

Generation Climate Europe

Effective Just Transition Communication

Just Transition Platform

12 May 2022, 14.00–15.00 CEST, Online session

Strengthening youth climate voices in the EU



Generation Climate Europe (GCE)



We Bring Together

281 national organisations
across **46** countries in Europe
gathering over **20** million young Europeans



Youth and the just transition



“It is essential for young people to be actively involved in the JTF’s governance.

The JTF is about inventing a new economic and social future for these areas, and young people must play an active role in this”

(European Commission. Staff working document on the just transition plans. SWD(2021).275 final. Page 20)



Our report

- **Written with:** CEE Bankwatch Network
- **Published:** 5 May 2022
- **Accessible at:** <https://bit.ly/youthinjt>

- **12 EU Member States surveyed:** Bulgaria, Czechia, Estonia, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Poland, Romania, Spain

- **Sources of information:** EU reports + Member States official info + interviews with local youth activists



Main findings

- **Youth engagement activities:** 7/12 states
- **Formats:** written feedback, working groups, conferences
- **Quality of engagement:** superficial
- **Impact on Just Transition Plans:** mostly impossible to assess (lack of transparency)



How can we effectively include and engage with the youth for the just transition?



1. Knowing your audience.

Public authorities must assess:

- **How do you engage with youth already?**
- **What are the interests of youth in your area?** (socio-economic challenges, opportunities, local issues...)
- **What is preventing local youth from participating already?** (economic barriers, social role, practical limitations...)



How can we effectively include and engage with the youth for the just transition?



2. Inclusive Communication

Public authorities must:

- **Survey your existing youth engagement channels** (youth policies, portals, social media campaigns, working groups...)
- **Identify gaps in the existing communication addressed to youth** (who is more engaged? what groups are missing?...)
- **Identify existing youth organisations and movements that do not react to existing communication efforts**



How can we effectively include and engage with the youth for the just transition?



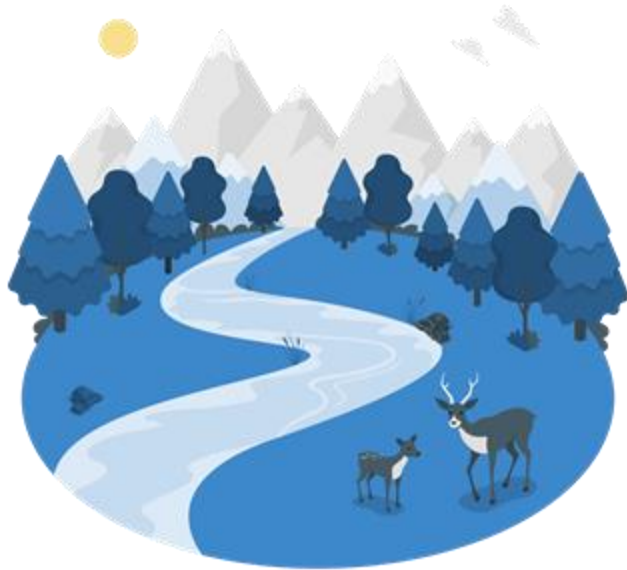
3. Considering Diversity

Public authorities must:

- **Keep cross-cultural communication as a constant** (to be open to other perspectives, values, and behaviors. ...)
- **Understand that youth is not a homogenous group** (differences in age, wealth, social position, gender, ethnicity...)
- **Do not just create knowledge for young people, but let them create it themselves** (there is no standard communication channel, you need to change it all the time, and with the youth themselves)



How can we effectively include and engage with the youth for the just transition?



4. Communication as a “two way street”

Public authorities must:

- **Deal with youth representatives as peers** (treat them as you treat trade unionists, businessmen, local politicians...)
- **Abolish patronizing or condescending messages and methods**
- **Push for an active participatory approach** (allowing the youth to go beyond “just following orders”).



How can we effectively include and engage with the youth for the just transition?



