

**POVEZANI S SKUPNOSTJO –
kako lahko komunalna podjetja
zgradijo učinkovito
participativno komunikacijo,
utrdijo zaupanje in povežejo
lokalno skupnost**

Mag. JADRANKA JEZERŠEK TURNES





Povezani s skupnostjo

Učinkovita participativna komunikacija
utrdi zaupanje in poveže skupnost



Ko nevihta **obstane** nad mestom...

- **29.–31. oktober 2024:** izredne padavine in poplave v Valencii
- **Ocenjeni smrtni izidi: 217–232** (različni viri),
- Tisoči prizadetih ljudi

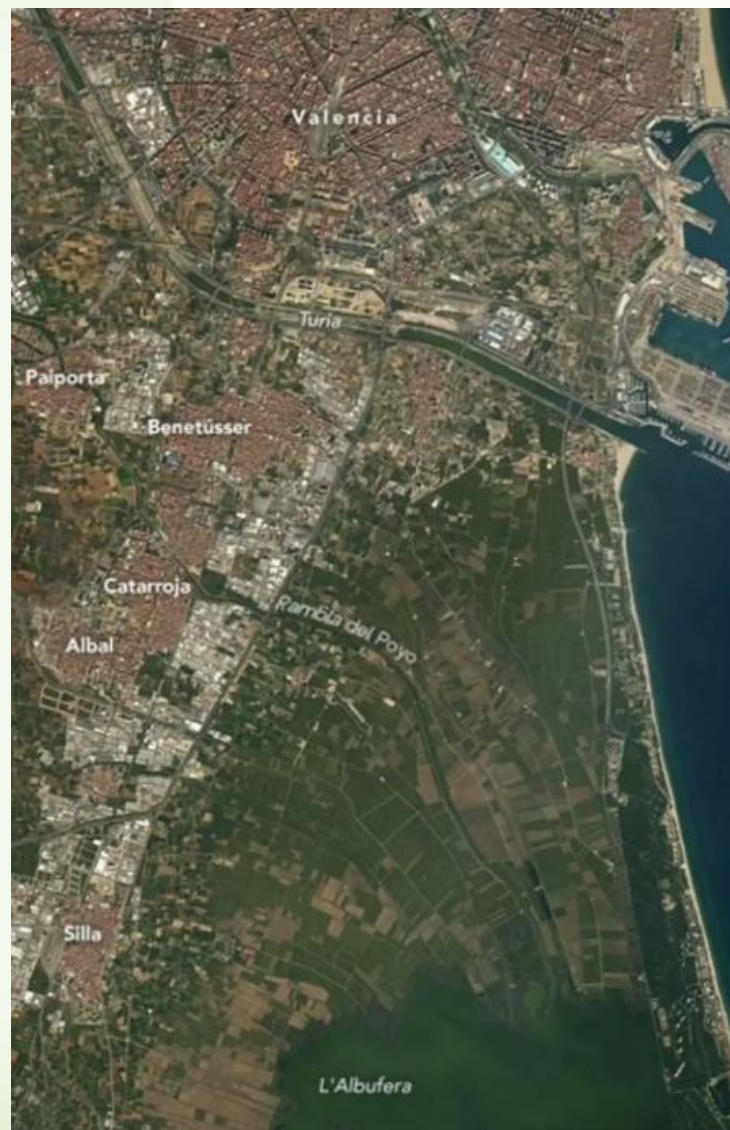


...in predstavlja vremenski vzorec, ki...

