



Communication Strategy

EnercitEE

European **networks**,
experience and
recommendations helping
cities and citizens
to become
Energy Efficient

www.energitee.eu



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1 Introduction

1.1 EnercitEE and communication challenges

The INTERREG IVC Programme is an exchange and capitalisation programme which aims to improve, through the exchange of experience and good practices, the effectiveness of regional development policies.

EnercitEE is an approved INTERREG IVC mini-programme and involves the cooperation of 7 partners in 6 European regions in Germany, Sweden, Italy, France, Greece and Poland with an overall budget of 5.12 Million €.

A main concern to guarantee the success of the mini-programme is to inform and involve both the (potential) Sub-Project Participants and actors who are not directly linked to the project. Thus, a common communication strategy on behalf of the project is required in order to assure easy accessible information provided via various channels to the target groups. With seven Regional Partners it is especially important to assure consistent information about **EnercitEE** also when information is translated into the different languages.

Saxony as the Lead Partner and the manager of Component 2 'Communication & Dissemination' supervises and monitors the implementation of the present communication strategy. Nevertheless, all partners have the responsibility to carry out publicity measures in their region and to forward relevant regional information to the MPCO at short notice.

1.2 Strategic objectives and target groups

The overall aim of the dissemination concept is to provide the various target groups with high-quality and up-to-date information about **EnercitEE**. Simplicity and consistency are essential to ensure that the target audience understand and retain the information. This will also ensure transparency in the implementation of the project. Efficient communication should increase the public awareness about the project and provide Sub-Project Participants (SPP) with accurate and reliable information. SPP should better understand the opportunities offered by **EnercitEE**.



The EnercitEE target groups are:

1. Potential Sub-Project Participants such as:
 - Local und regional public authorities
 - Governmental energy agencies
 - Universities
 - Other public equivalent bodies
2. Relevant stakeholders not directly involved in the sub-projects such as
 - Local and regional authorities
 - Regional agencies
 - Other public equivalent bodies
 - Chambers of industry and trade
 - Associations and federations
 - Non-profit organisations
 - Universities
3. Citizens interested in the topic of Energy Efficiency

1.3 General principle of the EnercitEE publicity measures

All main publicity material, such as the flyer or the poster series is first developed in English. The Regional Partners translate then the content into their national languages. The MPCO provides a design template for the respective output. Into this the regional adjusted content will be included.

In this way similar EnercitEE publicity material is used to promote EnercitEE in the partner regions.

2 Corporate design

A corporate design – including the **EnercitEE** logo – has been developed at the beginning of **EnercitEE**. This allows easy recognition of any **EnercitEE** project material. The website, flyers, brochures, roll-ups (poster series) and a PPT template follow the corporate design requirements. Furthermore, everything published under **EnercitEE** has to use some basic items of the corporate design, such as the colours and the logos.



3 The EnercitEE website

The project website www.enercitee.eu contains information about the project and its sub-projects including the Calls for Proposals, provides downloads of project flyers as well as presentations, political, economical and social information about the participating regions and a news area. The website will be updated regularly.

The website contains at least:

- Background of **EnercitEE**
- Information about the project partners and their regions
- Different issues of the **EnercitEE** newsletter (in English and in the partner languages)
- News sections (general **EnercitEE** news section and regional news sections)
- Information about INTERREG IVC
- Information on the Calls for Proposals for sub-projects
- Sub-Project Participants search forum
- Description and objectives of the sub-projects
- Information about planned activities and achieved results
- Download section of project material such as the joint European flyers, regional flyers, compilations on financial management, overviews on **EnercitEE**
- Announcement of workshops, seminars and conferences
- A closed section for **EnercitEE** Regional Partners providing different partnership documents for download, such as minutes of meetings

4 The EnercitEE newsletter

Electronic newsletters sent via Email are inexpensive and fast instruments that will inform an unlimited number of interested institutions and persons. Therefore the **EnercitEE** newsletter is one of the main dissemination instruments providing all partners, participants and interested colleagues with news about the latest results and developments of **EnercitEE**, the sub-projects' progress as well as experiences and special events.

Due to the operation's planning a newsletter shall be issued once every half year, hence at least 8 issues.



The newsletter provides news at least of the following rubrics:

- EnercitEE news
- Regional news
- Calls for Proposals
- Information on the sub-projects (progress, results, etc.)
- Misc.

