



LifeMedGreenRoof Project
Communication Strategy and Media Plan

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Communication strategy

General communication strategy

This document is a deliverable pertaining to action number D7 'Media work'. Its purpose is to formalise actions planned to disseminate information about the project and about the benefits of green roofs.

The dissemination action falls within the responsibility of the University of Malta.

Overall objective

The objectives of the dissemination plan are the successful dissemination and exposure of the project and project results so as to have a better understanding of green roof technology by the stake holders. Through this understanding it will be easier for green roof technology to be upheld by stake holders and integrated within the urban fabric. This is mostly relevant to Malta where green roofs are looked at with suspicion due to various misconceptions. In Italy the project aims to disseminate information on the benefits of green roofs especially when good practices according to the Italian norm are appropriately applied.

The overall purpose of this communication plan is to ensure that information is shared to the appropriate audiences on a timely basis and through the most effective means at our disposal through;

- Established mechanisms for effective and timely communication
- Informing stakeholders about the progress of the project
- Coordinating all levels and types of communication in relation to the project.

Expected results

The dissemination action undertaken by the project will market the demonstration green roofs at the University of Malta and at Fondazione Minoprio. Each beneficiary will market the project independently. The dissemination action will result in better understanding by stake holders on how green roofs are constructed and what benefits they may present. Through the media strategy, stake holders will be informed about what green roofs are and how they are able to improve the quality of life in urban areas.

Identified stake holders

Green roofs affect various stake holders for different reasons. In general the ultimate aim of the project is to encourage the adoption of green roof technology over a wide territory to maximise its benefits and mitigate problems in urban areas. The strategy aims at targeting different social and age groups to take advantage of the role each of these play in society.

Different stake holders play different roles;

The *construction industry* is responsible for the actual construction of green roofs and thus their understanding and appreciation of green roofs is important. The construction industry must appreciate that good practice in installing green roofs will lead to a resilient technology and one which is upheld by the public in general. Good construction practices will encourage the dissemination of green roofs as their benefits become more apparent.

Design professionals are responsible for disseminating the technology through the proposal of green roofs in the design of buildings and other projects. Changing the perception of the general public to

accept green roofs can only happen if the design industry together with the construction industry can produce greened roofs free of defects and which perform as expected. A good understanding of the benefits of green roofs and the construction methods are thus imperative in proposing the technology to client with new projects and existing buildings and structures.

Through their *modus operandi* policy makers are in a position of encouraging the construction of green roof technology. Through the understanding of the function and benefits of green roofs, policy makers are able to implement strategies and procedures which will favour the increase in use of green use. Such policies will be important to mitigate climate change related problems in urban areas.

NGOs and other policy shapers are in a position of influencing policy makers and government as well as informing their members of the benefits of green roofs. NGOs are in a position of informing their members of the progress and findings being made by the LifeMedGreenRoof project.

Just like policy makers, *government* is crucial in encouraging the adoption of green roof technology. Apart from guaranteeing a healthy environment in urban areas, Government is obliged to respect energy directives to reduce the dependence on fossil fuels. The adoption of green technology makes economic sense including the creation of green jobs.

Educators are crucial at disseminating information to students about the benefits of green roofs in creating healthier and sustainable urban environments. This is important as today's *students* are tomorrow's policymakers and the shapers.

Property owners (general public) are probably the most important of all stake holders. They are the ones to implement green roofs over their own property. This group is very wide and includes not only the house owner but any private or corporate individual who owns a building onto which a green roof can be installed. The benefits of green roofs can only be had if the technology is widespread over a territory. Thus property owners have an important role to play.

The media plan intends to target as wide an audience as possible. Each group has a role to play in the dissemination of the technology.

Key Messages

1. The quality of life in urban areas is hampered by lack of ecosystem services leading to health related problems.
2. Green roofs can mitigate urban area related problems
3. The project is researching the best possible growing media for use in green roofs in a local context and also researching plants suited to living in a roof environment.
4. Green roofs are able to reduce ambient temperature and insulate buildings from high solar radiation reducing the use of air-conditioners and they also are able to manage precipitation reducing localised flooding.
5. A demonstration green roof will be open for the public and will also be used in future to further research green roof technology.
6. Green roofs are a safe technology and can be installed successfully

Monitoring

Two surveys will be undertaken in Malta (Action C3) to monitor the perception of the target audience vis-à-vis green roofs. The first survey will run from the first quarter of 2014 till the third quarter of 2015 and the second survey will run from the last quarter of 2015 till the end of 2016.