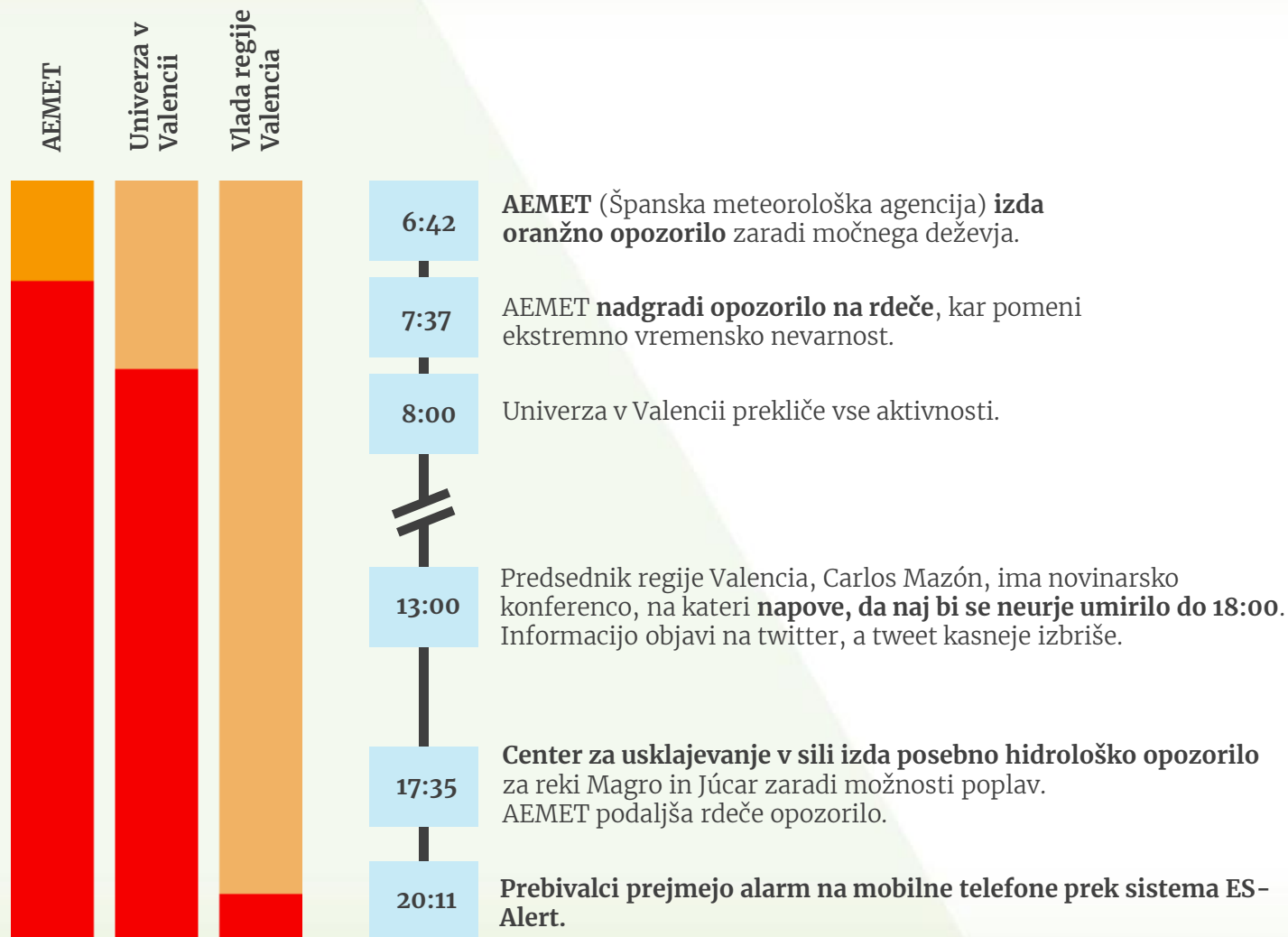


...se lahko ponovi

DANA
je odrezano višinsko jedro
– vzorec, ki se lahko ponovi



Časovnica dneva



Prvih 24 ur : kakšen je idealen scenarij kritičnega dneva?

24 ur pred dogodkom:
opozorila, pripravljene
predloge sporočil
in karte

6 ur pred dogodkom:
večkanalna obvestila
s časom naslednje
posodobitve

**Dogodek in 12 ur
po dogodku:**
prijave zadev + sledljivost
reševanja

**Od 12 do 24 ur
po dogodku:**
pitna voda, sanacija,
zdravje in okolje



Model 3i: Informiranje/Vključevanje/Interakcija

Vključevanje:
soustvarjanje – ankete,
delavnice, participativni
proračun

Informiranje:
poenoteno / eno sporočilo,
pravočasno, vključenih več
kanalov hkrati



Interakcija:
dvosmerno in stalno –
prijave, statusi, časi odziva

Kako razumemo komuniciranje javnih storitev?

