



Co-funded by
the European Union

„Holistic approach to waste management in the transition to circular economy “

LIFE22-GIE-BG-LIFE HA2WASTE

Grant Agreement № 101113721 — LIFE22-GIE-BG-LIFE HA2WASTE

D4.3.

COMMUNICATION STRATEGY

February 2024



| PROJECT SUMMARY SHEET | |
|-----------------------|---|
| Programme | LIFE |
| Contract N. | 101113721 |
| Project Title | Holistic approach to waste management in the transition to circular economy |
| Acronym | LIFE HA2WASTE |
| Starting date | 1 July 2023 |
| Number of months | 36 |
| Coordinator | Municipality Pomorie, Bulgaria |
| Website | www.waste.pomorie.bg |

| | |
|---------------------|------------------------|
| Deliverable № | 4.3 |
| Deliverable name | Communication Strategy |
| Dissemination level | Public |
| Due date | 29 February 2024 |

Disclaimer

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Table of Contents

| | |
|---|----|
| Introduction..... | 4 |
| 1 Purpose and approach of the Communication Strategy | 5 |
| 2 Timeframe of the Communication Strategy..... | 6 |
| 3 Target groups | 6 |
| 4 Messages | 7 |
| 5 Communication tools | 8 |
| 6 Communication activities | 9 |
| 6.1 Project website..... | 9 |
| 6.2 Development and dissemination of information materials..... | 10 |
| 6.3 Informational and educational activities and training..... | 11 |
| 6.4 Videoclip | 12 |
| 6.5 Public meetings..... | 12 |
| 6.6 Consultations | 12 |
| 6.7 Campaigns..... | 13 |
| 6.8 Sociological survey | 14 |
| 7 Key indicators | 14 |
| 8 Roles and responsibilities | 15 |
| 8.1 Implementation of the Communication Strategy | 15 |
| 8.2 Monitoring and evaluation | 17 |

List of Tables

| | |
|---|----|
| Table 1. Key indicators | 14 |
| Table 2. Roles of project partners in the implementation of the Communication Strategy..... | 16 |

List of Figures

| | |
|--|---|
| Figure 1. Timeframe of the Communication Strategy..... | 6 |
| Figure 2. Communication tools | 8 |

Introduction

Project "Holistic approach to waste management in the transition to circular economy" (LIFE HA2WASTE) is a three-year project financed by LIFE Programme Environment (Nature & Circular Economy) of the EC and implemented on the territory of the town of Pomorie, Bulgaria.

The overall goal of the project is to develop, implement and promote a country-innovative holistic approach to waste management in municipality Pomorie in order to achieve the objectives of EC policy and legislation on circular economy and waste through the application of good European practices, particularly the practice of the city of Parma, Italy.

The project includes implementation of 5 work packages:

WP1. Project management and coordination

WP2. Preparatory actions

WP3. Introduction of an innovative system for transition to circular waste management

WP4. Awareness raising and participation of local stakeholders

WP5. Sustainability, replication and use of project results

Project partners include:

| <i>Partner</i> | <i>Short name</i> | <i>Country</i> | <i>Role</i> |
|------------------------|-------------------|----------------|-------------|
| Municipality Pomorie | MunPOM | Bulgaria | coordinator |
| Club Economika 2000 | CE2000 | Bulgaria | beneficiary |
| Theoremus AD | Theoremus | Bulgaria | beneficiary |
| Ecobulpack Bulgaria AD | Ecobulpack | Bulgaria | beneficiary |
| Zero Waste Italy | ZWIItaly | Italy | beneficiary |

This document represents **Deliverable 4.3. Communication Strategy**, prepared within *WP4. Raising the awareness and participation of local stakeholders, Task 4.2. Development of a Communication Strategy*.

The document was developed on the basis of the planned interventions within WP4 and the information gathered during a study tour in the city of Parma, Italy, on the applied approaches and activities for communication with residents in the different stages of the introduction of door-to-door waste collection and the "pay as you throw away" principle (PAYT). The results of the first sociological survey among the population, conducted within the framework of Task 4.1, were also considered.

