LIFE Project Number

LIFE11ENV/FI/000909

Communication plan

CITYWATER – Benchmarking water protection in cities

30 April 2013

Reporting Date

30 April 2013

LIFE+

Citywater

Data Project

<table>
<thead>
<tr>
<th>Project location</th>
<th>Finland, Estonia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project start date:</td>
<td>01/10/2012</td>
</tr>
<tr>
<td>Project end date:</td>
<td>30/09/2015</td>
</tr>
<tr>
<td>Total budget</td>
<td>1,158,515 €</td>
</tr>
<tr>
<td>EC contribution:</td>
<td>578,909 €</td>
</tr>
<tr>
<td>(%) of eligible costs</td>
<td>49.97%</td>
</tr>
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Data Beneficiary

<table>
<thead>
<tr>
<th>Name Beneficiary</th>
<th>City of Helsinki Environment Centre</th>
</tr>
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<tbody>
<tr>
<td>Contact person</td>
<td>Ms Tina Nyfors</td>
</tr>
<tr>
<td>Postal address</td>
<td>Vikinkaari 2a, P.O. Box 500, FI-00099, City of Helsinki</td>
</tr>
<tr>
<td>Telephone</td>
<td>+358-40-5102 192</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:tina.nyfors@hel.fi">tina.nyfors@hel.fi</a></td>
</tr>
<tr>
<td>Project Website</td>
<td><a href="http://www.citywater.fi">www.citywater.fi</a></td>
</tr>
</tbody>
</table>
INTRODUCTION

The overall objective of CITYWATER – Benchmarking water protection in cities is to improve the state of coastal waters in the Baltic Sea. This is done through implementing and facilitating environmentally relevant and cost-beneficiary water protection measures, additional to the legal requirements, in cities and municipalities in the Baltic Sea region. Another focus area is increasing environmental communication and knowledge in cities and municipalities in the Baltic Sea region, in order to ensure continuous work for improvement of local waters.

Communication plays a crucial role in the CITYWATER project; all project activities involve and depend on various types of communication and dissemination. Communication is both a tool and an objective, and plays a central role in the project implementation.

This communication plan builds mainly on the Life+ Factsheet Designing a communication strategy, and sets out the communication activities to be undertaken during the CITYWATER project (October 1st 2013 to September 30th 2015). It includes promotion and demonstration of the Baltic Sea Challenge (BSC), as is outlined in the project application.

1. COMMUNICATION GOALS

The goals of the communication plan are determined by the objective and nature of the CITYWATER project, however, they are not the same as the project’s overall goals – they are a tool that helps to achieve project goals.

Communication goals:

- Provide cities and municipalities with information and experience on concrete measures for doing, or governing, water protection work that exceeds the legally binding minimum requirements (overall goal)
- Get new actors to join the Baltic Sea Challenge network in the Baltic Sea region, especially in Estonia and Latvia
- Enhance environmental communication in the Baltic Sea region, based on a survey on environmental communication conducted by the Institute of Communication at Tallinn University
- Encourage cities and municipalities in the Baltic Sea region to implement storm water solutions, by spreading the experiences from the new storm water constructions in Helsinki, Turku and Tallinn as good examples
- Enable cities and municipalities in the Baltic Sea region to make an estimate of costs and benefits of water protection measures, by disseminating the outcome as well as the methods and practicalities of the cost-benefit analysis conducted by the CITYWATER project
2. RESPONSIBILITIES

In this section the main responsibilities regarding communication in the CITYWATER project are outlined.

**Internal communication**

An important part of communication is the internal communication. As the coordinating beneficiary, the City of Helsinki has a central role in ensuring good communication among partners and supporting their project work. All CITYWATER staff in Helsinki as well as in other beneficiaries will contribute to internal communication, mainly related to their respective work tasks. The project manager at the coordinating beneficiary will have the main responsibility of internal communication within the project and among the beneficiaries. In addition, the project secretary at the coordinating beneficiary will be in close contact with other beneficiaries concerning the project financial issues and reporting. All project personnel in the City of Helsinki as well as the coordinators of the other beneficiaries will keep the project manager informed about all important news concerning the project. Regular meetings and agreed responsibilities and routines play a central role in the internal communication.

