

Analysis of communication strategies of Brno

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1. Introduction

In the early 90's, the concept of waste management has been officially introduced in the Czech Republic. Since that time new methods of waste management have been introduced, some of them directly calling for the end consumer responsibility. However, this education process is often linked to efficiency of communication strategies that industrials and government articulate around the waste management objectives.

This study proposes to analyze the current communication strategy of Brno. In the first part of our study we focused on analyzing and comparing the communication strategy of other cities in the Czech Republic as well as other cities in Europe.

2. Object of the project

The objective of our study is first to understand which communication strategies the city of Brno is applying to impact the end user behavior. Then, along this analysis, new ideas will be introduced to improve the communication efficiency by using new methods and modern communication channels such as Facebook, internet etc.

The Brno communication in the field of waste management is conducted primarily through both SAKO Brno and the city of Brno Internet portals. The city does not use any other official electronic information channels. We find it very inadequate and main aim of our study is to extend this information channels for more people. Make it more interesting, funny and available for everybody.

3. Analysis of communication strategies in other European cities

This section focuses on the analysis of communication strategies of other incinerators in the Czech Republic and websites of other European cities. The analysis was focused on the city website incinerators Liberec and Prague Service to provide waste management in Prague, and information portals of Statutory City of Olomouc. The website at the time of the twenty-first century is a calling card of any company in which you need to invest. Nowadays everyone is using internet for searching of any information. And the way this site is designed has a huge impact on their readers and customers, whether actual or potential. We also evaluate the communication strategy of

other European countries. Attention was focused on the states bordering the Czech Republic (Slovakia and Poland) and as well London, which has interesting website which could be inspired. In each of the cities we evaluate the pros and cons of web pages.

4. Subject of communication

The subject of communication is primarily to inform the general public about changes in the existing communication strategy in waste management in Brno and new channels of communication that we propose. City of Brno aims to understand the waste management system by its inhabitants and their subsequent satisfaction with the system. To be filled with the ultimate goal as efficiently as possible, it is essential to get all the information about efforts to support the proper sorting of waste into public awareness. It is necessary to clarify the classification system of waste, which is the focus of the project. We would like to provide residents of Brno clear information on sorting, informing them about the possible use of sorted material. We would like to point out the importance of recycling, which plays an important role in our environment and inform the other non-profit organizations that deal with taking back a range of materials. We would also like to raise awareness of the Incineration of mixed municipal waste coat, which is the owner of Brno. This incinerator plays a vital role in the effective management of waste.

5. Communication channels

We primarily wanted to focus on communication channels through the Internet. The use of social networking in today is an important step forward, (allowing) the city gets closer to the citizens. You need to make the effort and finance to create a new official website. Create and update a new page on Facebook proposes to entrust the administrator of the official website of the city of Brno. Selected papers would simply be added on both sides, which would Brno Municipality financially burdening and communication would be much more effective.

Websites of SAKO

In the next steps we want to focus on the design and clarity of company SAKO. It is important to note discomfort and reluctance of citizens to seek long-term site or the information passing over several references to the target. The currently discussed topics (such as reason for a fee increases) is clearly necessary to place on the top right bold letters. Company SAKO is often perceived negatively by citizens. With the revitalization of its pages we would like to improve this impression. We were inspired by websites of other Czech and European cities, which not only provide essential information as the collection and sorting of waste, rent large containers, but also deal with environmental aspects - the possibility of another recovery, its reduction, etc.

Facebook pages of SAKO

Nowadays every big company or institution wants to communicate with the widest possible group of people. Thanks to Facebook, the awareness of people about SAKO will greatly increase. The inhabitants of Brno will always have the option hears the news and lead discussion on sorting, incineration, etc. The opportunity to quickly communicate with each other will be a positive response.

Mobile Applications „WHERE WITH IT"

Mobile applications "Where with it" is a software application for mobile phones Android (or even for other operating systems). The proposed application would be freely accessible to all users who would be interested in her. The content is designed application using the GPS in your mobile phone to find the nearest container or collection point for the user-requested type of waste and help the user in proper waste disposal.

Recovery label bins

There is a big shortage in confusing label waste containers. Only a very small group of citizens will search what and how to recycle. The designation is black and white, unattractive and need to focus on it. The average person cannot notice this designation.

People therefore constantly separate all kinds of plastic, not only PET bottles, but many other stuff which does not belong in these containers.

Events - Liberty Square

The project will include the implementation of special events at Freedom Square. The aim of action will be to enhance awareness of the potential separation of waste in Brno and its surroundings. Many people would like actively to involve in sorting, but unfortunately they do not have sufficient information. The various companies that deal with take-back, collection of bulky waste, will be introduced and also the foundation that collects unwanted clothes, toys, etc., things that can find further application to other persons.