1 Purpose and approach of the Communication Strategy

Project LIFE HA2WASTE aims to introduce a door-to-door waste collection scheme in the town of Pomorie and then change the basis for calculating the municipal waste fee by applying the "polluter pays" principle, or the so-called pay as you through (PAYT).

In order to achieve the project results, the participation of the local population is essential. Its information and training for waste prevention and recycling and changes in behaviour are key factors for the successful implementation and functioning of the scheme and the sustainability of the project results.

The Communication Strategy aims to support the achievement of:

- the overall objective of LIFE HA2WASTE - implementing a new integrated approach for household waste management in the town of Pomorie;
- one of the specific project objectives – increasing the knowledge and commitment of residents to practice sustainable consumption, prevention and separate collection of waste.

To achieve the above-mentioned specific objective, tasks specified in WP4 are carried out.

This document is intended to structure and outline in a clear and easy to use way the communication tools and activities that the project partners will carry out to raise awareness and engage local stakeholders, and the roles of each partner in relation to the communication activities, as well as the interdependence between these activities.

Target groups, main communication tools and timeframe of the Communication Strategy are defined. Description is provided of communication activities, key indicators and the roles and responsibilities of each project partner for implementation, monitoring and evaluation of the adopted Strategy.

The Communication Strategy and activities derive directly from the above objectives and will be implemented in compliance with the following basic principles:

- Equality - the implementation of communication measures must ensure equal access to information for all stakeholders.
- Timeliness – all communication actions will be planned and implemented with a view to meeting the identified needs of the target groups in a timely manner.
- Adaptability – all communication actions will be tailored to the specific characteristics of both the target groups and the specific stage of the introduction of the new waste management schemes.
- Partnership – all actions will be implemented in open dialogue and interaction with the local stakeholders.

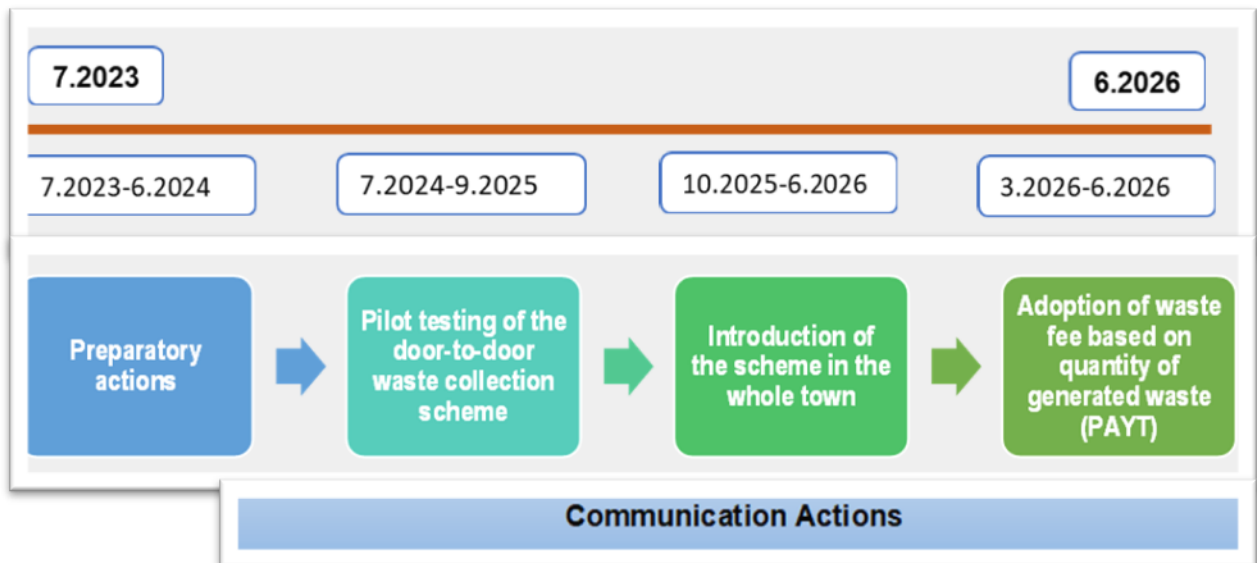
- Transparency – information on the project progress shall be provided regularly.

