



**DOBRY KLIMAT
DLA POWIATÓW**

After Life Communication Plan

LIFE 09INF/PL/000283

Coordinating Beneficiary:



INSTYTUT
NA RZECZ
EKOROZWOJU

Associated Beneficiary:



COMMUNITY
ENERGY PLUS

Co-financiers:



Background:

Climate change is one of the most important challenges humanity has been faced with at the turn of the 20th and 21st centuries. This issue combines the most significant environmental aspects with social, economic and political issues. The impact of climate change is becoming increasingly severe all around the world, also in Poland. We should therefore expect that in the coming decades not only will the number and intensity of weather phenomena such as hurricanes, prolonged dry spells, sudden torrential rains and violent storms, increase but also their consequences will be more serious.

Consecutive IPCC reports indicate that there is an urgent need to take action on climate change, including climate change adaptation. While essential decisions are made mainly at the global level, measures taken at the local level are key to success. Although greenhouse gas emissions have a global dimension, they are emitted locally and have local impacts, for example torrential rains or hurricanes occur in relatively limited areas and take several or several dozen minutes. Therefore it is essential to address climate change by combining education, awareness raising and consultations at the level of smaller local government units, that is counties and communes.



The Pacific Island nation of Kiribati may be the first country to disappear under the rising sea levels of climate change ([flickr.com](https://www.flickr.com/photos/nickhobgood/), Lagoon side in Abaiang, Kiribati. fot. Nick Hobgood CC BY-NC 2.0)

The reasons which have underpinned the concept of the Dobry Klimat dla Powiatów (DOKLIP) 'A Good Climate for Counties' project (DOKLIP) have been further confirmed after five years of the project delivery. In their 5th report IPCC experts have corroborated and specified their previous forecasts for Central and Eastern Europe. An increase in average yearly temperatures will affect not only comfort of human lives (e.g. by contributing to the deterioration in health) but it will also substantially impact biodiversity (e.g. by intensifying the contamination of indigenous species of plants and animals by invasive species) and may disrupt the energy system (e.g. by increasing demand for energy due to the widespread use of air conditioning). It is estimated that 250,000 inhabitants of Poland will suffer following the sea level rise towards the end of the 21st century. Water resource management, green areas, transport, energy, industries, health and food security are only a handful of areas which will be considerably affected by global warming.

The research conducted in Poland points to an increasing percentage of people who understand the link between the growing level of greenhouse gas emissions caused by human activity and climate change and its impact. Thus they see an urgent need to take action in order to curb GHG emissions and adapt to climate change consequences. However, intensive measures involving education and awareness raising are required in this regard in order to achieve emission reductions targets and encourage long-term behaviour changes. Decision makers at various levels, business circles and citizens must be aware of possible climate change impacts in order to become actively involved in

climate protection and to support climate change adaptation and resilience investments. The DOKLIP project has been designed to address these issues.

The project's target groups / beneficiaries:

- Local governments;
- Local institutions;
- Business;
- Local leaders;
- Inhabitants of counties (local communities).

The project's objectives:

The overall objective:

The project's overall objective is to mobilise its target groups to take action on climate protection and climate change adaptation in the context of global warming.

The specific objectives are the following:

- Organisation of local public debates on climate change and the policy of preventing climate change at the county level;
- Development of a Low Carbon Development Pilot Programme for one of the towns having the rights of a county / counties;
- Organisation of 16 local government regional conferences, involving the development of an agreement of Polish local governments regarding action on climate change;
- Establishment of a network of 110 local civil society leaders (LCSL) and a group of trained facilitators of climate debates (FCD);
- Conducting carbon footprint assessments for selected five counties (comparative analyses at the beginning and at the end of the project);
- Organisation of a study visit to Cornwall, a region in Europe that excels in taking climate change mitigation and adaptation measures;
- Development of a manual on local climate protection, production of a film and many other educational and promotional publications to support the media campaign.

The project's partners

The Institute for Sustainable Development (ISD): a non-governmental think-tank which was founded in 1990 at the initiative of several members of the Polish Ecological Club. The ISD works for the promotion and implementation of principles and solutions which contribute to Poland's sustainable development.



The ISD is a member of the European Environmental Bureau and many national NGO coalitions, e.g. the Climate Coalition, the Coalition for EU Funds and

the Forum for the Animation of Rural Areas.