The Steering group will monitor the progress of the project, approve the project reports and make necessary decisions on essential strategic alignments concerning the project implementation. All beneficiaries participate in the steering group work by nominating a steering group representative. If relevant, additional external advisors may be invited to the steering group. The steering group will meet 2-4 times each year of the project period (exclusive of 2012).

The CITYWATER website contains an extranet where partners can share information such as minutes from meetings. The extranet is explained in more detail in the communication activities section.

**External communication**

The City of Helsinki Environment Centre (coordinating beneficiary) has a project expert, Tina Nyfors, who is the communication coordinator at the CITYWATER project. She has the main responsibility of external communication of the CITYWATER project. She will discuss about the upcoming communication activities, messages and materials with the project manager and will keep her informed about communication news in the project.

Every partner also has a person responsible for communication:
- Tallinn City: Project coordinator at Tallinn City
- Tallinn University: Project coordinator at Tallinn University
- City of Turku: Project coordinator / project contact person at the City of Turku

All partners are responsible for external communication in their respective city/country and for internal communication in their respective organizations. At each partner there is a main communication person, who is responsible for external communication in the respective local area. This includes for example updating their respective organizations’ websites, newsletters or publications with news related to CITYWATER, as well as when needed contacting media and write press releases.

All press releases should be worked out together with the communication coordinator at the coordinating beneficiary. Also, media coverage should be reported to the communication coordinator, so that links to the articles or news clips can be uploaded on the website.
Lotta Ruokanen is the coordinator of the Baltic Sea Challenge, and has the main responsibility of the project communication related to the Challenge. This includes i.e. communication to its network of joined actors and other Challenge stakeholders. The communication coordinator collaborates with Ruokanen in promoting the Challenge.

Partners are encouraged to make their own schedule of activities, and if needed, to add to the message/audience matrix (chapter 4.2) so that it is useful in their local context.

All partners are responsible for
- Including the Life+ logo and CITYWATER logo as well as the code LIFE11-ENV/FI/000909 in their produced material and administrative documents
- Being regularly in contact with the coordinating beneficiary and keeping the coordinating beneficiary informed of their communication activities,
- Distributing project outcomes in their own organization’s reporting, events and meetings to ensure that the project and its activities are known in their organization also among other than project staff, and
- Participating and sharing their experiences in the project events.

The consultants and other subcontractors are responsible for
- Discussing beforehand with the coordinating beneficiary about their plans on communication activities regarding the project,
- Understanding and following the Life+ visibility guidelines (logos, codes etc.).

3. TARGET AUDIENCES

The target audiences are:

External:
1. **Cities, municipalities and city networks** in the Baltic Sea region
2. **NGOs and civil society organizations** in the Baltic Sea region
3. **General public** in the country of each project partner
4. **Authorities** – EU-bodies, Ministries, regional environmental authorities
5. **Private companies** in charge of municipal environmental management

Internal:
1. **Steering group**
2. **Project personnel** in Helsinki, Tallinn and Turku
3. **Organizations** of the project partners
4. **External advisors** – universities, consultant companies

The target countries are defined in more detail in cooperation with the Baltic Sea Challenge coordinator.
4. Messages

4.1 Key messages

The messages are developed jointly by the project partners. The project coordinator with an overview of the project has a central role in the process. Below are the three key project messages to summarize what CITYWATER does, why it is doing it, and why it is important.

What does the CITYWATER project do?

CITYWATER implements, facilitates and encourages cost-beneficiary water protection measures, additional to the legal requirements, in cities and municipalities in the Baltic Sea region in order to improve the state of coastal waters.

Why is CITYWATER doing it?

Cities and municipalities around the Baltic Sea are directly influenced by the state of coastal waters and they are directly benefiting from the sea. At the same time, cities affect the state of the sea (for example through sewage treatment, storm water management and harbors). Thereby cities and municipalities are crucial actors when it comes to concrete, on-the-spot measures for improving the state of coastal waters, and of the Baltic Sea as a whole.

Why is this important?

The Baltic Sea is one of the most polluted sea areas in the world. This is a complex ecological problem involving and having effects on a vast scope of societal and economical factors. A healthy marine environmental benefits the surrounding countries and their inhabitants in several ways, thus improvements in the state of the Baltic Sea would have extensive positive effects not only on the natural environment but on the Baltic Sea region states’ and citizens’ welfare, especially of the coastal cities. The sea provides a huge number of ecosystem services, such as recreation, food and business opportunities, to mention just a few examples.