The Communication Strategy applies an **interactive model of communications**. This model, in contrast to the linear model, ensures two-way communication, dialogue and interaction with the target groups, who are also engaged and have the opportunity to share their views and to participate through various communication forms provided within the project.

2 Timeframe of the Communication Strategy

The timeframe of the Communication Strategy is from April 2024 to June 2026. Its implementation begins at the stage of preparatory actions and will continue until the end of the project.

Figure 1. Timeframe of the Communication Strategy



3 Target groups

The Communication Strategy is oriented towards all residents of the town of Pomorie, as they are all directly affected by the change in the household waste collection scheme and the change in setting the waste fee for waste services.

The main target groups are:

- **Households.** They are the largest target group and main generators of household waste.
- **Local businesses generating household and similar to household waste.** This group includes enterprises, commercial entities and companies in the service sector. As Pomorie is a well-known and much-visited sea and balneology resort town, an important audience

in this target group are hotels and restaurants, which, given the nature of the services they provide, generate a significant amount of household waste.

- **Local initiative groups and non-governmental organizations.** Two local initiative groups operate in municipality Pomorie - Local Initiative Group Pomorie and Local Initiative Fishery Group Pomorie, created through a public-private partnership, which unite representatives of the public, private and non-governmental sectors and work actively for the socio-economic development of the municipality.
- **Teachers and students.** Children and students are a very important target group, as they are naturally organized through the education system and are a kind of conduit for behavioural change in other family members as a result of what they learn and do in a school environment.
- **Waste companies** - companies for separate collection of mass-distributed wastes and collection of wastepaper, glass and metals operating on the territory of the municipality.
- **Landlords and tourists.** Many tourists stay in private apartments in the town during the summer season. It is very important to act through apartment owners and agencies to inform these visitors about the waste collection methods.

4 Messages

In general, the main messages to raise awareness among local communities about the importance of effective waste management and their role in this include:

- New scheme for collecting your waste - here's how it works
- New waste management system - share your opinion
- Your actions matter - we save natural and financial resources
- There are ways to reduce waste - here's how
- Recycling is important - make it part of your everyday life
- Recycling is easy - put your waste in the correct containers/bags
- The municipality will take control actions to ensure that people treat waste responsibly

These messages are not isolated or singular and limiting. They are defined to ensure the contribution of communication activities to the achievement of project results.

Communication messages shall be appropriately presented in any communication activity – meeting, event, publication, etc. In many cases they shall not be expressed in the words mentioned above but adapted to the specific purpose. However, the explicit presence of a message without relying on "implication" or associations and inferences on the part of the

audience is important. For each specific and individual act of communication, it is necessary to define a clear, simple and relevant message.

The choice of specific messages will depend on the stage of project implementation, the purpose of the relevant publication/event/meeting and the specific target group or sub-group to which it is directed.

All project partners are responsible for sticking to defined messages when they are communicated orally.