Association of Counties in Poland (ZPP): an association of counties which was established in the period between the two World Wars and reactivated in 1999. The ZPP nowadays groups together 315 counties and towns having the rights of a county. Its mission is to advocate the interests of counties in Poland. For years the association has been committed to activities promoting renewable, environmentally friendly sources of energy. Apart from widespread awareness raising activities the association is involved in appointing energy specialists in communes and counties.



Community Energy Plus is a social enterprise that provides complete energy answers to help householders in Cornwall enjoy warmer, energy efficient homes as part of a more sustainable future.



**COMMUNITY
ENERGY PLUS**

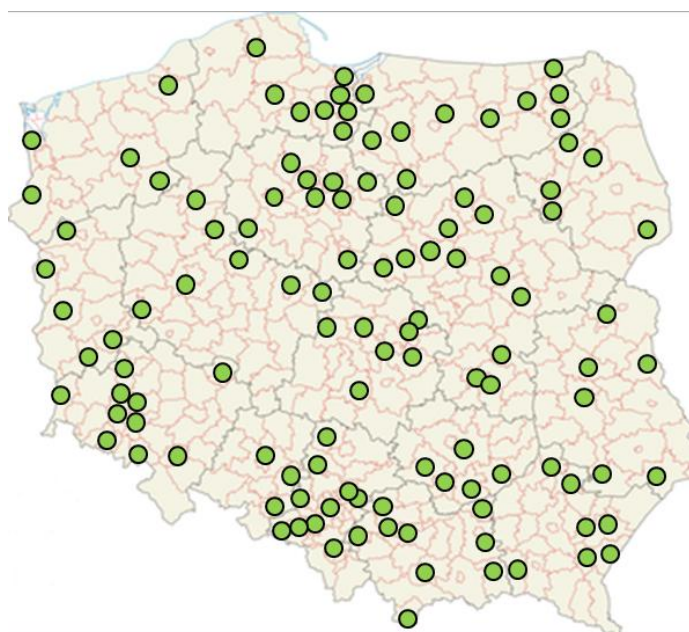
Since 1998 CEP has been working in partnership with a wide range of public, private and non-governmental organisations to support a variety of innovative projects relating to energy efficiency and renewable energy, including community ownership models.

Each partner has substantial experience in implementing projects with regard to environmental protection, particularly climate protection. All partners have expertise in mobilising local communities and organising training workshops and debates, which is a key element contributing to the successful project delivery.

The project delivery

The project was launched on 1st September 2010 and will be completed at the end of August 2015.

Establishing co-operation with local governments at the county level, building a network of local civil society leaders (LCSL) and training facilitators of climate debate (FCD) have been crucial to achieving the project's objectives. Following the project's activities 115 counties from across Poland have participated in the project and 21 of them have signed a 'A good climate for counties' declaration. Furthermore, 100 local civil society leaders have been identified and 12 facilitators of climate debates have been trained. Not only have the local leaders been actively



involved in the project but with their competences and ideas they have also acted as ambassadors of the project's concept.

115 counties have participated in the DOKLIP project

The project opened with surveys being conducted in particular counties among the target groups. The objective was to assess their baseline awareness level with regard to climate protection and climate change adaptation and to evaluate the scope of climate protection measures which had been taken by each county. In order to assess the effectiveness of the actions undertaken as part of the project an analogous survey is currently being carried out, upon the project's completion.



Debate in Elk, January 2013

Another stage of the project was marked by the organisation of a series of local debates on climate change and climate protection. During the debates relevant arguments calling for urgent action on climate change mitigation and adaptation were presented (the key issues discussed were the following: low carbon economy, green jobs, renewable sources of energy, energy efficiency).

Apart from climate debates held at the county level, regional climate conferences were organised at the voivodeship level and one National Climate Conference was held towards the end of the second year of the project delivery and the second one will be organised upon the project's completion.

The most active participants of the debates and members of the MDK and LISO networks will be offered the opportunity to visit Cornwall, in the UK, in March 2015 as part of a study and training visit. The region of Cornwall have been selected as a place for the study visit since in 2009 it was declared the first low carbon region in the UK. The visit will enable the participants to become acquainted with Cornwall's achievements and expertise in the area of climate protection.