4.2 Messages for different audiences

Once the target audience is defined, key messages can be identified. These will depend on the nature of the target audience. There may be a range of messages addressed to different audiences. When tailoring the message for different audiences, it is important to show the importance and relevance of the issue; to link messages to specific values, beliefs or interests of the audiences; to understand what motivates the audience and connect the messages to this (can be found out through research). Also, it is important to be culturally relevant and sensitive and to make messages clear and memorable.

The key messages of the CITYWATER project are compiled in the message / audience matrix on the next page, with the message summarized as headlines with a few key words.
Message / audience matrix, the key messages of the CITYWATER project:

<table>
<thead>
<tr>
<th>Target audience</th>
<th>Basic message</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/municipality in Baltic Sea region</td>
<td>Cities and municipalities benefit from Baltic Sea protection</td>
<td>website, events, newsletters, materials, direct contact</td>
</tr>
<tr>
<td></td>
<td>Cities and municipalities around the Baltic Sea benefit from a healthy sea, through eg recreation, business opportunities and local food. Also, they are crucial actors for concrete, on-the-spot measures for improving the state of coastal waters.</td>
<td></td>
</tr>
<tr>
<td>NGO:s, civil society organizations in the Baltic Sea region</td>
<td>Cities and municipalities key actors for Baltic Sea protection</td>
<td>website, events, newsletters, materials</td>
</tr>
<tr>
<td></td>
<td>Cities and municipalities affect the state of the Baltic Sea, and hence it is crucial to work for action on city/municipality level - concrete, on-the-spot measures for improving the state of coastal waters.</td>
<td></td>
</tr>
<tr>
<td>General public in Baltic Sea region</td>
<td>The state of the Baltic Sea is alarming, but together we can improve it</td>
<td>website, mass media, social media, (newsletters)</td>
</tr>
<tr>
<td></td>
<td>The poor state of the Baltic Sea is a problem that has societal and economic effects reaching far in the future and that need to be responded to immediately. Every action counts, also actions by individuals. Together the actions make a difference, especially for the quality of coastal waters but also for the Baltic Sea as a whole.</td>
<td></td>
</tr>
</tbody>
</table>
Cities and municipalities around the Baltic Sea are directly influenced by the state of coastal waters and they are directly benefiting from the sea. At the same time, cities affect the state of the sea (for example through sewage and storm water treatment and harbors). Thereby cities and municipalities are crucial actors when it comes to concrete, on-the-spot measures for improving the state of coastal waters, and of the Baltic Sea as a whole.

4.3 Relationship between CITYWATER and the Baltic Sea Challenge

The Baltic Challenge is a network for Baltic Sea protection through concrete local level measures that are additional to legal requirements. The Challenge is directed especially towards local organizations but also regional and national actors are participating. CITYWATER works side by side with the Challenge. One of the aims of CITYWATER is to spread the Baltic Sea Challenge internationally.

As a rule, information about the Baltic Sea Challenge is included in all CITYWATER communication, and vice versa. This way work is done both for the continuity of the Challenge and for spreading information about new approaches, surveys and practical action for protection of the Baltic Sea which is done within CITYWATER.

The Baltic Sea Challenge has existed since 2007, when it was initiated by the mayors of the City of Helsinki and the City of Turku. The Baltic Sea Challenge works to improve the state of the Baltic Sea, through for example reducing nutrient loading and promoting such management and operations that enhances water protection in the city administration. The Baltic Sea Challenge network has been a success in Finland, and this inspired the City of Helsinki to spread and demonstrate this best-practice model further in the Baltic Sea region. Earlier efforts to spread the concept of the Challenge outside Finland have proved that the concept needs adjustments and new methods and approaches to be successfully established elsewhere.

5. COMMUNICATION ACTIVITIES

Communication takes place through various communication channels. Communication channels are the means by which messages are sent out to target audiences. There is an exceptionally wide variety of possible channels: mass media, specialist forums, internal and external information channels, to mention just a few. The choice of channel should make the link between the audience and the message. Below is explained in more detail how internal and external communication channels will be used.

5.1 Internal communication activities

Communication between partners takes place through email, phone calls, regular meetings and seminars both in person and through Skype and Lync. The internal communication is based on frequent and informal contacts as well as mutual trust.