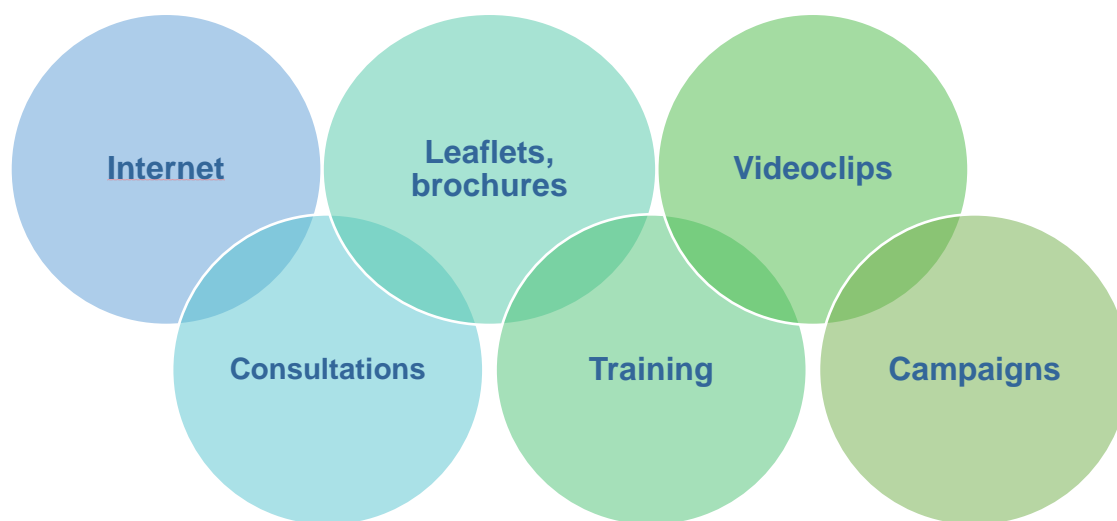
5 Communication tools

Communication tools are tailored to:

- the specificity of the message/s;
- the characteristics of the target group or subgroup recipient of the message - such as size and appropriate communication channels to reach it;
- the possible activities and forms of communication;
- when communicating messages that affect a range of different target groups, an integrated mix of communication tools will be used to ensure the effectiveness of communication, both in terms of activities and channels.

The main communication tools that will be used are a mix of **verbal, written and visual communication** and are presented in the figure below:

Figure 2. Communication tools



6 Communication activities

The communication activities are an essential component of the project. They are not only information activities, but activities that provide favourable conditions for pilot testing and subsequent introduction of a new waste management system in the town of Pomorie, including:

- **increasing knowledge** - through information provision, conducting trainings, practical guidelines for implementing the change;
- **motivation by focusing on values and their formation at an early age** - educational activities for students;
- **engagement** - through various forms of interaction such as consultations, discussions, public meetings;
- **demonstrating** how the effectiveness of prevention and separate collection of waste happens in practice - by participating in demonstration practices;
- **stimulation of environmental behaviour** - through direct participation in campaigns and happenings.

Communication activities are performed at two levels:

- activities aimed at all target groups,
- activities for a specific target group.

When planning the communication activities, the fact has been taken into consideration that in everyday life the residents of the municipality simultaneously fall into different roles (household member, company manager, user of municipal services, etc.) and have different demographic and social characteristics (age, gender, education). Therefore, some activities are oriented both to reach different target groups, but also to reach the same target group through more channels, thus increasing the effectiveness of the Communication Strategy.

6.1 Project website

The website of the project (<http://waste.pomorie.bg>) is a key communication channel for reaching all target groups.

The website was designed for two main purposes.

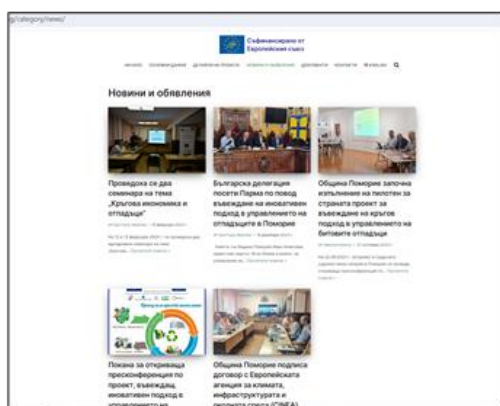
The first one is to provide the general public and stakeholders with information about the project and the financial assistance of Programme LIFE and periodic news regarding the project's progress and results achieved.

The second purpose is the website to become the main tool for raising the knowledge of stakeholders on prevention and separate collection of waste and encouraging their engagement and participation in the introduction and implementation of a new scheme for collection of household waste and payment for the service based on the quantity of generated waste.



Informational and educational materials, video clips, news, announcements and documents relating to the introduction of the new way of collecting household waste in Pomorie, surveys, a feedback form, etc. will be published.

