

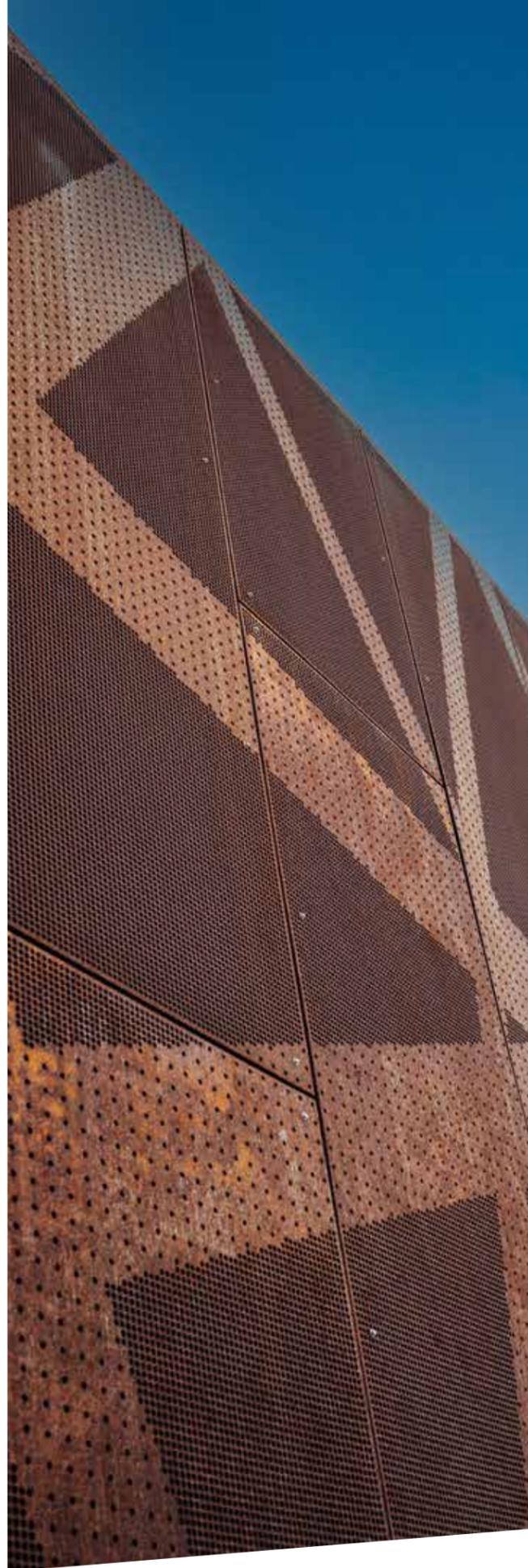
## NEWS FROM THE COMMUNE

# A NEW CONCEPT FOR A BETTER COMMUNICATION OF THE COMMUNE OF KOPSTAL!

🇬🇧 Dear reader,

The college of Mayer and aldermen is pleased to introduce you to this new KoBri Magazine, which will replace the Kontakt in the future.

The KoBri Magazine is part of a completely new communication concept developed by our communication department in collaboration with the marketing and communication agency CoCenting. After more than a year of analysis and work, you will finally have the opportunity to find out in detail what it is all about. From the first surveys among the population to the communication concept with new communication materials and the development of a new graphic universe, created by Zoë Mondloch, you will discover all this in the next few pages.



## LISTENING TO THE NEEDS OF THE POPULATION

### COVID-19 Survey

In March 2020, the health crisis related to the COVID-19 pandemic disrupted the lifestyle and functioning of the entire population. During the lockdown period, many people had to work from home, families and their children had to adapt to home schooling, and those dependent on external help were even more vulnerable.

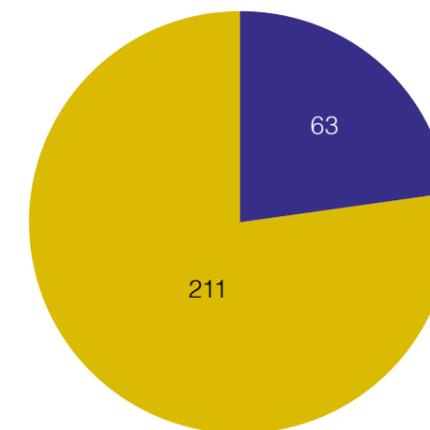
In an effort to listen and to better understand the needs of its inhabitants during this time of crisis, the college of aldermen launched a survey on COVID-19 between July and September 2020 to better understand the

feelings of the inhabitants.