The first survey aims at establishing a baseline study. The baseline data will give a picture of the current state of affairs. The second survey aims at verifying whether the perception and knowledge about green roofs has changed through the course of the project.

The aim of these surveys is to assess the success of the information dissemination strategy. Furthermore the questionnaires will be used to assess the most popular media sources so the project can target such sources for a more effective dissemination strategy.

Reports will be produced by the project manager with the project reporting period. The report will include:

1. A list of the press releases, featured articles, interviews given, Radio and TV Appearances and where they were published.
2. Statistics for the LifeMedGreenRoof Project website and Facebook account.
3. A brief summary explaining the media work carried out over the preceding reporting period in relation to the Communication Strategy and Media Plan.
4. A brief section on the media work planned for the next reporting period and its relation to the Communication Strategy and Media Plan.

The communications strategy and media plan will be revised on an annual basis.

Media Strategy

Project title

LifeMedGreenRoof Project

The Plan

The plan will focus on the media used to disseminate key messages, the importance and relevance of the work carried out by the project and the project outcomes. Dissemination is essential to ensure that the outcome and benefits of green roof technology is diffused to as wide an audience as possible.

The project manager will ensure that dissemination activities are developed through the project's duration. For this to be achieved, different communication media and information dissemination tools are being proposed to increase the effectiveness of the action.

Whereas dissemination to promote the project and its aims is an ongoing activity, the most significant dissemination effort will occur following the construction of the demonstration green roofs in both Italy and Malta, when tests will be conducted to verify the insulation and storm water management capabilities of green roofs within the local context. The demonstration green roof will be an important feature in the dissemination activity by encouraging stake holders to visit the site.

Methodology

Logo and visual identity

The visual identity of the project is conveyed through the logo. It shall be used in the heading of all documents produced in all communication activities (leaflets, folders, web, letterheads etc) together with Life logo.



Website

Websites constitute an important medium for disseminating information especially among the general public. A website will be developed as recommended by LIFE+. It will present the aims and objectives of the project as well as contacts to project partners and the Life+ website. Other tabs will include links to press releases and articles published, updates and a photographic gallery. The website will be in both English and Italian so as to capture the widest audience possible.

Facebook

Facebook constitutes an important medium for disseminating information. It is an ideal medium to disseminate announcements casually on a regular basis and keep the public updated on the daily activities of the project. The aims and objectives of the project will be briefly mentioned however a link to the project website will be inserted. An image library will be set to document happenings. Updates will be on a weekly basis or as necessary.

Press releases

Press Releases will be prepared by the project team. Feedback is only required from partners to verify facts and in case they request adjustments. Feedback will be received within three day of the press releases being circulated.

Press releases in Malta will be written in English and Maltese, and in Italian those press releases published in Italy.

Press releases in Malta will be sent to all national media outlets, published on the project website and Facebook. Press releases in Italy will be sent to local media outlets and published on the project website and Facebook page.

Featured articles

Articles will be prepared by the project team for publication in Malta. Feedback is only required from partners to verify facts and in case they request adjustments.

Articles will be written in English and/or Maltese depending on the media being published, and will be sent to all national media outlets, published on the project website and Facebook account.

In Italy articles will be prepared by one of the Italian partners and published in Italian. Feedback from the other partners is only required to verify facts and in case of adjustments.

Targeted stakeholders: General public, Government, NGOs, Businesses, Design professionals

TV and Radio interviews/news items

The project and its progress will be aired as a news item or as part of an interview on national Radio and TV stations. The focus of these interviews will be to disseminate the benefits of green roofs and inform the audience of the progress being made by the project. Once the demonstration green roof is constructed, it will also serve to inform the public that the garden is open to visitors. Radio and TV interviews are aimed at the Maltese partners due to the need of getting the stakeholders acquainted and informed about green roof technology.