5. Dynamic communication

Public authorities must:

- **Recognize that there's not a single preferred source of information** (mixing interactive social media campaigns to direct outreach to existing groups...)
- **Foster knowledge production by young people** (rather than simply receiving it from official bodies, media outlets, and opinion leaders)
- **Adopt a more networked, digital approach to communication**



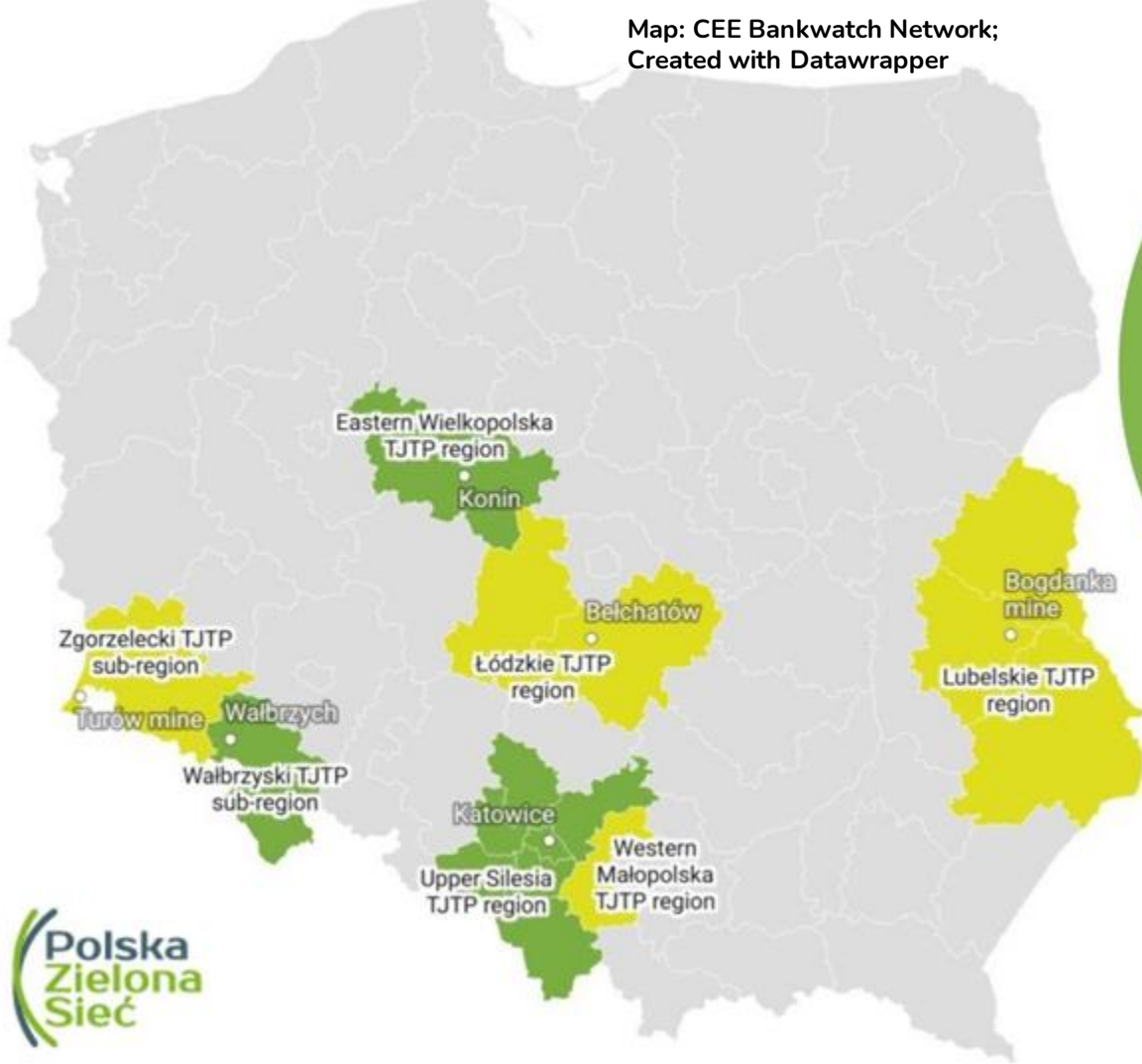
Thank you for your attention!

