



Results of a survey on the communication and information needs of just transition stakeholders in the Silesian Voivodeship*

**Results are from a survey carried out by the Marshal's Office of the Silesian Voivodeship as part of the "Regional Observatory of the Transition Process", with technical support from the European Commission's Initiative for Coal Regions in Transition via its START programme.*

Background survey information

The survey asked just transition (JT) stakeholders in Silesia about, among other things:

- The most relevant JT topics for them
- The most convenient forms of information exchange and cooperation with the Silesian Marshal's Office on the JT process
- JT communication activities they have already carried out
- Preferred forms of support they would be interested in receiving from the Silesian Marshal's Office concerning JT information exchange

Basic information about the study

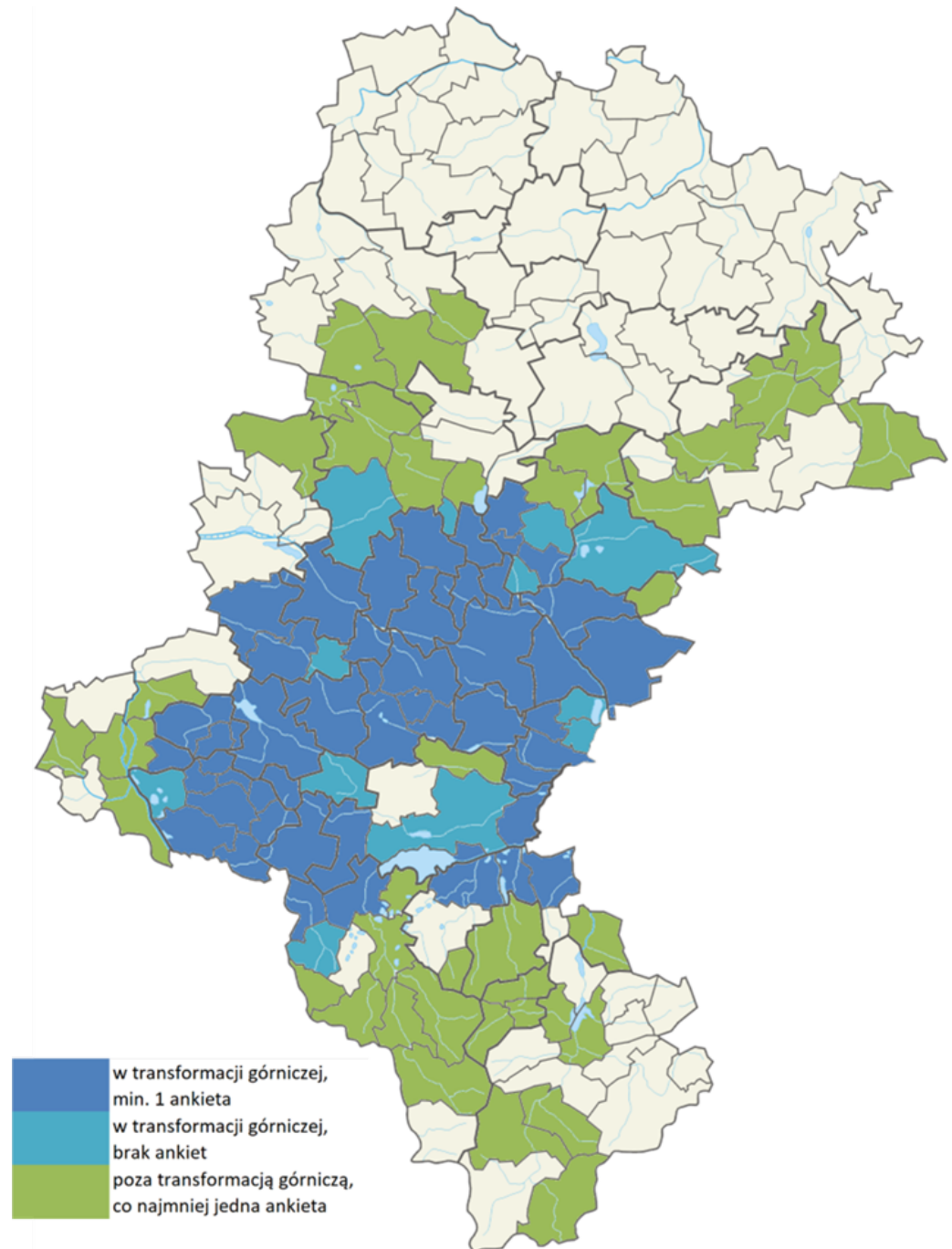
- Method: CAWI online survey
- Target group: stakeholders of the just transition process in Silesia's seven mining sub-regions
- Survey dates: 5-28 July 2023
- Survey sample: 207 responses

Additional information on the survey methodology

- Tool: survey created with MS Teams Forms
- Methods of a distribution of the survey – survey shared:
 - on online databases,
 - directly to contacts of Transition Council members,
 - on the Marshal's Office's JT website <https://transformacja.slaskie.pl>, and
 - by e-mail to institutions or organisations in the Marshal's Office's database of just transition stakeholders.

Respondent breakdown

- Survey respondents hail from 52 of the 64 municipalities covered by the region's Territorial Just Transition Plan (TJTP) and JT programming, representing 81% of these municipalities;
- There were no responses from 12 municipalities, including: Dąbrowa Górnicza, Czeladź, Żory
- Responses were also received from respondents from 40 Silesian municipalities that are not mentioned in TJTP, located mainly in the Bielsko and Bytom subregions.

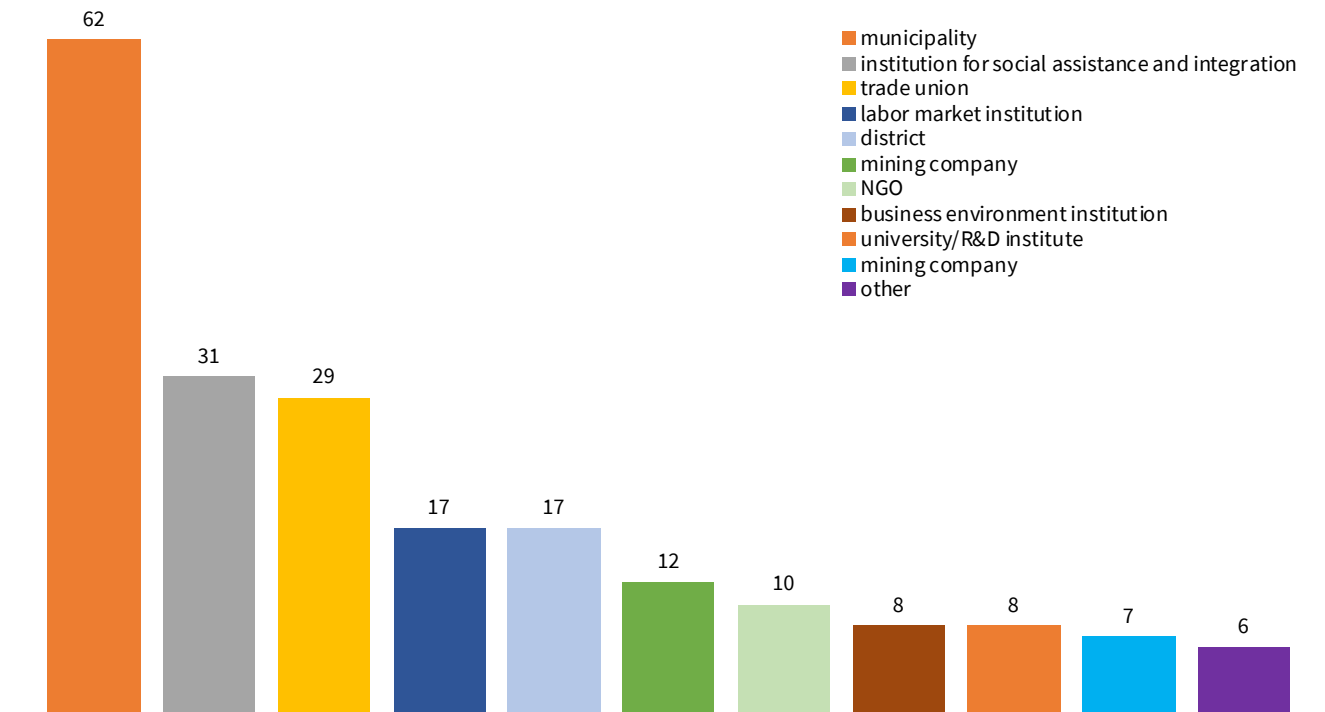


Selection of survey responses by question

Type of entity completing the survey (N=207)

