

Intelligent Energy  **Europe**

PEPESEC PROJECT

Contract No. EIE-07-179-S12.466281

Deliverable 7.1

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PEPESEC Project Communications Plan – Draft V1.0 – October 2008

1. Aims

The aims of the Plan are:

- To support joint working of the project partners through improved communications within the project;
- To raise awareness of the project at local, regional, national and pan-European level;
- To encourage interested parties to participate in the project and to use and contribute to the Knowledge Base;
- To promote the use of intelligent systems for supporting energy efficiency through digital technologies;
- To identify, promote and disseminate best practice in the development of Sustainable Energy Communities;
- To make the Energy Planning Guidance developed by the project as widely available as possible.

2. Plans for Marketing and Communication Activities and Materials

Activities	Format	Description	When	Who	Objective
1. Internal Communication	Emails	Develop email based comms network to ensure information about project is disseminated quickly and efficiently to all project partners	Throughout	ALL	Ensure that all partners are as fully informed as possible about developments within the project as a whole and related developments within project partners
	'Huddle' collaboration platform	On-line tool for collaborative working, sharing resources and communications	M6	MCC and WP leaders	Allow shared development of documents and other resources

	Study Visits	Partners and stakeholders visit participating cities to see examples of local practice and develop case studies	Regularly from Month 3	Individual Partners responsible for organising study visits	Capacity Building for Energy Planning actions and stakeholder engagement
	Management meetings	Representative from each partner organisation	Quarterly	MCC	Review work program, future planning, contractual and financial issues
2. Public Marketing and Dissemination	Website and other on-line materials and webtools	Site developed using open source software. Use of Web 2.0 applications to provide shared services inc. through Flickr, YouTube, podcasts etc.	M 3 onwards	MCC	Focal point for reporting project activity and outcomes. Aim to generate some innovative multimedia content which can then be cascaded through local partners
	Knowledge Base	On-line database covering best practice and case studies both within city-regions of the partners and across Europe. Webtool providing signposting to other resources.	M 9	M:KC	Interactive resource which will allow on-line searching of case studies by categories and key-words plus provide signposting to other resources through links.
	Project logos	Create dynamic images to complement main project 'style'	M 12	Murcia	Develop a range of images to enhance project materials and on-line presence

	Printed materials inc. project newsletter, leaflets, banners etc.	Printed material to explain project and direct to website and knowledge base	Delayed – pending further development of knowledge base. First issue of newsletter for M 12	CT	Market project progress and outcomes at all levels
	Audio-visual materials, inc. video	Audio and video pieces	Linked to knowledge base – aim to produce first selection by M 12	MCC	Provide richer source of content that partners and local stakeholders can then use as a multimedia resource to support work on stakeholder engagement and dissemination
3. Targetted Dissemination	Conferences and seminars	Attendance identified on an ongoing basis: EACI/IEE specific events (in line with WP8) and wider EU events, e.g. IST2008 in Lyon (Nov. 08)	M 12 onwards	All	Share and promote outcomes of project and identify synergies with other projects and initiatives
	Publications: Articles and news stories in appropriate journals and other media	To be identified	M 12 onwards	All	Share and promote outcomes of project

	Co-operation with Eurocities Network	Dissemination at Knowledge Society Forum and Environment Forum and other relevant Eurocities events, e.g. AGM 2009 (Stockholm)	At events as appropriate on an ongoing basis	MCC	Share and promote outcomes of project and engage other city regions and stakeholders in energy planning process
	Other Networks, e.g. ELANET, ERISA	To be identified	As appropriate	ALL	Share outcomes of project and engage other city regions and stakeholders in energy planning process
	Other Events, national level and at city-region level	To be identified, in collaboration with project partners and with networks	As appropriate	All	Engage local stakeholders and extend basis for dissemination of project outcomes

3. Review and evaluation

The plan will be reviewed by the Project Advisory Board in M12 and recommendations made to the Project Management Board for additions and amendments. A revised V2.0 of the Plan will then be produced for M13.