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## **D6.1: Dissemination and Communication Plan**

**PU**

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# 1. Abstract

This Communication and Dissemination Plan is about developing a replicable dissemination strategy regarding energy efficiency within EPLACE project for various EU remote areas with different economic and political structures. The general aim of this deliverable is to present a dissemination strategy in order to facilitate a transfer of the results and experiences towards target groups that are not yet interested and involved in energy efficiency. According to the well-known definition of the term through the European Commission departments "dissemination" shall be defined as the distribution and supply of information regarding the EPLACE project in the broadest sense towards interested parties of the public. The Dissemination plan shall "make the results and the involved parties known". Accordingly, the Communication and Dissemination Plan comprises both: the jointly gathered and the individually obtained results.

On the other hand, this document describes a media and action plan appropriate for the EPLACE regions covering the whole duration of the Project. Taking into account the new opportunities for dissemination which frequently occur, the related strategy therefore has to be adapted from time to time. Hence, this document shall be regarded as a working paper which is subject to periodic revisions-preferably at project meetings. Accordingly, this document is not set in stone and no "legally binding" statement, because it only details single paragraphs regarding dissemination in contract with the European Commission, in the Consortium Agreement and in the Project Manual. Hence, the Communication and Dissemination Plan is a working document and a management tool for the members of the consortium.

## 2. General dissemination strategy of the partnership regarding EPLACE project

REAP in close collaboration with all project partners (WT, CFR, AMA, MOS, ES, SEN, ERA, ATO, COD) is involved in preparation, adoption and realization of the Communication and Dissemination Plan. REAP's responsibilities as a leader will include coordination of dissemination actions, leading the periodic review of the Communication and Dissemination Plan during the project, liaison with all partners during and after the end of the project and negotiation with third parties on matters such as directly regarding dissemination. In order to clarify the obligations of REAP it shall be mentioned that only jointly obtained results must be subject to the assignment of the Lead Partner. In the case of results which were solely gathered by only one partner it is obviously in the responsibility and right of the respective partner to disseminate them. However, the Regional Energy Agency of Pazardjik, as coordinator of dissemination & communication activities, shall be informed of such activities. In general, REAP shall help to eliminate redundancies in the dissemination activities and is therefore also a source of information besides the Lead Partner of the project. However, the Lead Partner of the Project will have to finally decide on major dissemination issues and the proposals therefore. REAP is the leader of the Work package 6 concerning communication and dissemination.

Georgi Simeonov from REAP is assigned as Dissemination Manager (DM). Due to Georgi's strategic position as staff of the international relations department of REAP he is best suited to disseminate the results of this project. The Dissemination Manager has a key role in EPLACE – establishing which information is best suited for dissemination. Such proposals will be drafted in close collaboration with the Project Manager as neither dissemination nor communication can be separated from each other solely. The exploitation manager will also collaborate in these activities as he will have a most concrete overview of the possible interest in the market and where to focus the dissemination in the commercial sector. However, the Project Lead Partner will have to finally decide on major dissemination issues and the proposals therefore.

As a basic rule, the dissemination of jointly obtained information in the project will remain limited to the distribution of publishable abstracts such as contractually required for EC projects and information of generic nature in respect of information, which was prior to the projects commencement publically available. As already mentioned, this excludes information which was solely obtained by one partner only. This is in order not to

endanger the business interests of the companies who are facing strong competitive pressures.

Means of dissemination are articles in newspapers, press, active contributions at conferences such as papers, posters or presentations, project bulletins distributed among target groups, activities in the Telecentres Network, seminars and other events which involve project's target groups. At least at the end of the project the results are presented to specialists in the related areas at conferences or fairs. During the EPLACE project, the focus of the dissemination activities shall be on the organization of thematic events in the three pilot regions (Spain, Ireland, and Bulgaria), which have to communicate to the target groups both: the objectives of the project and the results achieved – to make the project better known to the potential users and customers, outside the consortium and in order to facilitate future marketing of the results. Furthermore, the consortium will check for other possibilities of dissemination in European countries in order to ensure future replications of the platform.

