

# Communication timeline/

## manual

### 1/ Description

The communication plan and subsequent content will be developed together with the communication team of your city district, potentially with support of IPR Prague. However, it is important to keep in mind the individual communication phases and include all communication-related expenses in the budget. Involving the public in participatory methods is not possible without timely and consistent communication.

The three most important words to remember regarding the communication strategy are: **timeliness, adequacy and clarity**. Developing a communication timeline is essentially an exercise aimed at minimizing the risk of the public being informed late or inadequately about specific steps or issues. This reduces the chance of missing deadlines for municipal newspaper submissions and, conversely, increases the probability of inviting the public to individual events with a clear understanding of their purpose.

Typically, the primary communication objectives include:

- a) **Building general awareness of the project/event.** Preparing the public for the fact that a change will occur in the foreseeable future.
- b) **Providing information about specific activities, their outcomes, and inviting the public to various events** (neighborhood meetings, exhibitions, consultations).
- c) **Keeping the public updated on the progress and development of the project's phases** (current status) including the final design proposal.
- d) **Engaging in dialogue with the public concerning specific topics** (e.g., clarifying procedures, addressing delays, needs, or deviations from the original plan/intent).

Communication objective	Activity (according to the Manual)	Communicate	Tools
Raising awareness about the preparation of the project (revitalization, strategy, etc.)	Activity 4 - 5	<ul style="list-style-type: none"> <li>→ What will happen?</li> <li>→ What is already established?</li> <li>→ What is open for public discussion?</li> <li>→ When and how can the public participate?</li> <li>→ Enhance public familiarity with the area (story, attractions, historical points of interest).</li> <li>→ Explain the roles of individual stakeholders.</li> <li>→ Address any sensitive topics or existing conflicts, preferably at the outset rather than during the project.</li> <li>→ Present the timeline of the project (if you already have a clear plan at this point).</li> </ul>	<p><b>Utilize all communication channels of the city district:</b> website, social media, city district newsletter, Prague media, etc.</p>

<p>Informing about the outcomes of the 1st phase of participatory planning</p>	<p>Activity 6 - 7</p>	<ul style="list-style-type: none"> <li>→ Send out invitations to participatory meetings and events.</li> <li>→ Inform the public about the outcomes of individual events (e.g. a neighbourhood festival).</li> <li>→ Share with the public the results of the analysis of needs.</li> <li>→ Explain the timeline of events. Illustrate where you are in the process, using visualizations (before and after) or other engaging methods for media coverage.</li> </ul>	<p><b>Utilize all communication channels of the city district:</b> website, social media, city district newsletter, Prague media, flyers, posters, etc.</p> <p>Engage local stakeholders, especially local “ambassadors” to utilize their communication channels as well.</p>
<p>Informing about the consultation of the design concept proposal (2nd phase of participatory planning)</p>	<p>Activity 8</p>	<ul style="list-style-type: none"> <li>→ Send out invitations to individual meetings and events. Specify how, where, when, and until when it is possible to familiarize oneself with the proposal and provide feedback.</li> <li>→ Explain the timeline of individual events. Illustrate where you are in the process, using visualizations (before and after) or other engaging methods for media coverage.</li> <li>→ If possible (depending on the participatory method used), publish the processing of individual comments from the consultation process and inform those who participated.</li> </ul>	<p><b>Utilize all communication channels of the city district:</b> website, social media, city district newsletter, Prague media, flyers, posters, etc.</p> <p>Engage local stakeholders, especially local “ambassadors” to utilize their communication channels as well.</p>
<p>Informing about addressing comments</p>	<p>Activity 9</p>	<ul style="list-style-type: none"> <li>→ Share the outcomes of activities undertaken in the 2nd phase of participatory planning with the public.</li> <li>→ If possible (depending on the participatory method used), publish the processing of individual comments from the consultation process and inform those who participated.</li> <li>→ Provide ongoing updates on the progress of final project design preparation.</li> </ul>	<p><b>Utilize all communication channels of the city district:</b> website, social media, city district newsletter, Prague media, etc.</p>
<p>Informing about the final project design</p>	<p>Activity 10</p>	<ul style="list-style-type: none"> <li>→ Present the final project design.</li> <li>→ Regularly update on the progress of project documentation preparation, land use and development approvals.</li> <li>→ Explain any changes made to the project design or the construction schedule.</li> </ul>	<p><b>Utilize all communication channels of the city district:</b> website, social media, city district newsletter, Prague media, etc.</p> <p>Present the final project design in public spaces by means of an open-air exhibition, a</p>

			booth/container or a newspaper insert.
Project design implementation	Activity 11	<ul style="list-style-type: none"> <li>→ Continue communication and provide up-to-date information about usage restrictions.</li> <li>→ Facilitate dialogue between users and the contractor.</li> <li>→ Address any complaints before they escalate into crisis.</li> </ul>	<p><b>Utilize all communication channels of the city district:</b> website, social media, city district newsletter, Prague media, etc.</p>