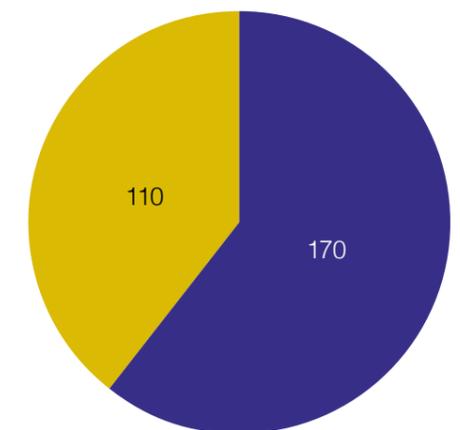
A participation rate of 17.32%, which represented 704 inhabitants from 280 households out of a total of 4,064 inhabitants, made it possible to draw relevant conclusions.

The feeling of isolation was not very present, but was more frequently expressed by the younger inhabitants. Help was sought from family, friends and the IGCL, especially for grocery shopping. The feeling of security was good and communication from the commune was good but needed to be improved. Here are some extracts from the survey results:

### Localities and nationalities

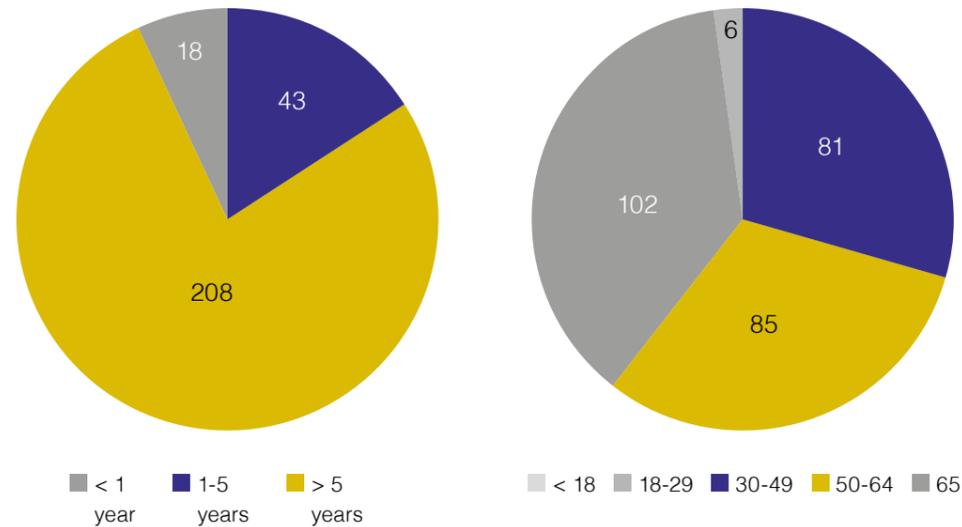


■ KOPSTAL ■ BRIDEL

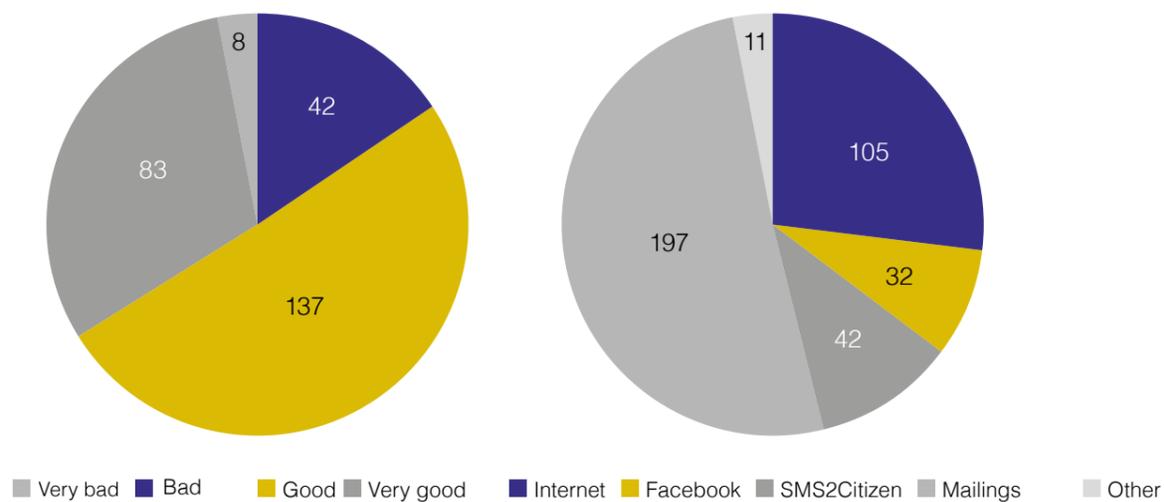


■ LUXEMBOURGISH ■ FOREIGNERS

### Duration of residence and age categories

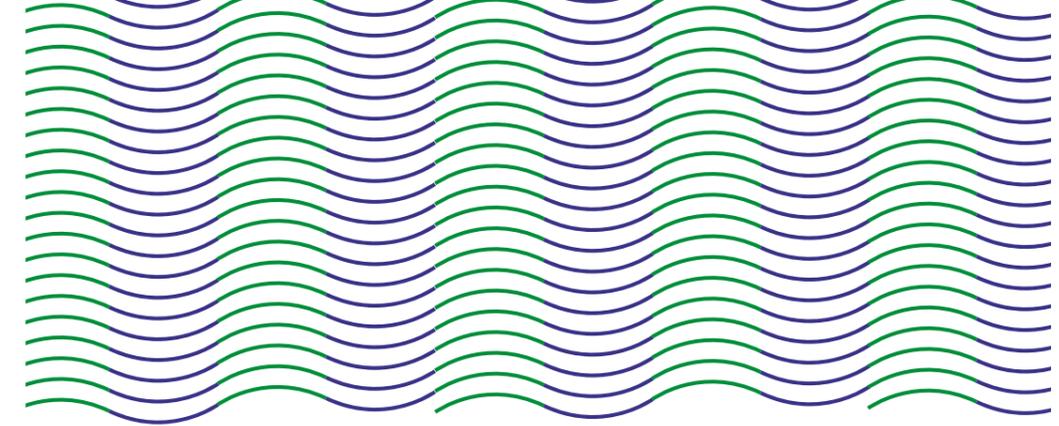


### Quality and sources of information from the commune



After this first survey, the commune's leaders wanted to dig deeper into the subject and better understand the demands and needs of the inhabitants in terms of communal communication.

Two new surveys were therefore organised between March and April 2021 with the help of the CoCenting agency and ILRES. This time, the questions focused exclusively on communication, the quality of communication materials and the topics of interest to residents.



### Quantitative survey with ILRES conducted from 5 to 23 March 2021

In this survey, all residents were invited to participate and the results formed the basis for a critical analysis of the existing means and materials of communication.

Some significant results could be drawn on several topics.

