



Communication and publication plan

Main goals and objectives of the project:

The aim of this project is to encourage the development of green cities and settlements in remote border areas.

The main target is to contribute to the long-term spatial development of the area by proposing a balanced progress of the economic and social requirements.

Specific objectives of the project are to improve the utilization of the spatial potential in remote border areas, to explore the potential of green cities and settlements in the border areas; to develop an effective cross-border exchange of best practices in public facilities and services minimizing environmental impact; and to identify and address the key challenges of climate change in remote border areas. Moreover, the other objectives are to enhance the role of local business and entrepreneurship through training, consulting and support; and to build awareness and sharing information on the potentials and possibilities of sustainable spatial development.

Project outputs:

- **WP1:** the main output will be the generation of new approaches for the utilization of spatial potential in the pilot territories. In addition, the feasibility of using the elements of local historical and cultural heritage for the development of the target territories will be assessed.
- **WP2:** the main target is the assessment of the potential of the pilot territories and economic estimation of the development of the local public facilities. The focus of the last mentioned estimation is which environmental best practice technologies can be used to utilize the local resources.
- **WP3:** The main output is the preparation of a set of recommendations on raising the efficiency of economic use of the pilot territories and preparation of the development projects. Moreover, the assessment of the socio-economical impacts of the planned demonstration projects will be done.
- **WP4:** This work package consists mainly of communication activities, such as forming a cross-border think tank and gathering feedback from relevant stakeholders. Also thematic seminars will be carried out, which will evaluate the assessment reports, generate future scenarios, and select the best practices to be implemented.
- **WP5:** Publicizing project results and involving relevant stakeholders and the beneficiaries is the main output, as well as awareness building. Sharing information on the possibilities of utilization of the local potential and supporting the development of entrepreneurial and economic activities, which are based on efficient utilization of local potential are other main outputs.



Project group

- University of Oulu, NorTech Oulu and AIKOPA
- Russian Academy of Science Karelian Research Centre (KarRC)
- Karelian regional institute of management, economics and law of PetrSU (KRIMEL)
- Council of Oulu Region
- Joint Authority of Kainuu Region
- Administration of Kostomuksha County
- Autonomous non-profit organization “Energy Efficiency Center” (KAEEC)
- Centre for Economic Development, Transport and the Environment for North Karelia.

The project associates are:

- Administration of Kalevalskiy municipal district
- Centre for Problems of the North, Arctic and Cross-border Cooperation
- State Committee of the Republic of Karelia for Development of Local Self-Government,
- State Committee of the Republic of Karelia on Reforming of Housing and Communal Services
- Regional Council of North Karelia

Target groups:

- Administrations and domestic housekeeping of the pilot territories
 - Kalevalskiy national district
 - City of Kostomuksha
- Companies and organizations dealing with the operation of local public infrastructure and spatial planning
- Oulu, Joensuu, and Kajaani regional/municipal authorities
- Final beneficiaries:
 - the people of the pilot territories
 - public infrastructure sector in rural areas at large

Indicators

- Number of entries and visits to the databank of environmental best practice technologies
- Number of small-scale demonstration projects
- Number of permanent structures supporting cross-border economic cooperation
- Strategies offering solutions to the development challenges of the programme region:
 - Proposals to improve the living environment and the attractiveness of the region
 - Roadmap to a climate-neutral economy for the pilot territories
 - Harmonious regional infrastructure development plan
 - Guidelines on eco-municipalities
 - Urban structures supporting light transport
 - Intelligent utilities network development

Communication channels

- **Web pages**

NorTech Oulu will host the project main pages <http://nortech.oulu.fi/GREENSETTLE> in English and KarRC will host pages in Russian. The web pages will be linked to each other

- **Data bank**

The <http://nortech.oulu.fi/GREENSETTLE> web-page will host a databank. All assessment reports, strategic plans and scientific publications generated during the course of the project will be available for the general public.