The MPCO, the Component and Regional Managers as well as the Sub-Project Participants are working together to provide the content and pictures for the newsletter.

Important: Please do not forget to document your events and send any kind of suitable photographs to the MPCO. That is really essential in order to compile an attractive newsletter.

However, the main responsibilities for providing articles are distributed as follows:

Rubric	Responsibility	Supported / Information by
EnercitEE news	Project coordinator	Regional Managers
Regional news	Regional Managers	(Lead) Sub-Project Participants
Sub-project news	Component Managers	(Lead) Sub-Project Participants, Regional Managers

The coordination office is responsible for collecting the contributions and compiling the newsletter. The newsletter will be produced initially in English and later on translated into the 6 partners' languages.

The newsletter will be distributed via several mailing lists:

- Subscribers to the newsletter from the **EnercitEE** website (newsletter in English)
- Regional mailing lists (maintained by the Regional Managers to provide newsletter in own language)

5 Printed materials

5.1 Roll-ups (poster series)

A poster series (self standing roll-ups) at the beginning and at the end of the project will contribute to a high level of awareness.

At the beginning of **EnercitEE** a poster series will be produced giving an overview on the project. The first version of the poster series will be produced in English. However, it will be translated into the 6 partners' languages and exhibited throughout regional events, at the partners' main offices, relevant ministries, energy agencies, etc.

5.2 Flyers

Two European and two regional flyers will be produced over the lifetime of the project.

The 1st European flyer with general information on the mini-programme was available in May 2010, followed by regional flyers in national languages in June/July. In the course of 2011 a second European flyer will be produced giving an overview about the approved sub-projects.

6 EnercitEE handbook

The **EnercitEE** handbook (brochure) will address mainly local and regional policy makers with a policy-related step-by-step description of **EnercitEE** tools. The **EnercitEE** handbook will be a core document which comprises most of the project's results, figures and facts.

It will be produced towards the end of EnercitEE and distributed to all that were involved in EnercitEE as well as to the relevant regional, national and European stakeholders.

7 Good Practice Guide

The compilation of good practices from all regions within the EnercitEE Good Practice Guide will be set up in 2011. This guide will give the partner regions an overview on existing good practice which will help to improve their energy efficiency policies.

The compilation will be carried out under Component 3, whereas the dissemination is part of Component 2.



8 Press conferences and press releases

The Regional Managers and the (Lead) Sub-Project Participants shall prepare press releases, press conferences and information material – according to events, **EnercitEE** and sub-project developments in the regions. Press conferences and press releases will be organised for the regional events announcing e.g. the Call for Proposals, progress of the sub-projects and eventually the results.

Additionally the Lead Partner might prepare press releases for some special occasions such as the interregional kick-off events.

9 Events

The regional kick-off events took place in June/July 2010 and informed the public on **EnercitEE**'s aims and the requirements to participate in the Call for Proposals. The regional mid-term events will be organised in early 2012. These events will offer Sub-Project Participants an opportunity to present their intermediate results. Six final regional events in 2013 will wrap up the mini-programme in the regions. Ideally these should be accompanied by press conferences and press releases.

The final international conference in Brussels will be organised to inform EU and regional stakeholders on the outcome of **EnercitEE**. Additionally, **EnercitEE** will be presented at the CoR in Brussels in spring 2013.

10 Tasks and Responsibilities

The Regional Managers, Component Managers and the (Lead) Sub-Project Participants have to summarise the results achieved and experiences gained during the (sub-) project(s). The results should then be prepared for being published (newsletter, good practice guide, **EnercitEE** handbook, etc.). The MPCO will provide support to any questions or ideas concerning communication and dissemination.

More specifically:

- The Regional Managers and the (Lead) Sub-Project Participants have to provide information about the (sub-)projects and make it available for the website.
- Printouts relating to the **EnercitEE** should have the same appearance (corporate design) and must include all relevant and applicable logos (see section 6.3 in the **EnercitEE** manual).

- All publications shall include references to the body responsible for the information content and if applicable to the (Lead) Sub-Project Participants, the Regional Manager and the MPCO.
- Uploads on the website are carried out by the MPCO (send documents and texts to anne.schulz@smul.sachsen.de)
- The MPCO will assist the Regional Managers and the (Lead) Sub-Project Participants in public relation concerning the sub-projects.
- A copy of publicised press-releases, publications (flyers, brochures, newsletters e.g.) and photographs of events must be sent to the MPCO.
- It is important to check everything, including photograph captions. Be extra careful with names, figures and unfamiliar or technical words.
- In all of your communications, use simple language that is clear, concise, easy to understand and free from jargon.