**Communication supports:** the results of the survey showed that flyers, the commune's magazine and its website are the most read or consulted communication sources. Residents involved in community life consulted all these sources more than others.

### Consultation of the commune's communication sources over the last 3 months

| Source  | Count | Additional Info  | Involved in community life of the commune |
|---|-------|--|---|
| Read a flyer  | 68    | 73% parmi les Luxembourgeois   | 69  |
| read the commune's magazine «Kontakt»                           | 65    | 79% parmi les résidents depuis plus de 20 ans<br>74% parmi les Luxembourgeois                      | 73  |
| consulted the commune's website                                 | 58    | 67% parmi ceux avec enfants  | 64  |
| read an SMS2Citizen   | 37    | 45% parmi ceux avec enfants  | 46  |
| visited the Facebook page «Commune de Kopstal»                  | 32    | 45% parmi les 30-49 ans<br>52% parmi les habitants de Kopstal<br>26% parmi les habitants de Bridel | 42  |
| consulted a communal notice                                     | 18    | 28% parmi les résidents depuis plus de 20 ans<br>22% parmi les Luxembourgeois                      | 28  |
| exchanged with a local councillor                               | 18    | 21% parmi les habitants de Bridel<br>8% parmi les habitants de Kopstal                             | 33  |
| exchanged views with a member of a communal advisory commission | 12    |  | 27  |
| consulted the Raider (public display)                           | 7     |  | 11  |
| did not consult any of these of these sources                   | 3     |  | 1   |

