



D7.3: Dissemination and Communication Plan

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I. Introduction

Dissemination and Communication Plan is an integral part of the process of development and realization of *"An inclusive peer-to-peer approach to involve EU conurbations and wide urban areas in Participating to the Covenant of Mayors"*. Main task of this plan is to support the daily work and facilitate the whole project implementation by presenting the information tools and procedures that have to be followed. This on its turn will lead to success and achievement of targets set. Development of such a plan will facilitate not only the achievement of project objectives but communication and Networking on internal level (between partners of the project).

Dissemination and communication plan can be described as a combination of activities and events revealing the approach and tools for popularization of the project, for getting the communities familiar with the priorities and objectives set in it, and for attracting the Municipal and public engagement in realization of Sustainable Energy Action Plans.

In order to produce the desired results, a communication strategy needs focus which has to ensure mechanism for defining direction and objectives. This focus has to be ensured by setting mission and objectives of the communication strategy.

Dissemination and communication plan will be dependent on the goal pursued, namely strategic and specific objectives of the project set in chapter 2 of the project.

There are three very important things that have to be considered: target groups, levels of dissemination and channels (ways) of dissemination.

Only a good and well developed Communication Strategy can lead to the creation and enlargement of Network of energy twin-cities and energy twin-conurbations on EU level.



II. Vision of Dissemination and Communication Plan

To popularize the inclusive peer-to-peer approach to involve EU conurbations and wide urban areas in participating to the Covenant of Mayors

This strategy has been developed to help for communication and relations with Municipalities, Communities, supporting structures, conurbation towns, general public etc. It is dedicated to provision of information necessary for acknowledgement, identification of problems, solving problems, networking and commitment of all stakeholders and participants in the project.

Description of initial situation and justification of the need of Dissemination and Communication Plan

There are different cities, regions and nations in the European Union. Some of them are famous for their excellence in some of the actions included in SEAP:

- *Built environment, including new buildings and major refurbishment;*
- *Municipal infrastructure (district heating, public lighting, smart grids, etc);*
- *Land use and urban planning;*
- *Decentralised renewable energy sources;*
- *Public and private transport policies and urban mobility;*
- *Citizen and, in general, civil society participation;*
- *Intelligent energy behaviour by citizens, consumers and businesses.*

These countries care more about environment, climate change and sustainable energy sources than other countries and regions - attitude of people towards these issues has been built for years. In other countries the situation is completely opposite. Therefore, there is a need of matching regions, Municipalities, conurbation towns and creating a Network of energy twin-cities and twin-conurbations. For the creation of such a Network there is need of knowledge and information in the less experienced



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Municipalities and information about the project and initiative in more experienced Municipalities.

Sustainable Energy Action Plans should be presented and debated by the civil society. SEAPs with a high degree of citizen participation are the most likely to get continuity in the long-term and to succeed in attaining their objectives. Therefore, there is a need of active and purposive PR campaign.

III. Mission and Communication Objective

Mission of the Dissemination and Communication Plan supporting the involvement of European conurbations and wide urban areas in participating to the Covenant of Mayors is:

European Municipalities - active and capable of making Europe greener and better place for the next generations

Strategic direction of the Plan:

Strengthening the idea that European Municipalities can become starting point and main actor in fight against climate change and pollution

Specific objectives:

- To establish communication channels between Municipalities on local and European level
- To establish communication channels between conurbations on local and European level
- To establish communication channels between Municipalities and Communities
- To establish channels for dissemination of results achieved by the Municipalities to the general public and communities



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- To establish communication channels facilitating the Networking on internal and external level
- To establish effective communication channels with EU policy makers and supporting structures

IV. Target Groups

Main target groups in the Dissemination and Communication Plan are those described in the project. The most important task for the Plan is to create the right communication strategy in reaching effectively these groups.

The *first and main* target group of the CONURBANT project are Municipalities, and in particular medium and large Municipalities and their surrounding, smaller conurbation towns. More specifically, these are Municipalities with little or no experience in the Covenant of Mayors. Therefore, they are called "*Trainee Municipalities*". Smaller Municipalities are called "*Conurbation towns*".

Second target group includes *Local political decision-makers* (including opposition leaders) - they are the key to a continuous implementation of the actions included in the plan.

The *third* and more generic target group is the estimated 115000+ *Local Governments in Europe* that will be targeted for training activities, exchange of experiences and for participating and hosting practical study tours.

Fourth target group is *supporting structures* - they will be kept up to date with the results and findings of the project in order to contribute to their work in supporting EU Municipalities.

