

CENTRAL EUROPE PROGRAMME
2007-2013



Communication Seminar
Gdansk, 15-16th June 2010



COMMUNICATION PLAN OF URBAN SMS PROJECT

Emil Fulajtar

Communication Manager of URBAN SMS Project
Soil Science and Conservation Research Institute
Bratislava
Slovakia

COMMUNICATION PLAN



OBJECTIVE OF PRESENTATION

To present an example of communication plan developed according to the requirements standardized for projects funded under CENTRAL EUROPE program.

For this purpose the Communication plan of URBAN SMS Project was selected.



COMMUNICATION PLAN



WHAT IS URBAN SMS?



URBAN SMS is a project financed by Central Europe Programme

„URBAN SMS“ means **Urban Soil Management Strategy**.
It is an integrated approach of rational management and conservation of soil resources in cities and suburban areas.

The main objective of URBAN SMS Project is to develop and establish a comprehensive soil management strategy for Central European municipalities helping urban planners to consider the value of soils and their different functions within the planning process.

Contact persons: Hermann Kirchholtes and Michael Schweiker,
u360356@stuttgart.de

COMMUNICATION PLAN



URBAN SMS PROJECT PARTNERS



In total 11 partner institutions from 7 countries are involved

- City of Stuttgart, Germany (Lead partner)
- City of Vienna, Austria
- City of Milan, Italy
- City of Celje, Slovenia

- District Authority Stuttgart, Germany

- University of Torino, Italy
- Czech University of Life Sciences, Prague, Czech Republic

- Agricultural Institute of Slovenia, Ljubljana, Slovenia
- Institute of Soil Science and Plant Cultivation, Pulawy, Poland
- Soil Science and Conservation Research Institute, Bratislava, Slovakia

- Environmental Agency Austria, Vienna, Austria

COMMUNICATION PLAN



WHAT IS THE COMMUNICATION PLAN?



The communication and dissemination is important part of the objectives of all projects aimed on regional development of European regions.

The communication plan is a document providing an overall idea and practical guidance how to carry the communication activities, which messages should be disseminated to which audiences and which tools should be implemented.

The preparation of communication plan is a standardized step requested from all projects financed under Central Europe program.

COMMUNICATION PLAN



PREPARATION OF THE COMMUNICATION PLAN FOR THE URBAN SMS PROJECT



The urban SMS Communication plan was prepared by URBAN SMS Communication Group (Work package 2):

Emil Fulajtar, Soil Science and Conservation Research Institute, SK ([Communication manager](#)),
Michael Schweiker, City of Stuttgart, DE
Isabel Wieshofer, City of Vienna, A
Ingeborg Zechmann, Austrian Environmental Agency, Vienna, A
Marco Parolin, City of Milan, I
Franco Ajmone, University of Torino, I
Peter Medved, City of Celje, SI
Tomaz Vernik, Agricultural Institute of Slovenia, Ljubljana, SK
Grzegorz Siebielec, Institute of Soil Science and Plant Cultivation, Pulawy, PL
Ivana Galuskova, Czech University of Life Sciences, Prague, CZ
Sigmar Jaensch, District Authority Stuttgart, DE

COMMUNICATION PLAN



PREPARATION OF THE COMMUNICATION PLAN FOR THE URBAN SMS PROJECT



Three steps:

- 1) **Drafting** the communication plan by communication manager
- 2) **Commenting** the draft by communication group (important especially for country-specific information)
- 3) **Reviewing** the draft and **finalizing** the document by communication manager



COMMUNICATION PLAN



STRUCTURE OF THE COMMUNICATION PLAN FOR THE URBAN SMS PROJECT



Major items to be covered:

- Goal of the communication
- Audiences
- Messages
- Communication tools
- Work plan and time schedule

Complementary items helpful for better clarification:

- The awareness of the Urban Soil Management problem in participating countries
- Sources of information
- Responsibilities
- Feedback and follow up



COMMUNICATION PLAN



FINAL STRUCTURE

- Goal of the communication
- Audiences
- Awareness of the Urban Soil Management problem in participating countries
- Messages
- Sources of information (per country)
- Communication tools
- Work plan
- Time Schedule
- Responsibilities
- Feedback and follow up



COMMUNICATION PLAN



Goal of the communication

To explain what is the purpose of communication, why it is important and why the communication is an objective of separate work package.



COMMUNICATION PLAN



Audiences

To explain who should be addressed by communication activities.

The **primary** and **secondary audiences** were distinguished.

Primary audiences: Municipal authorities and regional governmental authorities

Secondary audiences: Scientific and education institutions, governmental and non-governmental environmental institutions, real estate developers.

After reviewing of the progress report the **list of major institutions** to be addressed was added.

COMMUNICATION PLAN



Awareness of the Urban Soil Management problem in participating countries

The level of urban soil problem **awareness differs** from country to country and even from city to city. In order to formulate the communication message properly, the level of **awareness needs to be known**. For this reason the **awareness was explored** in all partner countries.

COMMUNICATION PLAN



Message

- The most important condition to make the communication successful is to formulate appropriate communication message.
- The communication message should be clear, well structured and not too long.
- The message can be divided to **major message** and **complementary message**.

COMMUNICATION PLAN



Example of communication message

Major communication message :

- Urban development currently causes the main encroachment on the non-renewable resource soil. Especially the massive scale **consumption of valuable soils** by urban fabric has a dramatic **impact on environmental quality** and affects negatively the life of urban population. Therefore, the **municipalities** bear a high responsibility for maintaining this resource. They **should take care about** the proper urban **planning**, which should not be done without considering the information on the soilscape in the city and its surroundings.
- **The URBAN SMS Project will provide** a comprehensive strategy and **practical tools for proper management** of soils in urban areas and will contribute to reduction of risks and impacts of man-made hazards. urban soil management is part of integrated risk management strategies.

Complementary message :

- Importance of soil and its functions.
- Man-made hazards resulting from lack of management and uncontrolled soil consumption.
- Low awareness of soil management problem.

COMMUNICATION PLAN



Sources of information

To survey where from the soil related information can be taken.

The state of the art was explored in all partner countries.



COMMUNICATION PLAN



Communication tools

Media communication:

- Press releases
- Radio interviews
- Publications in journals and newspapers
- Newsletter
- Educational film

Non-media communication:

- Website
- Flyer
- Posters and oral presentations at meetings
- In house seminars
- Local workshops
- Personal addressing

The particular communication tools should be attributed to particular audiences.



COMMUNICATION PLAN



Work plan

Detailed explanation what exactly should be done (how many of each type of the communication products should be produced).



Media communication:

- how many of each type of the communication products should be produced
- Preparation of media list

Non-media communication:

- Corporate design preparation
- Website maintenance, producing flyer, organizing meetings ...
- etc.



COMMUNICATION PLAN



Time schedule

To distribute the communication activities during the project life time.



COMMUNICATION PLAN



Responsibilities

To decide how the responsibilities for particular activities will be distributed among the project partners.



COMMUNICATION PLAN



Follow up

The results of the communication activities should be monitored and assessed to ensure that the communication activities are bringing effect.

- Publication database
- Website statistics
- Revision of communication plan if necessary





Communication strategy

Emil Fulařtar (Ed.) & URBAN SMS communication group
June 5th, 2009



I wish you all good luck !

Than you for your attention