Key media Malta

Online Media: Project website, Facebook page, Times online, Gozo News, Malta Today online, Maltastar.com, Maltarightnow.com

Newspapers, TV and Radio stations: Mediatoday, The Times and The Sunday Times, The Malta Independent (daily and Sunday), The Malta Business Weekly, RTK, L-Orizzont, It-Torca, Kullhadd, Il-Mument, In-Nazzjon, di-ve, Gozo News, Insite, TVM, One News, Net TV

Key media Italy

Please list online media

Please list Newspapers, journals etc

Site visits

Site visits will be organised for school children once the demonstration green roofs are constructed. Other stakeholders will also be invited to visit the demonstration green roofs. The aim of such visits is for stakeholders to experience first-hand what green roofs are and what their benefits are in relation to urban related problems.

The demonstration green roofs will also be open for the general public (ALBERTO PLEASE CONFIRM WHETHER THIS IS TRUE FOR ITALY) and made available to university students wishing to further research on green roofs. Information panels will be affixed on the green roof and at the approach to the demonstration green roof to further disseminate information on the LifeMedGreenRoof project and the role of green roofs in urban areas.

DVD Production (Action D8)

A DVD will be produced to inform stakeholders about the benefits derived from green roofs and the project being undertaken. The DVD will be produced towards the end of the project period. The short 30minute (maximum) programme will provide a step-by-step insight about the processes undergone in the implementation of the project and the construction of the demonstration green roof. It will also highlight the findings and results obtained with respect to the project's aims.

300 copies of the DVD will be made available and distributed to various stake holders. More copies will be made if required. A private production company will be commissioned to produce this short film.

Brochure (Action D8)

Two types of brochures are envisaged. The first will be printed towards the beginning of the project and distributed during the first half of the project period. This leaflet will introduce the reader to problems associated with urban areas and climate change. It will proceed to discuss what green roofs are and their benefits and how these can ameliorate the quality of life for urban dwellers.

A second brochure will be printed during the second half of the project period. Like the first brochure, it will briefly discuss the benefits of green roof and go into more details on the progress of the project and highlight any findings. It will also include information about the demonstration green roof and contact information for those wishing to visit the site.

2000 copies of each of the brochure are expected to be printed and distributed in public buildings, museums, and schools.

Roaming Exhibition

A small exhibition composed of six A1 panels will be produced. These information panels will be exhibited in various venues and activities with the intention of disseminating more information about the project and the benefits of green roofs.

The panels will also be exhibited during seminars, lectures and other activities to benefit from an increased exposure to a wider audience.

The information on the panels will be in English and will be accompanied by images.

Public lectures

Public lectures will be organised by the project team or through other organisations. These lectures will be open to all those interested in the subject of green roofs and will be conducted in prominent and accessible venues. Lectures will be in English or Maltese depending on the audience for Malta and in Italian for those lectures conducted in Italy.

Media Methodology and partners responsible

Media Methodology	Responsible partners		
	UoM	Mac	FM
Logo	○	○	○
Website	○		
Facebook	○		
Press releases	○		○
Featured articles	○	○	○
TV & Radio interviews/News Items	○		
Site visits	○		○
DVD brochure	○		
Roaming exhibition	○	○	○
Public lectures	○		○

Publication periods

Targeted publication period

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013											■	■
2014		■	■			■	■				■	■
2015		■	■			■	■				■	■
2016		■	■			■	■				■	■
2017		■	■				■	■				

- dates are indicative and may vary depending on project activities and publishers' schedules

Summary of Dissemination plan

Media type	Stakeholders targeted	Methodology	Estimated frequency
TV	General public	News item/press release	1/annum
	Government/NGOs		
	Businesses		
	Design professionals	Interview	
Radio	General public	Interview	2/annum
		Commentary	
		News item/press release	
Newspaper	General public	Article	2/annum
		Press release	
		Interview	
Magazine / supplements	General public	Articles Interviews	
	Businesses		
	Educator		
	NGO's		
Website/Facebook	General public	Project updates	Monthly
Exhibitions	General public	Exhibition	Monthly
	School children		
	Educator		
	Businesses		
	Planning		
Seminars	General public	Presentations Exhibition	Mid-term, end-of-project
	Educator		
	Businesses		
	Government & NGOs		
	Planning		
	Design professionals		
Site visits	General public	Face-to-face	2 activities with school children.
	School children		
	Educator		
	Businesses		
	Government & NGOs		
	Planning		
	Design professionals		
Public lectures	General public	Lecture	2/annum
	Educator		
	Businesses		
	NGOs		
	Planning		
	Design professionals		