Gre za infrastrukturo,
ki skupnost povezuje.

Več kot le sporočanje.
Več kot le obveščanje.



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 **ELSEVIER**

Journal of Environmental Management

journal homepage: www.elsevier.com/locate/jenvman



Research article

Analyzing who is relevant to engage in environmental decision-making processes by interests, influence and impact: The 3i framework

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Participatory processes
Stakeholder analysis
Stakeholder management

ABSTRACT

Outcomes in participatory environmental processes are strongly affected by choices about who is engaged. Inclusive engagement diversifies the range of interests and perspectives represented, including those from vulnerable and marginalized groups, ultimately contributing to more socially and environmentally sustainable and equitable outcomes. However, existing "stakeholder analysis" methods often bias participant identification away from disenfranchised groups with limited pre-existing interest or influence, instead favoring the most easily



Znanstvena podlaga modela 3i

- **International Association for Public Participation:**
od Informiranja do Opolnomočenja
- **OECD načela za upravljanje javnih storitev:**
vključenost izboljša učinkovitost, legitimnost, rezultate. Ne gre za geste – cilj je učinkovitost, metoda učinkovitosti je dvosmerna komunikacija. Rezultat je opolnomočenje
- **Teorija odnosov z javnostmi:**
namen dvosmerne simetrične komunikacije je zaupanje in učenje.

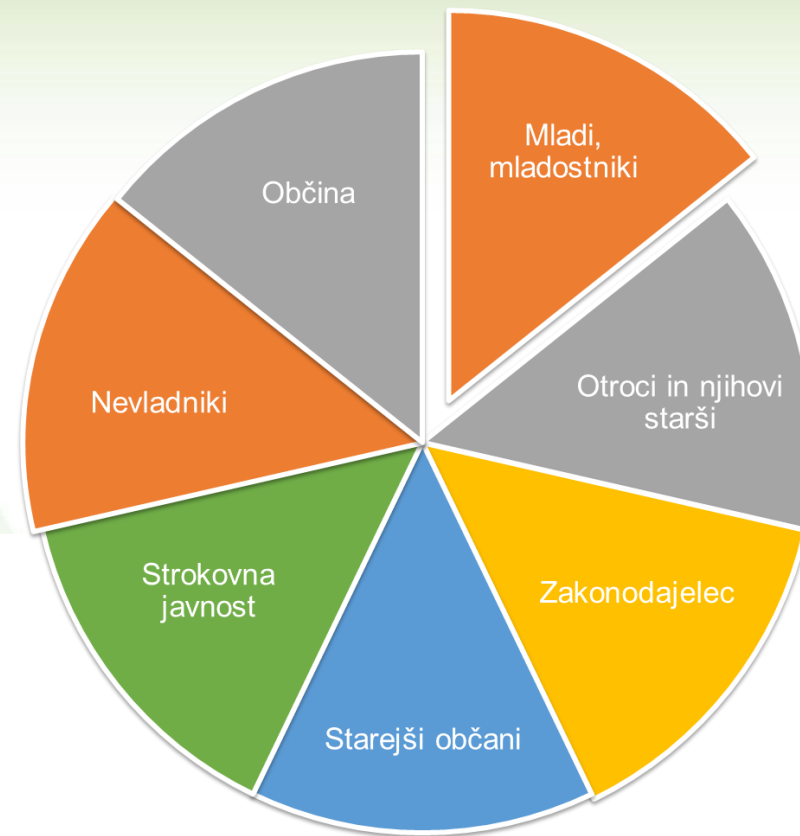


3i model v praksi:

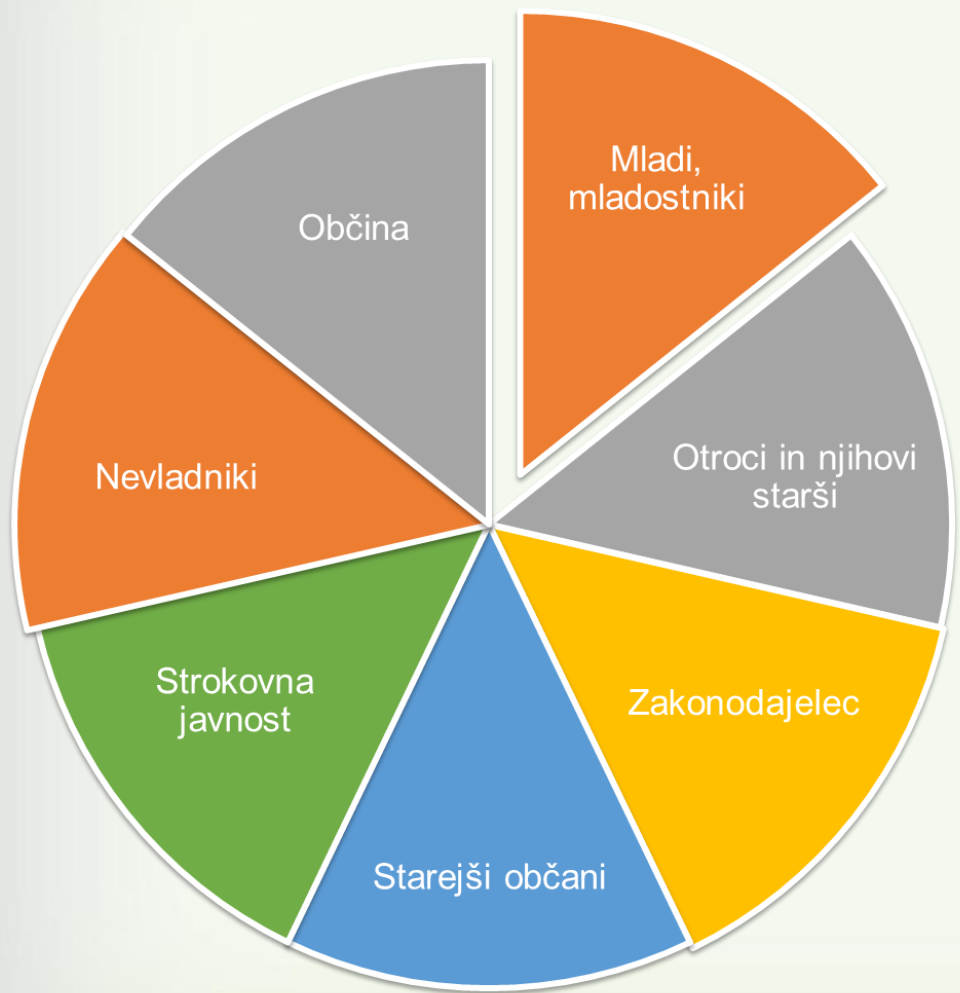
- Vzpostavimo v času miru.
- Izkaže se v primeru krize.

Vključevanje:
soustvarjanje – ankete,
delavnice, participativni
proračun

Informiranje:
poenoteno / eno sporočilo,
pravočasno, vključenih več
kanalov hkrati



Interakcija:
dvosmerno in stalno –
prijave, statusi, časi odziva



Primeri dobre komunikacije in vključevanja javnosti pri odločanju

Freiburg



Freiburg



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[Private households](#) [commercial](#) [City cleaning](#) [Service pages](#) [The company](#)

[Waste app](#) [Collection dates](#) [Bulky waste registration](#) [Download Center](#) [Containers and fees](#) [contact](#) [Contact form](#) [Opening hours](#) [Broken phone](#) [FreiburgCup](#) [environmental education](#) [Freiburg market bags](#) [Cloth diaper subsidy](#) [Giveaway Market](#) [THE BAG](#) [s'Örtle - Mobile Toilets](#)

ASF Download Center

▼ Private households

 Waste separation at a glance (multilingual)

 Waste sorting at home

 Waste disposal fees for private households

 Application for cloth diaper subsidy

► commercial enterprises

► Waste management in Freiburg

▼ Sustainability and waste prevention

▼ Statutes

► Company brochures and flyers

► General Terms and Conditions (GTC)

e-mail



Netiquette Data protection imprint Terms and Conditions to the top of the page ▲



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Service pages > Waste app

Freiburg's new waste app



Laden im App Store

GET IT ON Google Play

Would you like to keep track of your collection dates and be automatically reminded to put out your waste bin? Are you looking for the nearest container for electronics or the opening hours of Freiburg's recycling centers? Not sure which disposal method is right for your Tetra Pak or your old CDs?