11 Communication outputs listed in the EnercitEE application form

Output indicators	Target	Explanation	Input by
N° of press releases disseminated	42	press release by the RP	RM, MPCO
N° of brochures created	1	EnercitEE handbook (see section 7)	MPCO
N° of copies of brochure disseminated	3.000		RM, MPCO
N° of newsletters created	8	EnercitEE newsletters ONLY	MPCO
N° of copies of newsletters disseminated	9.600		RM, MPCO
N° of dissemination events organised	20	Regional events open to the public such as regional kick-off events	RM, MPCO

N° of other events participated in	20	Any other event attended by the MPCO or RP representing EnercitEE	RM, MPCO
N° of regional + interregional flyers produced	14	2 Joint European Flyer + 2 x 6 Regional Flyer	RM, MPCO
N° of copies of regional + interregional flyers disseminated	8400		RM, MPCO
N° of poster exhibitions throughout Europe	27	Places where the roll-ups are exhibited	RM, MPCO
N° of good practice guide, DVD, websites (each)	1		MPCO
N° of good practice guide disseminated	1500		RM, MPCO
Result indicators			
N° of articles/appearances in press and media	30		RM, MPCO
Estimated n° of participants in events	1600	Any kind of event organised by EnercitEE's partners to promote EnercitEE	RM, MPCO
Average n° of visits per month on operation's website	1000		MPCO
N° of web hints found through Google alerts	100		MPCO
N° of mails received from interested target groups	500		RM, MPCO
N° of questionnaires returned after events	100		RM, MPCO
N° of people reached through press articles	150.000	Roughly estimated taking into account where articles have been published	RM, MPCO

12 Timeline and targets of dissemination activities according to the application form

Nr.	Output	Acro- nym	Description/ details	target	I/ 2010	II 2010	I / 2011	II/ 2011	I / 2012	II/ 2012	I / 2013	II/ 2013
1	Communication plan			1		finalised						
2	Logo & corporate identity			1	finalised							
3	Website			1	finalised							
4	Joint European flyer	JEF	per JEF 1200 copies =	2400	1st JEF, 300 disseminated	1st JEF, 900 disseminated	2nd JEF, 600 disseminated	2nd JEF, 100 disseminated	2nd JEF, 100 disseminated	2nd JEF, 100 disseminated	2nd JEF, 100 disseminated	2nd JEF, 200 disseminated
5	Regional flyer	RFL	per RFL 3000 copies =	6000	1st RFL, 1000 disseminated	1st RFL, 2000 disseminated	2nd RFL, 600 disseminated	2nd RFL, 600 disseminated	2nd RFL, 300 disseminated	2nd RFL, 300 disseminated	2nd RFL, 600 disseminated	2nd RFL, 600 disseminated
6	Newsletter	NL	per NL 1200 copies =	9600	1st NL, 1200 disseminated	2nd NL, 1200 disseminated	3rd NL, 1200 disseminated	4th NL, 1200 disseminated	5th NL, 1200 disseminated	6th NL, 1200 disseminated	7th NL, 1200 disseminated	8th NL, 1200 disseminated
7	Poster series (roll-ups)	PS	per series 6 poster =	12	1st PS						2nd PS	
8	Regional events		per region 3 events =	18	6 regional kick-off events			6 regional mid-term events			6 regional final events	
9	Press conferences		per region 3 press conf. + 1 interr. conf.	19	6 press conferences			6 press conferences			7 press conferences	
10	Press release			36	12 pr. releases 6 Mar & 6 Jun	6 press releases		6 press releases			6 press releases	6 press releases
11	Poster exhibitions	PEX		27	PEX 1-6	PEX 7	PEX 8-9	PEX 10	PEX 11-17	PEX 19	PEX 20-26	PEX 27
12	Good practice guide (Component 3)	GPG		1500			300 disseminated	300 disseminated	300 disseminated	300 disseminated	300 disseminated	
13	DVD			1							1 DVD	
14	EnercitEE handbook			1							1 handbook	
15	European conference			1								1 EU final conference
16	Participation in other events										1 presentation at CoR	