The website will be expanded in both content and complexity during the life cycle of the project according to the schedule of consecutive actions for the implementation of the new waste management system and related communication activities.



Municipality Pomorie will be responsible for managing the webpage, and the other project partners will provide information and materials when applicable.

The municipality will continue to manage the website after the end of the project, so that the website becomes the main channel for communications between the municipality and the residents on all issues related to municipal waste management in the medium and long term.

6.2 Development and dissemination of information materials

The following information materials will be developed and disseminated directly to households and also uploaded to the project website:

- Leaflet "Municipal waste collection services: practical guidelines for households"
- Flyer on waste collection schedules
- Brochure "Guide for correct separation of household waste"
- The results of the first sociological survey revealed a need to increase residents' knowledge of what happens after mixed and recyclable household waste is collected. Therefore, a leaflet will be prepared and disseminated about the path of municipal waste after it has been collected and the lifecycle of waste.

6.3 Informational and educational activities and training

The informational and educational activities are structured in three groups according to the target audience to which they are directed - for all target groups, for companies in the territory of Pomorie municipality, for students.

❖ *Activities for all target groups*

These activities will be carried out through several communication channels.

- Priority will be given to digital communication and limiting printed materials to the strict necessary in order to minimize production of waste. This approach is also in line with the results of the first sociological survey carried out earlier in the project, which show that residents strongly prefer digital channels of receiving information about the household waste management. News, message, leaflets, videoclips and other materials will be published on the municipal and project websites and Facebook.
- Printed leaflets and brochures shall be handed out by the waste collection operator and distributed through the managers of the residential buildings and businesses (where applicable).
- All stakeholders will be invited to engage in the organization of initiatives during the European Week for Waste Reduction, taking place in November each year.
- The below mentioned videoclip, public meetings and campaigns will all also contribute to raising the awareness of all target groups.

❖ *Activities for companies*

- Conducting training "Circular models for business" - aimed at presenting good practices for saving natural resources and introducing circular practices in the administrative and production activities of companies. The topics covered by the training shall be selected when taking into consideration the profile of local companies in municipality Pomorie.
- Green Label Initiative - the municipality will introduce a green label initiative for restaurants, cafes and entertainment venues that have eliminated single-use plastic products.

❖ *Activities for students*

- An educational booklet on the prevention and separate collection of waste for students in primary grades - the booklet will contain short texts and many illustrations, examples, quizzes.
- Visits to waste treatment facilities - this educational method gives students the opportunity to learn through direct observation why we collect waste streams separately and what happens to the separately collected waste.

- Organization of creative workshops “New life of objects” – for students 1-5th grades.
- Demonstration lesson "Zero waste" at the high school of tourism - future restaurateurs will learn about healthy cooking with fresh products, zero waste cooking, utilization of leftovers.

6.4 Videoclip

A video is planned to present the two ecostations that will be installed in the town of Pomorie after the pilot testing of the door-to-door waste collection scheme and to demonstrate how the residents shall use them. The video is applicable for all target groups, will be posted on the website and promoted through local social media and websites.

6.5 Public meetings

Given the specifics of the project, the meetings are the appropriate tool for direct communication with the residents for providing information and clarifying questions and concerns that would arise in the process of introducing door-to-door collection of mixed and recyclable waste.

Municipality Pomorie will organize and hold at least 3 public meetings in two stages:

- before the pilot testing of the door-to-door waste collection scheme - for residents and businesses in the selected pilot area in Pomorie;
- before the subsequent implementation of the scheme throughout the whole town – public meetings for all interested parties.

6.6 Consultations

Consideration of residents' views will minimize risks associated with public support and build trust and buy-in to the process. By conducting consultations with local communities, information will be collected about their opinions, which will support informed decision-making in the project implementation process. Consultations will take place through focus groups, meetings with target groups and online. When consulting with different target groups, priority will be given to forms of face-to-face communication.

Consultations will be held at different stages of the introduction of the door-to-door waste collection scheme and the PAYT waste fee.

