Communication and information

Experiences from City of Växjö

Shocking news!

Växjö may have good experiences with introducing the environment management system.

However,

Communication and information are our weaker points.

Information

Information can be split in different parts:

• Information about the system itself
• Information about the results

And also:

• Information internally
• Information externally

Information about the system itself

- Environmental program (internal & external)
- Internet (internal & external)
- Information to the politicians (internal)
- Information to involved staff (internal)
- Information to citizens (external)
- Information to visitors (external)

Information about the results

- Environmental report (internal & external)
- Internet (internal & external)
- Information to media (external)
- Information to the politicians (internal)
- Information to involved staff (internal)
- Information to citizens (external)
- Information to visitors (external)

Communication

Communication and information are very close connected to each other. There is no clear distinction.

Communication

We have had meetings with all the political boards to explain the EMS.

The meetings have been very fruitful because the politicians got a chance to give their input and tell us what was difficult to understand.

What have we learnt?

We have learnt that implementing an EMS is a process that takes time.

It is not only actual information and communication that matters – understanding and learning through trial and error is also very important.

It is more relevant to infrom about the results than the system itself – at least to citizens.

What have we learnt?

It is difficult to deal with information and communication, or to be more precise, understand if the information and you give actually fulfill its purpose.

This is definitely the case when it comes to information to citizens.

What have we learnt?

During the introduction of the system we also wrote a communication strategy for the EMS. It included

- Responsibilities for different kind of communication
- Descriptions of where to send or put information
- Definition of target groups

We need good ideas – HELP!