It could be concluded from the abovementioned target groups and their role in the CONURBANT project that communication between Municipalities will be crucial for the successful implementation of the project.

Communication between these groups should not be in one way but the opposite - Trainee Municipalities have to receive information and knowledge, they have to adopt good practices and relevant energy policies and at the same time Tutoring Municipalities have to receive feedback in order to create one effective and facilitated



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training process. All results and outcomes have to be disseminated and discussed with local political decision-makers and supporting structures. All these things can happen only by creation of one integrated dissemination and communication approach.

That integrated approach have to include the key actors described in the CONURBANT project: tutoring cities; other expert cities in Europe; Conurbation towns; local technical experts; environmental and energy agency professionals; local Communities/Forum stakeholders; Multipliers; Enterprise Europe Network; European Investment Bank and ELENA facility; EACI.

V. Communication Channels

▪ Project Website

It has to contain up-to-date information and to establish itself as exhaustive and competent source of reliable information. The website shall be user friendly and present the information in easy for understanding way. Information addressed to general public has to be easy for assimilation and to explain in simple way the main idea and objectives of the project. Different sections of the website have to be well organized and information contained in one section of the website should not be repeated in other sections (which is something very common and annoying for the end users).

CONURBANT website will provide links to all existing information and web sites without duplicating existing material. It will be regularly updated with news and information and the best way of doing that is if all project partners are involved by providing inputs that might be interesting for the target groups. Information contained in the website will be translated by the project partners into their own languages. Languages of the project are: Italian, Romanian, Spanish, Croatian, Cyprian, Bulgarian, and Latvian. Project logo will be an integral part of the website and will give it an identity.

CONURBANT website has to include the following sections:

Home

About the project

Information about project partners



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SEAP

Covenant of Mayors

News

Events

E-Newsletters

Useful links

Project results

Contacts

If decided and agreed by all partners, intranet section (forum) can be added to the website (tool for internal communication which will facilitate communication between partners).

▪ **Public mailing list**

All users have to be invited to subscribe to a mailing list to receive regular project updates. E-news will be shared using existing mailing lists of the project partners and all networks they belong to (for example CCIV as an EEN office will send this information to all other EEN offices). In these mailing lists can also be included emails of project partners in other projects under Intelligent Energy Europe Programme as well as other relevant projects as most of the CONURBANT project partners are involved in other projects with similar topic.

▪ **Opportunity based PR**

All project partners have to contribute to the visibility of the project, its activities and dissemination of the results by using their own communication channels.

All partners will have to upload information about the project and its objectives on their own websites - this information will be regularly updated. It will also contain information about forthcoming local and regional events.

As most of the partners are Municipalities, it can be concluded that they all have well established relations with media in their cities. Therefore, promotion of events and produced outcomes should not be a hard task. Local media have



to be invited to all local events and should be regularly updated with news for the project and its outcomes.

There are some national "green" websites where the project and its idea can be promoted. The same refers to specialized magazines and newspapers.

All partners should fully exploit their relations and contacts on local level in order to contribute for the visibility of the CONURBANT project.

If agreed by all partners, Social Networks can be used for the purposes of the project as they have proved as a powerful communication and dissemination tool. One Facebook group for the whole project can be made as well as one group for each partner country (in national languages) where information, news, updates etc. will be shared with members of the group.

- **Project leaflet**

Project leaflet will be compiled in paper and electronic version and will consist of 4 pages. It has to contain the most important and relevant information and to be disseminated among representatives of target groups, key actors and stakeholders. It will help for widening the Network on national and European level and to involve more actors in the idea of the project.

The leaflet has to contain a section where there will be links to results from other IEE projects. All partners have to give their ideas and opinion on the most relevant information that has to be included in the leaflet as well as project results from different projects which are worth to be used.

The leaflet will be produced in English and all partners have the responsibility to translate it in their own languages. CCIV will provide all partners with English version of the leaflet and they will have to print it for their own use.

- **Project e-newsletter**

Project e-newsletters will be prepared jointly with the IEE project LEAP. The text has to be provided by the LEAP project and the design and layout by the CONURBANT project but partners from CONURBANT project will also contribute to the content of the document. It will be disseminated by partners from both projects which will increase the level of integration and c



ommitment between the projects. CCIV is the partner responsible for designing the e-newsletter. After completing the first issue, it will be send to all partners in the consortia for comments and approval. As the volume has not been provided in the project, it will depend on the available information but taking into account that it will be issued annually (3 issues for the whole period) it has to be exhaustive enough to present all news, project activities and project results which have taken part during the year. The e-newsletters will be issued at the end of each project year.