The "Abfall Service Freiburg" app leaves no questions unanswered when it comes to waste disposal and city cleanliness. You can download the free service app from the Google Play Store or the App Store.

Many concerns can be communicated to us quickly and conveniently via the app: a request to change your residual waste container, a request for bulky waste collection, or a report of illegal dumping. With our practical reminder and messaging function, you'll stay up to date, never forget a collection date postponed due to a public holiday, and always know what's new in our waste service. Let's clean up together!

The features at a glance:



[Contact](#) | [News](#)[Private households](#)[commercial](#)[City cleaning](#)[Service pages](#)[The company](#)[Waste app](#)[Collection dates](#)[Bulky waste registration](#)[Download Center](#)[Containers and fees](#)[contact](#)[Contact form](#)[Opening hours](#)[Broken phone](#)[FreiburgCup](#)[environmental education](#)[Freiburg market bags](#)[Cloth diaper subsidy](#)[Giveaway Market](#)[THE BAG](#)[s'Örtle - Mobile Toilets](#)

Reusable cup FreiburgCup



With the FreiburgCup, the ASF and the Freiburg city administration created one of the first regional deposit systems for reusable cups in Germany in 2016. At its peak, the 300 ml reusable cup for coffee to go was available in more than 130 cafés, bakeries, and cafeterias. The FreiburgCup was a symbol of the Green City's active waste prevention and an important contribution to the daily fight against single-use waste.

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Waste - a topic for kindergarten and school



The waste management advisory service for kindergartens and schools offers free, child-friendly learning units on waste separation and waste prevention. Topics include waste prevention, waste separation and recycling, sustainability, and urban cleanliness.

On the following pages you will find our offers for kindergartens and schools.

Information and registration:



14. konferenca
komunalnega
gospodarstva

Kakšne pa so prakse posvetovanja?

Barcelona in njena digitalna platforma



Processos participatius

El següent formulari filtra els resultats de la cerca dinàmicament quan es canvien les condicions de la cerca.

^ Data

- ☐ Tots
- ☐ Propers
- ☐ Passats

☒ Actius

^ Àmbit

- ☐ Tots
- ☐ Àmbit global
- ☐ Ciutat

^ Àrea

- ☐ Totes

Processos destacats



Pressupostos participatius 2024 - 2027

Els pressupostos participatius són una eina de democràcia directa. La ciutadania proposa i escull projectes d'inversió per al districte, que es portaran a terme amb el pressupost municipal assignat al procés.

● Finalitzat el: 17/05/2025

🔗 Avaluació i seguiment de l'execució dels projectes d'inversió

14 processos actius



Vine, anem a formar el Consell d'Infants de Barcelona!

🕒 Resta/en 5 mesos

🔗 Informació



Remodelació de la plaça dels Fotògrafs Català

🕒 Resta/en 4 mesos

🔗 Retorn

Barcelona

Benvinguda a la plataforma de participació ciutadana de l'Ajuntament de Barcelona

Construïm una societat més oberta, transparent i col·laborativa.
Uneix-te, participa i decideix.

Registra't →

Processos actius

Veure tots els processos →



Pla d'usos de Ciutat Vella

Resta(en) 10 mesos

Debat

Els barris tindran una part de tu

PLA DE BARRIS

Pla de Barri 2025-2028

11 processos

Els barris del Pla de Barris



Programa d'Espais de Proximitat i Interiors (PEPI)

