

RegENERate After-LIFE Communication Plan

Project dates: 1 January 2021 – 31 December 2023

LIFE project name: RegENERate: Mobilising Regions for Energetic Redevelopment and Transformative NECPs

Project Acronym: RegENERate

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Project summary

Title: RegENERate: Mobilising Regions for Energetic Redevelopment and Transformative NECPs

Coordinating beneficiary: CEE Bankwatch Network

Associated beneficiaries:

Bulgaria – Ekologichno sdruzenie “Za Zemiata” (**ZZ**) / Friends of the Earth Bulgaria

Estonia – MTÜ Eesti Roheline Liikumine / Estonian Green Movement (**EGM**)

Hungary – Magyar Természetvédők Szövetsége / National Society of Conservationists - Friends of the Earth Hungary (**NSC-FoE HU**)

Latvia – Zaļā brīvība / Green Liberty (**GL**)

Poland – Związek Stowarzyszeń Polska Zielona Sieć / The Polish Green Network (**PGN**)

Romania – Asociația Bankwatch România / Bankwatch Romania Association (**BW RO**)

Slovakia – Priatelia Zeme-CEPA / Friends of the Earth-CEPA (**FoE-CEPA**)

Project duration: 1 January 2021 – 31 December 2023

Overall project budget: EUR 1 303 239

European Commission contribution: EUR 716 474

Project website: <https://bankwatch.org/regenerate-mobilising-regions-for-energetic-re-development-and-transformative-necps>

1. Introduction:

The After-LIFE Communications Plan is designed to not only spread knowledge and information about the just transition process in central and eastern European countries, but also to maximise the impact of the project after it ends. The Plan provides a comprehensive description of the methodological approach, technical means and tools that project beneficiaries have at their disposal, helping them to share their expertise and experience with relevant public authorities at national and local levels. In turn, this collaboration assists the authorities in developing information and communication strategies aimed at highlighting the just transition process in central and eastern European countries.

1.1 Project goal and objectives

The main aim of the ‘Mobilising Regions for Energetic Redevelopment and Transformative NECPs’ project was to support central and eastern European countries in contributing to the European Union’s efforts to achieve a net-zero emissions future. The project also advanced more ambitious and effective climate and energy policies in central and eastern Europe, guided by a long-term commitment to phase out fossil fuels,

improve energy efficiency and promote renewable energy. The project focused on regions that are in the process of transitioning from economies dependent on fossil fuels, particularly coal and shale oil, as well as underdeveloped regions facing socio-economic challenges and environmental issues. Additionally, the project aimed to co-ordinate financial resources, such as national and EU budgets, to align with climate and energy targets as we reach this critical juncture in the EU Cohesion Fund programming process.

The specific objectives of the project were as follows:

- 1) To step up the multilevel dialogue on climate and energy transition in targeted central and eastern European countries and enable increases in the countries' climate ambitions in the national energy and climate plan revisions for 2023.
- 2) To advance the development of local re-development strategies and their compliance with the EU climate objectives, especially in the regions that are moving away from a fossil fuel-based economy.
- 3) To develop a transnational exchange platform for the creation of a knowledge base for low carbon energy transition at regional and local levels.

1.2 Project area of implementation

We focused on eight just transition regions that are struggling to avail of the opportunities that will enable them to embrace a low-carbon economy. These include the Pernik coal region in Bulgaria, the Upper Silesia and Eastern Wielkopolska coal regions in Poland, the Upper Nitra coal region in Slovakia, the Jiu Valley coal region in Romania, the Borsod–Abaúj–Zemplén coal region in Hungary, the peat extraction region of Vidzeme in Latvia, and the oil-shale extraction region of Ida–Virumaa in Estonia.

2. After LIFE Communication Plan

2.1 Main actions of the After-LIFE Communication Plan

The After-LIFE Communication Plan is designed to involve all stakeholders interested in the outcomes of the project. The main goal of our communication plan is to change prevailing public and political attitudes to decarbonisation by promoting models that guide the implementation of inclusive and just clean energy plans at local and regional levels. This goal will be achieved by bringing together different stakeholders, from decision makers to community members, enabling them to exchange, discuss and implement best practices while amplifying community voices in the media. The results and lessons of these actions will be integral parts of our evaluation of the project.

The just-transition.info portal will continue to serve as one of the communication channels where we aim to promote good practice examples through a series of community stories, invitations for workshops and events, and a database of project ideas that can serve as inspiration for other stakeholders.

Our communication strategy was aimed at attracting potential investors, such as the European Investment Bank, the European Bank for Reconstruction and Development and other public development banks, as well as small and medium-sized enterprises. To this end, we convened face-to-face meetings, round-table discussions, webinars and social media events. Our communication plan achieved its target of reaching a large audience of at least 100,000 members of the general public, thanks to strategic targeting and

amplification of our messaging in the national and international media. We expanded our media coverage of the just transition and decarbonisation movements through communication activities, such as pitches to journalists and direct send-outs of opinion pieces and stories from the targeted regions. Our proactive and direct engagement with journalists proved to be an effective tool for amplifying our messaging and propelling the topics of decarbonisation and energy transformation to the forefront of the media and political agenda. Around important events, we intensified our media outreach by providing select journalists with interviews, quotes and background information, sharing human-interest stories on topics such as progressive energy communities in the regions, and promoting relevant publications.

Going forward, the Bankwatch communications team will continue to monitor communication and dissemination indicators through ongoing analyses of our social media, website outreach and media presence. This will include tracking internet traffic data, changes in activity flow, the distribution of user views, and user visit depth. Additionally, we will use our campaign monitor tool to monitor statistics related to the newsletters and emails we distribute.

2.2 Target groups of the After-LIFE Communication Plan actions

Our primary target audience will be local, regional and national authorities in our designated countries, as well as local communities and officials from the European Commission. We intend to reach them through tailored messaging on our social media channels (Facebook, Instagram, LinkedIn and X), direct online send-outs of project publications, as well as handouts of materials during public events. These communication channels have been specifically chosen for their effectiveness in reaching our target audience who are known to actively use these channels. One of the goals of the project is to not only encourage participation in the design and implementation of the just transition process, but also to make the approach to developing decarbonisation plans more holistic. To this end, we will target civil society organisations, like-minded initiatives and groups, as well as members of the wider public through the social media channels of our project partners. Our project aims to spread awareness about the positive impacts of decarbonisation and energy transformation through social media posts on Facebook and X. Over the course of the project and beyond, we hope to engage and inspire a diverse audience to take an active role in the decarbonisation of their given region. The offline aspect of our communication activities will involve handing out leaflets and brochures to reach those specifically involved in the decarbonisation of the region concerned. By incorporating both online and offline communication, we aim to maximise our impact and reach as many people as possible.

Funded by



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