Ecological Institute Veronica will participate in actions, it ensure both stand foundations and advisory stand. Advisory Veronica is actively involved in the collection already useless, but still usable items. Furthermore, it is shifted to people in need who gratefully accept the help. The effort will involve the company to cover all the possibility of retroactive collection. Companies will be addressed with a different focus from the paper over the appliances to pharmaceuticals. We will also focus on addressing the organizations for dealing with the collection of selected commodities.

Advertising in Metro Diary

One of the proposed solutions to improve the communication between citizens and the city incinerator or a regular advertising in Metro. This diary read daily by thousands of participating members, because it is available on many tram stops free. It is a kind of habit of Brno citizens read in vehicles on the way to school or work daily Metro. For this reason, it is proposed to issue as a weekly article focusing on changes, news, news in the field of waste management. Columns in the newspaper can thus, for example, information on changes in charges for KO, a development that took place in the Incineration jacket on actions implemented in order to education and promotion in the field of waste management and others. Diary Metro in this case is considered a communication channel that could reach the majority of the population of Brno.

6. Project financing

Waste management in the statutory city of Brno is largely financed from the regional budget and funding of SAKO, a.s. These subjects are of course able to use the funds provided by the European Union. They are all sorts of subsidies and support for projects related to waste management, environmental improvement and regional development. In addition to the municipal budget funds by SAKO, as a variety of non-profit organizations to help these (above) may also be used more options for financing. Projects that seek to improve the waste management system or dealing with the removal of old environmental burdens fall within the priority axis 4 of the Operational Programme Environment. Municipalities and non-profit organizations can apply for this support. Entities can get up to 85% of public expenditure from the Cohesion Fund and up to 5% of the State Environmental Fund. The condition is a prescribed minimum level of expenditure on the project in the amount of CZK 500 million. This support could be used in the proposed project. There is also the LIFE + program, which is a financial instrument narrowly focused on the environment. This program can receive support from one of the three pillars. The development of effective communication and the dissemination of information in the field of nature conservation at the local level can apply for funding from the 3rd pillars of the LIFE + Information and Communication. In addition to the financing from the EU funds, we focused on local resources. First we state budget South Moravian Region. JMK Grant program focuses on various areas, we will be particularly interested in the environment.

Finally, JMK years already supports, not only in Brno (also Tišnovsko, Mikulov and other) actions carried out on Earth Day. In this way, there was an option financing program in Freedom Square.

Vodafone Foundation is an independent, state-registered non-profit organization under the Vodafone Czech Republic. Their aim is to change the world for the better. It is one of the largest corporate foundations in the Czech Republic. Under the "on the move" they supported projects in the previous years' Odpadfest or „By waste sorting you help yourself, the school, the city and the planet”.

7. Conclusion

Problems of environmental protection are an issue that would in any way be underestimated. The way we treat the environment affects not only our lives but also the lives of our children and future generations. Therefore, we should try it primarily to protect and continually improve its condition. Contribute to improving the environment in which we live, we just through waste management.

Waste Management of Brno is now facing a number of problems affecting primarily in communication between the city and the citizens. This communication is a very important factor in improving the overall waste management system. If the city were responsive to the needs of citizens in the waste management area would subsequently citizen to clean their city more accountable. In today's world, more and more of this communication happens via the Internet. By creating facebook site for incineration SAKO Brno as could be achieved by improving communication between citizens of Brno and the incinerator, which is unfortunately in many perceived more negatively. Following the Facebook page should be governed by its own company website jacket. It is important to focus on streamlining, simplifying the user search and design, the user must take. In connection with the use of the Internet to the correct classification, the proposal also create a mobile application designed to inform citizens about the closest place with containers. This application by citizens significantly save time and facilitate their work in their own waste. Another step towards the promotion of correct classification is to replace the existing labels on waste containers. These stickers are now unfortunately often confusing and ordinary citizens taking out garbage when they do not pay attention. The proposal is to make these stickers in colorful and clearer version, so that clearly and concisely passed its purpose, and to provide information on sorting. Effective step to improve the communication between citizens and the city could also be a variety of events held in public spaces such as exhibitions. Such events could be used as Freedom Square. You have been invited by a non-profit organization with a focus on environmental protection. These organizations would then pay people familiar with alternative reuse waste and would also provide information about where the rear donations of any kind. The program would also be organized games for the purpose of learning about the principles of correct classification.

One of the requirements of environmental protection is a properly functioning waste management. However, his leading goal should be the primary prevention and prevention of adverse effects in the form of poorly sorted waste. The main actors in the prevention of the citizens. Just one question concerns the proper classification, which unfortunately cannot be without communications of citizens and properly addressed. Here arises the need to use new and innovative means of communication that could be the solution to this situation is helpful. This objective may initially appear as a bright, but not easy. Therefore, the essence of prevention should not be underestimated, because it can prevent the introduction of more and more tools to protect the environment and prevent excessive increase in the cost of our lives. Each of us can strive for a better environment, so do not expect to use complex tools, but it becomes a tool for yourself!