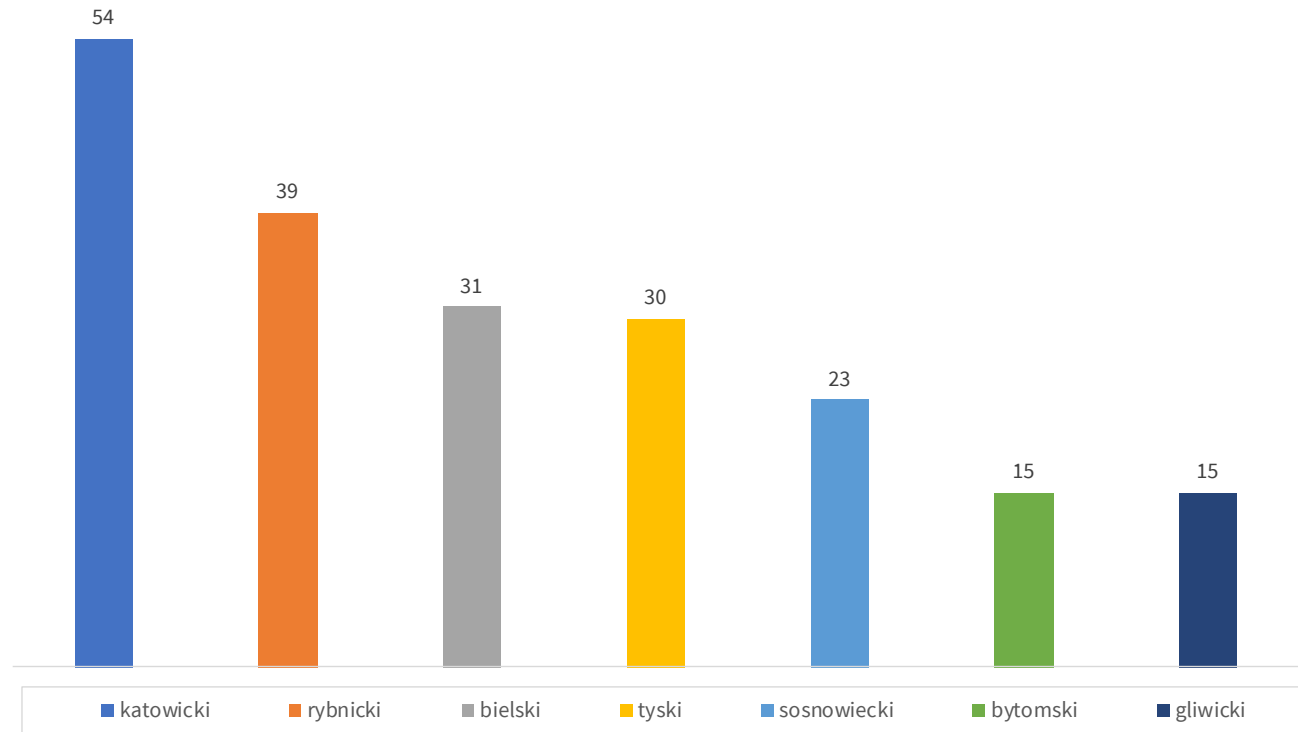
Representatives of municipalities were the most numerous group of respondents (62).

- The next most numerous groups were (31-17):
- institution for social welfare and integration
- trade unions
- labour market institution
- district



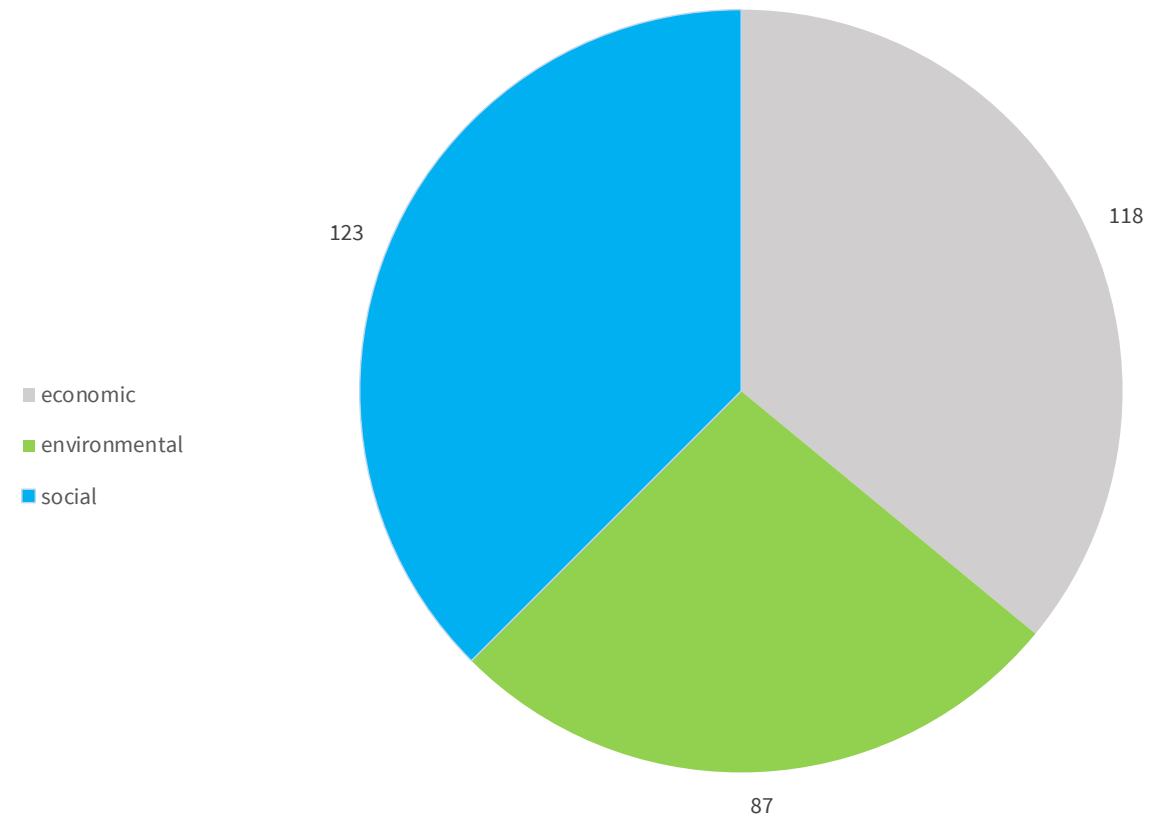
Respondent's sub-region

- The Katowice sub-region received the most responses (54).
- The Rybnik, Bielsko and Tychy sub-regions had fewer (30-39).
- The fewest respondents came from the Bytom and Gliwice sub-regions (15).



JT aspect for which you are most interested in receiving support

- The social and economic aspects of JT were of similar interest to respondents (123 and 118).
- The environmental aspects of JT slightly less so (87).



Economic – strengthening entrepreneurship, innovation, diversification of activities, energy efficiency, diversified energy.

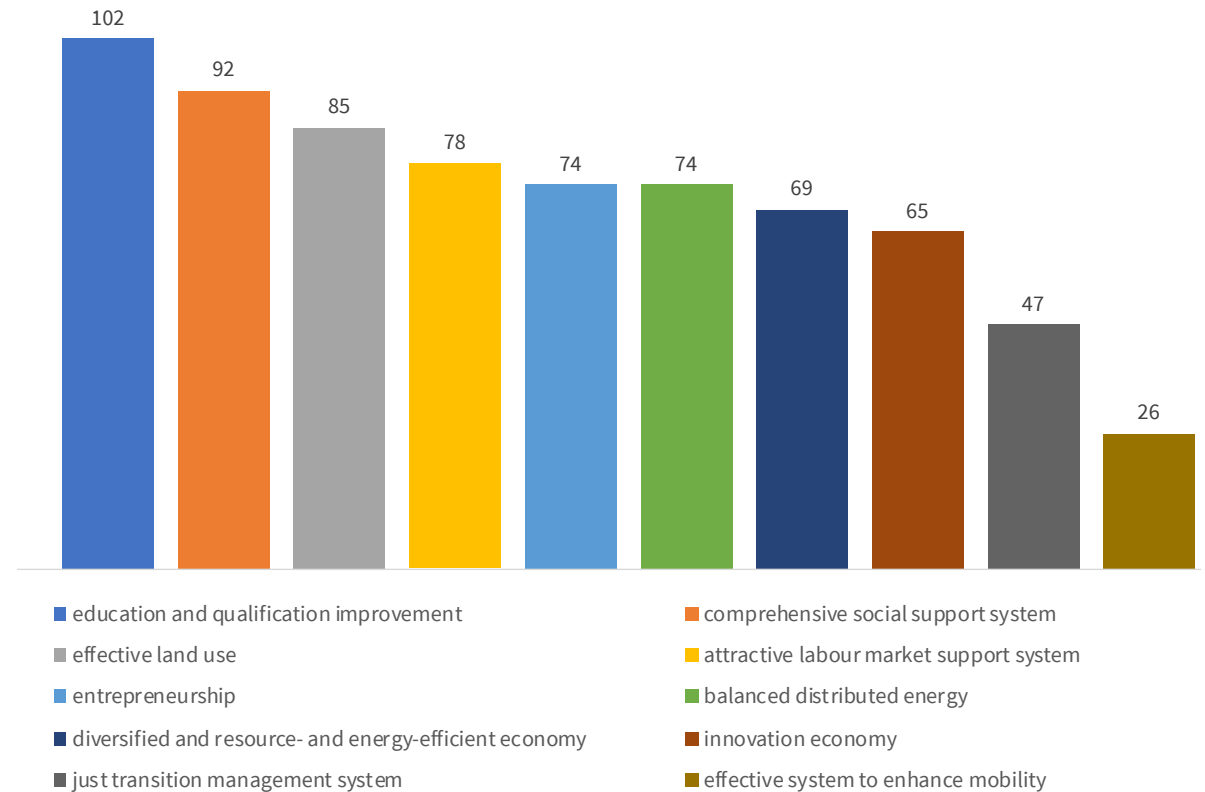
Environmental – effective use of brownfield sites for economic, environmental and social purposes.

Social – outplacement, redeployment, job mobility, activating local communities, communicating the goals of the transition process, conducting information campaigns, resolving social conflicts, negotiation, maintaining regional identity.

