challenges of waste picking; What remains to be done?	TransWaste is a project with the objective to solve the social, environmental and financial of informal waste collection, how	Changing of opinion and behavior

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL DEVELOPMENT FUND



# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

<b>Media representatives</b>	Know about social problems of ethnic groups in general, know about possible environmental damages of inadequate disposal of waste	Should know about waste picking, the transboundary shipment and the existing problems in general and detail (facts & figures), should know about the project TransWaste and CENTRAL EUROPE Programme	TransWaste wants to investigate the dimension of waste affected and develop in a participatory process options to solve these problems (e.g. by formalising the informal waste collection and setting up a pilot project)	Response through articles in media and non-media communication channels and TV / radio spots
<b>JTS</b>	Know about the objectives defined in the application	Should know about the work done and the results / achievements gained	The partnership of TransWaste is doing their best to implement the project successfully	Fulfillment of workplan according to the application, mention of CENTRAL EUROPE Programme in media

At this point we should define the difference between key messages and slogans: A message is not the same as an advertising slogan or a marketing line; a message is a simple and clear idea that acts as a guiding principle for all kinds of communication. A slogan is a memorable motto or phrase used in communication as a repetitive expression of an idea or purpose; a slogan is eye-catcher to the potential reader to raise his/her interest as well as a headline you want to be published in a newspaper.

## Key messages:

### Examples:

TransWaste provides and implements possible solutions for environmental, social and financial problems due to the informal waste collection and the transboundary shipment of wastes. Solution will be developed by investigating the actual scale of informal waste activities and establishing a win-win-situation for all parties involved.

Informal waste picking in countries with advanced waste management structures and the transport of waste into countries with less developed waste management structures cause environmental, social and financial problems. Transwaste offers solutions by formalising the informal waste collection and setting up a pilot project.

Waste picking and the following transboundary shipment of waste cause serious challenges in environmental, social and economic fields. TransWaste develop options to solve these problems by formalising the informal waste collection and setting up a pilot project.

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL EUROPE**  
COOPERATING FOR SUCCESS.



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

Informal waste picking causes environmental, social and financial problems. TransWaste offers new survival strategies for informal waste pickers.

Informal waste picking causes environmental, social and financial problems. Transwaste offers qualification opportunities and legal employment for waste pickers to solve these problems.

### Key slogans:

#### Examples for the audience stakeholders:

Waste picking is commonplace in Central Europe!

#### Examples for the audience media representatives and general public:

I want to be a waste picker (when I grow up)

Slim pickings - how to make a living from waste materials!

## 7. Tactics

### Communication channels that are likely to be most effective in TransWaste:

#### Media:

- National quality newspapers, TV and radio (governed by public law and private)
- Local and regional newspapers
- Specialist magazines (environmental, waste management, social background preferred)
- Online–newspapers and -platforms
- Information measures of Waste Management Associations (newspapers, newsletters, leaflets, etc.)

#### Non-media:

- Website(s) – own project website, websites of co-operation partners
- Newsletters - own project newsletter, newsletters of co-operation partners
- Workshops with stakeholders
- Conferences
- Personal contacts

### Channels of influence:

Which sources and channels of information do the selected target groups use and trust?

What will be the **most effective** communication channels to get the messages across to the target groups?





# TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

<b>Media channels</b>	<b>Target groups (except project partners)</b>
Local and regional newspapers	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ Waste Management Associations</li> <li>○ Waste collection centres</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ Waste pickers</li> <li>○ General public, esp. households</li> <li>○ JTS*</li> </ul>
Information measures of Waste Management Associations (newspapers, newsletters, leaflets, etc.)	<ul style="list-style-type: none"> <li>○ Local authorities</li> <li>○ Waste pickers</li> <li>○ General public, esp. households</li> <li>○ Waste collection centres</li> <li>○ JTS</li> </ul>
Specialist magazines	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ National authorities</li> <li>○ Waste Management Association</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> </ul>
National newspapers, TV and radio	<ul style="list-style-type: none"> <li>○ National authorities</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ JTS</li> </ul>
Online–newspapers and -platforms	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ Waste Management Associations</li> <li>○ NGOs (environmental, social)</li> <li>○ General public, esp. households</li> <li>○ JTS</li> </ul>
	○
<b>Non-media channels</b>	<ul style="list-style-type: none"> <li>• <b>Target groups (except project partners)</b></li> </ul>
Website(s) – own project website, websites of co-operation partners	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ National authorities</li> <li>○ Media representatives</li> <li>○ Waste Management Associations</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ General public, esp. households</li> <li>○ JTS</li> </ul>





## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

<p>Newsletters - own project newsletter, newsletters of co-operation partners</p>	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ National authorities</li> <li>○ Media representatives</li> <li>○ Waste Management Associations</li> <li>○ Waste collection centres</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ JTS</li> </ul>
<p>Workshops with stakeholders</p>	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ National authorities</li> <li>○ Waste Management Associations</li> <li>○ Waste collection centres</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ Waste Pickers</li> </ul>
<p>Conferences</p>	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ National authorities</li> <li>○ Media representatives</li> <li>○ Waste Management Associations</li> <li>○ Waste collection centres</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ JTS</li> </ul>
<p>Personal contacts</p>	<ul style="list-style-type: none"> <li>○ Local and regional authorities</li> <li>○ National authorities</li> <li>○ Media representatives</li> <li>○ Waste Management Associations</li> <li>○ Waste collection centres</li> <li>○ Waste companies</li> <li>○ NGOs (environmental, social)</li> <li>○ Roma / Sinti organisations</li> <li>○ Waste Pickers</li> <li>○ General public, esp. households</li> </ul>

\* The JTS usually gets their information about communication activities by progress reports, apart from that they act like representatives of the general public.

As a result of the analysis of the channels of influence can be stated that the following target groups can be reached most effectively by:



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

Local and regional authorities	<ul style="list-style-type: none"> <li>• Information measures of Waste Management Associations (newspapers, newsletters, leaflets, etc.)</li> <li>• Website(s) – own project website, websites of co-operation partners</li> <li>• Conferences</li> <li>• Personal contacts</li> </ul>
National authorities	<ul style="list-style-type: none"> <li>• Specialist magazines</li> <li>• National newspapers, TV and radio</li> <li>• Website(s) – own project website, websites of co-operation partners</li> <li>• Newsletters - own project newsletter, newsletters of co-operation partners</li> <li>• Workshops with stakeholders</li> <li>• Conferences</li> <li>• Personal contacts</li> </ul>
Waste Management Associations	<ul style="list-style-type: none"> <li>• Newsletters - own project newsletter, newsletters of co-operation partners</li> <li>• Personal contacts</li> </ul>
Waste collection centres	<ul style="list-style-type: none"> <li>• Local and regional newspapers</li> <li>• Information measures of Waste Management Associations (newspapers, newsletters, leaflets, etc.)</li> <li>• Personal contacts</li> </ul>
Waste companies	<ul style="list-style-type: none"> <li>• Specialist magazines</li> <li>• National newspapers, TV and radio</li> <li>• Newsletters - own project newsletter, newsletters of co-operation partners</li> <li>• Workshops with stakeholders</li> <li>• Conferences</li> </ul>
NGOs (environmental, social)	<ul style="list-style-type: none"> <li>• Specialist magazines</li> <li>• National newspapers</li> <li>• Website(s) – own project website, websites of co-operation partners</li> <li>• Newsletters - own project newsletter, newsletters of co-operation partners</li> <li>• Workshops with stakeholders</li> <li>• Conferences</li> </ul>