5.2 External communication activities

This section contains specific information about how selected external channels will be used to get the key messages to the target audience, as well as responsible persons. A list of communication activities can be found in Appendix B.
5.2.3 CITYWATER website

The website is the main external communication tool. It is used to reach firstly potential Baltic Sea Challenge actors, and secondly, the general public and authorities. Extranet is available for partners. The content is in English, with a summary in Estonian.

The idea of the website is to inspire cities and municipalities to do concrete water protection measures, through providing tools and good examples on for example storm water constructions. The website makes information easily accessible and interesting for cities and municipalities, NGOs, other authorities and the general public. The website also provides information about environmental communication and about the costs and benefits of protection of the Baltic Sea, including the cost-benefit analysis that will be conducted by the CITYWATER project.

The extranet that is available for partners will contain e.g. contact information, reporting and administrative guidelines, steering group meeting material and minutes, and other content that will not be shared publicly but that is useful for partners to have on the web.

The connection to the Baltic Sea Challenge is important. A Baltic Sea Challenge banner is placed on the front page with a link to the Baltic Sea Challenge website. The website contains information about the Baltic Sea Challenge and the earlier Cities for a Healthier Sea project. In addition to publishing information on the CITYWATER website, information related to CITYWATER can also be published on the Baltic Sea Challenge website.

Also, the websites of the City of Helsinki and the City of Helsinki Environment Centre can be used, for example through a presentation of the CITYWATER project and through a banner linked to the CITYWATER website.

Budget:
Design and translation of the website: 11 000 EUR

Timing:
The CITYWATER website has been running since 28 March 2013.

Responsible persons:
The communication coordinator has the main responsibility of managing and uploading content to the website. Other project staff and partners might be asked to produce content for different sections. All project personnel are encouraged to come up with ideas of material to be published on the website.

5.2.4 Events

CITYWATER will both participate in events organized by others, and organize events.

Participating in events plays a crucial role in promoting the Baltic Sea Challenge, which is one of the CITYWATER objectives. CITYWATER will participate in four large events arranged by others. Several annual events concerning Baltic Sea issues are arranged in the Baltic Sea region and in Europe. Events that gather large numbers of participants are excellent opportunities to introduce the concept of the Baltic Sea Challenge and CITYWATER to new potential cooperation partners. During 2014 the “Gulf of Finland year” will be held, which can be utilized in gaining media visibility for the Baltic Sea Challenge and Citywater.
Below is a list of possible events to promote the Challenge:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Event in Sweden (Fall 2013), to be decided</td>
</tr>
<tr>
<td>2014</td>
<td>Baltic Sea Day, St Petersburg (March)</td>
</tr>
<tr>
<td>2014</td>
<td>Green Week Conference (June)</td>
</tr>
<tr>
<td>2015</td>
<td>European Maritime Day (May)</td>
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</table>

Also, CITYWATER will organize events. Two large stakeholder forums (also called networking events) will be organized for actors who have accepted the Baltic Sea Challenge as well as for potential new actors. The events are a window of opportunity regarding media visibility. In addition to this, internal seminars will be organized for partners and external experts.

The “Materials” section contains information about available printed CITYWATER and Baltic Sea Challenge materials.

**Budget:**
Event related costs: 17 480 EUR

**Timings:**
Participating in events: in the fall 2013 (1 event), during 2014 (2 events) and during 2015 (1 event).
Organizing events: Stakeholder forum 1 in Helsinki, before 30 April 2014: Stakeholder forum 2 in Tallinn, before 30 April 2015.

**Responsible persons:**
The communication coordinator will promote the Baltic Sea Challenge at four larger events organized by others. The communication coordinator will have the main responsibility of organizing the two stakeholder forums; also other project personnel will contribute to the arrangements. Other CITYWATER events are organized by the project staff.

5.2.5 Mass media

Mass media will be used mainly in order to reach the general public. However, publicity in mass media is also relevant with regard to cities, municipalities and organizations.

As it is written in the Baltic Sea Challenge communication strategy (translated from Finnish):

“Although the BSC does not currently include individual citizens, knowledge about the Challenge among the general public is very important. Media visibility gives the Challenge credibility and trustworthiness. Through media coverage, we can also reach representatives of organizations that have not been approached directly with the Challenge.”

This is true also for the CITYWATER project.