Topics (based on the operational objectives of the Silesian TJTP) you think should be the subject of ongoing information and education activities

Respondents most frequently selected the following topics (85-102):

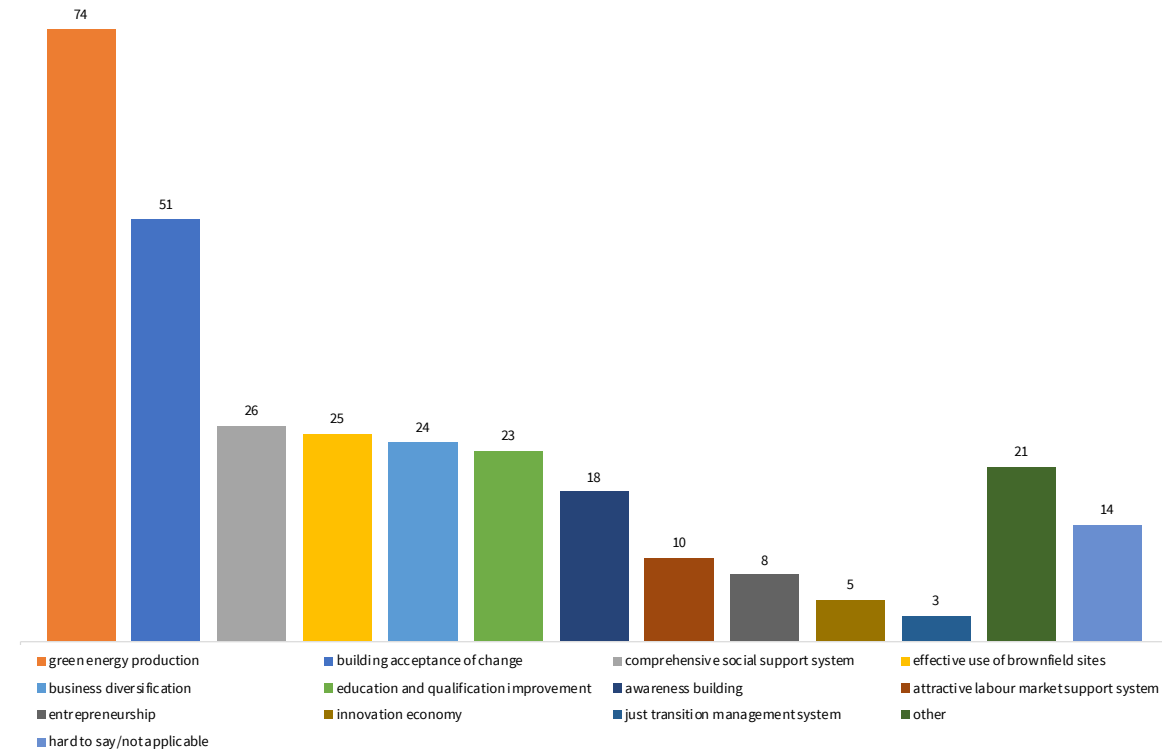
- attractive and effective education and up-skilling
- a comprehensive system of social support
- effective use of brownfield sites



Issues/topics related to your work that are currently the most pressing and require more effective communication and information (in the context of the transition process)? (e.g. diversification of activities, building acceptance of change, green energy production, etc.)

Respondents most often pointed to the need to provide specific information (e.g., on green energy production), and to build acceptance for change (51-74).

This was an open-ended question, with examples answers provided in brackets. Ultimately, the two most frequently provided answers were two of the examples in brackets. This may explain, at least in part, why they were the most popular responses.

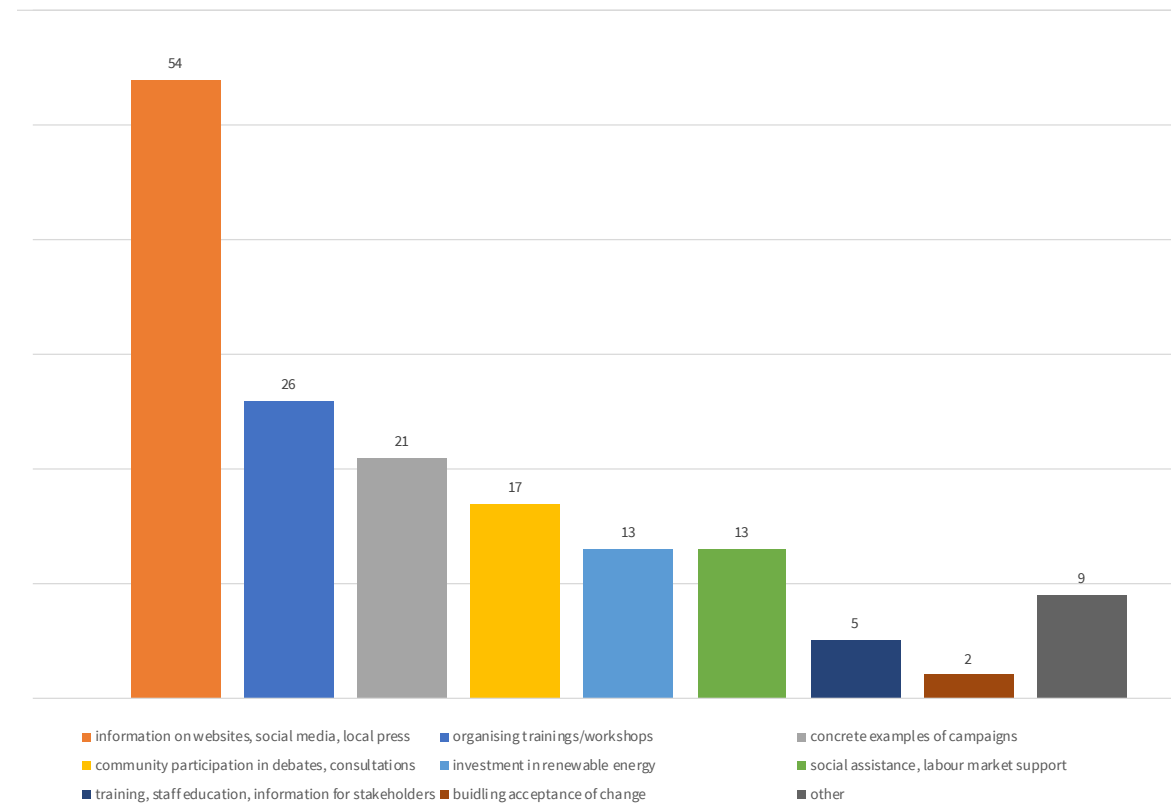


Activities your organisation carries out regarding communication and information sharing related to the JT process? (open-ended question)

142 out of 207 respondents did not share any activity that they carry-out in the area of communication.

The most frequent response refers to sharing information on websites, and organizing JT-related trainings and workshops (26-54).

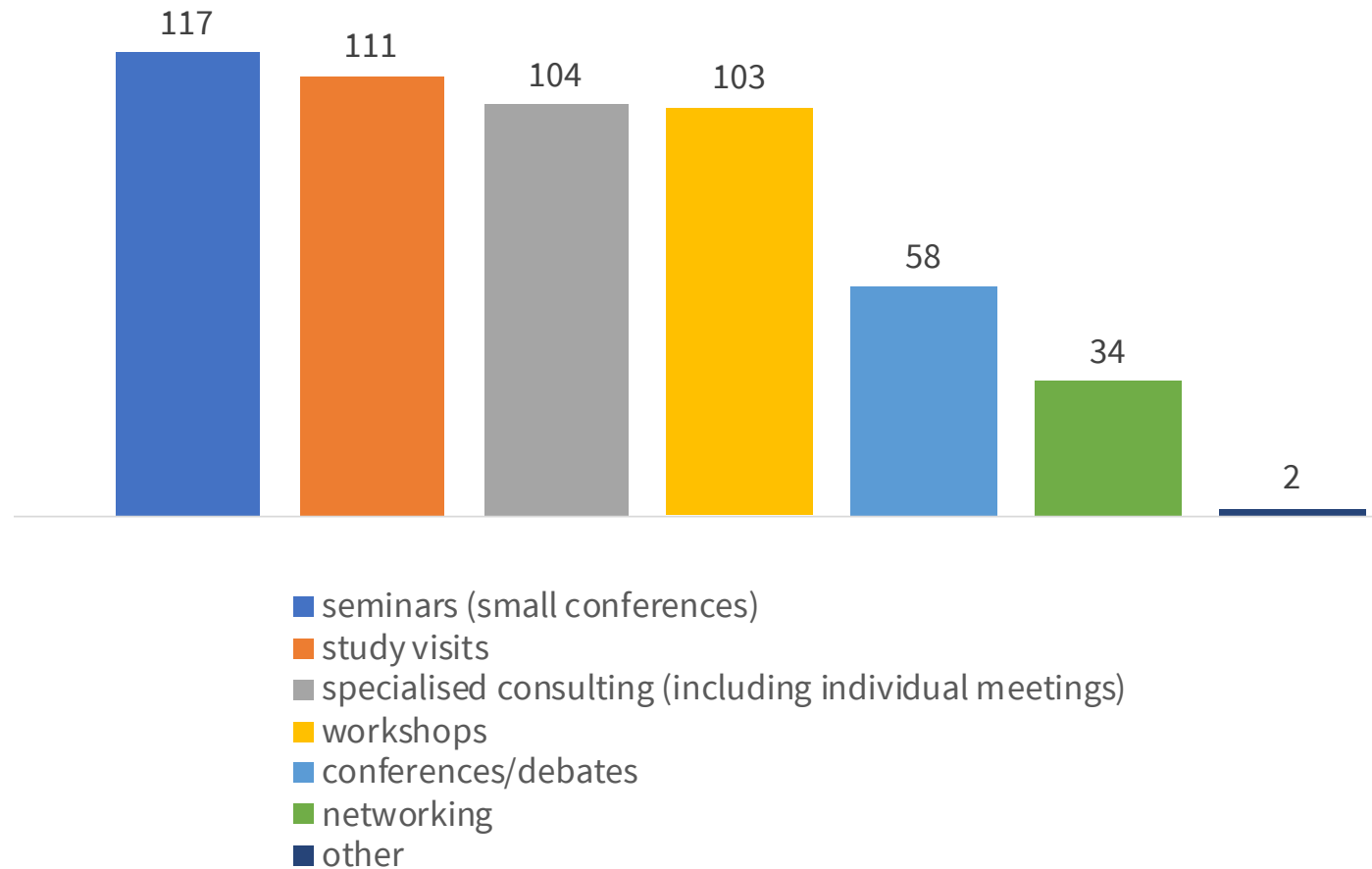
Some respondents gave examples of specific programmes or campaigns in which they participate, most commonly “Clean Air” and “Sunshine Municipality” (21).



Types of JT communication activities you are interested in having the Silesian Marshal's Office take on.