Visit in Cornwall, April 2015

Following the signing of agreements, particularly important activities have been carried out in the county of Starogard Gdanski which encompasses 13 communes. A Low Carbon Development Pilot Programme (PPNR) has been developed for this county. This document proposes a development programme for the region while taking into account a 20% reduction in CO₂ emissions by 2020 (compared to 2005) but above all it is intended to showcase the concept of low carbon development in practice. To support the document a public campaign is being run in the local media, involving posters and leaflets, with the aim to raise awareness of the benefits of low carbon economy in the local community and to make the inhabitants aware of the necessity to mitigate climate change and limit the scope of its impact.

The communications strategy

Many activities have contributed to attaining the project's objectives, they included debates, numerous educational resources and promotional materials as well as the project's website which was part of the Institute's news portal, <http://chronmyklimat.pl/doklip>.

Climate Debates (at the county level)

90 Climate Debates have been held at the county level across Poland (they were organised in 30% of counties in the country). They were attended by over 1,200 participants, including representatives of local governments, business and local communities.

Regional Climate Conferences (at the voivodeship level)

We have held 16 Regional Climate Conferences, they were attended by over 600 decision makers from local governments who are responsible for taking climate protection measures.

National Climate Conferences

The first of the planned conferences was organised shortly after the project had been launched. The second will be held towards the end of the project. The conferences are attended by representatives of local governments, at the level of communes and counties, from the counties participating in the project, representatives of counties and communes outside the project and local civil society leaders (LCSL). The national climate debates are accompanied by press conferences.

Meetings dedicated to the Low Carbon Development Pilot Programme

To date we have held a conference, preceded by two information meetings, during which the work on the Low Carbon Development Pilot Programme has been launched and related workshops. Nearly 40 participants attended each of the workshops.

Publications

- Production and distribution of a training film 'A week with a good climate' (the film was screened, *inter alia*, at the occasion of the Earth Day in Warsaw, the Science Festival in Skierniewice, during climate debates etc. It is available on Youtube) – 2,500 CD copies.
- 2 reports assessing the local preparedness for climate change – 2,100 copies each (developed and published at the beginning and towards the end of the project);
- 2 reports with the calculations of carbon footprint for 5 counties – 2,500 copies each (developed and published at the beginning and towards the end of the project – 500 copies for each county) and manuals on the methodology of calculating carbon footprint;
- The County Climate Manual – 2,000 copies published towards the end of the project;



A frame from 'A week with good climate' movie

- The 'Low Carbon Development Pilot Programme' – 6,000 copies;
- The DOKLIP newsletter sent from the database of the Association of Counties in Poland with dedicated articles (over a dozen pages) – 20 rounds of mailing throughout the project;

Promotional materials

- 45,000 copies of project leaflets and 3,000 copies of posters;



Project leaflets

- 5,000 copies of leaflets and 500 copies of posters promoting the public campaign in support of the Low Carbon Development Pilot Programme.

65,000 copies of leaflets, 3,500 copies of posters and 17,350 copies of brochures in total have been published throughout the project. The effectiveness of the distribution has been assured by a large

base of non-governmental organisations working in co-operation with the ISD, local authorities at the county level participating in the project and the LCSL and FCD networks. Relationships and interdependencies between the partners of the project, its participants and other stakeholders who have supported it have enabled us to reach all of the project's key target groups.

Public relations and promotion

- Press conferences which have accompanied important project's events;
- Media campaigns promoting particular activities or elements of the project;
- Websites dedicated to the project and run as part of the ISD's portals and portals of the Association of Counties in Poland;
- The coverage by the Polish Press Agency (PAP) which is the single largest source of news from Poland with over 250 reporters and 40 photojournalists delivering accurate and comprehensive news to leading media outlets, government and financial institutions, investors and entrepreneurs in and outside of Poland;
- The presentation of the project during related fairs, conferences (including, the Ecological Economic Congress in Katowice, meetings of the European Association for Information on Local Development (AEIDL) in Brussels, the Eco-Energy Forum in Polkowice, the 4th Road Transport Conference in Legnica).



Projects website

Nearly 423,000 euros have been allocated in the budget for the promotion of the project's concept and its achievements. The promotional activities have resulted in hundreds of articles in the media, dedicated directly to the project or the issues the project has addressed.

What is next?

The 'A Good Climate for Counties' has been an educational project, with the aim to draw attention to a specific problem and to mobilise decision makers and local communities to minimise the far-reaching impact of possible negligence. The project will not result in the development of a new technology or improvement in the existing one, nor is the final outcome of the project a product that could be sold in the future. What is then the project's most important value? It is the knowledge and experience gained thanks to the implementation of the project, its unique know-how which all the participants, particularly the partners from Poland, will be able to employ in other projects in the area of climate change mitigation and adaptation as well as low carbon economy. This expertise will be effectively used in future activities of the ISD, the Association of Counties in Poland, local authorities and local leaders.