Illustrations by Storyset



**EFFECTIVE
JUST TRANSITION
COMMUNICATION
POLISH CASE STUDY**

Map: CEE Bankwatch Network;
Created with Datawrapper



7 JUST TRANSITION REGIONS IN POLAND

PRIORITY



NON-PRIORITY





**CHALLENGES FOR
EFFECTIVE
COMMUNICATION**

**DEPOPULATION &
DRAIN BRAIN**

**COMPLEXITY
OF DISCUSSED
TOPICS**

**ONE-CASE
ACTIVISM**

**FEAR AND
CONCERN
ABOUT
CHANGES**

**FRUSTRATION
OF ACTIVE
STAKEHOLDERS**

**LOW TRUST IN
PUBLIC
INSTITUTIONS**

**LOW CIVIC
ACTIVITY &
INVOLVEMENT**



OUR APPROACH

1

DECENTRALISED
APPROACH

2

STAKEHOLDERS
DIVERSITY

3

NEED FOR LOCAL
AMBASSADORS

4

LONG-TERM
PRESENCE IN THE
REGION * BUILDING
LONG-TERM
RELATIONSHIPS

5

PRESENTING
THINGS AS
PRACTICAL, NOT
TOO TECHNICAL

6

CREATING A SPACE
FOR PEOPLE TO ACT
AND SPEAK



GOOD PRACTICE EXAMPLE: PUBLIC HEARING IN EASTERN WIELKOPOLSKA

MORE THAN
40
SPEAKERS

MORE THAN
4 h
OF SPEECHES

6
TRADE UNION
LEADERS

13
CENTRAL &
LOCAL
GOVERNMENT
OFFICIALS

20
SPEAKERS
FROM NGOs

9
SCIENCE AND
BUSINESS
SPEAKERS



VIDEO OF THE PUBLIC HEARING

Funded by



"The RegENERate project has received funding from the LIFE Programme of the European Union."

CEE Bankwatch
Network

OBYWATELSKIE WYSLUCHANIE PUBLICZNE
CZWARTEK 27 STYCZNIA - ONLINE

Sprawiedliwa Transformacja i przyszłość Wielkopolski Wschodniej



Zabierz głos, wysłuchaj innych, decydujmy wspólnie!



Ogólnopolska
Federacja
Organizacji
Pozarządowych

ARR TRANSFORMACJA
SP. Z O.O.



AGENCJA ROZWOJU
REGIONALNEGO S.A.
W KONINIE



“JUST TRANSITION AND DEVELOPMENT OF EASTERN WIELKOPOLSKA REGION”





THANK YOU
FOR YOUR ATTENTION!

magdabartecka@zielonasiec.pl

HORIZON 2020 TRACER PROJECT

SMART STRATEGIES FOR THE TRANSITION IN COAL INTENSIVE REGIONS

5th Just Transition Platform Meeting – Coal Regions in Transition
virtual week and Carbon-intensive regions seminars

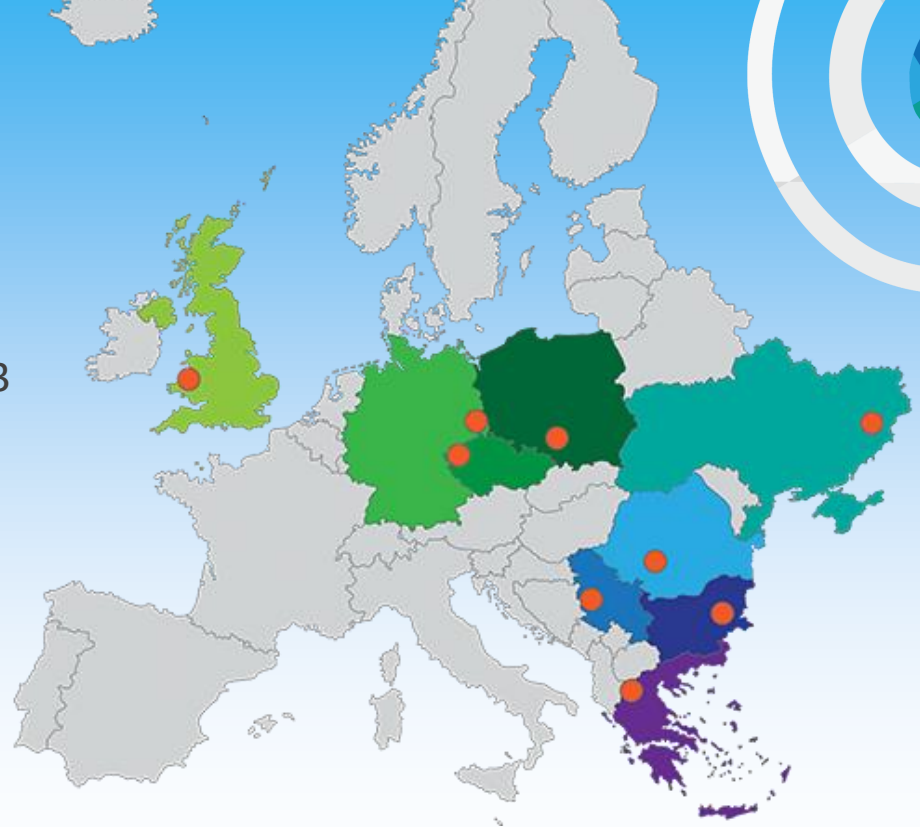
Effective Just Transition Communication, 12 May 2022