The most popular answers were (103-117):

- seminars
- study visits
- specialist consulting
- workshops

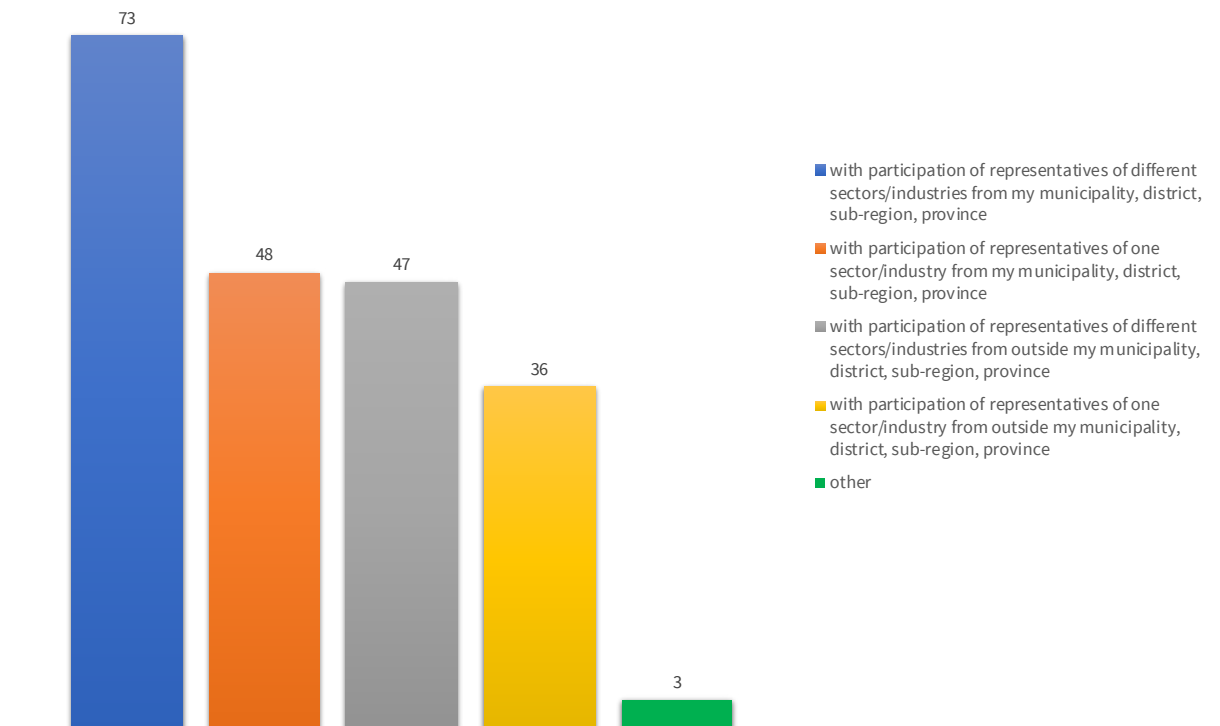


Types of workshops, seminars and networking meetings you would prefer

Respondents prefer meetings that involve representatives of different sectors/industries within their own municipality, county, sub-region or province (73).

There was less interest expressed in (36-48):

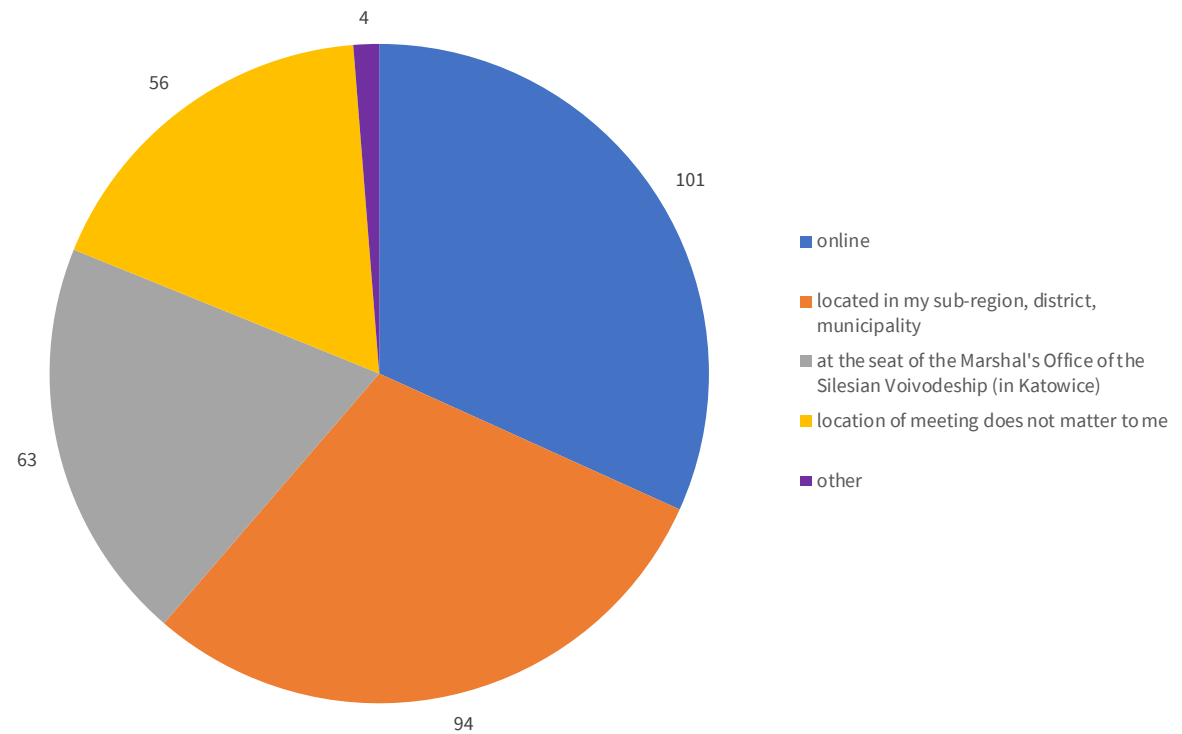
- meetings with one sector/ industry within their municipality, county, etc.
- meetings with one sector/ industry from outside their municipality, county, etc.
- meetings with different sectors/ industries from outside their municipality, county, etc.



The most convenient venue for you to organize this type of meeting (I)

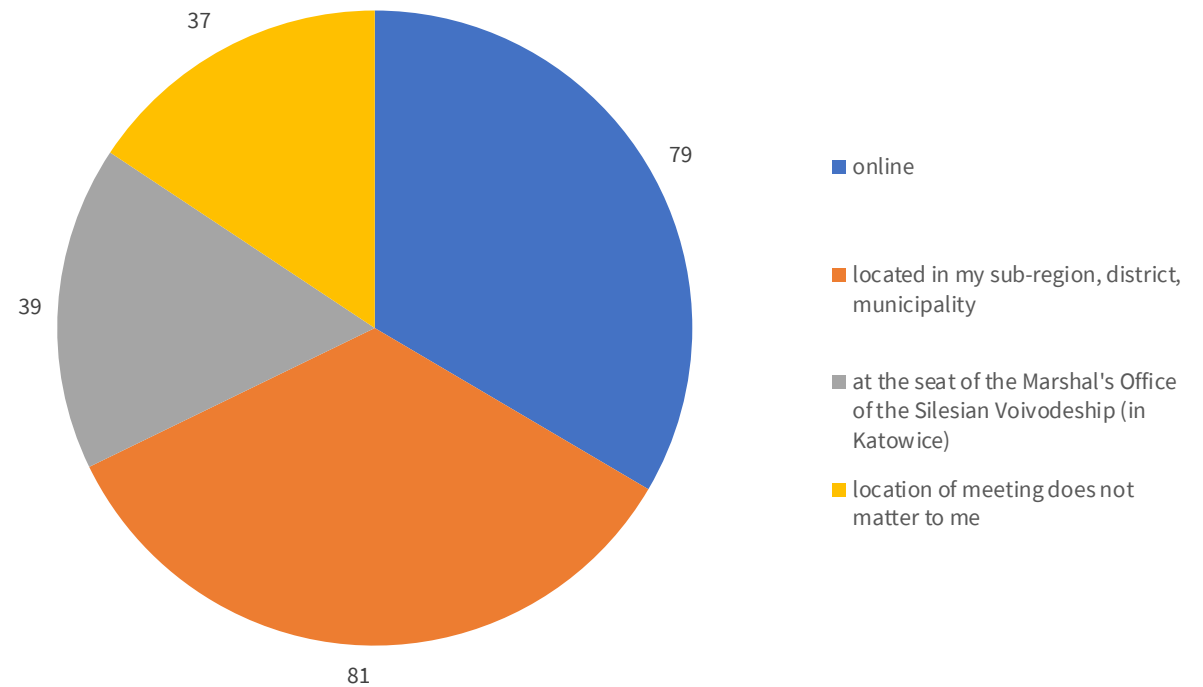
Respondents prefer online meeting formats, followed by meetings organized in their own sub-region, county or municipality (94-101).

A smaller number of respondents indicated a preference to meet at the seat of the Silesian Marshal's Office (in Katowice), or indicated that the location did not matter to them (56-63).



The most convenient place for you to hold this type of meeting (II) (excluding responses from the Katowice sub-region)

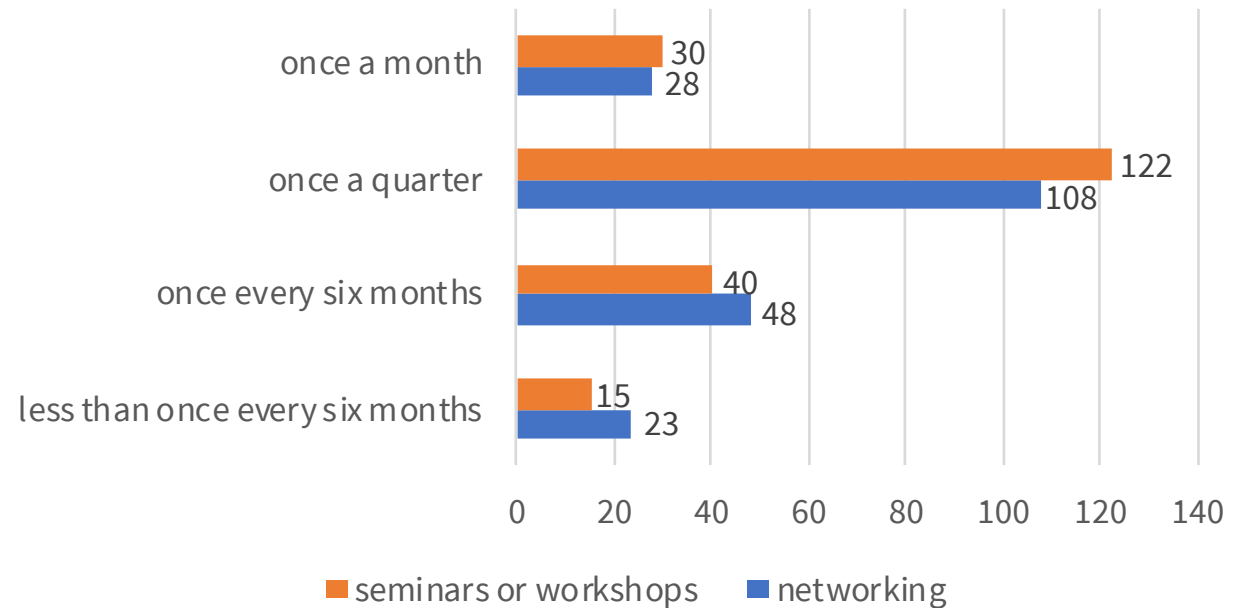
When responses from the Katowice sub-region are excluded, the number of respondents who would prefer to attend meetings at the seat of the Silesian Marshal's Office decreases substantially (from 63 to 39).



