



Communication plan

Communication plan its really essential in a Change management in particularly during the process. That why we create one. For all people outside the company know understand and be part of the changement.

Create mission statement

Our company to clean your city

Define objectif

Objectif of our changement is to reogarnize our work methods to provide a better service.

With the help of a digital transformation city will be clean again

Audience

All persons who leaves in the city is concerned. In particulary people who have been or are upset by waste in the city.

Goals of the plan

We expected that the city was clean 6 month after the end of the transformation.

Clean means like there is no waste staying on the sidewalk more than 2 days and there is no more bean where you cant waste disposal.

Message for the audience

Main title: Cleaning evolution has become be part of that with us

More info : Waste revolution has come in the city the company of the city is in digital revolution to end with our dirty town. See our objective in our site internet. You can also call the town hall to have this info and more ...

Channel of diffusion

As our target is the citizens provide advertising poster all around the city is the best way to inform person the project. Of course we need to the help of the town hall to inform people about.

Assign key stakeholders to each audience and channel

As a waste company we dont have a communication departement.

We are in communication with PosterArt a firm that create graphic identity for a project and give us publicity poster design there are also in charge to print this poster.

Town hall be in charge of find top advertising placement in the city.

The company PUBLIO is gone stick are posterin the emplacement provide by town hall

Events

To speak about our project we also participe to the annual forum who gather all the city organisation

Internal communication

Is really important that all the company is inform of the plan and his evolution to do that we will whave channel in our slack organisation to provide all info and last updates

Develop an emergency/crisis communication plan

If we have an emergency in the project a communicate will be made by our director in the different local media.

Feedback

To be sure of our plan impact we managed our field person to have a time in our journey to filled a forms by some citizens.

We can also make static of number and during of call in the town hall

Refresh plan timeline

Feedback result will be analyze every month. With this analyze we can adjust the plan.

If there is some emergency plan will be directly review.

Sucess goals

Communications plans will be a success if 50% of the city are aware of our projects and 30% know some details about. Since 1 year have to up to 70% for aware persons and 50% for details.