- **Press releases**

All partners will aim at promoting the visibility of the project through press releases

- **Public seminars**

There is going to be biannual thematic seminars and workshops, with participation primarily by project members and relevant stakeholders and public seminars will be organized in the target territories to involve the beneficiaries and the general public. The languages of the seminars are Russian and Finnish.

- **Thematic seminars**

- “Cityscape and cultural environment”, Joensuu in March 2012
- “Sustainable urban transport” in Oulu, spring 2013
- “Municipal resource efficiency”, Kostamuksha in autumn 2013.

- **Public seminar**

- Project final seminar in Petrozavodsk

- **Teaching materials**

- KRIMEL will produce teaching materials relevant to support entrepreneurs and promoting green technologies
- Universities will utilize the results of the project in their teachings

- **Demonstration objects**

Three demonstrations on local resource utilization and resource efficiency will be launched. The first demonstration on resource efficiency planned in Kostamuksha during spring 2012

- **“Green entrepreneur challenge”**

A competition to call for ideas in green entrepreneurship will be launched offering investment in a small scale project in the target area using local resources. The competition is launched in 2012 by placing advertisements in local newspapers of target territories inviting private persons and municipal units to submit proposals. It is expected that this competition will further engage the interest of the general public.

- **Project publications**
Educational project booklet about the project in three languages will be published.
- **Scientific publications**
Scientific papers and three diploma theses will be released
- **Project meetings**
 - There will be biannual face-to-face project meetings
 - In addition, bimonthly virtual meetings via internet between the partners and associates will be organized
 - Small core groups will be established for information transfer
- **Outreach and benchmarking**
The possibilities of co-operation e.g. through joint seminars and sharing the results of the project with other projects in this programme will be sought after

Representative schedule and designated responsibilities

	Internal communication	Public communication
NorTech Oulu	<p>Activity 10. Integration of assessment reports and organizing database entries (18.3.12-18.9.12)</p> <p>Activity 14. Defining roles in the think-tank (18.3.11-18.6.11)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p> <p>Activity 18. Building knowledge bank (18.6.11-18.9.12)</p> <p>Activity 19. Design and maintain webpage (18.3.11-18.3.14)</p>	<p>Activity 13. Choosing the winner of the competition (during 2012)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p> <p>Activity 19. Design and maintain webpage (18.3.11-18.3.14)</p>
AIKOPA	<p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p>	<p>Activity 13. Choosing the winner of the competition (during 2012)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p>
KarRC	<p>Activity 10. Integration of assessment reports and organizing database entries (18.3.12-18.9.12)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p> <p>Activity 18. Building knowledge bank (18.6.11-18.9.12)</p> <p>Activity 19. Design and maintain webpage (18.3.11-18.3.14)</p>	<p>Activity 13. Choosing the winner of the competition (during 2012)</p> <p>Activity 15. Engaging stakeholders (18.6.11-18.9.11)</p> <p>Activity 16. Communication with the beneficiaries (18.3.12-18.3.14)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p> <p>Activity 19. Design and maintain webpage (18.3.11-18.3.14)</p> <p>Activity 21. Public seminars (18.3.13-18.3.14)</p>
KRIMEL	<p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p> <p>Activity 20. Writing and distributing teaching materials (18.3.12-18.3.13)</p>	<p>Activity 9. Launching competition (during 2012)</p> <p>Activity 13. Choosing the winner of the competition (during 2012)</p> <p>Activity 16. Communication with the beneficiaries (18.3.12-18.3.14)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p> <p>Activity 20. Writing and distributing teaching materials (18.3.12-18.3.13)</p> <p>Activity 21. Public seminars (18.3.13-18.3.14)</p>
KAEEC	<p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p>	<p>Activity 13. Choosing the winner of the competition (during 2012)</p> <p>Activity 16. Communication with the beneficiaries (18.3.12-18.3.14)</p> <p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p>
City of Kostamuksha	<p>Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)</p>	<p>Activity 13. Choosing the winner of the competition (during 2012)</p> <p>Activity 15. Engaging stakeholders (18.6.11-18.9.11)</p> <p>Activity 16. Communication with the beneficiaries (18.3.12-18.3.14)</p> <p>Activity 17. Thematic seminars and</p>