Base: 281 residents of the commune of Kopstal  
Q017 In the last 3 months, have you ... ? Please indicate all answers that apply.

**Communication topics:** Respondents could choose from 13 topics. 52% of respondents were very interested in at least 5 topics. Among them, the majority of people are already involved in the community life of the commune and are women between 30 and 49 years old.

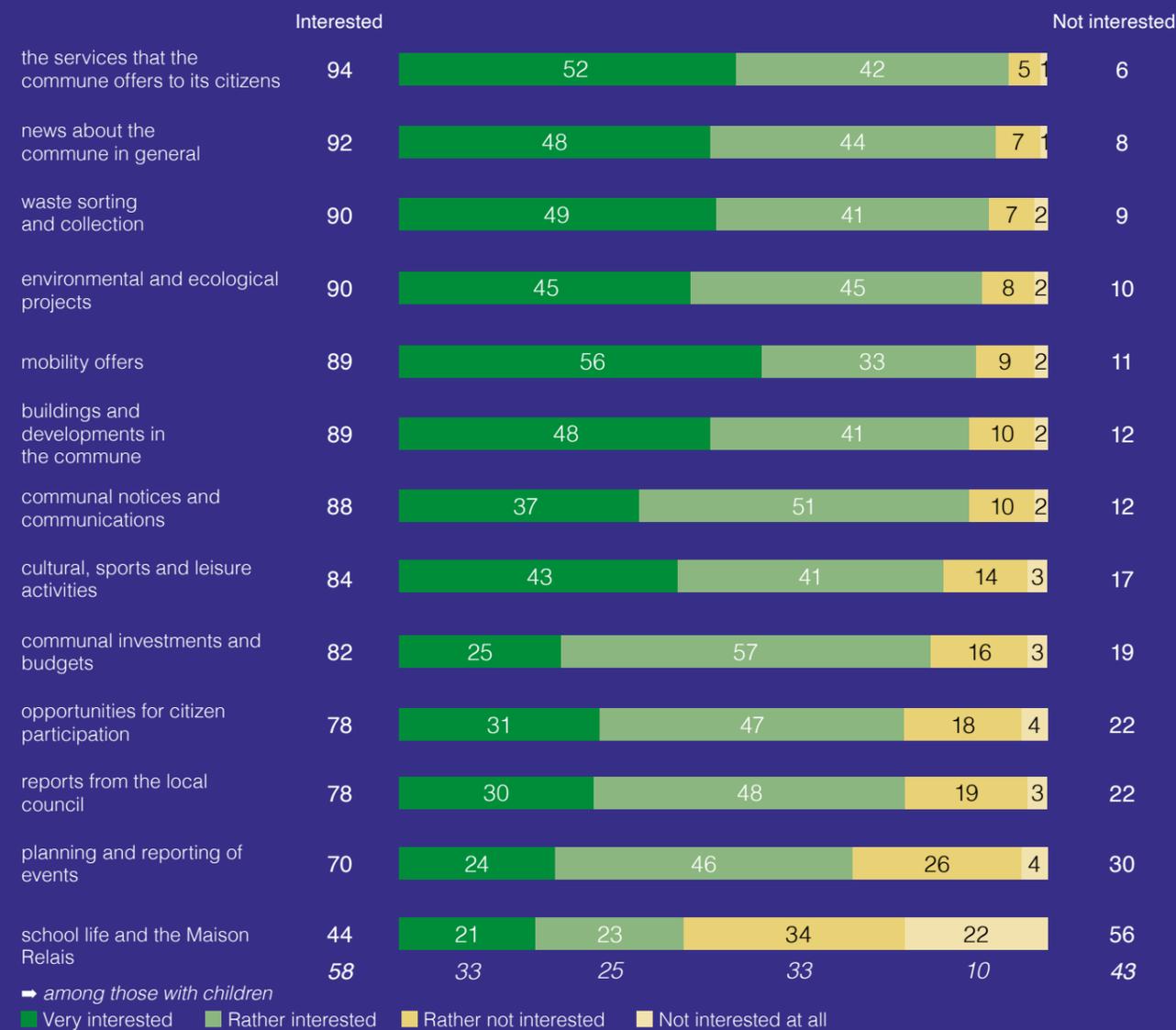
The topics in the top 5 are:

- the services that the commune offers to its citizens,
- news about the commune in general,
- waste sorting and collection;
- environmental or ecological projects;
- mobility offers.

**The quality of the information provided by the commune:** the participants feel fairly well informed about the sorting of waste and the commune's news in general, but rather poorly informed about mobility, citizen participation and the commune's various investments and projects.

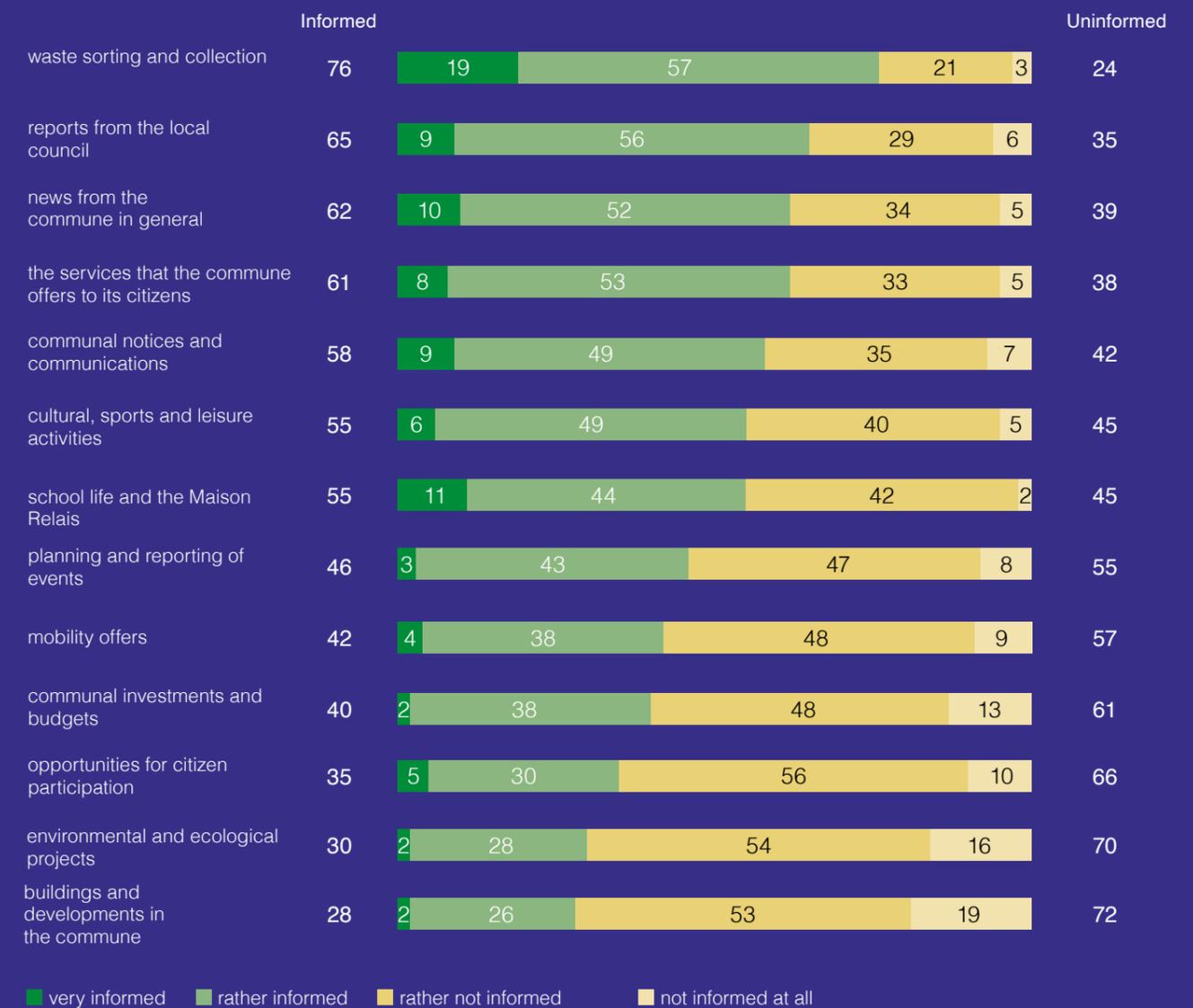
Among the priorities of the commune that need to be strengthened, mobility and quality of life come first.

