



RESINDUSTRY

Interreg Europe



European Union
European Regional
Development Fund

Policies for Renewable Energy Sources in Industry

Communication and dissemination Report

SEMESTER 1

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1st SEMESTER COMMUNICATION ACTIVITIES' IMPACTS

- **Number of appearances in media: 16**
- **Number of sessions on project website: 673**

RESINDUSTRY project and its partners have carried out several actions focused on giving more visibility to the project and achieving its dissemination.

The main activities of this semester include:

1. Project's visibility
2. Communication & Dissemination Strategy
3. Project Communication Database
4. Printed materials
5. Project website
 - Newsfeed
6. Dissemination tools
 - Project newsletter
 - Press releases
7. Social networks
8. Events
 - Organised by RESINDUSTRY
 - Third-party events

Project's visibility

Information about RESINDUSTRY project has been published on partners' website and a poster (A3 minimum size) has been placed in each partners' headquarters. The evidence can be checked in the following links and images:

PPI

Link: <https://www.uceeb.cz/en/projects/resindustry-policies-renewable-energy-sources-industry>



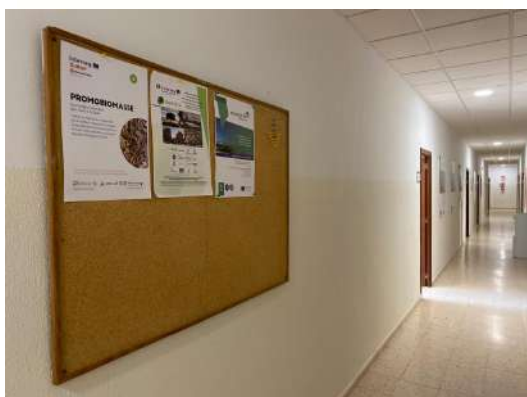
PP2

Link: <https://www.lamk.fi/en/project/policies-renewable-energy-sources-industry>



PP3

Link: <https://www.agenex.net/es/proyectos/listado-de-proyectos-de-la-agencia-extremena-de-la-energia/34-proyectos/proyectos/1662-resindustry>



PP4

Link: <https://www.trea.ee/eng/projects/resindustry/>



PP5

Link: <https://www.swietokrzyskie.pro/resindustry-czyli-jak-wykorzystac-oze/>



PP6

Link: <https://www.fhv.at/forschung/business-informatics/aktuelle-projekte/resindustry/>



PP7

Link: <https://mgozcms.gov.mt/en/Pages/EUFundedProjects/Resindustry.aspx>



Communication & Dissemination Strategy

This Communication and Dissemination Strategy (further CDS) has been created in order to be a useful tool, which will guide the Consortium through the development of RESINDUSTRY activities. A communication strategy is essential to raise awareness about the work, to show the relevance in a broader context and to present the results of the project adapted to the targets.

So, RESINDUSTRY project CDS is not only a helpful tool for CTU and AGENEX, the lead partner of the project and the partner responsible for the communication strategy, respectively. The rest of the Consortium will have this document as a reference where they will find a clear strategy that will support them in their daily tasks.

It should be noted that this CDS is a flexible document, adaptable to required modifications that can occur in the lifetime of the project, in order to improve the performance of the communications work. You can download the Communication Strategy of RESINDUSTRY project [here](#).

To sum up, these are the main points that are explained in the Strategy:

1. Introduction
 - a. Overall approach to RESINDUSTRY Project
 - b. Communication and Dissemination Plan for RESINDUSTRY Project
2. Situation analysis
3. Target groups
4. Objectives
5. Communication Strategy
6. Messages
7. Actions
 - a. Project identity
 - b. Visibility rules regarding the communication of the project
 - c. Website
 - Content feed
 - d. Social Media
 - e. Events
 - f. Press Releases
 - g. Newsletter
 - h. Printed materials
 - Poster
 - Other printed materials
8. Time plan
9. Control and evaluation
 - Monitoring
10. Appendix: Communication templates

Project Communication Database

RESINDUSTRY has created a Communication Database. We started collecting consents for sending information of RESINDUSTRY at the stakeholders' meetings developed by project partners, at the Interregional events and other dissemination events where RESINDUSTRY where presented. We include a checkbox in the attendance lists, so interested participants could sign-up. Therefore, we launched a sign-up form and special campaigns on social media to promote subscriptions. Finally, we have created a CTA button in our website for encouraging subscriptions as well.

Printed materials

During semester I, RESINDUSTRY Communication Team has adapted the design of the A3 poster at the changes that the partnership experimented. Due to the merge of PP2 at the beginning of 2020, the name of this entity changed. So, in order to avoid useless printings, the Consortium agreed to postpone the printing at the end of the semester (final project posters and roll-ups). Brochures are in progress of designing and they will be ready on semester 2. This unexpected event has been accurately communicated to the Communication Officer of Interreg, so the Joint Secretariat was already aware of this situation.