How often you would like to participate in seminars/workshops and networking meetings

A large majority of respondents would like to participate in seminars/ workshops and networking meetings once per quarter (108-122).

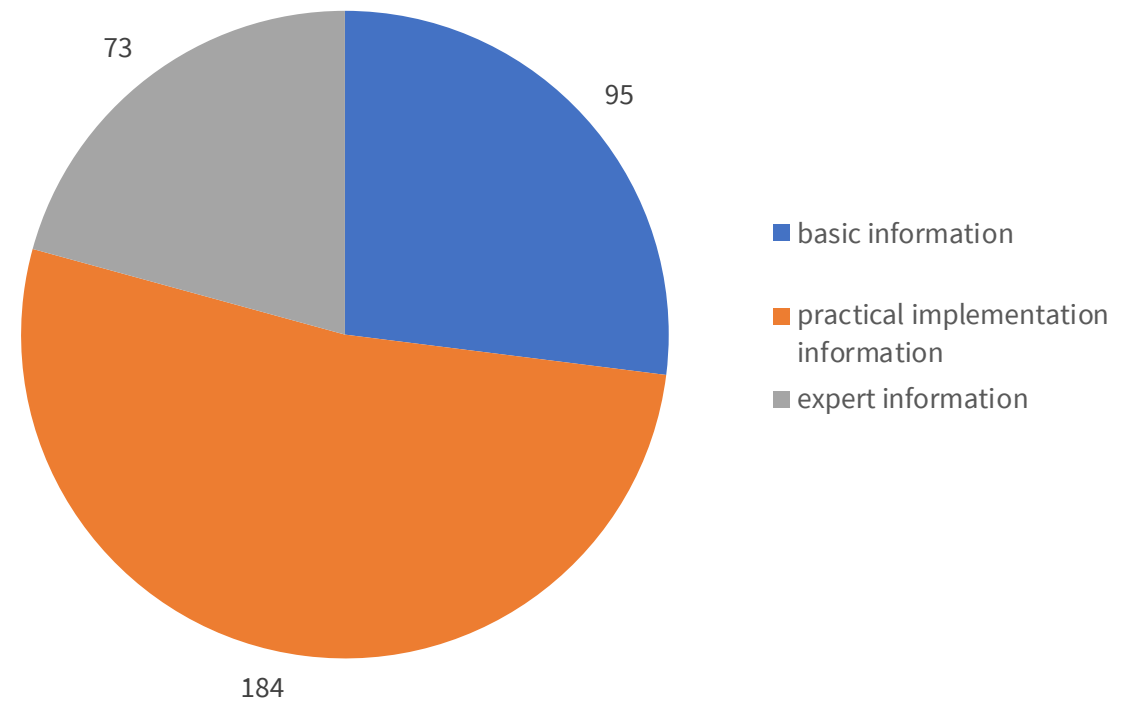
The least popular answers were attending seminars, workshops or meetings less than once every six months, or once per month (15-30).



Type of information about the JT process you are interested in

Practical implementation information (e.g., on possibilities to obtain funding from the JTF, or on project identification and preparation) was most frequent response (184).

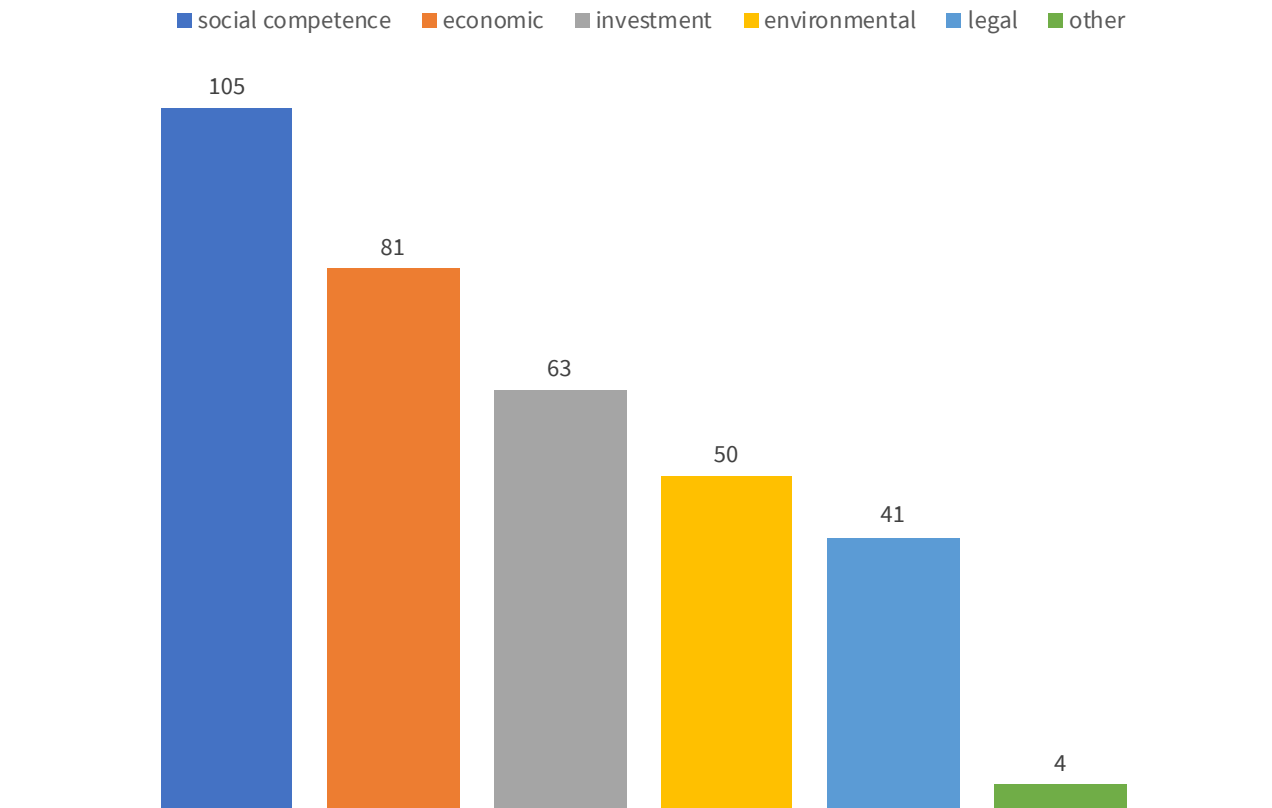
Basic information and expert knowledge generated substantially fewer responses (73-95).



JT topics for which you would be interested in receiving specialist consultation (in the form of individual meetings) (I)

The greatest interest was in receiving consultation in the fields of social competence (as it relates to JT), and economics (81-105).

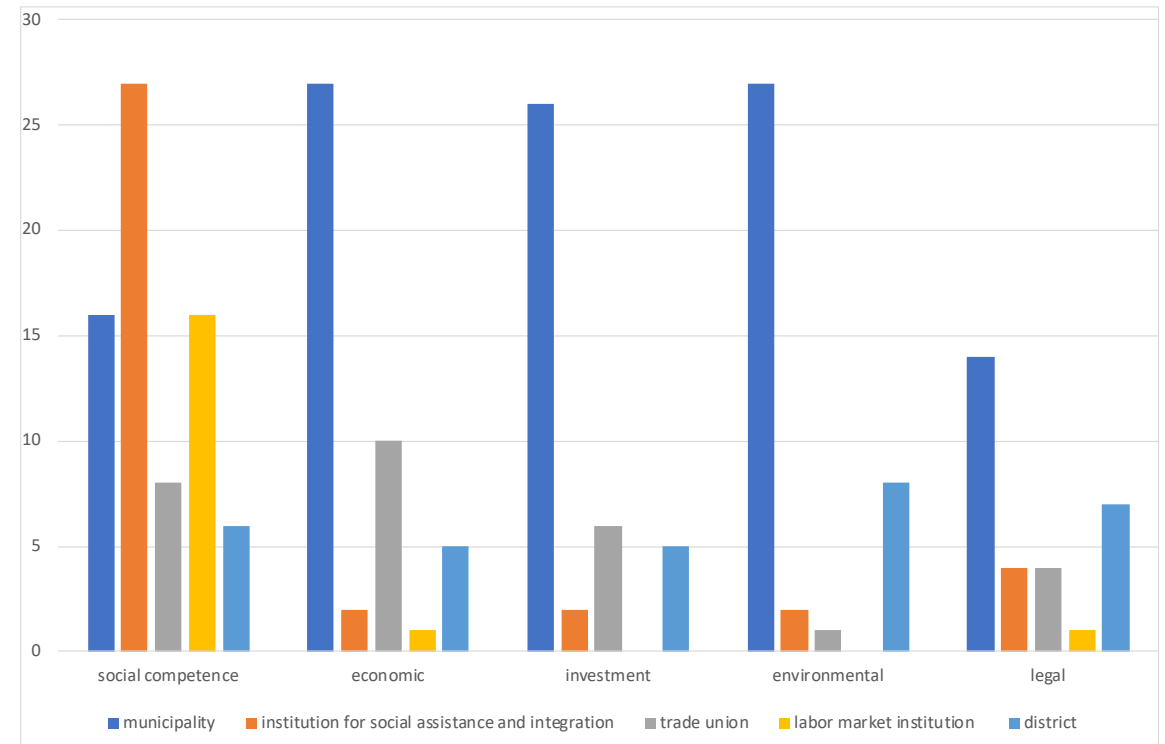
The least interest was in environmental and legal consultation (41-50).