### Interest in the suggested topics



Base: 281 residents of the commune of Kopstal. Q012 How interested are you in the following topics?

### Sense of being informed on these subjects



Basis: an den Themen interessiert. Q013 Und ganz allgemein, wie fühlen Sie sich informiert über...?



## Overview of print and digital communication materials and content

| Media \ Topics                                      | Emergencies | Legal notices and information            | Past Events   | Future Events          | Communal projects                | Practical information  | Communal history | Associations, culture, sports and latest news  | School information               |
|---|-------------|--|---------------|------------------------|----------------------------------|------------------------|------------------|--|----------------------------------|
| KoBri Magazine (6-7 x year)                         |             |  | photo reports |                        | Article                          | Article                | Article          | Articles in the form of reports                | Article                          |
| KoBri Bericht (6-7 x year)                          |             | Notices and reports of the local council |               |                        |                                  |                        |                  |  |                                  |
| KoBri Flash (monthly publication, except in August) |             |  |               | Short texts and/or ads |                                  | Short texts and/or ads |                  | Articles in the form of short texts and/or ads |                                  |
| Communal projects (1x year)                         |             |  |               |                        | Reports, infrastructure projects |                        |                  |  |                                  |
| School magazine (1x year)                           |             |  |               |                        |                                  |                        |                  |  | Information, beginning of school |
| Website www.kopstal.lu                              |             |  |               |                        |                                  |                        |                  |  |                                  |
| Facebook-page                                       |             |  |               |                        |                                  |                        |                  |  |                                  |
| sms2citizen   |             |  |               |                        |                                  |                        |                  |  |                                  |

### Qualitative survey through individual interviews from April to May 2021

To complete the quantitative study, which surveyed a large number of inhabitants, a qualitative survey was conducted through individual interviews. This type of survey allows us to go into more depth on the subjects and to better understand the perception of the commune by the inhabitants. The people interviewed came from all social backgrounds, represented all age categories and were involved or not in the political life and/or associations of the commune.

**Following these surveys, an analysis of the results and needs was made. These formed the basis for the development and definition of the new communication concept. The aim was to provide clear and coherent communication to the population, focusing on interesting and relevant topics.**

## IMPROVED PRINT AND DIGITAL COMMUNICATION MATERIALS

Based on the outcome of the different surveys, several categories of topics were identified in which the inhabitants are interested. In order to present these topics in a clear and structured way, we have reviewed the communication materials and topics to adapt them to the identified needs.

From now on, the communication topics will be more focused on :

- cleanliness, conservation of green spaces and preservation of cultural heritage,
- nature, forests and sports and leisure activities such as hiking and the improvement and renewal of footpath markings,
- news, activities and services offered by the municipality,
- construction and development projects;
- the mobility offer,
- etc.
- environmental and ecological projects,

### KoBri Magazine and KoBri Bericht

These two publications have been created to replace the «Kontakt» which has been the communal magazine until now.

From now on, you will have on the one hand the KoBri Magazine, which will contain informative articles and reports, but also reviews of past events and activities, and on the other hand the KoBri Bericht, which will contain only official notices and statements as well as the reports of the local council meetings.