❖ *Consultations during the design of the new waste management model*

In the process of designing the model of the new waste management to be applied by the municipality in WP2.4., the developed draft design of the scheme shall be consulted with stakeholders' representatives by conducting **focus groups**.

Focus groups are an excellent tool for conducting qualitative research and in-depth exploration of people's attitudes and opinions on a given issue. Currently, 3 focus groups are planned - two with companies and one with representatives of local initiative groups and NGOs. Each focus group will consist of around 12-14 participants.

❖ *After the pilot testing of the door-to-door collection in a selected area in the town of Pomorie*

Consultation **meetings** with households and companies who participated in the pilot testing of the door-to-door waste collection will be organized in order to obtain opinions and recommendations. Based on the results of these consultations, the team will assess whether adjustments are needed to the scheme before it is fully implemented across the town.

❖ *Before the introduction of a PAYT waste fee*

The transition to the new method of calculating the waste fee for households and businesses requires amendments in the municipal *Ordinance for determining local fees and prices of services in municipality Pomorie* that should be adopted by the Municipal Council. A document with draft amendments will be elaborated and published on the websites of the municipality and the project. Residents will be invited to provide comments and suggestions **online and via e-mail**.

6.7 Campaigns

The activity includes conducting the following campaigns:

❖ *Campaign "I know what I throw"*

The campaign will take place in the period of the preparatory actions (WP2) and will involve a small number of households (around 20) who will strictly collect waste separately at home for a period of 2 or 3 weeks. They will be trained on how to properly sort their waste and will receive bags for separate collection. The purpose is households to empirically understand how much mixed and recyclable waste they throw out, which is more and which less, how much packaging they use, thus understanding their own consumption patterns. At the end of the campaign, a meeting with participants in the campaign will be held to share and discuss their experience.

The initiative will be promoted at the project website, incl. through (testimonials) from participants, to encourage households to start separating their waste.

❖ *Happening for eco-friendly consumption*

A happening will be organized with a variety of activities aimed at circular and zero waste consumption practices. It is envisaged that two happenings will be held during the project and that the happening will become a traditional annual event after the project.

6.8 Sociological survey

The activity includes conducting two sociological surveys among the residents of Pomorie - one at the beginning of the project and one at its end.

The purpose of this activity is rather related to measuring the results of the communication activities and, respectively, of the Communication Strategy. By carrying out the survey twice, data will be collected about the level of knowledge and attitudes regarding prevention and separate collection of waste before and after the introduction of the new waste collection scheme and household waste fee. This approach provides statistically significant baseline (first survey) and target level (second survey) information to measure how well project activities have achieved the desired effects after implementing the new waste collection scheme. The first sociological survey has already been conducted.

7 Key indicators

The Communication Strategy defines key quantitative and qualitative indicators for measuring and evaluating performance.

Three levels indicators have been defined:

- Output indicators – they measure direct products of the implementation of the communication activities.
- Outcome indicators – they measure the results for the target audience from communication activities and outputs.
- Impact indicator – planned communication activities aim at changes in residents' behaviour that are expected to contribute to increased share of recyclable waste and reduced quantity of mixed municipal waste. Therefore, the impact indicator measures the overall impact of the implementation of the Communication Strategy in terms of decreased share of mixed municipal waste in the total quantity of generated municipal waste.

The table below presents the key indicators for measuring progress in the implementation of communication activities and their target values at the end of the project.

Table 1. Key indicators

| <i>Indicator</i> | <i>Target value</i> |
|--|---------------------|
| 1. Output indicators | |
| Number of leaflets/brochures distributed | >4500 |
| Number of consultations held | 7 |

| <i>Indicator</i> | <i>Target value</i> |
|---|---------------------|
| Number of trainings conducted | 2 |
| Number of participants in the campaign "I know what I throw " | 20 |
| Number of happenings held | 2 |
| 2. Outcome indicators | |
| Number of visits to the project website | 10 000 |
| Number of students participating in educational activities | 300 |
| Share of residents in the town of Pomorie with increased knowledge and attitude for prevention and separate collection of household waste | 80% |
| 3. Impact indicator | |
| Reduced share of mixed municipal waste | 30% |

8 Roles and responsibilities

8.1 Implementation of the Communication Strategy

The Communication Strategy shall be implemented by **all project beneficiaries**.