JT topics for which you would be interested in receiving specialist consultation (in the form of individual meetings) (II) (distribution of responses in a relation to the type of entity)

Municipalities were equally interested in economic, investment, and environmental consulting (26-27).

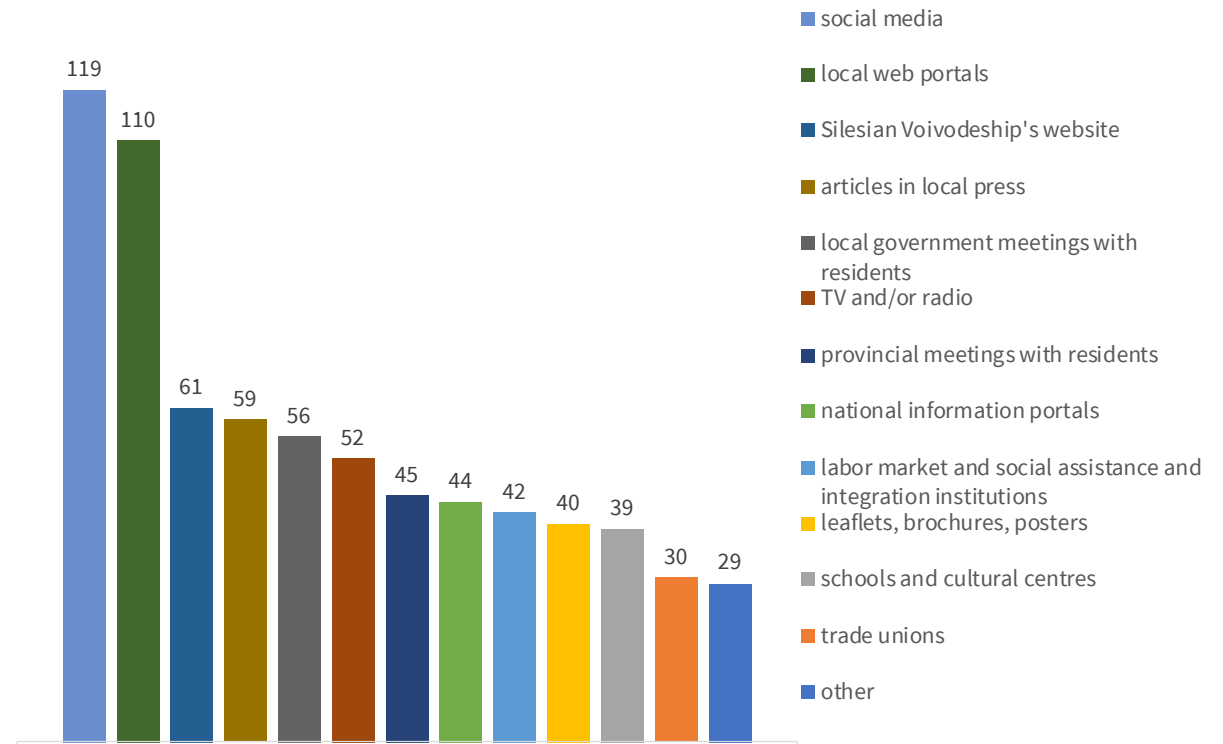
Social assistance and integration institutions, and labour market institutions most often chose social competence consulting (16-27).



Methods of JT communication you think can reach the residents of your municipality/ employees of your organisation

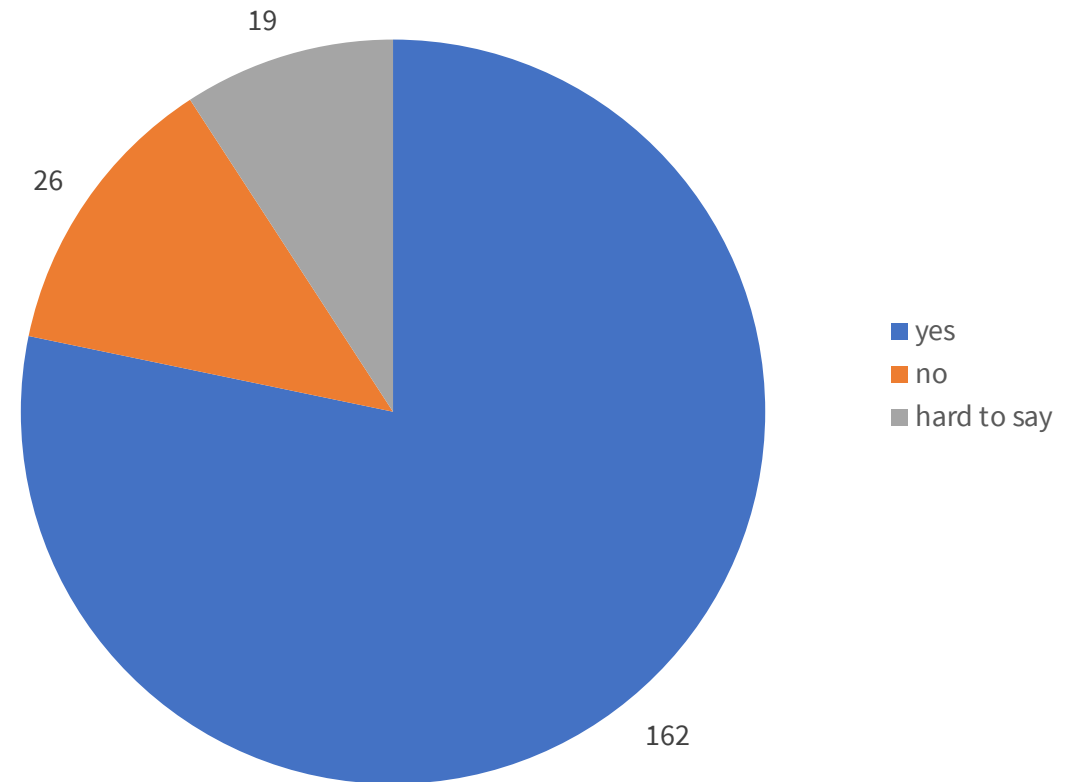
Respondents most frequently indicated social media and local websites as potentially useful communication methods (110-119).

Communication through trade unions, schools and community centres, and leaflets, brochures and posters were indicated less frequently (30-40).



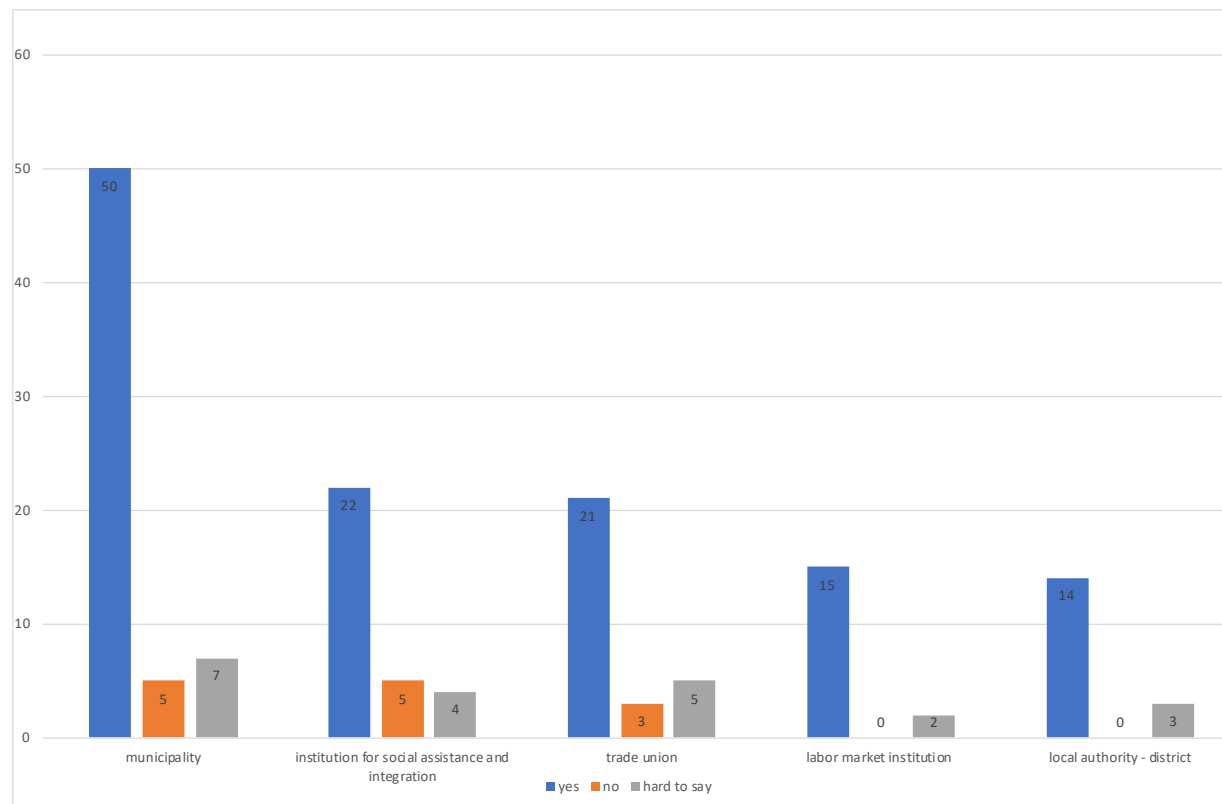
Is your organisation eager to spread the word about just transition in your community? (I)

The vast majority (78%) of actors express a willingness to disseminate information about a just transition in their community (162).