The Partners intend to disseminate general know-how obtained during the project on occasion in short seminars for professionals' advancement. As regards the project it shall be mentioned again that specific information which was generated in the project will be disseminated in accordance with all partners who have to agree upon any publication as jointly obtained know-how is concerned.

### 3. Communication and dissemination strategy and brief description of main EPLACE means for dissemination

The three regions involved in the project will make special effort to contact and visit the key politicians and institutional groups and decision makers in order to present them the model to enhance the use of the concept proposed in this project. These key contacts are the representatives of the target groups. This will enable the involvement of as many stakeholders as possible in the project, and to enhance the impact of the project in the three participating regions in Spain, Ireland and Bulgaria.

The means of dissemination will be on different levels:

- Via classical channels for technical contribution in scientific journals, and presentations at conferences, workshops, and seminars also those organized by the European Commission
- It is also envisaged to publish specialized articles in referred journals and to present communications at the main professional events related to the common methodology for calculating savings.
- However, the main dissemination will target local and regional administrations.

The consortium sees the communication and dissemination as essential for reaching a strong impact of the results, and will constantly test new methods for dissemination if seen as help.

Through the communication activities, the EPLACE project intends to:

- Raise collaboration among key market actors and target groups not only in participating countries but across EU including part of them to combined Energy Efficiency and RES opportunities;
- Motivate their commitment in creating a favourable framework (from a legal and administrative point of view) for an Energy Efficiency and RES investments in the involved Countries (Spain, Germany, Bulgaria, Ireland) and in widest range of EU countries through networks of involved organizations;

- Boost the attractiveness of Energy Efficiency and Renewable Energy Sources (RES) investments by promoting strong and effective business successful models.

## 3.1. Tools used for communication and dissemination

### 3.1.1. Webpage - [www.eplaceproject.eu](http://www.eplaceproject.eu)

Apart from the EPLACE platform but linked to it, it has been created a project's website for better tracking of project status not only from EU commission but also from participating partners and other interested parties. The hosting is provided by REAP and will be maintained during 3 years after the project ending. The dynamic website is the core point of communication and dissemination plan. The project website will allow responsible partner to easily manage content and basic design of the pages. This is very important for different phases of the project focusing on different goals. The project website will also allow publishing of short news, supported by media content (video, photos, docs) periodically. These will be used to disseminate information about and solicit input into the EPLACE project work. It has been developed in English (certain sections and downloadable info such as Manuals & Guides will be available in the other partner languages). Main features of the project website are:

- Introduction of partners & contact info
- News & events
- Information about and link to the EPLACE platform
- Attractive design, easy to use and explore
- Containing all publishable deliverables
- Updated content on a periodic basis

### 3.1.2. Written materials

#### - **Bulletins**

The bulletins will reflect upon current project activities and results achieved. Throughout the project, partners will issue 2 bulletins and distribute electronically them in the three pilot regions, which means that the bulletins should be translated to local languages as well – Spanish, Bulgarian and German. Their aim is to keep the target groups updated with project's issues, actions and achievements. The First bulletin report should be ready by



month 15 of the project and the Second bulletin report - by month 30. The bulletin (in electronic format) will show the project development and the bulletin will be addressed primarily to the identified key target groups and will be delivered to the different type of market actors using the advanced created mailing list. The Lead Partner here is COD. All of the partners should contribute in the elaboration of the two bulletins with provision of data required, translations, distribution, etc.

### - Publications in journals and newspapers

Depending on the type of selected journals and newspapers, publications can be used to inform experts and potential clients as well as the general public about features and applications of the EPLACE project and EPLACE platform. Both paths should be followed. Publications in specialized journals could be considered as supporting measures for presentations at conferences while informing the public plays also a big part in the dissemination and communication plan. The important criteria in this respect might be the willingness of the different newspapers to publish an article about the topic.

A short, highly effective press release should be no more than one A4 page, and can be much shorter. It should incorporate the key elements that make EPLACE project interesting to our target group.

