



**COMMUNICATION PLAN – sustainability project: Construction of a wetland**

**Project owner:** Värmdö Skärgård Rotary Club in cooperation with Värmdö Parish

**Project name:** Kyrkviken Wetland

**Ongoing project information and background:** <https://varmdoskargard.se/page/wetland>

Development and restoration of a wetland for biodiversity and water purification

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## 1. Background

The project aims to construct and maintain a wetland in order to:

- improve water quality
- strengthen biodiversity
- reduce eutrophication
- increase climate adaptation and water-retention capacity
- create recreational value for the public

The project involves several stakeholders, including nearby residents, passers-by, landowners, leaseholders, authorities and the general public. Communication efforts are needed to create understanding, participation and long-term support for the project, and to inspire more similar projects in the future.

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## 2. Communication objectives

The communication shall:

- Inform the public about the project and the timeline (start in summer 2026 and official opening in September 2027)
- Increase knowledge of the environmental benefits of wetlands
- Create understanding of the purpose and effects of the project
- Build trust among the public, nearby residents and stakeholders
- Prevent misunderstandings and concern regarding land use
- Make the sustainability work visible externally
- Encourage local participation and engagement

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### 3. Target groups

| Target group                  | Information need                            | Priority |
|-------------------------------|---------------------------------------------|----------|
| Nearby residents / passers-by | Impact during construction, benefits        | High     |
| Landowners                    | Land use and dialogue                       | High     |
| Leaseholders                  | Land use and dialogue                       | High     |
| Municipality / politicians    | Environmental benefits and value to society | High     |
| Authorities                   | Status and project results                  | High     |
| General public                | Knowledge and recreational value            | High     |
| Media                         | Local environmental news                    | High     |
| Schools / associations        | Educational value                           | High     |

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### 4. Key messages

| Target group                  | Message                                                                                    |
|-------------------------------|--------------------------------------------------------------------------------------------|
| Nearby residents / passers-by | The project and the timeline (start in summer 2026 and official opening in September 2027) |
| Landowners                    | Dialogue and cooperation are central                                                       |
| Leaseholders                  | Dialogue and cooperation are central                                                       |
| Politicians                   | The project contributes to the municipality's sustainability goals                         |
| General public                | Wetlands are important for the climate and for biodiversity                                |
| Media                         | Local sustainability work with long-term benefits                                          |

## 5. Communication channels and activities

| Activity            | Channel      | Target group           | Timing               | Responsible                     |
|---------------------|--------------|------------------------|----------------------|---------------------------------|
| Project information | Websites     | Everyone               | Ongoing              | IT and PR officers              |
| Project information | Sign on site | Passers-by             | At the start         | PR officers and project manager |
| Press release       | Media        | General public         | At start and ongoing | PR officers                     |
| Social media        | Facebook     | General public         | Ongoing              | PR officers                     |
| Within the area     | Signs        | Visitors               | Upon completion      | Project team                    |
| Study visits        | On site      | Schools / associations | Upon completion      | Project team                    |

## 6. Timeline

| Phase              | Communication measure                                           |
|--------------------|-----------------------------------------------------------------|
| Start-up           | Large sign in the area about the project, visible from the road |
| Preparation        | Stakeholder dialogue and information                            |
| Design             | Meetings with landowners and authorities                        |
| Construction start | Press release and web information                               |
| Implementation     | Ongoing status updates                                          |
| Completion         | Official opening and communication of results                   |
| Follow-up          | Reporting of environmental effects                              |

## 7. Risks and communication challenges

| Risk                                | Communication measure                     |
|-------------------------------------|-------------------------------------------|
| Concern among nearby residents      | Early and transparent dialogue            |
| Misunderstandings about land use    | Clear facts and visualizations            |
| Negative impact during construction | Inform about the timeline and disruptions |
| Low awareness of the benefits       | Educational communication and examples    |

## 8. Follow-up

The effect of the communication is followed up through:

- Participation in information meetings
  - Feedback from stakeholders
  - Media coverage
  - Reach on social media
  - Follow-up of web traffic
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## 9. Examples of core messages in external communication

“The new wetland contributes to cleaner water, greater biodiversity and better climate adaptation for the future.”

“The project is a long-term investment in both the environment and the local community.”

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## 10. Proposed communication materials

- Visualization/map of the area
- Signs on site
- Ongoing presentation on websites
- Posts for social media
- Press material with before/after images
- Communication plan in Word format

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