Is your organisation eager to spread the word about just transition in your community? (I)

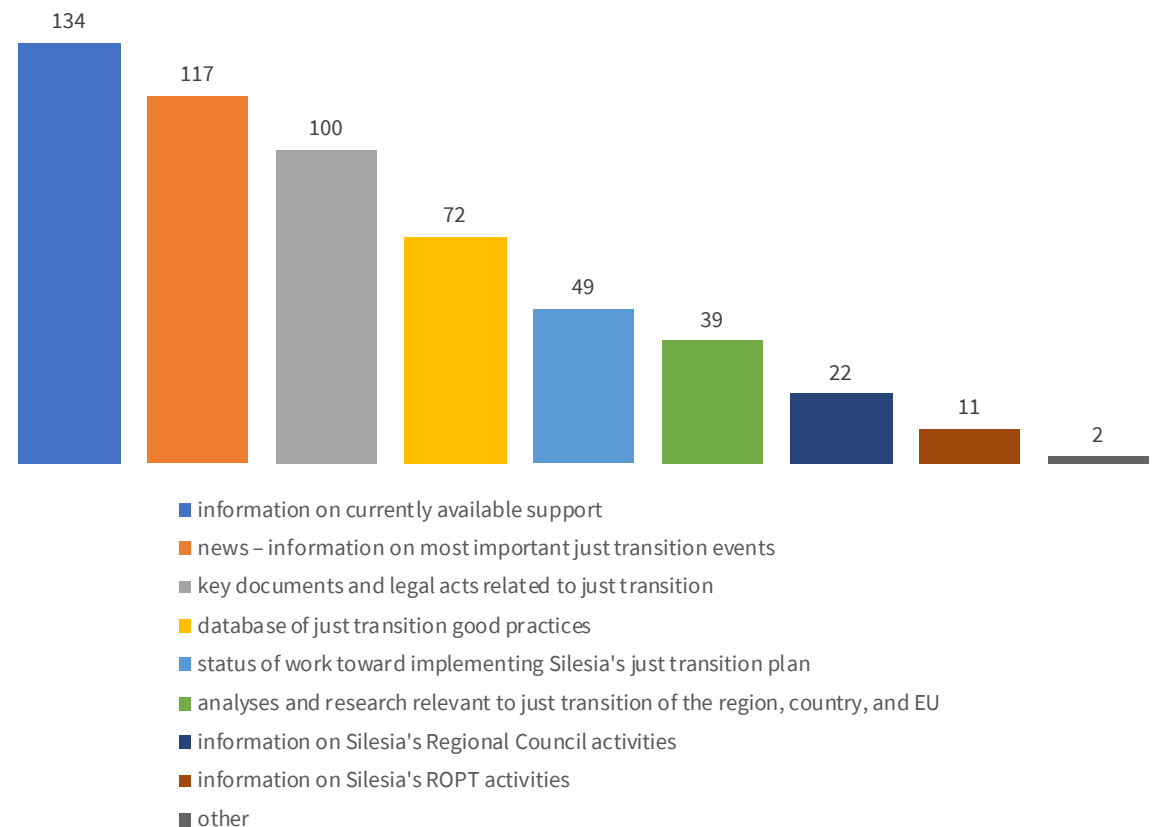
The vast majority of municipalities declare their readiness to disseminate information on JT (50).



The most important content for you on the Silesian Voivodeship's just transition website

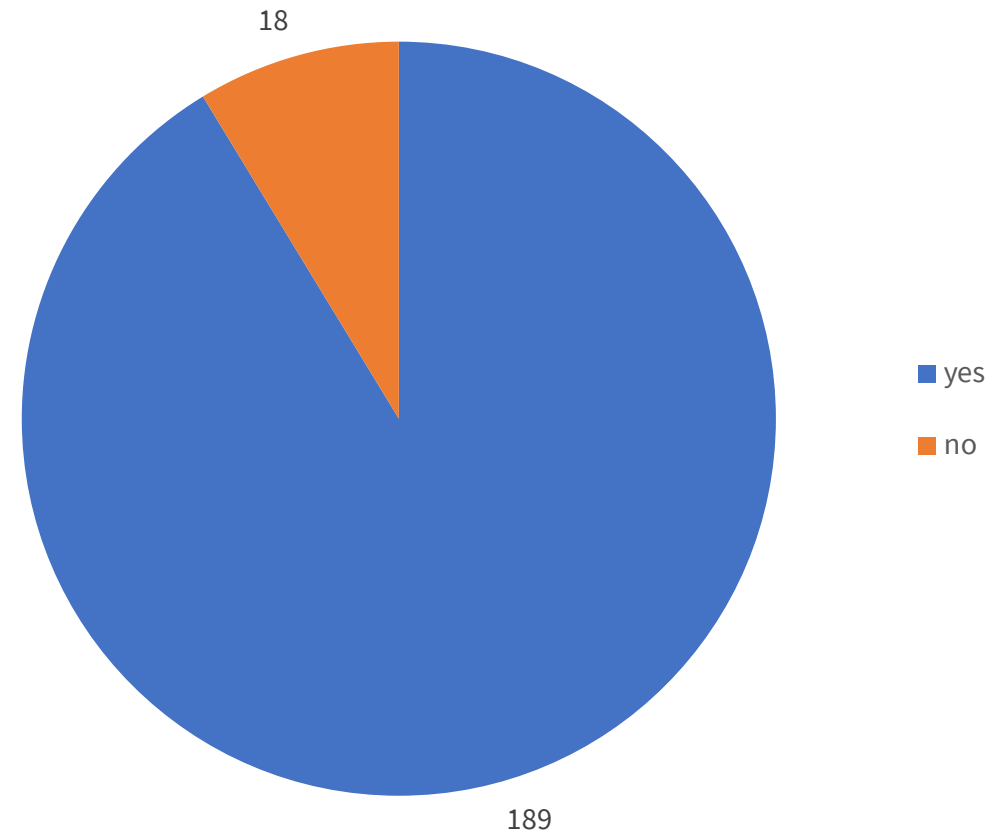
For the vast majority of respondents, the most important content on the website (transformacja.slaskie.pl/) is (100-134):

- Information on current (ongoing) forms of support
- News about important JT events
- Key documents and legal acts concerning JT (e.g. JTF)



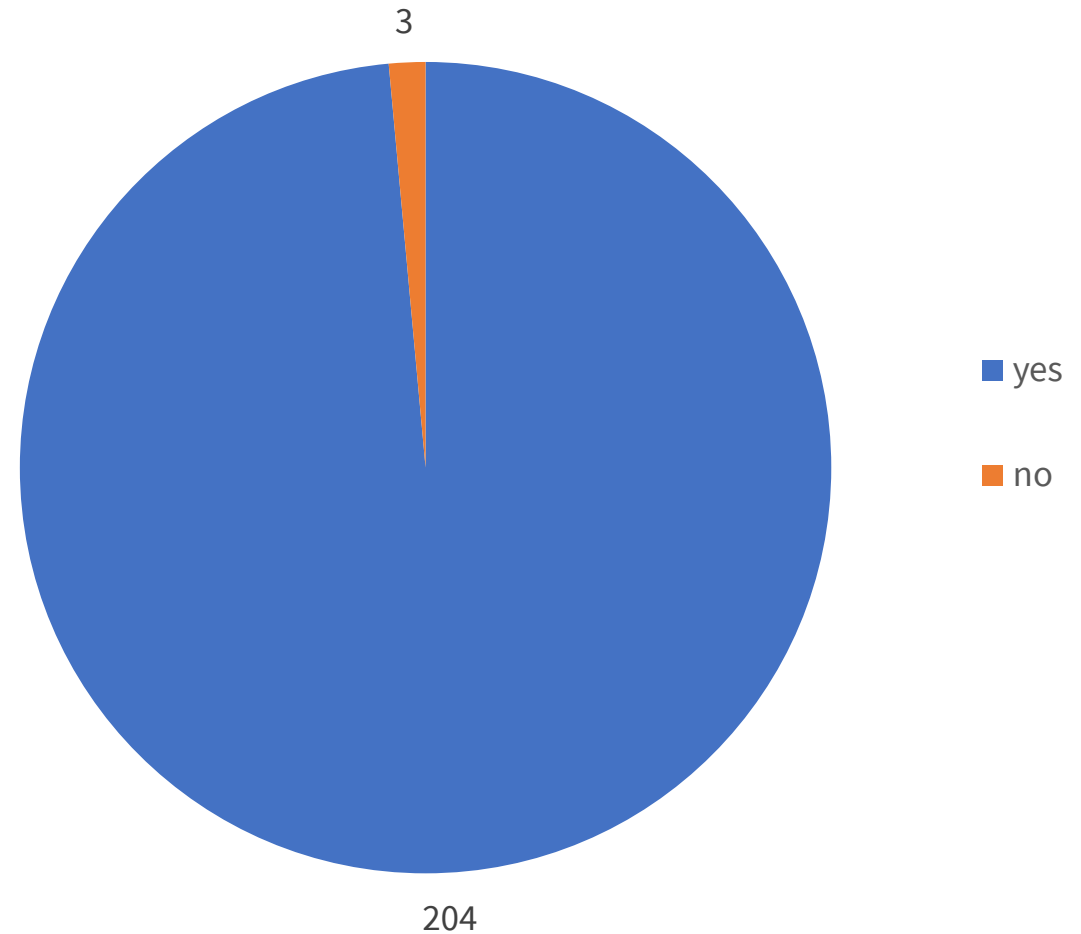
Interest in receiving JT-related electronic publications (e.g., research reports, manuals, handbooks, articles, etc.) from the Silesian Marshal's Office

The vast majority of respondents (over 90%) would like to receive electronic publications on the just transition process from the Silesian Marshal's Office (189).



