

**BE
GREEN
UMEÅ**

AFTER LIFE Communication Plan

Green Citizens of Europe
LIFE09 ENV/SE/000346



GREENCIT
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ENV/SE/000346

PROJECT DESCRIPTION

The overall objective of GREENCIT has been to demonstrate how environmental policy can be interpreted and implemented into concrete citizen-orientated actions, which motivates and helps citizens to change their behaviour.

Three specific settings were selected: “Apartments in residential areas”, “Jointly used waste management areas in residential blocks” and “The intra-city-region mobility system”.

Within these settings the project set up a number of actions which aimed to demonstrate methods and techniques that inspire and motivate people to change their behaviour and become part of a process towards more sustainable city management policy and governance.

The methods that were used aimed to optimize the combination of innovative technology and communication methods in an urban environment and to demonstrate, test and evaluate how new technology and design together with new methods for communication can enhance environmentally friendly behaviour in the previously mentioned settings.

New techniques and methods which can help to monitor individual behaviour and at the same time will also provide the individual with feedback that gives him/her motivation to act in a way that is of benefit to the environment.

Green Citizens of Europe has communicated through Umeå Municipality’s project office for sustainability projects: Be Green Umeå.

Green Citizens of Europe has been a collaborative project between Umeå Municipality, Bostaden AB and Union of the Baltic Cities.



PROJECT OBJECTIVES

The overall objective of GREENCIT has been to demonstrate how environmental policy can be interpreted and implemented into concrete citizen-oriented actions, which motivates and helps citizens to change their behaviour.

The project has had three objectives, with related actions, means and methods for achieving the expected results:

Objective 1: Demonstrate new interactive energy-saving systems in residential areas.

Objective 2: Implement and demonstrate new interactive sustainable city-region mobility systems.

Objective 3: Design Solutions for Citizen Awareness Campaigns.



COMMUNICATION STRATEGY

The Life logo and the project offices logo have been affixed to all the dissemination material and memorabilia. Leaflets and newsletter have been produced and copies have been distributed throughout the project.

The following actions have been carried out:

Website

A complete, user friendly and practical website has been created for the project:

<http://www.greencit.se>

The website has been updated continuously for each new activity. Each month a newsletter has been sent out with all the updated information from the website. The newsletter has gone out to approximately 2000 recipients. The website has a Swedish and an English version.

Travel survey

Two travel surveys have been conducted during the project. The first was a preliminary measurement that was sent out to 2000 inhabitants in Umeå city at the start of the project. Its purpose was to see how the people of Umeå travel both to and from work as well as all other form of travel that they make in their everyday life. The second was sent out at the end of the project to measure if the project has had any influence on the citizens travel behaviour. The second survey showed that more than half of the citizens are familiar with the project and its activities but the travel behaviour has not changed as much as hoped for. Cycling has increased but motorists are still close to on the same level as at the start.

Notice boards

25 different notice boards have been placed at various locations around the Umeå region. A notice board has been made for each activity that the project has carried out. Some examples are at the bicycle garage at Umeå Airport, on the bicycle sheds used for Park and Bike and for the Air Quality Demonstrator. A moving notice board in the form of a Power Point has been seen on a television in the window of the projects office in the middle of Umeå town for the entire project.

Posters, leaflets and brochures

52 000 posters, leaflets and brochures have been produced and handed out during the time of the project. For each activity different information has been made and communicated to get the information across, sometimes simply to inform the citizens and sometimes to recruit contestants to activities and competitions. Various brochures, for an example about winter cycling has also been produced and spread.



Social media

The project office has worked a lot with communicating through social media. The project office's Facebook page has around 1400 followers that have been able to follow the work of the project in real time. Twitter and Instagram has also been used for fast and easy communication with the public.

Workshop

The project organized two workshops for knowledge sharing, dialogue with stakeholders and dissemination of project findings. The workshops presented innovative solutions and approaches for sustainable development. The first conference in 2011 strengthened the relationship between environmental, economic and social considerations, and created solutions for local authorities, businesses, communities and citizens. The second conference in 2013 focused on communication and dissemination of the project and highlighted the progress made.

Film

The project has produced films that summarize all the parts and activities of the project. The long version is approximately 17 minute and shows the different aspects of Green Citizens of Europe. It also contains interviews with local politicians and partners of the project. Each of the six action packages are presented in shorter clips of 3-4 minutes per action. The films can be seen on the project offices YouTube account: Be Green Umeå.

Final conference

The project hosted a final conference and invited politicians and city officials as well as cooperation partners and financiers. At the conference the results of the project were presented and the methods and strategies were communicated. The project film was shown as a summary of Green Citizens of Europe.

