

Intelligent Energy



Europe

PEPESEC PROJECT

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

Deliverable 7.1

Prepared by: EXALLON Consultants Ltd.
Version: V 3.0 December 2008

1. What are the project Goal ?	3
1.1. PEPESEC will therefore contribute across Europe to:.....	3
1.2. This will be achieved by:.....	3
1.3. PEPESEC will deliver:	4
2. Aims	5
2.1. DISSEMINATION PROCESS.....	5
2.1.1. First Phase: Promotion and Information (Awareness).....	5
2.1.2. DISSEMINATION ACTORS.....	6
2.1.3. DISSEMINATION TARGET AUDIENCE.....	7
2.1.4. Second Phase: Information and Communication (Dissemination of results).	8
<i>Traditional:</i>	8
2.1.5. Dissemination of the Results through & Media Targeting.	9
3. DISSEMINATION MONITORING AND EVALUATION	11
3.1. Activities and Materials	12

PEPESEC Project Communications Plan

– Draft V3.0 – December 2008

1. What are the project Goal ?

PEPESEC will support the emergence of European sustainable energy communities through increasing the use of local community planning for the efficient supply, distribution and use of RES and conventional energy, demand-side management and associated mobility.

It will achieve this through widening the use of existing best practice energy planning methodologies (from Sweden and wider EU) and further develop these through the addition of innovative techniques to facilitate the involvement of citizens, politicians, market actors and other stakeholders whose buy-in and actions are required for effective plan delivery.

Innovation will be significant feature of the engagement process through marrying the best of LA21/Sustainable Community Strategy learning with latest tools and techniques for multi-stakeholder strategic plan development (e.g. OpenStrategy™, PLANIT-NW etc.) PEPESEC will also trial the deployment of new and appropriate digital technology and techniques in the engagement process, to advance best practice in energy planning.

1.1. PEPESEC will therefore contribute across Europe to:

- Reducing atmospheric emissions of carbon dioxide, sulphur, nitrous oxide and hydrocarbons
- Reducing dependency on fossil fuels
- Increasing the use of renewable energy and biofuels
- Increasing energy efficiency and energy resource management
- Improving competitiveness.
- Further development of the environmental (energy) economy
- Enhancing the framework for the take-up of low carbon technologies

1.2. This will be achieved by:

- Evaluating successful best practice approaches to energy planning at city regional level
- Increasing key stakeholder understanding of the socio-economic and environmental benefits of energy planning at city-regional level.
- Developing energy plans in participating communities
- Showcasing innovation through intelligent systems making use of digital technologies
- Establishing and disseminating energy planning best practice guidance across Europe.

1.3. PEPSEEC will deliver:

- A suite of 9 energy plans from participating European municipalities, modular in nature for adaptation and transfer trans-nationally
- An understanding of skills sets required by key professionals, politicians and wider stakeholders in effectively participate in energy planning
- Increased understanding of wider professional, politicians and wider stakeholders in wider EU of 'why, what and how to' energy plan
- Increased capacity of key professionals, politicians and wider stakeholders with participating and observer municipalities
- Practical examples of how intelligent systems can be made more accessible and useable through imaginative uses of digital technologies
- Best Practice Guidance on Development of City Regional Energy Plans

2. 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.

2.1. DISSEMINATION PROCESS

Dissemination is being organised in two different phases:

- **Awareness Phase**, from project start until the first available results. The core of this phase is to create knowledge about the project, its expected results, the way it is running, etc.
- **Dissemination of results Phase**, running from the first available results up to the end of the project, with the core of making the potential partners, like communities, as well as any users, aware of the benefits obtained.

Each phase described above will be structured in two different ways:

- Traditional media (e.g. press, tv, radio, conferences...), See table 1
- Computer Based (web sites, forum, newsletters,...) See tables 2

2.1.1. First Phase: Promotion and Information (Awareness)

Traditional media:

- Identifying and contacting the potential recipients and stakeholders, by organising them in workgroups and involving them in the case studies of the project by promoting and presenting PEPESEC Results and the responsible actors.

- Developing generic and basilar information material on PEPESec, like leaflets, white papers, publications, with the aim of promoting the project and its purpose. All these material will be send to the identified stakeholders and recipient.
- The WP coordinator will receive feedback from the recipients.

Computer based:

Implementing and maintaining a project web server for global and generic dissemination and in support of local and regional dissemination strategies for any case studies and workpackages of PEPESec.

The project's web site is designed and implemented using to provide content such as audio/video capability and web mapping, 3D visualizations, information to/from partners and third parties, via a membership area, where we are going to include local authorities and stakeholders Feedbacks, responses, surveys, and partners.

- A well defined navigation tree will be designed in order to provide end users ease of accessibility to the contents. The web site will be implemented according to W3C accessibility standards
- Providing the web page with all the necessary information and promotion of PEPESec as explained for the above mentioned tasks. In this case the WP coordinator will provide web page with the e-content.

