

Kotka Strategic Plan

From Matruschka –project to the EcoKotka process birth

As a result of the Matruschka project the city of Kotka has launched a process aiming to bring Kotka to the leading edge of environmental management, control of climate change and promotion of sustainable development in Finland. This is a primary issue in the local strategy of Kotka for 2008-2016, accepted by the City Council in 2008. In order to attain this objective, Kotka has launched a three year EcoKotka project which endeavours to create the foundation for long term efforts and permanent changes in decision making and everyday practices.

One year start up project, EcoKotka, continues after Matruschka project during 2009-2010. The project application has sent to Regional Council of Kymenlaakso to get support from regional fund. EcoKotka has a clear regional and provincial dimension and wide range of stakeholders. The project starts in May 2009 with selection of project manager. The project is supported by steering group and stakeholder group.

EcoKotka in nutshell

EcoKotka project content is structured around four themes:

1. **Goal setting and project preparation (e.g. using Baseline Review as a tool)**
2. **Committing and training**
3. **Networking**
4. **Communications**

Goal setting and project preparation

- Goals and project preparation according with the local Kotka strategy (clean and safe environment) and Aalborg Commitments (signed in May 2008)

The vision and strategic goals of the local strategy of the City of Kotka for 2008 - 2016 are described below:





- Objectives in supporting of new projects, project planning and preparation together with stakeholders
- The launch of the selected pilots e.g. schools and kindergartens, land use projects, etc.
 - definition of indicators
 - integration of Balance Score card, monitoring
 - comprehensive data and information collection of the need of climate change work in Kotka

Committing and training

- the city staff and decision makers other stakeholders (interest groups)
- stakeholders in Kymenlaakso region
- under the umbrella of EcoKotka there will be other projects like the Ecosupport activity – project
- to create the employee incentive program and guidelines for EcoKotka
- using expert advice e.g. from UBC and organizations like Kymenlaakso University of applied sciences, Merikotka research Centre etc.

Networking

It is important to make cooperation and create networks in Finland and abroad with EcoKotka themes. National and international networks of knowledge utilization (Finnish Aalborg commitments Cities Network, the Baltic Cities Alliance, the Finnish municipal cycling networks...)

- finding synergies together with local and regional stakeholders (e.g. companies, associations, house unions, The University of Applied Sciences, nature organizations etc.)

Communications

- Visibility, information, analysis, data collection, preparation EcoKotka web sites, stories for the staff magazine Tarmo and local news papers, dissemination of information.
- EcoKotka supports and is a part of the city communication strategy.

Cooperation and visibility and with campaigns e.g.:

- campaigns for citizens (ACR network project, 100 kg less waste)



Budget

The pilot project start, 80 000 € for one year, of which 56 000 € province support, the rest support from the city.

ECOKOTKA PROCESS 2009–2010, SUMMARY

TIMETABLE	GOAL SETTING AND TRAINING	ENGAGING AND TRAINING	NETWORKING	COMMUNUCATIONS
2009-2010 Month				
05-07	Checking of the objectives Preparations of projects	Baseline review of the Eco staff Preparation of incentive scheme for staff in cooperation with Ecosupport activity project	Meetings with regional stakeholders	Communications plan, communication media kit
08-10	Mapping of the pilot sites and pilot projects	EcoKotka information days for decision makers, city strategy days	The Aalborg commitment assembly in Kotka for Finnish towns, which have signed the commitment	EcoKotka web sites work cooperation with Awerness rising for citizens in St Petersburg new tool –project
11-02	Aim settings in accordance with Aalborg commitments	Ecosupport activity project, - preparation of training material	Collecting of good practices from different networks	Civic events with stakeholders, national theme days
03-04	Preparations of EcoKotka serial projects, making further 1-3 applications	EcoKotka guidelines for personal, cooperation with Ecosupport activity project	Preparation of peer review	Competition for citizens

SUPPORT FUNCTIONS

EcoKotka steering group
EcoKotka stakeholder group
Cooperation with the Ecosupport activity project

Objectives in 2009-2010

- The City of Kotka is participating in 1-3 project applications including EcoKotka process
- Decisions makers in Kotka and main stakeholders are engaged in the process
- Regional cooperation is strengthened, regional stakeholders have been obtained and commit to the process: regional environmental centre, municipalities, organizations
- The residents of Kymenlaakso area have opportunity to participate in EcoKotka process
- Nordic and Russian cooperation e.g. with Malmö and St. Petersburg is solved
- The city of Kotka is participating in several networks
- The Aalborg Commitments targets has been made according the commitments by May 2010