All partners have the responsibility to translate the newsletters in their own languages and to disseminate it by using their own local channels. Printing versions of the e-newsletters are extremely suitable for disseminating during local or national specific events as they will contain specialized information for the relevant target groups, key actors and stakeholders.

- **Project final brochure (final publishable report)**

Project final brochure will be issued on month 36 of the project. It will be issued in paper and electronic version and will contain 35 pages. Each partner will receive 100 copies. National partners are responsible for the translation of the final brochure. This document is crucial for the project as it will present all efforts, results and achievements related to the project. Therefore, it has to be disseminated and promoted on all levels - local, regional, national, EU and by using all possible communication and dissemination channels.

- **Video Clip**

The video clip is maybe the most powerful tool to convince Municipalities that joining the Covenant of Mayors initiative is one of the best choices for the future of European Communities. Videos have always been the most persuasive tool because of the options they give. In order to have a good product (video), Municipalities (partners) in the project can share their ideas with the rest of the partners. On one hand, Tutoring Municipalities have vision for the most attractive points which can motivate Municipalities to join the



Covenant of Mayors. On the other hand, Trainee Municipalities has an idea of what would be most attractive for them and what are the opportunities they see after joining the Covenant of Mayors. All these contributions can lead to a successful video and powerful tool for attracting more cities and Municipalities to the Covenant of Mayors initiative.

The versions that have to be produced are short (3 minutes) and long (10 minutes) movie. It will be played during events and will be uploaded on the website as well as in Facebook and YouTube.

- **International workshops**

The international workshops have to be integrated with the European Sustainable Energy Week in Brussels in 2012 and 2013. It is a great opportunity for the CONURBANT project to promote its objectives and desired results as many of the participants in these events will be part of the target group, key actors and stakeholders of the project.

The workshops will be structured as open training sessions for Local Authorities that are interested in, are going to, or have recently signed the Covenant of Mayors and need peer-to-peer support to implement the technical activities foreseen.

Potential activities which will give added value to the workshops and detailed plan for these international workshops will be discussed with all of the CONURBANT partners and will be added to this Dissemination and Communication plan later on.

If there are members of other IEE projects, they will be welcomed to integrate their activities with the CONURBANT project for better results and exchange of experience between the projects.



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- **Annual "Energy days"**

Local Energy Days are events organized by Covenant signatories as part of their official commitments, with the aim of raising public awareness of the opportunities offered by a more intelligent use of energy. They provide an occasion for local authorities to involve stakeholders and citizens in a common dialogue related to the development and implementation of Sustainable Energy Action Plans. Usually organised for a specified period, the types of events may vary, but normally include activities such as workshops, exhibitions, guided visits and open door days.

The importance of these events from communication point of view comes from the fact that they provide direct opportunity for communication between project partners, target groups and the general public (citizens).

Annual "Energy Days" have to be organized locally by each partner (excluding SOG).

During the kick-off meeting will be discussed opportunities for integration of these "Energy days" with similar initiatives carried out by other IEE projects. Also, partners who have already participated in such events can share their experience and give recommendations for improvements and application.

- **Increasing the number of Municipalities signing the Covenant**

This task is related to increasing the number of signatories of the Covenant across Europe. Municipalities will start from engaging their institutional twin cities. Twin cities will be invited to participate in training sessions, study tours and will be able to use and promote the conurbation approach introduced by CONURBANT.

This means that all partners have to put their efforts and use their existing contacts with Municipalities on National and EU level. For the purposes of the project and in order to be facilitated the work of the consortia, each partner country can prepare a list of project-relevant events as well as list of potential targeted Municipalities and present it to CCIV for consolidation and



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dissemination among all partners - in that way the idea of targeted number of Municipalities and events where can be met potential target groups' representatives will become clearer.

- **PR office**

All of the abovementioned activities and outputs will be coordinated by the PR office following this Dissemination and Communication Plan which will be regularly updated

VI. Coordination and fulfillment of the activities under the Dissemination and Communication Plan

The Dissemination and Communication Plan has been prepared by CCIV for the purposes of the CONURBANT project and most of the activities in that document are part of WP7 from the same project.