Mass media will be approached with press releases and/or direct contact with journalists. Focus will be on solutions that are applied to improve the state of the Baltic Sea, and on spreading the Baltic Sea Challenge. The message needs to be adjusted to the target country, which means the message is not necessarily the same in e.g. Finland and Estonia. As a rule, there is a need to link the stories to “hooks”
or “events” that give the issue actuality and make them newsworthy. A list of relevant mass media can be found in appendix A.

Responsible persons:
The main responsibility for contacting media is by the partner (person responsible for communication) in the country where news coverage is wished for. When preparing the message, contact the communication coordinator at the coordinating beneficiary. Since CITYWATER and the Baltic Sea Challenge are closely connected, the BSC coordinator will also be involved.

Timings:
Media will be contacted in connection to events organized by CITYWATER, and in connection to other activities that can be used for bringing up issues related to Baltic Sea protection.

Responsible persons:
The persons responsible for communication at each partner. Always contact the communication coordinator when planning to contact media, to develop the message together.

5.2.6 Partner organizations communication

An important part of communication is that partners inform about the work of CITYWATER in their respective organizations. For this purpose the organization’s internal channels (e.g. intranet and magazines for civil servants) are recommended to be used.

Timings:
In order to give visibility to the CITYWATER project and issues related to Baltic Sea protection within partners’ organizations, internal communication channels can be used for informing about e.g. reached project milestones, internal meetings, and study trips made within the CITYWATER project.

Responsible persons:
The person responsible for communication at each partner.

5.2.7 Social media

Facebook
The main social media channel will be Facebook. A new Facebook page will be opened with the name “The Baltic Sea Challenge”. Already, there is a Facebook page in Finnish, Itämerihaasteen tutkimusmatka; however, it does not reach audiences outside Finland. The English Facebook page will be spread internationally, and contain information both about the Baltic Sea Challenge and about the CITYWATER project. It was decided not to start up a separate CITYWATER Facebook page, since the project is limited to three years, and since CITYWATER is part of the BSC which is an ongoing initiative.

The target audience is the general public, and the aim is to share interesting, relevant, constructive and fun information about the Baltic Sea, in order to raise awareness about the state of the sea, and to spread information about the Baltic Sea Challenge.

Also the Facebook accounts of Itämerihaaste and the Helsinki Environment Centre can be used. Potentially, also another Baltic Sea Facebook page could be used, “Mitä Itämerelle kuuluu”. It is maintained by a Baltic Sea information network (Itämeriviestijöiden verkosto).
**Timing:**
The Facebook account will be set up during the summer or early fall 2013.

**Responsible persons:**
The communication coordinator is responsible for creating the Baltic Sea Challenge Facebook account. Content is produced by the communication coordinator; however, the persons responsible for communication at each partner are encouraged to contribute with ideas and/or content.

**Wikipedia**
Potentially, depending on time, an article about the Baltic Sea Challenge will be added to Wikipedia.

**Responsible persons:**
The communication coordinator at the coordinating beneficiary and the Baltic Sea Challenge coordinator.

**Twitter**
The City of Helsinki Environment Centre has a twitter account which can be used.

**Responsible persons:**
The communication coordinator at the coordinating beneficiary and the Baltic Sea Challenge coordinator.

### 5.2.8 Materials

This section contains information about material that will be produced within the project, as well as material that is available for participating in events.

**Printed materials** that will be produced during the project include:
- CITYWATER project brochure
- Toolbox of water protection measures in cities
- Brochure about storm water handling constructions, results and experiences

The material will be downloadable on the website. When organizing or participating in events, different printed materials play an important role in informing about CITYWATER and promoting the Baltic Sea Challenge. The following materials are available:

**CITYWATER material**
- Poster on Baltic Sea Challenge and CITYWATER in English and Estonian
- Fact sheet in English

**Baltic Sea Challenge material**
- Roll-up Baltic Sea Challenge in English
- Portable and foldable stand with Baltic Sea Challenge table cloth
- Handbook, Action for a Healthier Sea in English, Estonian, Latvian
- Bookmarks, 3 different kinds
- Poster on Baltic Sea Challenge and CITYWATER in English and Estonian
- Flyer on the Baltic Sea Challenge in English and Estonian
- Baltic Sea Challenge cube
**Budget:**  
Project brochure: 2 000 EUR  
Toolbox: 600 EUR  
Brochure about storm water: 3 000 EUR

**Timings:**  
- CITYWATER project brochure: by 30 Sept 2013  
- Toolbox of water protection measures in cities: By 30 April 2015  
- Brochure about storm water handling constructions, results and experiences: by 30 Sept 2015

**Responsible persons:**  
- CITYWATER project brochure: Communication coordinator  
- Toolbox of water protection measures in cities: All project staff  
- Brochure about storm water handling constructions, results and experiences: Coordinator of the City of Turku.

