

# Communication strategy

Building on Gnosjö's strength and the work with sustainability in Gnosjö's communication plan



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# OVERVIEW

## ▶ PROJECTS AND COLLABORATIONS

- ▶ Gnosjö is an entrepreneur region and in its field the leader in western Småland.
- ▶ The municipality sets its priorities in environment & infrastructure, entrepreneurship, participation & culture.

# OVERVIEW

## ▶ PROJECTS AND COLLABORATIONS

▶ *Klimatrådet Jönköpings Län*: Climate Council of Jönköping

▶ *Länsstyrelsen*: County administrative board

### ▶ Climate Council Goals:

- ▶ Becoming a plus energy region
- ▶ Collaboration needed for success
- ▶ Climate adaptation: adapting society to the changes in the climate
- ▶ Developing a long-term sustainable society



# OVERVIEW



## ▶ PROJECTS AND COLLABORATIONS

### ▶ Good examples:

- ▶ 2019 Climate prize, Gnosjö municipality's meal inspector Lyndon McLeod received honourable mention, working with passion for people, food and the environment
- ▶ 2017 Climate ranking, Gnosjö is ranked second in climate adaption by the Swedish Environmental Institute & Swedish Insurance (IVL) and Givslaved is ranked 80<sup>th</sup>
- ▶ 2016 Award for most exciting employer in the public sector:
  - ▶ Highly regarded as an entrepreneurial municipality
  - ▶ Praised for its quality work within the school

# OVERVIEW

- ▶ PROJECTS AND COLLABORATIONS
- ▶ *Klimatkampen*: Climate Fight in Jönköping County to jointly engage residents to reduce climate impact
  - ▶ Goals of the campaign:
    - ▶ Inspire 7000 residents in Jönköping County to start using Svalna
    - ▶ Reduce their climate impact by 5% until September 2020
- ▶ Svalna is an app to measure your personal emissions
  - ▶ Gnosjö Kommun is in a one-year collaboration with Svalna
  - ▶ Gnosjö municipality and Svalna are working in collaboration with the Climate Council Jönköping



**SVALNA**

# OVERVIEW

- ▶ GOALS AND ADAPTATIONS
  - ▶ All purchased cars for the municipality should run on biogas
- ▶ Five working principles in the municipality: Group thinking - *Koncerntränket*
  - ▶ Think & work across borders, cross-border collaboration e.g. assignment groups
  - ▶ Collaborate on board goals
  - ▶ Active work on developing employee benefits
  - ▶ Control model, red thread: 'the resident in focus'
  - ▶ Measure response, compare ourselves with other municipalities & create continuous improvement