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

Roma / Sinti organisations	<ul style="list-style-type: none"> <li>• Specialist magazines</li> <li>• Newsletters - own project newsletter, newsletters of co-operation partners</li> <li>Workshops with stakeholders</li> <li>• Conferences</li> <li>• Personal contacts</li> </ul>
Waste pickers	<ul style="list-style-type: none"> <li>• Information measures of Waste Management Associations (newspapers, newsletters, leaflets, etc.)</li> <li>• Personal contacts</li> </ul>
Media representatives	<ul style="list-style-type: none"> <li>• Newsletters - own project newsletter, newsletters of co-operation partners</li> <li>Personal contacts</li> </ul>
General public, esp. households	<ul style="list-style-type: none"> <li>• Local and regional newspapers</li> <li>• Information measures of Waste Management Associations (newspapers, newsletters, leaflets, etc.)</li> </ul>

## 8. Strategy

As a result from the above realized analyses of target groups and their requirements the following communication strategy can be derived:

The strengths in communicating the goals, approaches and the results of TransWaste will be that waste picking in Central Europe is an almost unnoticed but relevant topic for media representatives and stakeholders. TransWaste is the first initiative which tends waste picking in Central Europe. Especially in the Decade of Roma Inclusion (2005 – 2015) and in times of economic changes and raising problems of ethnic minorities in some Central Europe countries it can be assumed that media awareness could be higher regarding Roma topics. But also the potential weaknesses have to be mentioned: The topic of TransWaste is highly complex and at least for the starting stage of the project it has to be stated that there is few data concerning informal waste collection and transshipment available.

From the group of the target audiences stakeholders like Waste Management Associations, Waste collection centres and authorities of all levels as well as the waste pickers themselves are the key target groups of the project. The challenge will be to bring both target groups – the official stakeholders and the waste pickers – together in order to take part in a participatory process. Therefore the stakeholders with low familiarity and high influence, esp. local, regional and national authorities, must be informed.

Especially waste pickers are a very sensible target group of communication though strongly needed for the successful progress of the project. People, mostly poor people belonging to ethnic groups as Roma collecting waste without permits are very difficult to address through media or non-media communication channels because of the fact that they are not organised in conventional structures or even are illiterates. Though highly interested in the achievements of the project they need to be convinced in order to

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL EUROPE**  
COOPERATING FOR SUCCESS.



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

cooperate within the project. To develop ways of communication with this target group specific media workshops will be organised.

Most of the target groups of communication seem to know about the environmental and financial problems of informal waste collection. The sensibilisation and change of opinions especially concerning the social conditions of waste pickers are the most important communication goals in TransWaste.

Due to the financial background of TransWaste the main focus of communication will be laid on non-media channels. Personal contacting, providing sound information on websites, transmitting newsletters and coming together in working groups and in conferences can be tailored to each target group and promise better results for the aims of TransWaste than exclusive information via newspapers. These media activities are planned to give additional information, to change opinions and to intensify co-operations. Particularly suitable for the communication with the most sensible target group, the waste pickers themselves, is the channel of personal contacts.

### 9. Media and responsibilities

The tools and activities are already determined by the approved application.

#### 1 Tools and activities concerning media communication

##### 1.1 Organisation of media specific workshops

In order to get in touch with the most sensible target group, the waste pickers, media specific workshops will be held with representatives of waste pickers, especially with representatives of Roma and Sinti organisations. The goal of these workshops is to learn about the ways to communicate and work with waste pickers and to develop channels of cooperation. One workshop will be organised in Austria, one in Hungary and one in Slovakia. After these workshops the Communication Plan at hand will be adapted.