5.2.9 News letter

Newsletters may be published in the course of the project if considered relevant.

**Timings:**  
When considered relevant

**Responsible persons:**  
Communication coordinator

5.2.10 Direct contact through email, letters, phone

Cities and municipalities will be contacted directly in order to promote the Baltic Sea Challenge. The work will be planned together with the Baltic Sea Challenge coordinator. Formal invitation letters to join the Baltic Sea Challenge, signed by the mayors of Turku and Helsinki, may also be sent.

**Responsible persons:**  
The Baltic Sea Challenge coordinator and the communication coordinator.

6. EVALUATION

The communication activities will be evaluated using indicators related to the number of participants in events, new actors in the Baltic Sea Challenge network, distribution of produced material, activity on the website and mass media coverage.

The indicators are listed below:

- Number of participants in networking events, workshops  
- Number of participants in events, arranged by other actors, where the Baltic Sea Challenge is showcased  
- Number of new actors in the Baltic Sea Challenge network  
- Number of new action plans by Baltic Sea Challenge actors
- Number of distributions of the storm water brochure
- Number of distributed prints of the toolbox
- Number of requests of the toolbox
- Number of visits to the CITYWATER website
- Number of project brochures distributed
- Number of articles or news stories in mass media
REFERENCES

Designing a communication strategy (Life+ guidelines)

Life programme requirements regarding communication
http://ec.europa.eu/environment/life/toolkit/comtools/requirements.htm

Communication plans (Baltic Sea region guidelines)

Viestintäsuunnitelman laatiminen (City of Helsinki Environment Centre guidelines for creating a communication plan)

Itämerihaasteen viestintäsuunnitelma (Baltic Sea Challenge communication plan in Finnish) (2009)

Communication plan for Baltic Sea Challenge – Cities for a Healthier Sea (2011)

Life+ requirements:
CHANNELS FOR CITYWATER OUTREACH

City of Helsinki (Coordinating beneficiary)

Mass media

**National newspapers**
Helsingin Sanomat
Hufvudstadsbladet
Kansan uutiset
Kotimaa
Suomenmaa
Uutispäivä Demari

**Regional newspapers**
Etelä-Suomen Sanomat
Ålandstidningen

**TV, radio, news agencies:**
Yle (The Finnish broadcasting company)
MTV3
Nelonen
STT-Lehtikuva / FNB (Finnish news and picture agency)
Associated Press (AP)

**Magazines**
Tekniikka ja talous
Forum för ekonomi och teknik
Kiinteistö ja isännöinti-lehti
Kuntalehti
Suomen Luonto / Finlands Natur
Vesitalous, and other magazines specialized in water issues

**Web portals**
Itämeriportaali www.itameriportaali.fi

City of Helsinki communication channels

**External:**
Helsinki info (Helsinki City information paper)
Info point at the City of Helsinki Environment house
Info point at the City Hall (Virka-info)
Local TV channels: Helsinkikanava, Stadi-TV

**Internal:**
Screens in the Environment centre house
Helmi intranet (Environment centre)
Helmi intranet (City of Helsinki)
Helsingin Henki (City of Helsinki personnel magazine)
City of Turku

Mass media

Regional newspapers
Turun sanomat
Turkulainen
Aamuset
Vakka-Suomen sanomat
Rannikkoseutu
Kunnallislehti

Magazines
Ympäristö
Rakennettu ympäristö
Viherympäristö
Kunnallistekniikka
Rakennuslehti

City of Turku communication channels

External:
Turku Posti (Turku City Information Paper)
Turku-Piste (Turku City Information)
Turku City website, www.turku.fi
Turku City website, press releases http://www.turku.fi/Public/default.aspx?nodeid=4911&culture=fi-FI&contentlan=1

Internal:
Turun Pualest (Turku City paper for employees)
Netku (Turku City Intranet)

Tallinn City

Mass media
Äripäev
City Paper
Postimees
Pealinn
Linnaleht
Tallinna TV (Tallinn City television)
Local radio channels