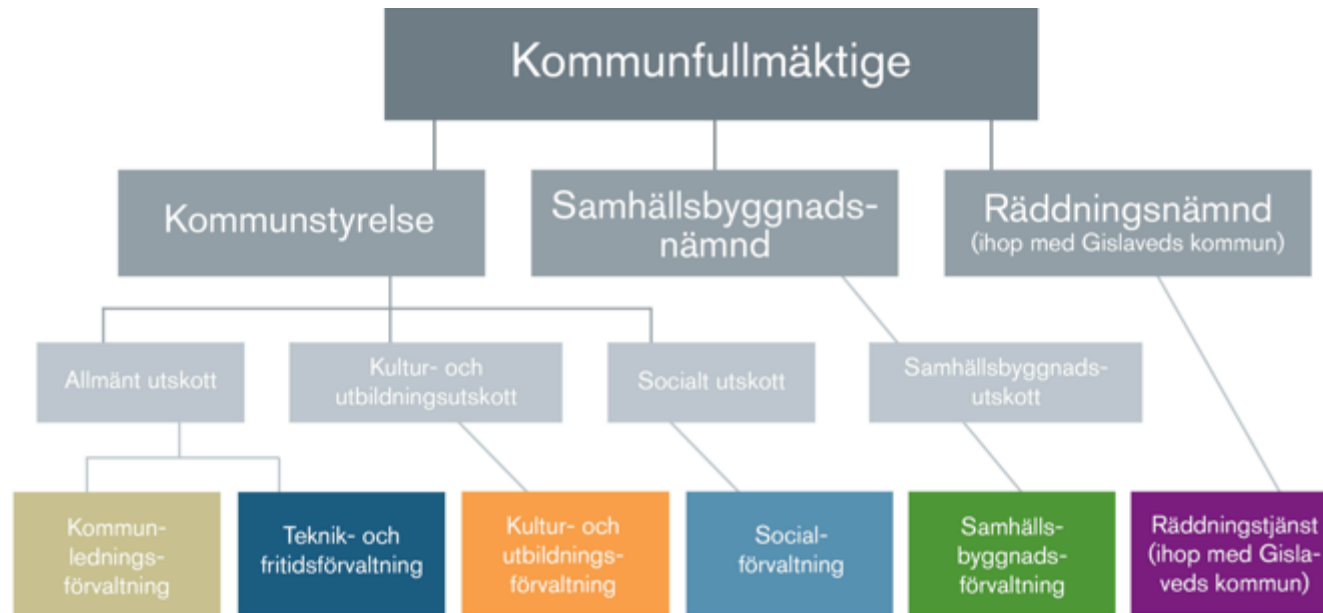
# OVERVIEW

- ▶ THE MUNICIPALITY'S ORGANIZATION in 5 departments:
  - ▶ *Kommunledningsförvaltning*: City/ municipality administration
  - ▶ *Teknik- och fritidsförvaltning*: Technology & leisure management
  - ▶ *Kultur- och utbildningsförvaltning*: Culture & education
  - ▶ *Socialförvaltning*: Social administration
  - ▶ *Samhällsbyggnadsförvaltning*: Environment & building
  
- ▶ (*Räddningstjänst ihop med Givsaldes kommun*: Emergency and rescue service together with Givslaved municipality)



# TRANSLATION SDGs

- ▶ This chapter shell help to translate some of the SDGs into the organization
- ▶ Several content is related to several people of responsibility and are examples for orientation to work on in the future



# TRANSLATION SDGs

- ▶ FAIRTRADE is not just a logo! Together with the SDGs the aim is to leave no one behind and build a more sustainable future for all



# TRANSLATION SDGs

## ► How FAIRTRADE contributes to the SDGs

**17** PARTNERSHIPS FOR THE GOALS



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**13** CLIMATE ACTION



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**1** NO POVERTY



**2** ZERO HUNGER



**5** GENDER EQUALITY



**8** DECENT WORK AND ECONOMIC GROWTH



# TRANSLATION SDGs

## 8 DECENT WORK AND ECONOMIC GROWTH



- ▶ Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services
- ▶ Suggestions for green loans, cheaper and supplemented into a new building, e.g. kindergarten
- ▶ Achieving full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
- ▶ Protect labour rights and promote safe and secure working environments for all workers, including migrant workers

# TRANSLATION SDGs

- ▶ Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic or other status
- ▶ Freeing people from their debt
- ▶ End abuse, exploitation, trafficking and all forms against and torture of children
- ▶ Promote the rule of law and ensure equal access to justice for all
  - ▶ Responsibility of social developers at *SOCIALFÖRVALTNING*

**10** REDUCED  
INEQUALITIES



**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



# TRANSLATION SDGs



- ▶ Efficient use of natural resources
- ▶ Reduce waste generation through prevention, reduction, recycling and reuse (SÅM)
- ▶ Ensure that people have relevant information for SD and lifestyle in harmony with Nature
- ▶ Encourage companies to adapt sustainable practices and integrate sustainability information into their reporting cycle
- ▶ Check on industries if they follow environmental regulations as material and energy use

# TRANSLATION SDGs

13 CLIMATE ACTION



- ▶ Climate adaptation
  - ▶ *Responsibility of environment and building at SAMHÄLLSBYGGNADSFÖRVALTNING*
- ▶ Construction, how railways run along railways and railway bridges withstand hundreds of years of rain
- ▶ Taking into account future expected flows in the re-evaluation of water properties when rebuilding dams
- ▶ Pointing out risk areas based on race and landslide risk, sludge flows, flood risk of floods and rainfall, and high groundwater levels in the future climate
- ▶ Taking into account climate change in consultation, testing and reporting of environmentally hazardous activities