Media dissemination

The project has had 165 media coverings during its years. Green Citizens of Europe has been seen in local newspapers, on local television and heard on the radio. Local media has thought highly of the project and has been keen on getting the purpose across to the citizens of the Umeå region.

Lectures

Green Citizens has been a popular source of inspiration and information around the Umeå region and has continuously been asked to give various lectures at different events and places. It has been everything from school students to companies and at conferences in Europe.



FUTURE CONTINUOUS DESSEMINATION PLAN

Umeå Municipality will own all the work that the project has done in the following five years and intend to further disseminate the projects results. It is encouraging that several of the activities and tools that have been developed and refined during the project period have a responsible partner even after GREENCIT ends. This ensures that the work to motivate people to change behaviour continues and that responsibility is spread to more organizations. The following hand overs have been made:

- **Umeå region** – is responsible for the car sharing system.
- **The Environment and Health Administration in Umeå municipality** - is responsible for the Air Quality Demonstrator and the Mobile Communication Centre.
- **Bostaden AB** – is responsible for the Echolog
- **Umeå Parking (Upab)** – is responsible for Park and Bike
- **Umeå Airport** – is responsible for the Bicycle garage at the airport
- **Umeå public transport administration** - is responsible for the Test traveller projects
- **Department of Strategic Development in Umeå municipality** - is responsible of the preservation of the webpages www.begreenumea.se and www.greencit.se.

Cooperation with organizations at local, regional and national level during the project period has been very good. The work has been anchored in the control and reference group and partners have been very satisfied with the joint work with the activities. There is a positive attitude towards a continuation, but no concrete plan for how further work with mobility management shall be executed within Umeå Municipality.

HAND OVERS

Umeå region – is responsible for the car sharing system.

Umeå region has received all the campaign materials regarding the car sharing system so it is easy to continue to spread the website and it's message.

The Environment and Health Administration in Umeå municipality - is responsible for the Air Quality Demonstrator and the Mobile Communication Centre.

The Environment and Health Administration has plans to further develop the Air Quality Demonstrator together with Interactive Institute in Umeå which have built the demonstrator.

The Mobile Communication Centre will be used by the municipality's energy and climate advisers when they go out to inform the public, for example on fairs and exhibitions such as Stora Nolia.

Bostaden AB – is responsible for the Echolog

Bostaden will participate in a project run by Umeå University, School of Business. The project has been granted funding from the Swedish Energy Agency, in order to see how energy use can be affected in the knowledge that others use less energy. The project will be carried out through the Echolog monitor in Bostaden's housing stock. The first meeting will take place in the beginning of May 2015.

Umeå Parking (Upab) – is responsible for Park and Bike

More people are signing up for Park and Bike. Upab is considering placing out two more lockable bicycle sheds, one south and one east of the city centre, to be able to offer the service to all commuters.

Umeå Airport – is responsible for the Bicycle garage at the airport

Since the bicycle garage has been so successive Umeå Airport has plans to extend the garage to accommodate more bicycles.

Umeå public transport administration - is responsible for the Test traveller projects

Umeå public transport administration intend to continue to carry out test traveller activities as it has been proven that those who get to try for free continue to use public transport after the activity.

Department of Strategic Development in Umeå municipality - is responsible of the preservation of the webpages www.begreenumea.se and www.greencit.se. The websites will be preserved and handled by the Department of Strategic Development.

Afterlife – Future and development

Bostaden are assembling an organization that will manage the further development of both the hard and software of the Echolog monitor. The results from the Green Citizens of Europe project are going to be the base of this development.

Bostaden has a board decision of installing the Echolog monitor in all new apartments. This because Bostaden see the value of giving their tenants a useful tools for visualization of their own energy consumption and by that an additional possibility to behaviour-change for a more sustainable living.

In the near future Bostaden will look into an upgrade of the interface in the Echolog with the project result in focus. This upgraded version of the Echolog interface will be distributed to all 677 Echologs in Bostadens housing stock hopefully during 2016.



Tips and ideas

Several tenants have after the public parts of Action A1 were finished contacted Bostaden with additional thoughts and suggestions on further development of Echolog. Also internally ideas from the employed at Bostaden were passed on to the project manager. This is encouraging as it shows that the tenants are commitment to environmental awareness and it will be of great benefit to the further development of Echolog as a tool for environmental awareness.

PROJECT DATA

Project type: Life +

Project location: Umeå Region, Sweden (SE)

Project website: <http://www.greencit.se>

Project start date: 01-10-2010

Project end date: 31-03-2015

Project duration: 54 months

Total budget: 2.670.113 €

EC contribution: 1.301.652 €

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