- Some general advices to follow when writing and forwarding a press release to the media:
- Date it and write where it was written
- Include links to the EPLACE project website ([www.eplaceproject.eu](http://www.eplaceproject.eu)) to help journalists find out additional information
- Short, concise and specific messages (the fewer the better), can be easily picked up on by the media (e.g. "The EPLACE platform can help you to save money")
- Write in the present tense, third person and the active voice ("We foresee" instead of "it is foreseen by the project")
- Be factually correct and only put in information that adds some value
- Keep it short: use clear and use concise sentences. Start bulleted lists with action verbs
- Use plain spoken language that most people can read without further explanation

Focus on:

- Who, what, where, when, why and how
- Main goals and results
- Problems that the EPLACE project solves

- Give a real life example like the 7 pilots within the project to show the benefits for the reader
- How the EPLACE platform will be deployed, now, or in the future
- Contact specialized media and try to reach a broader audience when you have big news

### 3.1.3. Events

Some energy related events that have been identified in advance for dissemination purposes at EU and national level are:

Events
<b>EXPO comfort (fair / exhibition / conference)</b>
<b>Healthy Buildings</b>
<b>EUSEW EU Sustainable Energy Week</b>
<b>ACM BuildSys - ACM Workshop on Embedded Sensing Systems For Energy-Efficiency In Buildings</b>
<b>MADE Expo Fair/Exhibition/Conference</b>
<b>Forum PA – Italian Forum for Public Administrations</b>
<b>CeBIT Trade Fair</b>
<b>CIB 2013 - 19th CIB World Building congress</b>
<b>REHVA 2013 - 11th REHVA World Congress Clima 2013 “Energy efficient Smart, and Healthy buildings”</b>
<b>IAQVEC 2013 - 8th International Conference on Indoor Air Quality, Ventilation and Energy Conservation in Building</b>
<b>4th International Conference on Energy and Sustainability</b>
<b>EPIC 2014 – 6<sup>th</sup> European Conference on Energy Performance and Indoor Climate in Buildings</b>
<b>Energy Day Event in Spain/ Bulgaria/Ireland/Germany and other European countries</b>
<b>GENERA workshop</b>
<b>INTERSOLAR fair</b>
<b>Plovdiv Fair in Bulgaria</b>
<b>ICT Proposer´s day</b>
<b>Meeting organized by Europe Commission in this subject</b>

#### - **Presentation at conferences**

Presentations at conferences on the progress and the perspectives of the EPLACE project could provide an important base for creating interest in and therefore attention to the results of the project. Experts and potential clients participating in high level conferences are often part of networks and can therefore function as multipliers.

#### - **Presentation at workshops**

The project envisages organization/participation of two thematic events within the project duration. These events/workshops should be organized in the three pilot countries – Spain, Ireland, and Bulgaria. Open to everybody and organized for a 1-2 days duration, expert lecturers with contributions on energy efficiency saving potentials, benefits, legal regulations, etc. will be invited to make presentations and discuss these issues with the participants. Lead Partner is REAP. The first workshop should take place no later than month 15 of the project and the second one – no later than month 30. The main target groups (local/regional authorities, ESCOs, and representatives of the local business) will be invited. The main results and lessons learnt from the project EPLACE will also be disseminated, especially in the closing event which is planned for month 30. A feedback will be also asked from the participants with reference to the platform of the EPLACE project.

#### - **Information stands at trade fairs**

Representation at trade fairs could be used to prepare for a future market introduction. Joint trade fair stands of companies involved in energy efficiency (EE) industry could underline the evolving perspectives for the project. An example for a recommendable trade fair in which to participate would be the energy and renewable energy related "GENERA", which takes place every two years in Madrid (Spain).

Further information can be obtained from the trade fair's homepage on <http://www.ifema.es/ferias/genera/default.html>.

### **3.1.4 Video materials**

The project will contribute in the dissemination of information through short video tutorials, showing easily to the users the benefits of applying the results and best practices obtained by the EPLACE platform.