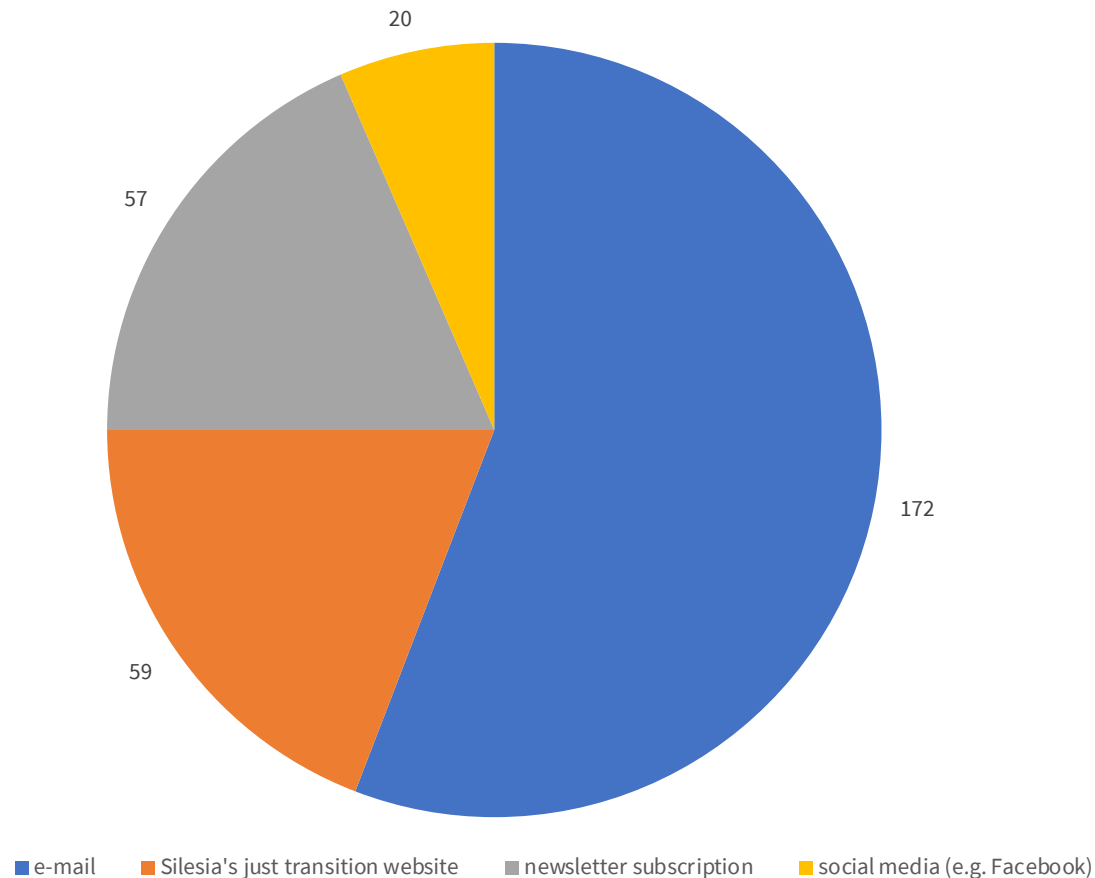
Interest in receiving information from the Marshal's Office on current events, available forms of support, etc.

Almost all the respondents would like to receive information from the Marshal's Office regarding current events, available forms of support, etc. (204).



Type of contact you wish to have with the Marshal's Office in order to receive JT information, including updates on current events, available forms of support, etc.

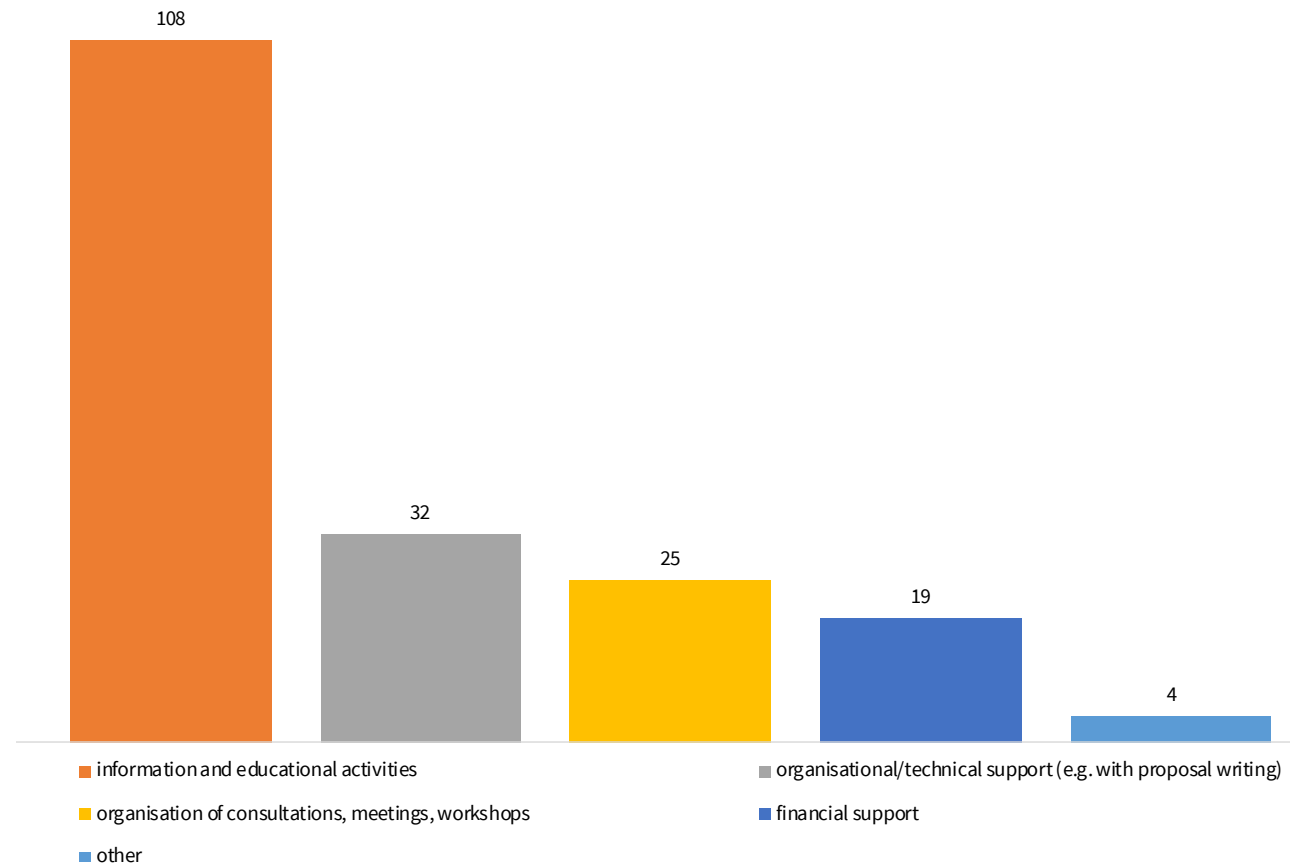
E-mails are respondents' preferred way of being in contact with the Marshal's Office (172 – over 80% of respondents).



How could the Marshal's Office support your organization's involvement in JT activities?

Respondents most frequently indicated the need for information and education activities led by the Marshal's Office (108).

Several respondents shared specific suggestions regarding Silesia's JT communication, especially simplifying the language used, and adjusting messaging to different target groups.



**Key conclusions based
on survey results**

KEY CONCLUSIONS from respondents' answers

Survey respondents:

- expect locally-targeted support (Qs. 12, 19)
- are mainly interested in practical information, e.g. on available funding for TJTP/JTF projects (Qs. 14, 19)
- are open to new forms of communication (instant messaging, social media, websites) (Qs. 16, 21, 22)
- are ready to participate in the active promotion of JT (Qs. 16, 17)
- expect more information from the Silesian Marshal's Office on the JT process (Qs. 20, 21)

Additional information regarding the key conclusions

(i) Respondents expect locally-tailored support on practical issues related to TJTP/JTF implementation:

- they indicate a preference for meetings that are held online or in their own sub-region/district/municipality (Q12), indicating that respondents favour a practical approach.
- they furthermore want to receive practical implementation information (e.g. regarding JTF funding, project identification and preparation from the Marshal's Office (Q14).
 - Respondents are currently at the beginning of TJTP implementation. This may explain why that are less interested in the basic (background) information about JT and the JT process (such as objectives outlined in strategic documents), nor expert knowledge.
- they want the Marshal's Office's JT website to feature news regarding accessible forms of support (workshops, training, etc.) and events; but, they are also interested in information about key documents and legal acts (Q19). Interestingly, respondents are less interested in using the website to access research reports, analyses, a good practice database, or information on the status of work on the Silesian TJTP. This confirms the stakeholders' focus on practical content.

(iii) Openness to new forms of communication with residents and the Silesian MO:

- Respondents prefer to communicate with residents via social media and local web portals rather than via more traditional channels like physical meetings, leaflets, brochures, or local press (Q16).
- However, they prefer other channels for communicating with the Marshal's Office. Respondents prefer being in touch with the Marshal's Office via direct email (Q22); this may indicate a need to obtain information directly and quickly, without having to search for this information on other platforms or sources.
- Overall, respondents prefer local (online) portals over national ones (Q16).

**Recommendations
based on survey results**

Recommendations for the future:

applying survey results

As the Marshal's Office expands their JT communication efforts, they should pay particular attention to:

- ensuring information, tools, and meetings are specific to local contexts
- sharing the most practical information, without as much emphasis on background research, jargon, legalese
- testing out new and online forms of communication like instant messaging, social media, and local web portals

Recommendations for the future:

expanding reach

- The response rate (207 survey responses received) can be seen as a success, and vouches for the relationship between the Marshal's Office and existing stakeholders.
 - The process of broadening the scope of engaged JT stakeholders must evolve; it will be important to develop new methods of stakeholder mapping and outreach to ensure all relevant actors are engaged.
- The numbers of responses from certain stakeholder groups (mining enterprises, universities, research institutes), and from certain sub-regions (Bytomski, Gliwicki) were too low to generate group- or location-specific results. Extending databases of stakeholders from those groups or sub-regions should be seen as a priority.
- Expanding stakeholder engagement can be supported through collaboration with the Polish Mining Chamber of Industry and Commerce (GIPH), and with European projects like DUST and BOLSTER.

More information

For more information, contact the authors of the study: dariusz.stankiewicz@slaskie.pl; dominika.blasiak@slaskie.pl, or contact the authors of this presentation who led the interpretation of the survey results: aleksander.szpor@ecorys.com; aleksandra.jasinska@ecorys.com; andrzej.zurawski@ecorys.com

Learn about the just transition process in Silesia at: <https://transformacja.slaskie.pl/>. Read more about the EU Initiative for Coal Regions in Transition and its START technical assistance programme at: <https://coalregions.eu>.