



8th Just Transition Platform Conference

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Communication in the just transition process



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#JustTransitionPlatform



Design a toolkit for communicating about the just transition with citizens and municipalities

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Introduction

- **Objective:** to help local-level public authorities/municipalities communicate about the just transition to citizens and to raise awareness among citizens and municipalities about what the Just Transition Fund does and how to make use of it.
- **The team**
 - Action Leader: WWF European Policy Office
 - Contributors: Social Platform, Midlands, Forschungszentrum Jülich, Valea Jiului Society, Digital Communication Network, Hub South East Europe, Estonian Ministry of Finance, Coal Commission Secretariat at Eszterházy Károly Catholic University
- **Workflow**

**Multilingual
survey**

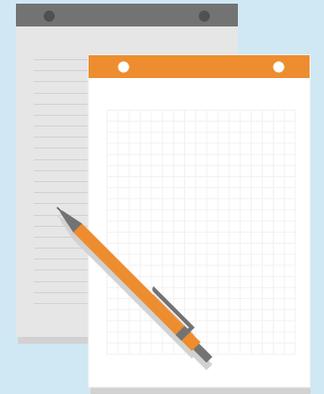
**Evaluation of
results +
Expertise,
experience of
WG members**

Toolkit

Overview of the toolkit



Short Guide to Just Transition



1. What is Just Transition

- *Why do we need Just Transition?*
- *What does Just Transition involve?*

2. How does the EU support Just Transition?

3. What happens at a regional level?

- *Regional plans for Just Transition*
- *Overseeing Just Transition plan implementation*

4. Just Transition in practice

- Example 1 : Just Transition programme - Ireland
- Example 2 : Just Transition project Greece
- Example 3 : Governance - Hungary, Northern Hungarian Coal Region

5. Opportunities for learning and support

How to adapt the Short Guide for local use

Section	Suggestions for adapting the Short Guide for local use
What is Just Transition?	<ul style="list-style-type: none">- The sub-section 'Why do we need Just Transition?' section could make reference to the specific challenges of your local area e.g. which industries are priority for phase out / decarbonisation etc.
What happens at regional level?	<ul style="list-style-type: none">- Include a link to your relevant Territorial Just Transition Plan and / or an overview of the plan's priority areas- Include reference to local Managing Authority and other relevant decision making or monitoring bodies
Just Transition in practice	<ul style="list-style-type: none">- The examples given in this section could be replaced by information on the local programme / innovative projects / governance model for your region.
Opportunities for Learning and Support	<ul style="list-style-type: none">- If your area has been involved in a support programme, for example receiving technical assistance, or participating in a learning exchange you could mention this. You could provide a link e.g. to news article or report about a relevant visit or event.
Looking for more information?	<ul style="list-style-type: none">- The contact points for managing authorities and other office-bearers responsible for funds and programme management can be inserted as relevant to your location.- Monitoring committee details could also be included.

Glossary

C

Carbon footprint: a measure of the greenhouse gas emissions released into the atmosphere by a particular person, organisation, product, or activity. A bigger carbon footprint means more emissions of carbon dioxide and methane, and therefore a bigger contribution to the climate crisis. Measuring a person's or an organisation's carbon footprint entails looking at both the direct emissions resulting from the burning of fossil fuels for energy production, heating, and land and air travel, and indirect emissions from the production and disposal of all food, manufactured goods, and services.

Circular economy: An economic system based on reusing materials in order to make products /deliver services in a sustainable way. Achieving a circular economy means moving away from the traditional linear model of 'take, make, throw away', in which resources are extracted, used, and then discarded or disposed of.



F

Fit for 55: EU Fit for 55 is a package of legislation created to achieve at least a 55% decrease in CO2 emissions by 2030 compared to 1990 levels. This serves as a key milestone in reaching Climate Neutrality by 2050. It includes revision of climate and energy legislation related to energy taxation, emissions from land use, emissions standards for vehicles, energy efficiency, Member States' emissions reduction targets, ETS and a carbon price for imports (Carbon Border Adjustment Mechanism).

Fossil fuels: Fuels such as oil, coal, and gas that are formed in the ground over many thousands or millions of years from the decomposition of vegetation or animals. They can be burned for energy; this releases carbon into the atmosphere.

G

Global warming: An increase in the Earth's average surface temperature that occurs when the concentration of greenhouse gases in the atmosphere increases. These gases absorb more solar radiation and trap more heat, thus causing the planet to get hotter. Burning fossil fuels, cutting down forests, and farming livestock are some human activities that release



40+ terms

Top 10 tips



Tip 1 - Invest time in defining (and discussing) 'Just Transition'

Tip 2 - Get a strategy!

Tip 3 - Be aware of the needs and interests of the different stakeholder groups

Tip 4 - Pick your communication methods

Tip 5 - Check WHO is in the discussion

Tip 6 - Build trust!

Tip 7 - Create 'live' opportunities to really talk about just transition

Tip 8 - Use existing networks to create awareness

Tip 9 - Once is not enough! - Communication should be frequent and repeated

Tip 10 - Lack of communication is dangerous!

Next steps

- Finalization, layout work
- Looking for more links/synergies
- Sharing the e-versions of documents on relevant web sites
- Dissemination and promotion