Prof. Sabina IRIMIE, Social Institute Association in Jiu Valley – AISVJ, Romania



TRACER OVERVIEW

- Coordination and Support Action (CSA)
- Project duration: April 2019 – September 2023
- Project budget: 1.9 million EUR
- Co-financed by the European Commission, Horizon 2020
- Coordinator: WIP Renewable Energies, Germany
- 15 project partners from 11 countries
- 9 coal regions in transition (6 EU, UK, Serbia and Ukraine)

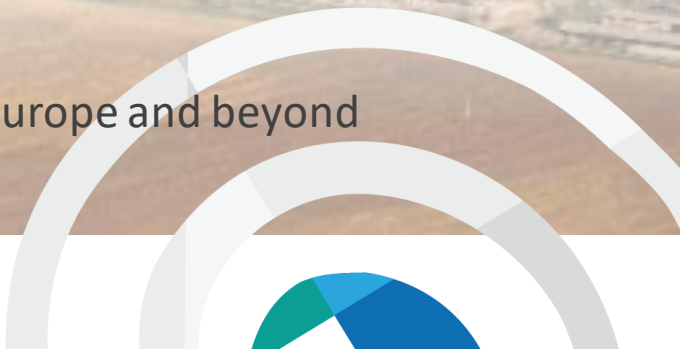


Southeast Region (BG34), Bulgaria
North West Bohemia (CZ04), Czech Republic
Lusatia Region, Brandenburg (DE40) and
Dresden (DED2), Germany
West Macedonia (EL53), Greece

Upper Silesia (PL22), Poland
Jiu Valley / West Region (RO42), Romania
Kolubara Region (RS11&RS21), Serbia
Donetsk Region, Ukraine
Wales (UKL1, UKL2), United Kingdom

TRACER CORE ACTIVITIES

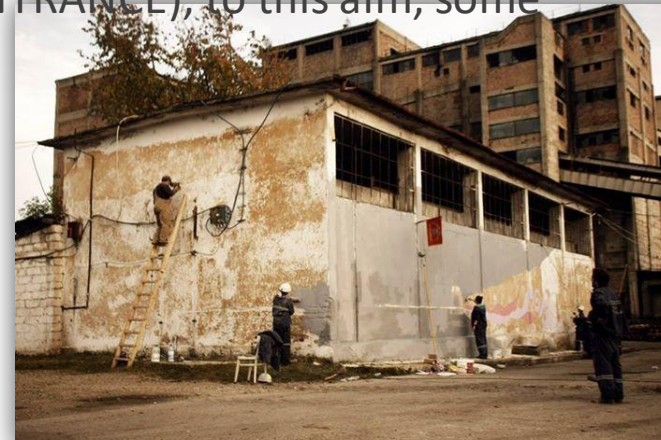
- **Mobilisation** of a wide range of **stakeholders** in **9 European regions** to discuss and agree on a shared **vision** and priorities for coal transition
- **Joint development** of **9 regional R&I strategies**, industrial roadmaps and decision support tools
- **Elaboration** of **best practice examples** of successful and ambitious transition processes in coal intensive regions
- **Assessment** of social, environmental and technological **challenges**
- Elaboration of **guidelines** on how to mobilize **investment**
- Fostering **R&I cooperation** among coal intensive regions in Europe and beyond



COMMUNICATING IN TARGET REGIONS

JIU VALLEY

- mobilising a wide range of quadruple helix stakeholders (i.e. industrial/business associations and individual businesses, research and education institutions, public sector bodies, and civil society organisations and NGOs) to participate in the process of developing a shared vision and priorities for Jiu Valley energy transition;
- planning and implementing an inclusive process of stakeholders involvement centred on EDP;
- correlating with other EU support initiatives (EC-DG Reform – SRSS and SRSP; and EC-DG Ener – START/CRIT) and H2020 projects (Tipping Plus, CINTRAN, ENTRANCE); to this aim, some stages of the EDP process were assimilated with events organized by START or MIRE (Ministry of Investments and European Projects) or by local initiatives as ACIVJ – Jiu Valley small business Association;
- hosting and organising TRACER week in Jiu Valley.