Each partner participates in the implementation of communication activities according to the assigned roles and responsibilities.

The Project Management Unit coordinates all activities related to the implementation of the Communication Strategy.

Club Economika 2000 has a leading role in the implementation of communication activities. Based on the Communication Strategy, the Club prepares annual action plans with a schedule and a responsible partner for each activity.

The partner responsible for an activity: a) coordinates and participate in the implementation; b) provides information/announcement for publication on the project website by municipality Pomorie, where appropriate; c) reports the performance of the activity in the internal quarterly technical reports, submitted according to the Procedural Manual for the implementation of the project.

Municipality Pomorie will publish regular information and documents relating to the communication activities on the project website.

When carrying out any communication activity, all partners are obliged to comply with the requirements for acknowledgement and visualization of the financial contribution of the EC through LIFE Programme. A project banner shall be displayed at public events (public meetings, focus groups, seminars, etc.). All distributed materials in hard copies and in electronic form (leaflets, flyers, brochures, presentations, etc.), must contain the logo and the text specified in the Procedural Manual for the implementation of the project.

Table 2. Roles of project partners in the implementation of the Communication Strategy

| <i>Activity</i> | <i>Responsible partner</i> | <i>Participating partner/s</i> |
|--|----------------------------|---|
| Manage the project website | Municipality Pomorie | All partners |
| Elaboration of leaflet “Municipal waste collection services“ | Club Economika 2000 | Municipality Pomorie |
| Elaboration of brochure „Guide for correct separation of household waste “ | Club Economika 2000 | Ecobulpack Bulgaria Zero Waste Italy |
| Elaboration of flyer on waste collection schedules | Municipality Pomorie | |
| Elaboration of leaflet “Municipal waste path and lifecycle“ | Club Economika 2000 | Ecobulpack Bulgaria |
| Dissemination of produced materials | Municipality Pomorie | All partners |
| Training on Circular business models | Club Economika 2000 | Municipality Pomorie |
| Visits to waste treatment facilities | Ecobulpack Bulgaria | Municipality Pomorie |
| Elaboration and distribution of a booklet for students | Club Economika 2000 | Zero Waste Italy |
| Creative workshops for children | Municipality Pomorie | Club Economika 2000 |
| Demonstration lesson in the high school of tourism | Club Economika 2000 | Municipality Pomorie |
| Hold focus groups with businesses | Ecobulpack Bulgaria | Municipality Pomorie |
| Hold focus groups with local initiative groups and NGOs | Club Economika 2000 | Municipality Pomorie |
| Public meetings with stakeholders | Municipality Pomorie | Club Economika 2000 |

| <i>Activity</i> | <i>Responsible partner</i> | <i>Participating partner/s</i> |
|--------------------------------|----------------------------|---|
| Campaign “I know what I throw” | Club Economika 2000 | Municipality Pomorie Ecobulpack Bulgaria |
| Happening | Municipality Pomorie | All partners |
| Sociological surveys | Club Economika 2000 | Municipality Pomorie |

8.2 Monitoring and evaluation

The monitoring of the implementation of the Communication Strategy will be carried out within the overall monitoring of the project according to the adopted Monitoring and Evaluation Plan.

Coordination and control of progress will be carried out by the project manager.

Club Economika 2000 will prepare a mechanism for collecting data and detecting problems at the earliest stage, to be observed by all partners. The Club will collect data on the degree of implementation of the activities and achievement of the key indicators, as well as identification and analysis of problems in case of occurrence during the implementation and their causes. Club Economika 2000 will periodically inform the project manager about the results of the monitoring. In case of delays or difficulties, the information will be immediate, and the project manager will organize a meeting of all partners to discuss and take corrective actions.

At the end of the project, based on the results of the monitoring, an assessment of the achieved effects of the communication actions will be made.