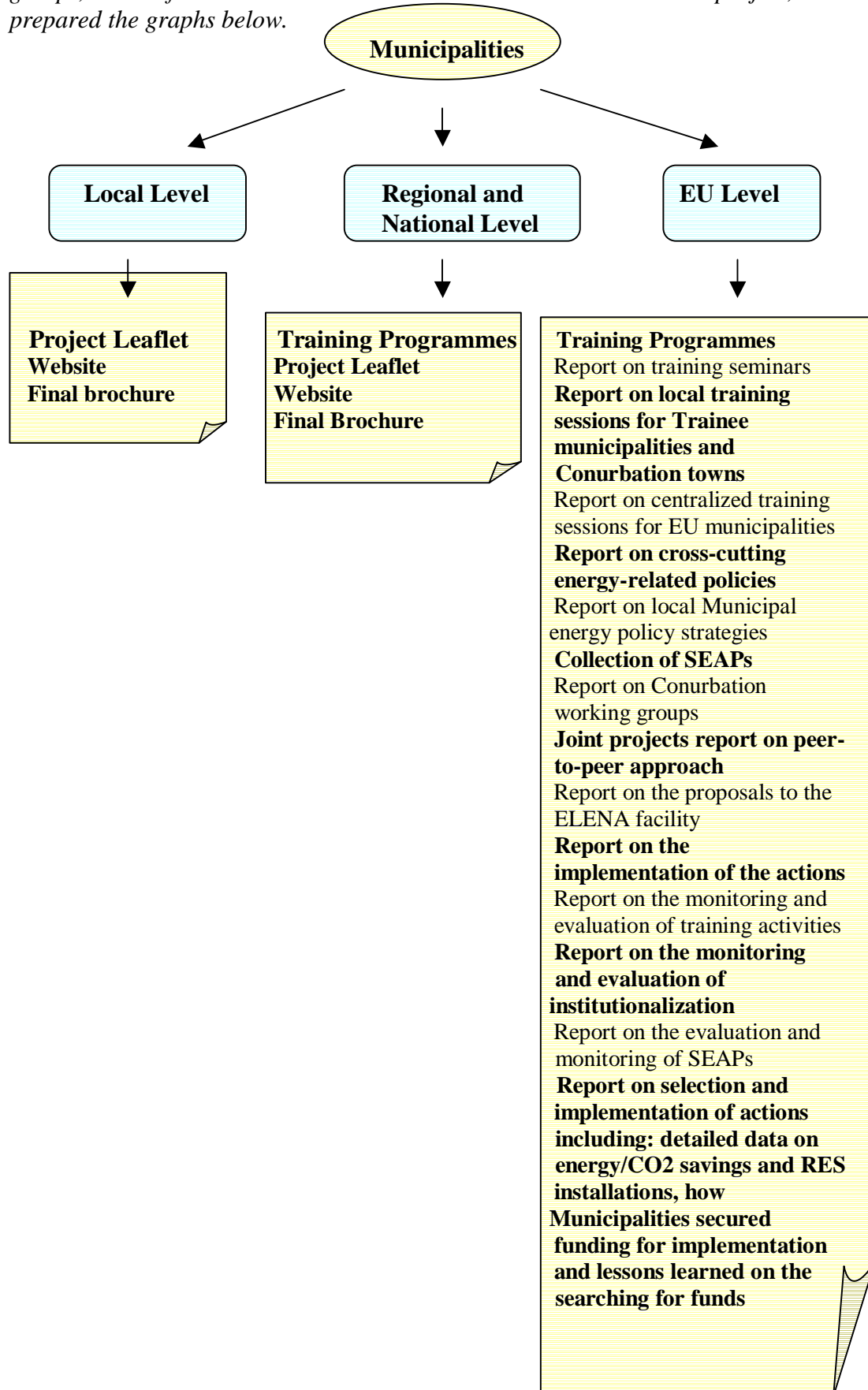
This plan will be disseminated among all project partners during the kick-off meeting. It will be discussed, revised and completed with more information and details during the kick-off meeting. CCIV will send the revised version to all partners afterwards.