Both publications will be published and distributed at the same time and will appear 6-7 times a year. Both the KoBri Magazine and the KoBri Bericht will be distributed in printed form to all households and will also be available online at [www.kopstal.lu](http://www.kopstal.lu)

**„Letter to the editor“ section: those interested in contributing to the content of KoBri Magazine by submitting an article are invited to contact the communication department: [communication@kopstal.lu](mailto:communication@kopstal.lu)**

## KoBri Flash

Don't miss out on any of the current and primary news in the coming months!

In the ILRES study, we found that the flyers or leaflets were widely consulted. Nevertheless, many residents expressed dissatisfaction and confusion about the content of these flyers.

In their opinion, even if they received flyers from events or clubs, important information from the commune was being lost. In order to remedy this and to bring all these information together in a more digestible way while avoiding a surplus of flyers, the KoBri Flash was created. This leaflet, in a practical format and with a simple and very clear presenta-

tion, will be published every month, with the exception of August, and will be distributed to all households. It will of course be available online at [www.kopstal.lu](http://www.kopstal.lu)

You will be able to find news about the commune, the life of associations, leisure, sporting and cultural activities as well as a calendar of events.

Clubs wishing to have their article or event published in the KoBri Flash can contact the communications department: [communication@kopstal.lu](mailto:communication@kopstal.lu)



## Digital communication tools

### The website [www.kopstal.lu](http://www.kopstal.lu)

The website is the main digital information source of the commune. It contains the most relevant information on the functioning of the commune as well as the services offered to the inhabitants.

Various publications as well as the calendar of events can be consulted online. As part of the new communication concept, the website will be improved in the near future.

### The Facebook page /Communedekopstal

In order to stay informed about the latest news and activities of the commune, residents can follow our Facebook page.

Publications include photo reports on local events and activities, information on construction sites, drinking water, collection and recycling activities, and announcements of new developments and projects in the municipality.

### The sms2citizen messaging service

The sms2citizen messaging service is an ideal tool for ensuring that you do not miss out on important information from the commune. Any resident with a mobile phone number can subscribe free of charge by registering at [www.sms2citizen.lu](http://www.sms2citizen.lu) and choosing

the types of information they wish to receive (news, works and construction sites, disruptions to the drinking water supply, events, school information).



## A NEW GRAPHIC IDENTITY FOR BETTER VISIBILITY

To accompany this new communication concept, the logo and the graphic identity have been redesigned and made simpler, more modern and more refined.

The colour codes of the old logo have been maintained, namely blue to symbolise the Mamer and the numerous water sources that cross our commune, and green to convey the nature and beauty of the surrounding forests.

The wicker branch refers to the origins of our municipality, symbolising the wicker industry that flourished in Kopstal at the beginning of

the 20th century, as well as the vast wicker fields that were used to make wicker baskets.

Two complementary logos have been created, one communicative logo which will be used mainly on communication materials, social networks etc. This one contains the names of Kopstal and Bridel, because we wanted to emphasize and strengthen the link between our two localities. The wave reminds us of the forests in the hills and the river Mamer in the valley.



The administrative logo takes the official name of our commune: Gemeng Koplescht. This logo will be used on all official documents and communications of the commune.

This new graphic identity will be implemented in the coming weeks.



## NATIERLECH WËLLKOMM NATURELLEMENT BIENVENUE NATURALLY WELCOME

We are here for you! The communication and public relations department is in charge of communication between the population and the different services of the commune of Kopstal. It works in close collaboration with all departments of the communal administration.

The communication team is responsible for publications such as the KoBri Magazine, the KoBri Flash and other flyers and communication materials.

It coordinates the organisation of events, maintains the website and the Facebook page and diffuses information through the various communication channels at its disposal, namely the website [www.kopstal.lu](http://www.kopstal.lu), the facebook page /Communedekopstal and the messaging system [sms2citizen.lu](http://sms2citizen.lu).

If you have any questions, ideas or suggestions for improvement, the communication team is at your disposal and will be happy to listen.

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Vous pouvez lire cet article en français sur le site Internet suivant :

Diesen Artikel können Sie unter folgender Internetseite auf Deutsch lesen:

<https://www.kopstal.lu/blog/2022/10/17/nouveau-concept-de-communication-de-la-commune-de-kopstal/>