COMMUNICATING IN TARGET REGIONS

JIU VALLEY

(+)

- Local NGOs representatives have a strong and unique voice, with initial support and impulse from Greenpeace and Bankwatch Romania;
- An unprecedented bottom—up stakeholder consultation process was performed in Jiu Valley during 2 hard pandemic years, under different complementary EU initiatives/projects

(-)

- Stakeholders were overwhelmed due to the intensive process of information dissemination, public consultation and engagement rolled out simultaneously (TRACER, SRSS, SRSP, START)
- Lack of willingness to cooperate between cities' mayoralties
- Low technical ability of stakeholders to participate in virtual events
- Language difficulties in sharing ideas and knowledge with foreign participants





LESSONS LEARNT IN TERMS OF COMMUNICATING TRANSITION FROM COAL

- **Mapping regional stakeholders** covering all 4 helix categories, in order „to leave no one behind”
- **Corelating** with the other European initiatives or support and H2020 and / or INTERREG projects
- **Adapting and synchronising** our work in order to be complementary, thus avoiding overlaps
- How to **plan, develop and implement the Entrepreneurial Discovery Process - EDP**
- **Creating a working group**, including few of the future members elected in the official governance structure

LESSONS LEARNT IN TERMS OF COMMUNICATING TRANSITION FROM COAL

- **Flexibility in choosing the most appropriate communication tools/tactics:**
 - online questionnaires and face-to-face or phone interviews (i.e. around 60 feedbacks of which 41% were young people (18y.-24y.) and (25y.-34y.);
 - organizing virtual workshops, stakeholders consultations and reports debates (over 100 participants), in parallel with hybrid capacity-building and knowledge sharing events to offer valuable information related to financing sources and cooperation opportunities.
- To have a **constant, clear, non-technical and trustworthy communication** with, if possible, all 4 helix categories or at least with the working group
- Initiating **cooperation** and creating connections at European level and not only



ENABLING CONDITIONS IN TERMS OF COMMUNICATION FOR A SUCCESSFUL JUST TRANSITION IN JIU VALLEY

1. Enhanced local institutional capacity and competences for a constant and transparent communication with key 4helix stakeholders;
2. Governance structure's (ADTIVJ) commitment for an integrated cooperation and active engagement in the micro-region;
3. Ability of ADTIVJ for connecting the micro-region to R&I HUBs, transnational value chains and business networks;
4. Local stakeholders and mainly citizens willingness and interest to be pro-actively engaged and co-create;
5. Political consensus [not least].

WHAT WE NEED

to invest in human's potential, education, spirituality and morality, thus creating the right environment and generating the necessary force for the people, able to develop the local economy by implementing innovative ideas



THANK YOU!

CONTACT

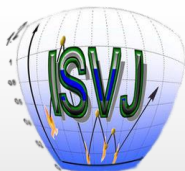
AI SVJ – Sabina Irimie, Emilia Dunca, Anne-Marie Bartalisa

sabina.irimie@gmail.com

emydunca@gmail.com

bartalisa@yahoo.com

www.institutulsocialvj.ro





12 May 2022, Just Transition Platform Meeting

Just Transition Communication



CLIMATE
Strategies

climatestrategies.org

Climate Strategies and our work on Just Transition

- Global not-for-profit network of researchers with offices in the UK and the Netherlands
- Part of the consortia running the secretariats of **Coal Regions in Transition** in the EU and Western Balkans & Ukraine
- **Just Transition** is a key theme across many of our initiatives



**Post-Coal
Future Lab**



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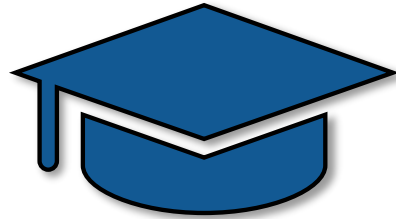
Just Transition Communication Insights



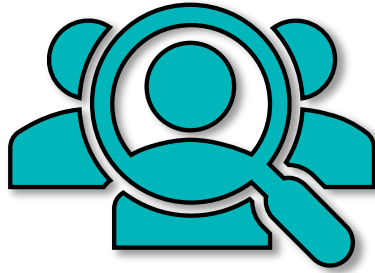
Give ownership to local partners



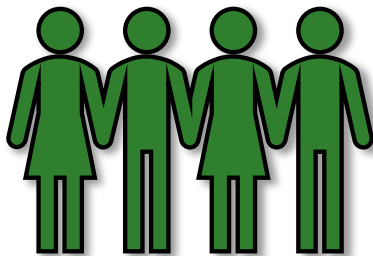
Go the extra mile



Educate yourself



Find the right channels to reach your audience



Build a community

Thank you!



climatestrategies.org