Tallinn City communication channels

External:
Big screen on Tallinn City square “Vabaduse”
“Pealinn” (Capital) newspaper
“Roheline pealinn” (The green capital) newspaper
Tallinn city website: www.tallinn.ee
Internal:
CITYWATER project website in Estonian: http://www.tallinn.ee/Vordlusuuringud-linnade-veekaitses-CITYWATER
Tallinn Municipality Intranet (Tallinn Environment Department)

Tallinn University

Mass media
Postimees
Eesti Päevaleht
Eesti Ekspress
Maaleht
Pärnu Postimees

Tallinn University communication channels
Tallinn University website, www.tlu.ee
Weekly newsletters
Facebook
Emailing lists
# Implementation plan

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Activity</th>
<th>Ext/Int</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2013</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 Jan</td>
<td>Kick-off, Helsinki</td>
<td>I</td>
<td>City of Helsinki</td>
</tr>
<tr>
<td>13-14 Feb</td>
<td>Event: Participating in Estonian municipality days in Tallinn</td>
<td>E</td>
<td>City of Helsinki, Tallinn City, BSC</td>
</tr>
<tr>
<td>20 March</td>
<td>Cost-benefit seminar 1</td>
<td>I</td>
<td>City of Helsinki</td>
</tr>
<tr>
<td>31 March</td>
<td>Website public</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>30 April</td>
<td>Communication plan</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>17-20 July</td>
<td>Event: Tall Ships Race, Helsinki</td>
<td>E</td>
<td>City of Helsinki</td>
</tr>
<tr>
<td>31 July</td>
<td>Inception report</td>
<td>I</td>
<td>City of Helsinki</td>
</tr>
<tr>
<td>Sept</td>
<td>BSC new action plans ready.</td>
<td>E</td>
<td>BSC</td>
</tr>
<tr>
<td>Before 30 Sept</td>
<td>Study trip, storm water solutions</td>
<td>I</td>
<td>City of Turku</td>
</tr>
<tr>
<td>30 Sept</td>
<td>Project brochure</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>Summer/fall 2013</td>
<td>Participation in event 1 in Sweden?</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>Fall 2013/ spring 2014 (before 30 April)</td>
<td>Stakeholder forum 1, Helsinki</td>
<td>E</td>
<td>City of Helsinki</td>
</tr>
<tr>
<td>2013-2015</td>
<td>5 visits to BSC cities, collect material for cost-benefit analysis.</td>
<td>I</td>
<td>City of Helsinki</td>
</tr>
<tr>
<td><strong>2014:</strong></td>
<td></td>
<td></td>
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<tr>
<td>30 April</td>
<td>Report stakeholder forum 1</td>
<td>I</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>31 May</td>
<td>Midterm report</td>
<td></td>
<td>City of Helsinki</td>
</tr>
<tr>
<td>Spring 2014</td>
<td>Participating in event 2 - Baltic Sea Day, St Petersburg, Russia (March)?</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>Summer 2014</td>
<td>Participating in event 3 – Green Week Conference (June)?</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>Winter 2014</td>
<td>Brochure on storm water construction</td>
<td></td>
<td>City of Turku</td>
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<tr>
<td><strong>2015:</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>before 30 April</td>
<td>Stakeholder forum 2, Tallinn</td>
<td>E</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>30 April</td>
<td>Report on stakeholder forum 2</td>
<td>I</td>
<td>Comm. coord.</td>
</tr>
<tr>
<td>30 April</td>
<td>Inform about results in communication survey</td>
<td>E</td>
<td>Tallinn University</td>
</tr>
<tr>
<td>30 April</td>
<td>Toolbox ready.</td>
<td>E</td>
<td>All partners</td>
</tr>
<tr>
<td>30 Sept</td>
<td>Storm water brochure</td>
<td>E</td>
<td>City of Turku</td>
</tr>
<tr>
<td>30 Sept</td>
<td>After Life communication plan</td>
<td>I</td>
<td>City of Helsinki</td>
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<tr>
<td>30 Sept</td>
<td>Final Seminar</td>
<td></td>
<td>City of Helsinki</td>
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<tr>
<td>31 Dec</td>
<td>Final report</td>
<td>I</td>
<td>All partners</td>
</tr>
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Abbreviations in the implementation plan table:
Comm. coord. = communication coordinator at the coordinating beneficiary, City of Helsinki
BSC = Baltic Sea Challenge coordinator