		project meetings (18.3.11-18.9.13) Activity 21. Public seminars (18.3.13-18.3.14)
Kainuu Region	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
Oulu Region	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
State Committee Housing	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 15. Engaging stakeholders (18.6.11-18.9.11) Activity 16. Communication with the beneficiaries (18.3.12-18.3.14) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
State Committee Local	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 15. Engaging stakeholders (18.6.11-18.9.11) Activity 16. Communication with the beneficiaries (18.3.12-18.3.14) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
North Center	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 16. Communication with the beneficiaries (18.3.12-18.3.14) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
Kalevala Municipality	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 15. Engaging stakeholders (18.6.11-18.9.11) Activity 16. Communication with the beneficiaries (18.3.12-18.3.14) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
ELY Center North Karelia	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)
North Karelia Region Council	Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)	Activity 13. Choosing the winner of the competition (during 2012) Activity 17. Thematic seminars and project meetings (18.3.11-18.9.13)

Activities of the project related directly to communication and publication

Activity 9. Recommendation in natural resource management (during months 19-24)

Set of recommendations, terms of reference for the development of public facilities based on the use of local resources with regard to Finnish and European experience. Initiating a “Green Entrepreneur Challenge”, where an investment support is offered to the best green business initiative in resource utilization that will lead to both economic and environmental benefits and addresses mitigation of climate change.

Activity 10. Integration of assessment reports and organizing database entries (during months 13-18)

Combining the information from WPs 1 and 2, to get a coherent picture of resources, development potential, best available technologies and development options both spatial, facility and resource based.

Activity 13. Selection of project targets and implementation of development projects (during months 28-36)

Wrapping up the Green Entrepreneur Challenge, evaluation of contestants and selection of a new investment project on utilization of local resources within the framework of spatial development schemes

Activity 14. Defining roles in the think-tank (during months 1-3)

Organization of the project, appointing members and defining roles, deciding on the means of communication, especially facilitating cross-border communication, means of handing forward information from WP-to-WP and partner to partner

Activity 15. Engaging stakeholders (during months 4-6)

Identifying the key organizations and institutes especially in the pilot territories who will be crucial in providing relevant information and feedback, and those who will be implementing the planned activities;

Activity 16. Communication with the beneficiaries (during months 13-36)

Involving local people in the activities of the project, awareness raising, dissemination information on the possibilities of modernization efforts, getting feedback on the acceptance of possible building and investment projects, ensuring participation in environmental infrastructure development efforts.

Activity 17. Thematic seminars and project meetings (during months 1-30)

Biannual thematic seminars and workshops, with participation primarily by project members and relevant stakeholders.

Planned meetings times are:

- Kick-off meeting (Kajaani, month 3)
- 1st thematic seminar (Joensuu, month 12)
- 2nd project meeting (Petrozavodsk, month 18)
- 2nd thematic seminar (Oulu, month 24)
- 3rd thematic seminar (Kostamuksha, month 30)
- 3rd project meeting (Petrozavodsk, month 34)

The outcome of workshops is identified cross-border tools to promote local development.

Activity 18. Building knowledge bank (during months 4-18)

The knowledge bank will comprise of a data collected in the assessment activities on spatial potential, infrastructure map and resource availability; matrices matching available resources, inputs and framework conditions to available technologies; technical data of BATs.

Activity 19. Design and maintain webpage (during months 1-36)

The public interface is used to spread information to the general public and stakeholders. An intranet will also be built, to be used by project partners to exchange information.

Activity 20. Writing and distributing teaching materials (during months 13-24)

Material for educating the general public as well as providing educational support to the development of entrepreneurial and economic activities.

Activity 21. Public seminars (during months 25-36)

Two public seminars will be organized in the target territories to involve the beneficiaries and the general public. The 3rd thematic seminar is planned for Kostomuksha/Kalevala region in month 30, and the Final seminar will be kept in Petrozavodsk, during month 34.