Once the final name of PP2 arose, the CLP modified the project poster and it was sent to the Joint Secretariat for validation. After that, it was shared with the rest of the partners for printing.

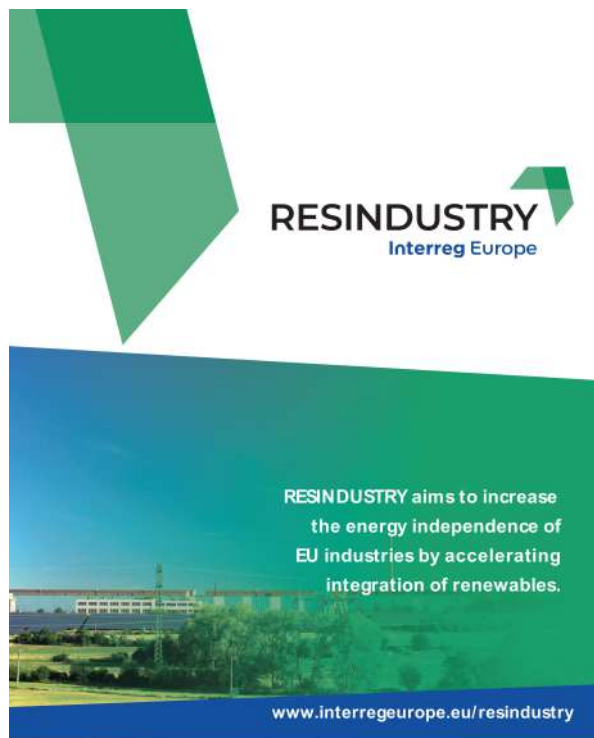
Poster

The final version of RESINDUSTRY poster can be downloaded [here](#).



Roll-up

Also, the poster it has been adapted to the roll-up size, in case the partners want to develop this material. The roll-up version is available [here](#).



An interregional cooperation project for improving low-carbon economy policies

Project Partners
 Czech Technical University in Prague,
 University Centre for Energy Efficient Buildings (CZ)
 Vorarlberg University of Applied Sciences (AT)
 Tartu Regional Energy Agency (EE)
 Extremadura Energy Agency (ES)
 LAB University of Applied Sciences (FI)
 Ministry for Gozo (MT)
 Marshal Office of Świętokrzyskie Region (PL)

PHOTO: INTERREG EUROPE



Project website

The project's website (<https://www.interregeurope.eu/resindustry>) has been developed during the first six months of project's lifetime. It is in English to be able to reach a wider audience across Europe, and it is divided into various sections:

- **Home page:** it includes the project summary with important information. The project summary has been edited in order to make it web-friendly. Also, we have added a small infographics where project outputs are explained
- **News:** it shows the different news related to RESINDUSTRY Project, its achievements and the project partners' activities.
- **Events:** it includes all the events where RESINDUSTRY has participated in and gives a bit of information of the event itself.
- **Good Practices:** The collection of RESINDUSTRY good practice database.
- **Contacts:** where we can find contact information from all 7 partners of the project.
- **Library:** RESINDUSTRY Library contents interesting materials of project development: documents, videos and images that illustrate the performance of RESINDUSTRY. Currently, there are two folders: RESINDUSTRY photo gallery and IE dossiers.



The website will be constantly improved and updated, and useful learning materials and results of the project must be uploaded and available.

The first 6 months of project (August 2019 – January 2020), we have had **768 users** visiting the website, with **673 sessions** in total. RESINDUSTRY Communication team has collected the analytics of each month, which are available if more information is requested.

Newsfeed

Regarding the dissemination RESINDUSTRY has carried out through the website, this has been updated with the following news items during semester I:

1. <https://www.interregeurope.eu/resindustry/news/news-article/6812/renewables-are-making-their-way-in-industry/>
2. <https://www.interregeurope.eu/resindustry/news/news-article/6834/resindustry-1st-stakeholders-approach-in-extremadura/>
3. <https://www.interregeurope.eu/resindustry/news/news-article/6917/the-2nd-stakeholders-meeting-in-extremadura/>
4. <https://www.interregeurope.eu/resindustry/news/news-article/7213/is-decarbonization-of-the-industry-feasible/>
5. <https://www.interregeurope.eu/resindustry/news/news-article/7412/a-national-and-energy-plan-for-reducing-emissions/>
6. <https://www.interregeurope.eu/resindustry/news/news-article/7415/malta-s-national-energy-and-climate-plan/>
7. <https://www.interregeurope.eu/resindustry/news/news-article/7687/a-masterplan-for-a-green-transition-of-eu-industries/>

Additionally, it has been created an event during SI:

<https://www.interregeurope.eu/resindustry/events/event/2967/resindustry-kick-off-meeting/>

Dissemination tools

The following tools have been created to support project dissemination.