# TRANSLATION SDGs

## 6 CLEAN WATER AND SANITATION



- ▶ Drinking and waste water management
- ▶ Climate change in the municipal water supply and sanitation plans
- ▶ If necessary, prepares contingency plans for how drinking water should be handled and withdrawals regulated if there is a shortage of goods
- ▶ Information about the effects of climate change on drinking water reaches out to holders of individual wells and water sources



# TRANSLATION SDGs

- ▶ Ensure universal access to affordable, reliable and modern energy services
- ▶ Household and buying advice

**7** AFFORDABLE AND  
CLEAN ENERGY



# TRANSLATION SDGs

- ▶ Development of quality, reliable, sustainable and resilient infrastructure with focus on affordable and equitable access for all
- ▶ Support of local technology development
- ▶ Increase the access of small-scale industry and other enterprises

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



# TRANSLATION SDGs

## 11 SUSTAINABLE CITIES AND COMMUNITIES



- ▶ Ensure access for all to adequate, safe and affordable housing
- ▶ Taking measures in building planning and construction which contributes to a more sustainable construction and storm water management in the future climate. The measure cover only new construction and not existing buildings
- ▶ Collaboration with the county council on issues such as care places and care in the home for increased readiness through heat wave
- ▶ Check on private property if the buildings are made for handicapped people, so everyone can access it

# TRANSLATION SDGs

- ▶ Following SDGs are more likely covered by developers from:
  - ▶ *Kommunledningsförvaltning*: City/ municipality administration
  - ▶ *Kultur- och utbildningsförvaltning*: Culture & education
  - ▶ *Socialförvaltning*: Social administration
- ▶ Including preparation for crisis

**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



# RECOMMENDATION

## ▶ INTERNAL COMMUNICATION

- ▶ Use FIKA gathering (twice a day of 30min) once per week as a meeting round for discussions and information on current topics of the municipality
  - ▶ E.g. led by communicators
- ▶ Use Thursday Quiz once per month to inform about sustainability issues
  - ▶ Advantage: Raising awareness on a playing level, sharing knowledge,
- ▶ Use email-distributor to reach everyone in real time and update information additionally on intranet
  - ▶ Advantage: Independence from department chiefs, no loss of information in between

# RECOMMENDATION

- ▶ INTERNAL COMMUNICATION
- ▶ Face crisis (e.g. pandemic) and global developments (e.g. climate change) on a local level
  - ▶ Use knowledge of experts within the municipality and share that knowledge among everyone to learn from each other
  - ▶ Do physical or virtual meetings / workshops across departments to work closer together
  - ▶ Work with coaching managers or other key persons in communication questions
- ▶ Transition from operative (short-) to strategic communication (long-term)

# RECOMMENDATION

- ▶ EXTERNAL COMMUNICATION
- ▶ Dialogue meetings are great, further improvement:
  - ▶ Video recording to reach more residents who have to stay at home
  - ▶ Use of social media channel Facebook and go live to use comment function to join the meeting live from everywhere
  - ▶ Promote the availability to raise questions and suggestions
- ▶ Make budget for two people working with communication
  - ▶ One externally (public representation), one internally (in-house point of contact)

# RECOMMENDATION

- ▶ EXTERNAL COMMUNICATION
- ▶ Collaboration with other municipalities, organizations and companies
  - ▶ Broad communication to reach different types of people
  - ▶ Use a role model, like a famous person to speak for your municipality
  - ▶ Campaigns, like climate week or rewarding residents for e.g. taking the bike, avoiding food waste or buying less packaging



# RECOMMENDATION

- ▶ EXTERNAL COMMUNICATION
- ▶ Transparency, balance and ‘best practice’ examples
  - ▶ Tell what you are good at and also what you are not so good at
  - ▶ Build trust through close contact
  - ▶ Share stories, e.g. how you helped unemployed youth to find a job
- ▶ Start from where you are and do better work from there
  - ▶ When internal communication runs good, external communication runs automatically



# Lycka till

If you have further questions or comments  
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