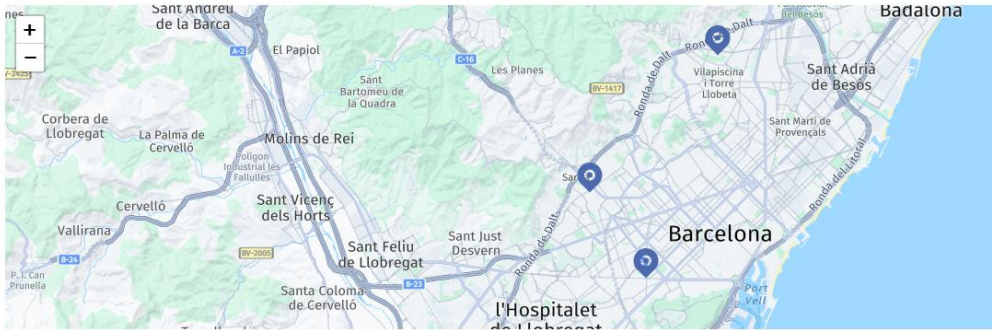
12 processos

Espais sense ús a tots els districtes

Estat actual de decidim.barcelona

Participants	Processos	Assemblees	Resultats	Debats	Propostes	Sortejos	Eleccions (...)	Comentaris	Publicacions
306.274	37	392	5.932	82	34.790	8	1	38.118	49
Adhesions	Trobades	Respostes							
13.425	6.610	10.342							

Trobades 23



Setembre

DL	DM	DC	DJ	DV	DS	DG
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

PROPERES TROBADES

15 **Sessió de retorn**
17:30 PM CEST | Presencial | 0

15 **Audiència Pública. Sessió ordinària setembre 2025**
18:30 PM CEST | Presencial

16 **Audiència Pública de Sants-Montjuïc. Sessió ordinària. Setembre 2025**
18:00 PM CEST | Presencial | 0



14. konferenca
komunalnega
gospodarstva

Generacija Z - avtentično in hibridno

- **Kratko**
- **Vizualno, zgodbe, direktno**
- **Transparentno** – javne seje vprašanj in odgovorov
- **Program mladih ambasadorjev**
- Podobno kot z mladimi se lahko dela z mikro-projekti
- **Hibridno:** digitalno + terenske točke (gasilski dom, šola, kulturni dom,...)



1 leto po DANI

- Pitna voda, sanitarije, odplake,...
- Protokoli za vzorčenje, obveščanje in spremljanje
- Skupne akcije z zdravstvenimi ustanovami – posledice za zdravje ljudi so večplastne
- DANA je predmet analiz: naslednjič ne sme biti tako.