The availability of publications on the project's websites

All publications on the issues addressed in the project (brochures, articles written for the external media outlets, the project's websites being part of the ISD' and the PPZ's portals as well as the DOKLIP newsletters) remain available on the Internet. They are and will be a source of knowledge for individuals, companies and institutions which have not had the opportunity to familiarise themselves with the project during its lifetime. These resources may also provide a foundation for the establishment of a specialist website for local governments, dedicated to climate protection – climate change mitigation and adaptation.

Low Carbon Economy Plans

The expertise and competences that the project partners have gained during their work on the Low Carbon Development Pilot Programme for the county of Starogard Gdanski may be used in co-operation on similar documents, or Low Carbon Economy Plans (PGN), with other counties.

In the near future it may however be necessary to assess these competences both in terms of the quality of developed documents and their future implementation. Furthermore, the ISD may take part in public tenders for the development of Low Carbon Economy Plans (PGN). The fact that it has developed a comprehensive Low Carbon Development Pilot Programme for the county of Starogard Gdanski will ensure that other documents it develops are of high quality.

The fact that both the electronic and the print versions of the document for Starogard Gdanski have been widely circulated in other counties and have shown a broader context of this type of strategies will enable local authorities in other counties to learn how to develop low carbon economy plans.

Capitalising on the LCSL and FCD networks

Over a hundred local civil society leaders (LCSL) and facilitators of climate debates (FCD) who have been recruited and trained in the project constitute capital for actions in future projects and initiatives of the Institute for Sustainable Development. The recruitment process which has been conducted across Poland has taken quite long and proved quite challenging in terms of logistics and costs. However, as a result of it we have a considerable group of people who not only share our vision for the project and believe in its objectives but are also equipped with an Internet-based platform to be used for internal communication. Thanks to this it is possible for us to rapidly respond to emerging needs, which may be quite important for our partners in future projects.

Transferring experience from DOKLIP to ADAPTCITY and other projects of the ISD

Since 1st July 2014 the Institute for Sustainable Development has been running the project ADPTCITY, that is 'Preparation of a strategy for adaptation to climate change of the city of Warsaw with the use of city climate mapping and with public participation', which is co-funded by the LIFE+ Programme. Almost all the experiences gained in the DOKLIP project will be used while working on this new one, which will enhance the effectiveness of the undertaken actions and will positively impact the project's final outcomes.

A similar mechanism will operate in case of future projects in which the Institute for Sustainable Development will participate either as a leader or a partner.

Contacts with institutional partners of the project (115 county offices and the counties which have joined the 'A Good Climate for Counties' network)

Following the implementation of the DOKLIP project the Institute for Sustainable Development has become a reliable partner in possible common initiatives for local authorities. Our shared experiences may be used both in developing programmes which are similar to the Low Carbon Development Pilot Programme and other actions involving climate change mitigation and adaptation.

The continuation of the actions planned in the project

Irrespective of the actions not directly linked to the project we will use the budget funding allocated to the realisation of the communications strategy. The activities that are to be completed include: the printing and distribution of the third part of the project's leaflets, the distribution of posters and leaflets dedicated to the Low Carbon Development Pilot Programme, the campaign promoting the programme in the local media, the printing and distribution of the second report assessing the preparedness for climate change, the printing and distribution of the second report which presents calculations of carbon footprint for counties and the organisation of the second National Climate Conference which will close the project. Each of these actions provides the opportunity to reach out to target groups, including companies and institutions which are looking for partners for similar projects or other initiatives consistent with the ISD's scope of activity and the areas of activity of the project partners.

Education of young people

Numerous meetings with members of local communities during the project delivery have provided us with a great base for developing educational programmes aimed at school children in Poland. Young people have participated in our climate debates in large numbers and our debate information resources have been used by teachers for educational purposes.

The media work and contacts with decision makers

The ISD has been a well-known source of information on climate change mitigation and adaptation for the media. ISD specialists give two-three interviews a week. The work on the DOKLIP has given us invaluable expertise which will be used in our regular contacts with the media.

The project has also largely benefited our contacts with decision makers. During future public presentations, thematic conferences and debates our experts will be able to refer to hard data collected during the implementation of the DOKLIP project.



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In the interest of the future generations

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