2.1.2. DISSEMINATION ACTORS

The Dissemination WP Leader will act as editor, coordinator, promoter of the dissemination plan.

A strict collaboration with other workpackages will be established in order to react to any dissemination chance that becomes available during the project's course.

In this sense all the partners will be potential actors for the dissemination plan, and their contribution will be collected and harmonized following the plan specifications.

2.1.3. DISSEMINATION TARGET AUDIENCE

In order to give the project and its results the necessary visibility in the scientific and end users community, it is mandatory to identify a proper target audience and to select, between the dissemination tools, which are the most suitable for each type of audience.

The following table summarize what are the main target expected to access most likely the dissemination tools

	Local Authorities	Regional & other Authorities	Public community	Scientific community
Web site				
Mailing lists, Rss,...				
Publications				
Leaflets/Pamphlets				
Multimedia				
Conferences				
List Of Journals				

Table 1

Moreover, since the project is meant to be spread among many countries, at least EU members, it is advisable to analyze the gap between the project's prerequisites and the state-of-the-art of each target country in order to provide the proper level of content to the different local communities.

2.1.4. Second Phase: Information and Communication (Dissemination of results).

Traditional:

- It is expected a full promotion activity of the results of the project, through publications, seminars, presentations, press office, media, interview by television and radio, etc.
- WP Coordinator will plan an intensive activity of promoting, discussing and meetings with the stakeholders, not only at a local level but also at a regional and European level.
- Organise conferences, Official Presentations, Official invitations to Associations, Communities and Local Authorities to visit how the project is running, technical assistance, sharing experiences through publications. At this level, it will be possible to define a first strategy to take in consideration the possibility to get membership or partnership with the most appropriate Associations.

Computer based:

- The web server will be provided with a full dedicated space to publication of first results. A section containing links to external contents will be implemented in order to reach external sites containing references to PEPESEC..
- Furthermore, any edited material will be put in the web to be consulted by anyone interested.

Style, Templates and Languages

In order for PEPESEC to be easily recognisable, it is imperative to build a strong corporate image, brand and style, which is based on Project's Logo, and includes a word document template (to be used for news releases, information sheets and so on), a generic poster template, technical poster templates. This is being finalized and will be distributed the soonest.

All the templates will be available to download via the technical webpage. WP Coordinator has the duty to make all the partners respect the style and the templates.

Although the official language of the project is English, the idea is to ensure PEPESEC material is widely available across Europe and the rest of the world in different languages where possible.

2.1.5. Dissemination of the Results through & Media Targeting.

In the following table the PEPESec Consortium is presenting sources of dissemination that they have already presented the project, but also where we are planning to disseminate the project results during the whole course of the project. At the final dissemination report we are going to validate all these below mentioned sources and specify what we have succeed with and what not. Of course a conclusion will also be added at the end where the results and impact of all dissemination activities will be clearly stated.

	Manchester City & Oldham MBC (U.K.)	City of Malmo & Skåne En. Agency (SE)	City of Genoa (IT)	City of Murcia (ES)	Thessaloniki & Amaroussion (GR)	Podkarpacka Energy Agency (PL)
Web Sites:						
New papers:						
Magazines:						
Radio:						
TV:						

National or Local Conferences:						
Other:						

Table 2

3. DISSEMINATION MONITORING AND EVALUATION

Communication is not an exact science and it is very difficult to measure success as it is intangible in many ways. However, it is important to set some measures for success in order to know if the project is achieving its aims.

The simplest form of measurement is evaluation of media coverage. Another measurements parameters of the project's success will be the feedback from recipients, through questionnaires, etc.

Radio and television shows will also be recorded. A simple "number-count" exercise in relation to number of news releases issued in different languages, briefing sheets, will provide partners with a yardstick for levels of activity.

Events where PEPESec is promoted (where PEPESec publicity documents are handed out) and/or presented (someone gives a formal presentation about PEPESec) will be recorded. At a minimum, these records will provide an idea of the potential audiences reached. For this reason, it is expected to keep a central record of contacts made at events, meetings and presentations and adding them to the PEPESec mailing list to receive news releases/newsletters.

Number of website hits and the number of unique visitors will indicate how many people are visiting the PEPESec site. Furthermore, number of individuals registering to receive information about the development of PEPESec via the public website, will indicate how many people have been engaged by what they have read on the website.

Finally, position of the project in some keywords of well-known search engines shows whether PEPESec is becoming more widely searched as the project is progressing.

3.1. 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	On-line database	M 9	M:KC	Interactive resource which will

	Base	covering best practice and case studies both within city-regions of the partners and across Europe. Webtool providing signposting to other resources.			allow on-line searching of case studies by categories and keywords 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