Published in



Public Health Reviews

4.1 impact factor

5.2 citescore

Part of a Research Topic

DISASTER HEALTH
CONVERGENCE · BETTER

POLICY BRIEF

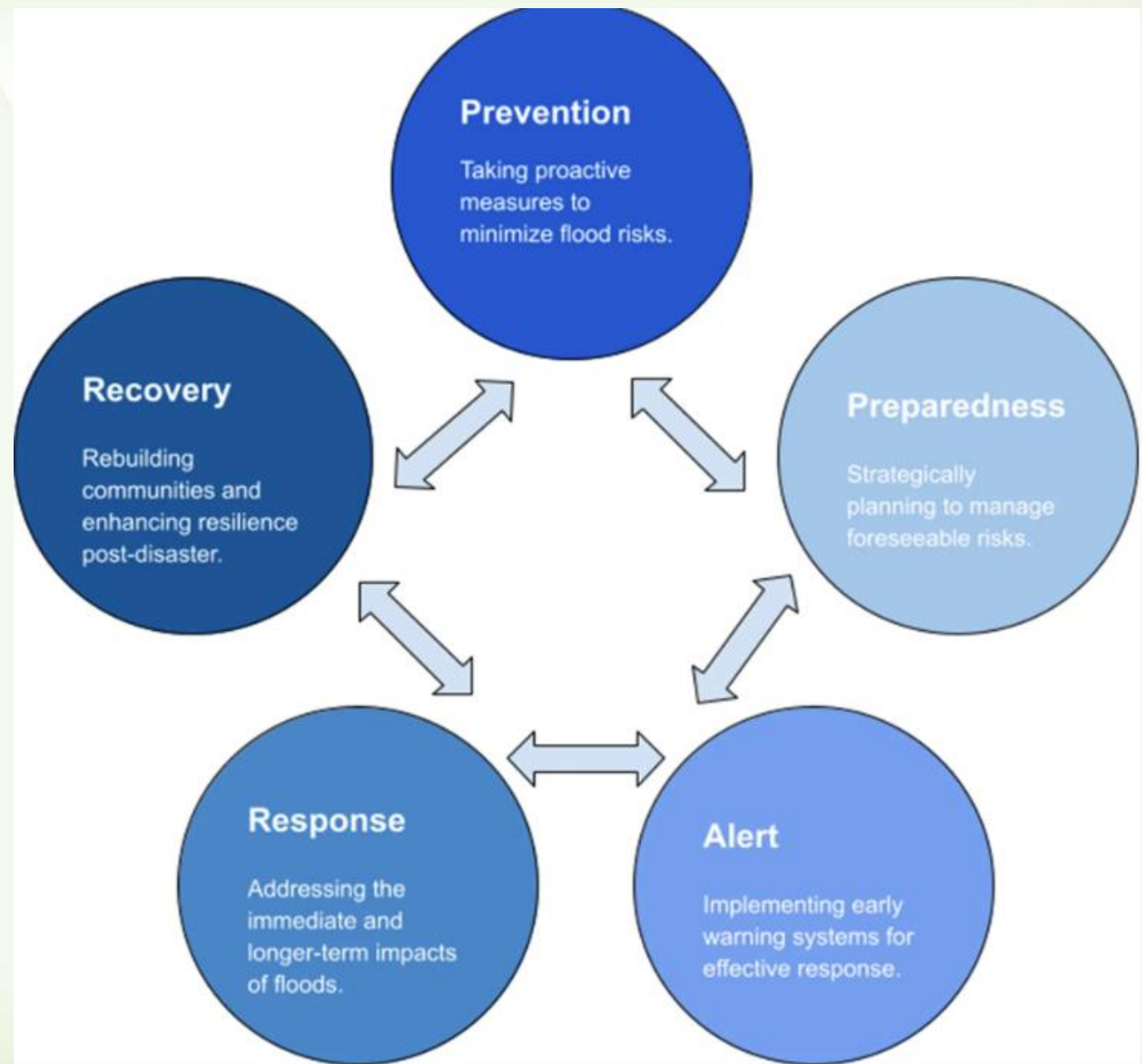
Public Health Rev., 28 April 2025

Volume 46 - 2025 | <https://doi.org/10.3389/phrs.2025.1608297>Devastating “DANA” Floods in Valencia:
Insights on Resilience, Challenges, and
Strategies Addressing Future DisastersJose M. Martin-Moreno ^{1*}Eva Garcia-Lopez ²Mariano Guerrero-Fernandez ³Jose L. Alfonso-Sanchez ¹Paul Barach ⁴

1. Department of Preventive Medicine and Public Health, University of Valencia, Valencia, Spain

2. Research and Development Department, EpiDisease S.L., Valencia, Spain [See more](#)

Priporočila stroke:



3i v praksi

90-dnevni uvod

OECD priporočila:

Majhni koraki

Vidni rezultati

Stalno učenje

- 0–30 dni: pregled komunikacijskih kanalov, dogovorjeni časi obravnave, pilotni projekt
- 31–60 dni: zagon opomnikov, integracija prijav, javna 'tabla statusov'
- 61–90 dni: širitev, prvo poročilo o vključenosti, korekcije procesov



6 potez...lahko že za jutri

1. Določite enotno sporočilo, prilagodite ga ciljni skupini. V krizi najavite čas rednih posodobitev (minute)
2. Standardizirajte SMS/e-pošto in geo. karte
3. Vzpostavite prijave zadev. Statusi zadeve so javni. Transparentnost.
4. Objavite dogovorjene čase obravnave konkretne zadeve.
5. Zaženite vsebine ali program za mlade preko mikro-projektov, namenjenih prav njim. Izberite moderatorje vsebin za mlade. Bodite fleksibilni.
6. Pohvalite se. Napišite prvo poročilo 'You said – We did'





Povezujte skupnost.

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