## 3.2. Target groups of communication and dissemination activities

Dissemination activities during the second half of the Project are those which target directly key persons and key players, policymakers, organizations or institutions in different sectors related to the project. The target groups will be addressed using the tools described in point 3.1 "Tools used for communication and dissemination". The partners will develop lists of key actors and target groups for each participating country: Spain, Bulgaria, Ireland, and Germany. These lists will contain key contacts. The responsible partners for these contact lists are: CFR and AMA for Spain, REAP and ERA for Bulgaria, COD for Ireland, and SEN for Germany. Efficient and reliable dissemination activities are therefore necessary to inform and engage the target groups and get them to participate actively in the implementation of the project on local country level. The main objective of the Communication Activities (Strategy) is to spread the knowledge obtained in the project throughout Europe and especially in partners' countries. For this it is necessary to establish a direct communication with the main target groups and key actors, and to adapt the activities of the project to their local situation and requirements. The key contacts should include representatives of the following groups:

- **Local authorities (LA)**

LA **NOT** participating in the project will be one of the principal target groups. The participating energy agencies cover a significant number of local communities in their respective areas, CFR will contribute to the dissemination of project results through its network (800 centers in South Spain).

- **Energy managers**

If the EPLACE system is to demonstrate the effectiveness of ICT systems in delivering energy efficiency it will importantly need to overcome the trust and credibility gap by providing confidence to building managers that actions are leading to savings. They will benefit from the obtained energy efficiency using the ICT equipment. The data will be visible in "real time" on the ISEA platform.

- **ESCOs and energy agencies**

The benefits from the increased energy efficiency of the buildings transformed into awareness campaigns will increase the interest in equipment upgrading and feasibility studies which will engage the ESCO's and other financial energy performance contracting. ESCOs and energy agencies will play an important role, due to their capacity to

recommend clients new ways of reducing consumption and thus their bills. This reduction in cost is what will make the solution even more attractive for people in charge of the consumption in public buildings and end users. Only by the EPLACE services envisaged it is possible to obtain 20% reduction of energy consumption but if, as a final effort, an ESCO service is adopted then the reduction can get to 30-40% depending on the effectiveness and appropriateness of the service adopted.

#### - **General public**

The general public will be principally present in the project through the various associations and groups seeking to protect their interests (consumer associations and alike) including the Telecentre Networks with more than 700,000 interested users only in Andalusia, Spain. Their involvement in the project will come through a full range of the dissemination activities. Thus, once the awareness campaign and the associated activities have been launched, the participation of these organizations will prove of the crucial importance giving more credence to the campaign and other dissemination activities. On the other hand, an existing network of their contacts and the existing channels of communication with the general citizenship will multiply the dissemination effects, making the same far more efficient. This strategic group is recognized as an ultimate beneficiary of the actions of the project outcomes: improvement of living standards for citizens, energy costs savings, and CO2 emissions reduction and also climate change effects. For this reason, information on EPLACE project activities aimed at this broader group is of great importance. Dissemination should aim at raising awareness of the benefits of these means of energy savings.

#### - **Other key actors**

Other CIP-ICT-PSP Projects and partners Energy Efficiency and RES activities related - Sharing results with other projects, within the programme and across programmes. Synergy meetings and thematic congresses and conferences are an excellent opportunity to share what's being done and get feedback from projects doing similar work or facing similar problems and issues.

### **3.3. Use of the EPLACE logo and logotype**

The EPLACE logo and logotype used together graphically represent the Project. The word "logo" refers to the typographic symbol and the word "logotype" refers to the full name of the Project. The logo of the project is a main element to enhance the visibility and recognition of the EPLACE project, by reflecting the project's unique elements. The EPLACE

logo and logotype as well as the logo and logotype of the ICT Policy Support Programme which supports the Project, should be placed on the materials such as: letters, invitation cards, notifications, badges, lists of participants (presence list), electronic mailing list, panels, table flags, material for journalists, brochures...

**EPLACE Logo and logotype:**



**ICT PSP Logo and logotype:**



## 4. Contact details per partner

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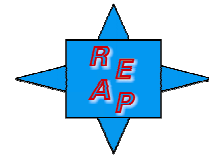
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