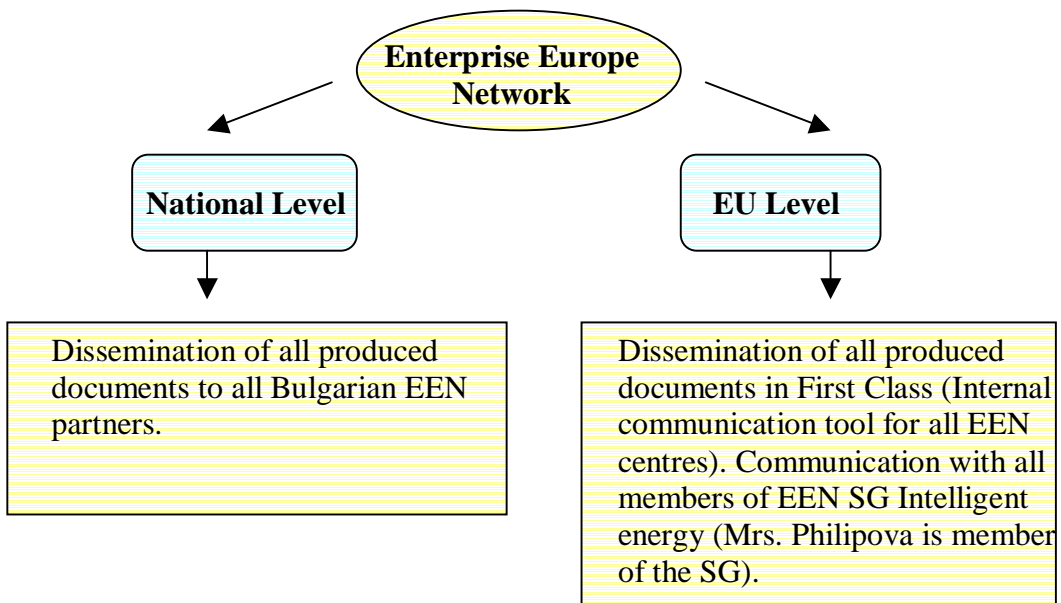
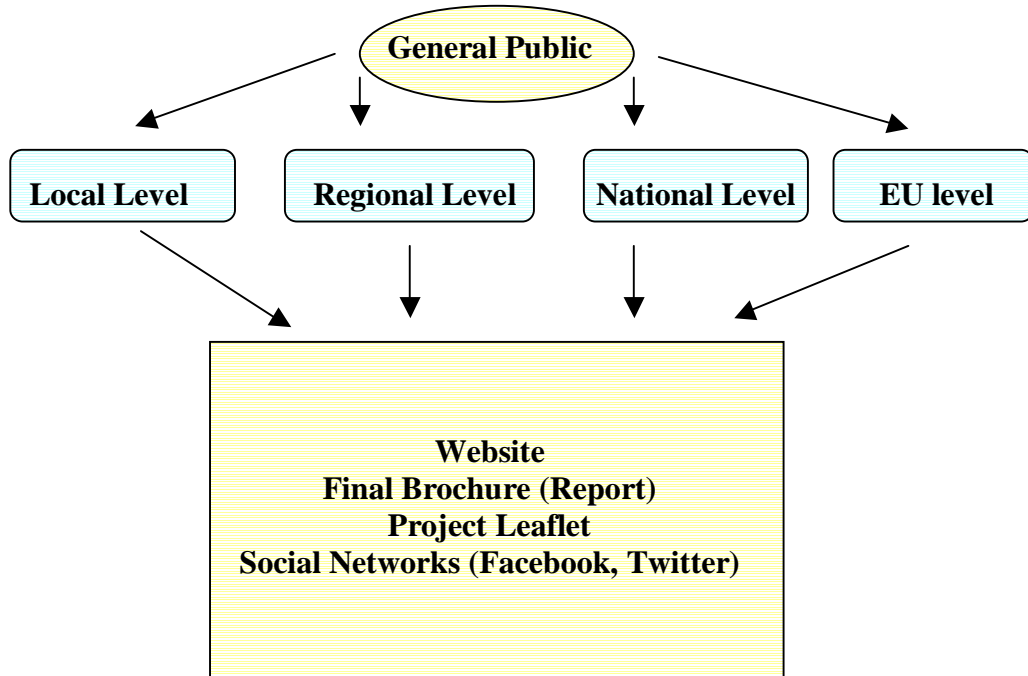
Meanwhile, all partners can gather ideas for its improvement. On a regular basis - each 3 months, partners can submit their proposals for improving the Dissemination and Communication Plan. So, the plan will be revised 12 times during the duration of the whole project. CCIV will be responsible for keeping the revised versions.

It is recommended that all partners have to participate actively in revision of this plan because it can only be successful if all partners share their ideas for improvement, their experience and expectations. Every new idea and input will add value to the activities in this plan and respectively, to the results of the CONURBANT project.



In order to facilitate the understanding of partners about the relations between target groups, levels of dissemination and dissemination activities set in the project, we have prepared the graphs below.







Sending information and all produced by the CONURBANT project documents to these structures