Responsible: ARGE, ABF-BOKU, RepaNet, Bay Zoltán  
Coordination: ARGE

##### 1.2. Packages for media communication

To achieve a successful media coverage media-packages with information materials, textual tools, images and suggestions for implementation will be prepared for each partner country.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT  
Coordination: ARGE

##### 1.3 Search of media representatives

In each partner country media representatives who may act as opinion leaders and disseminators have to be found. As access to national and international media personal contacts of all partners will be activated. All partners investigate the media landscape in their countries and identify promising contacts to media representatives. Each partner prepare their own list of media representatives, the lists will be joined together for future press activities. The list will be updated in the coming working periods.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT  
Coordination: ARGE





## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

### 1.4 Press conferences

At least two press-conferences will be organised in each partner country. The press conferences will be held additionally to events (expert conference, project final conference, stakeholder workshops) or will disseminate milestones of the project. Beside the two already fixed press conferences the other conferences will be organised due to the project's progress, the available results and the ongoing public discussion.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE, Wameco, Repanet, TU Dresden, Bay Zoltán

### 1.5 Press releases

Four press releases per partner country shall keep the target groups and if possible the general public informed. Depending on the progress of the project the press releases will disseminate milestones of the project. According to the circumstances the target groups and the type of media channel must be individually chosen.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE, Wameco, Repanet, TU Dresden, Bay Zoltán

## 2 Tools and activities concerning media communication

### 2.1 Corporate design

At the beginning of the project a common Corporate Design must be developed to communicate in a consistent way with all target groups. Based on a logo the design of the website, the newsletter, the information materials, a draft for power point presentations and the letter paper were created.

Responsible: ARGE

Coordination: ARGE

### 2.2 Corporate design workshop

For discussing the communication activities and foreseen milestones and for coordinating the corporate design with all partners a corporate design workshop will be organised in May 2009. Topics of the corporate design workshop will be:

- discussion and decision of a TransWaste-logo
- discussion of website structure and design
- discussion of target-groups and communication-tactics
- defining and formulating messages
- discussion of types of information materials
- discussion of newsletter structure, design and workflow
- discussion of milestones for media communication
- discussion and decision of workflow and operational structures within WP2
- defining next steps concerning media and non-media-communication.

Responsible: ARGE

Coordination: ARGE





## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

### 2.3 Website [www.transwaste.eu](http://www.transwaste.eu)

The internet and the electronic communication build the core of the information and publicity measures of TransWaste. The official TransWaste-website for disseminating the project activities, results and outcomes including an internal communication-platform has been launched in February 2009.

The website is tailored to the requirements of different target groups as stakeholders, Roma and media representatives. The website is available in English, German, Hungarian, Polish and Slovakian language.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE

### 2.4 Newsletter

A newsletter will be produced and distributed via email at least eight times during the project runtime in all partner countries in German, Hungarian, Polish and Slovakian language. Individual issuing dates will be set in accordance with all partners. Newsletter subscription (and unsubscription) is possible on the programme website. The newsletter will reach mainly stakeholders.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE

### 2.5 Information material

According to the design concept one basic leaflet with English, German, Hungarian, Polish and Slovakian translations, containing the goals, approaches and results of TransWaste will be produced. It will be available in print as well as download on the website. Further information material (as leaflets, publications, posters, signs, films) will be produced according to demand of particular regions or as an output of operations. A standard presentation of the project containing the same information as in the basic leaflet will be prepared. It will be available as download on the website. The presentation will be developed further and kept up-to-date according to the needs of the project and the knowledge of the target groups.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE

### 2.6 Expert conference

An expert conference to start a transnational good practice-transfer and to initiate a transnational cooperation as basis for establishing a network of informal waste activities will be organised in June 2010 using the method of Exchange Mart. Among the 50 participants there will be representatives of all target groups involved - stakeholders, media representatives as well as waste pickers. A press conference with media representatives accompanied the event.

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE

### 2.7 Project final conference

The character of the conference will be designed popular science to address scientific experts as well as stakeholders like local authorities, waste management authorities and Roma representatives. At least 200 participants are expected. The final conference will take place in March 2012.





## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

Responsible: ARGE, ABF-BOKU, Wameco, Repanet, TU Dresden, Bay Zoltán, SAT

Coordination: ARGE

### 10. Indicators

The following indicators for measuring the successful implementation of the above mentioned activities and to document the outcomes of the communication efforts will be used. They enable to check whether the planned measures have been taken and which output could be achieved:

- Number of registered participants of events
- Number of media contacts
- Number of press articles (including broadcasted interviews, reports, etc.) after press releases and press conferences
- Number of website visits<sup>2</sup>
- Number of newsletter recipients
- Number of various information items available

Measure	Number (minimum)	Indicator	Target Size
Media Specific Workshops	3	Number of registered participants	8 each
List of Media Representatives	1	Number of contacts	500
Press releases	20 (4 per country)	Number of press articles	1 each
Press conferences	10 (2 per country)	Number of press articles	2 each
Website	1	Visits	4000 per annum
Newsletter	8	Newsletter recipients	1000 each
Information Materials	1	Number	500 per printed publication
Expert conference	1	Number of registered participants	50
Final conference	1	Number of registered participants	200

### 11. Internal communication

The communication within the partnership, meaning working together over long distances and keeping the whole project environment updated on the progress of the project, is implemented foremost by using modern communication technologies (ICT). Such ways are: e-mail, Skype, chat, forums, etc.

On the project website a members section for exchanging and storing internal information and documents is set up. This project management platform enables each partner access to all relevant information at the same time.

Nevertheless the personal contact between the partners is important and takes place at common workshops and project meetings as well as stakeholder meetings.

<sup>2</sup> A visit happens when someone or something (robot) visits your site. It consists of one or more page views/hits.)





## TransWaste

Formalisation of informal sector activities in collection and transboundary shipment of wastes in and to CEE

### E-Mail / Mailing lists

For communicating within the partnership in addition to the partner meetings and Skype meetings, for keeping all project partners updated and for sending new information or documents all partners use e-mail with variable mailing lists depending on the content of the mails as the common instrument for internal communication. In the beginning of the project the Lead partner / coordinator provide a contact list with all persons involved in the project and their duties.

### Website / Project Management Platform

As an internal member section (menu "Internal access") of the Transwaste website a project management platform was installed. This section consists of a data directory for compiling and making available all relevant documents within the whole partnership and a discussion forum for discussing special topics within the whole partnership (e.g. TransWaste communication forum). The data directory as well as the forum can be adapted and extended according to the requirements of the project and the needs of communication. Every partner has access to these tools. Coordinator of the data directory is the LP ABF-BOKU, PP ARGE supports the partners in the usage of these communication tools and acts as the moderator of the communication forum.

A knowledge platform was installed using the free web-application "Mediawiki": Modeled on the free encyclopedia "Wikipedia" remarkable results and experiences achieved in every-day project management will be written down and "conserved" in the Transwaste Wiki ([wiki.transwaste.eu](http://wiki.transwaste.eu)): These can be e.g. special stories from waste pickers found out during interviews with them.

### Skype meetings

Every second Tuesday each month a partner meeting on Skype takes place for discussing the projects progress and actual questions of the project implementation. In these Skype meetings at least one person per partner has to attend. The Lead Partner ABF-BOKU acts as moderator of the meetings, an agenda and the minutes of the meetings are provided and sent out by them. Every member of the partnership has generated his / her own Skype account and has got the necessary equipment to attend at those meetings.

### Partner Meetings

Beside communicating via ICT regular visits between partners, partner meetings, steering group meetings and stakeholder workshops are organised to get into a deeper discussion and to have the possibility to keep every member of the partnership updated. Within the project runtime 6 partner meetings are organised by the by the coordinator LP ABF-BOKU in close cooperation with the partners who are responsible for local organisation.

### Telephone

Another possibility is to get in touch with each other via telephone. Because of the costs this method of communication is mostly used between partners located in the same country and – of course - in very urgent cases.

## 12. Timetable

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



**CENTRAL EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