Newsletter

The project newsletters inform project targets about initiatives, events, and partners' news in the frame of the project implementation. AGENEX is coordinating the production of the newsletter for dissemination in semesters 1, 2, 3, 4 and 5. The newsletters will be also available on the project website:

<https://www.interregeurope.eu/resindustry/library/#folder=2327>.

The dissemination is carried out by the CLP to the stakeholders and people interested in the project, via email. The database has been elaborated thanks to the consents obtained at stakeholders' meetings, project events and the subscriptions gotten in the "call to action campaigns" (CTA campaigns). One of the most successful activities to foster subscriptions was the creation of a sign-up form. This launching was supported by the creation of a social media campaign to encourage subscriptions. Due to the successful results, the Communication Team has scheduled social media campaigns to collect subscribers periodically. These are the metrics we have collected from the sig-up campaign and from the first project newsletter that has been sent:

- **Sign-up form:** <https://mailchi.mp/3a12642fe874/resindustry-board>

Launching date	Visits	Clicks	Subscribers
13/01/2020	54	31	13

- **Newsletter #1:** <https://mailchi.mp/5dc20d553080/the-resindustry-board-n1>

Delivering date	Recipients	Open	Clicks
27/01/2020	70	34 (48,57%)	15 (21,42%)

Thanks to this database, a mailing list was elaborated, and both CTU (LP) and AGENEX (CLP) will have access to it. Currently, **the dissemination database has got 83 subscribers.**

The sending of emails complies with GDPR¹: that means that the messages need to collect freely given, specific, informed and unambiguous consent (Article 32).

The RESINDUSTRY Board will also be uploaded onto other online dissemination outlets employed by the Partnership (e.g. Facebook, Twitter).

Press releases

RESINDUSTRY project is using press releases to inform media (and reaching a broader audience through this tool) about the development of the project, its achievements and results. In the first semester, Communication team has developed a [template](#) for the Consortium in case the partners want to use it. Also, some guidelines have been provided to reinforce the sending of press releases, stressing the need to elaborate local / regional messages in order to have better impacts:

- Tailored messages stressing what are the benefits for a specific community are more effective because targets can be different according to the region.
- The audiences are more committed to projects which are working on their areas: they see the project as a tool to improve their local, regional or national policies, and this has a direct impact in their lives.

At the end of the project, it is foreseen to achieve **60 media appearances.** In semester I, RESINDUSTRY project has achieved **17 media appearances.** The progress of the media appearances achieved can be followed to this [link](#).

Social networks

During semester I, RESINDUSTRY project has created and giving contents to the social media channels of the project.

Facebook page

You can follow the main achievements of RESINDUSTRY through the Facebook page of the project: <https://www.facebook.com/RESindustryProj>

¹ [The General Data Protection Regulation \(GDPR\)](#) applies automatically to all 28 member states of the European Union, unlike a directive which demands member states to draft domestic laws to enforce its rules. It came into effect on 25 May 2019 and it sets out to bolster the rights citizens of the EU have over their data which is held by companies

- Currently the page has got 34 followers and 21 likes.
- Date of creation: 07/10/2020
- Total posts in SI: 14
- Total reach: 514 people
- Average reach per post: 37 people per post
- Average engagement rate: 14,42%

Twitter profile

You can follow the main achievements of RESINDUSTRY through the twitter profile of the project: <https://twitter.com/ResindustryP>

- Currently the page has got 34 followers.
- Date of creation: 07/10/2020
- Total tweets in SI: 12
- Total impressions: 7.504 people
- Average impressions per tweet: 625 people per post
- Average engagement rate per tweet: 2,55%

Events

Events are important activities where the project can reach the communication targets. From a better reporting of the dissemination activities, RESINDUSTRY distinguish between the events organised by the project (Interregional events, study visits, internal meetings, stakeholder meetings...) and events organised by a third-party where RESINDUSTRY participates as attendee or speaker, exhibitor, etc.

Organised by RESINDUSTRY project

1. Stakeholders' approach in Spain, 30/09/2020
(<https://www.interregeurope.eu/resindustry/news/news-article/6834/resindustry-1st-stakeholders-approach-in-extremadura/>)
2. KOM, Prague 22-23/10/2019 (<https://www.interregeurope.eu/resindustry/news/news-article/6812/renewables-are-making-their-way-in-industry/>)
3. Project meeting with the Regional Government of Extremadura, 23/10/2019.
4. 2nd stakeholders' approach in Spain, 25/10/2019
(<https://www.interregeurope.eu/resindustry/news/news-article/6834/resindustry-1st-stakeholders-approach-in-extremadura/>).
5. Dissemination event in AGROEXPO, Spain, 20/01/2020
(<https://www.interregeurope.eu/resindustry/news/news-article/7953/resindustry-is-presented-at-agroexpo/>)

Organised by a third-party

1. Seminar on project communication, Budapest, 23/01/2020. Organised by Interreg EU
(<https://www.interregeurope.eu/4thcallseminars/>).