

ENERSELVES

Interreg Europe



European Union
European Regional
Development Fund



ROADMAP FOR THE COMMUNICATION & DISSEMINATION STRATEGY

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Introduction

The main objective of the communication strategy is to disseminate Project's results to stakeholders and the general public, but also to inform about the Interreg objectives and benefits of cooperation among EU Regions and Countries. Interreg Europe provides partners with interesting communication tools that will be used during the project, but these tools will be complemented with others in order to achieve optimum dissemination.

AGENEX will be the partner in charge of the dissemination and exploitation strategy that will be undertaken by the whole Consortium, and has been appointed as Communication Manager.

Communication Manager (AGENEX) has the role to ensure proper up-to-date communication and exploitation for the extended year. They are also the real link between the core of the partnership (the Steering Committee) and the external media and they monitor and check the impact of the communication.

The ENERSELVES Communication and Exploitation Strategy will be elaborated at the beginning of the project in order to set guidelines for the organization of dissemination activities and elaboration of dissemination materials. AGENEX will daily manage social networks, boosts project's press appearances, press releases, communication standards, video material and SEO.

The Communication and Exploitation Strategy objective is to assure that the process of policy learning occurs at 4 levels. This general objective can be split into 4 sub-objectives:

1. To achieve internal Communication (individual and organisational learning)
2. To assure the involvement of stakeholders (Regional Stakeholders learning)
3. To produce exploitations and transfer of the learning outcomes to other EU stakeholders (external/EU learning)
4. To produce awareness among the citizens about the project (external/EU learning)

Internal Communication tools to be used during the project daily activities are emails, phone calls, telcos and cloud tools for the share of documentation.

The Communication strategy will identify the internal communication tools, mainly emails, skype meetings and the steering's meetings.

At the end of both semesters, an internal meeting will be held with staff to explain the experiences from the interregional events. Interregional events are planned during the whole period of the project about every six months.

- 2 interregional events, one of which will be hosted online, and the other one will take place at Malta, by the hand of our MIEMA partner.
- 1 Final conference, host by ESS.

All these events will include dissemination actions such as press conferences, press releases, etc. to increase the visibility of project results among a broader audience.

Communication and Dissemination Plan for ENERSELVES project

This Communication and Dissemination Plan (further CDP) has been created in order to be a useful tool, which will guide the Consortium through the development of ENERSELVES 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, ENERSELVES project CDP is not only a helpful tool for AGENEX, the lead partner of the project and responsible for communication; 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 CDP is a flexible document, adaptable to required modifications that can occur in the lifetime of the project extended year, in order to improve the performance of the communications work.

Situation analysis

Interreg Europe Programme helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the Programme aims to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place. So, this cooperation programme is designed to help (mainly) public authorities across Europe to exchange good policy practices and learn from peers to improve their regional policies in the fields of Innovation, SME competitiveness, Low-carbon economy and the Environment and resource efficiency.

ENERSELVES is a project approved in the 2nd call, and currently is part of the Extended Year Call of the Interreg Europe Programme, which is looking at how COVID 19 is affecting the energy transition towards a greener Europe.

Target groups

These are the targets that the project is working with:

	TARGET GROUP	LEVEL OF ACTION
1	Partners' staff participating in the project	National, Regional, Local
2	Partners' staff and associates not directly participating in project activities	National, Regional, Local
3	Public authorities responsible for energy sectors	National, Regional, Local
4	Regional development and / or innovation agencies	Regional
5	Universities, higher education institutions, research centres, scientific institutions, with a particular focus on energy projects and sustainable development	Transnational, National

6	Business support centres and cluster organisations related to renewable energies	National, Regional, Local
7	Corporations and SMEs related to RES	Regional, Local
8	Active EU projects and networks in the field of the implementation for energy self-consumption in buildings.	Transnational. National, Regional, Local
9	Media	Local, Regional, National

Objectives

The Communication and Dissemination objectives link directly with the overall objectives of ENERSELVES, in order to present an integrated strategy, which will cause a strong, impact in the audiences we have selected.

The overall objective of this Communication and Dissemination Plan is to contribute to maximising the impact of the project towards achieving its objectives. That will include raising awareness, a change of behaviour and the dissemination of the knowledge that we collected thanks to the project.

Also, there are some complementary goals that the project will address:

- Impacting the Recovery Plan for Europe to repair the economic and social damage caused by the COVID 19 pandemic.
- Strengthening collaboration among partners and stakeholders.
- Sharing information and reinforcing thematic aspects with peers.
- Ensuring good internal communication.

So, the communication and dissemination of this project will be focused on achieving the communication objectives, in order to reach the project goals. In this stage, it is necessary to distinguish between internal and external communication.

- 1) Internal communication (among project partners)
 - Free, unhindered and confidential to ensure trust towards joint results and problem solving.
 - Digital communication, phone calls and meetings
- 2) External communication - making the project and its achievements known and accessible to various target groups:
 - To boost stakeholder engagement and consensus building including managing authorities and regional authorities.
 - To capitalise project results by peer sharing.
 - To encourage interaction and transferability of achievements.

It is important to see these actions and objectives (both internal and external) as a holistic strategy to boost the project's visibility.

Communication strategy

Before starting to design the actions, the Consortium is going to undertake, Communication Team would like to highlight how important is the planning of the strategy, which is going to be developed. This CDP is a consistent approach and takes into consideration its possible evolution in light of changing circumstances, such as the COVID-19 situation shown us in previous calls. That allows a flexible strategy, adapted to the changing needs and challenges we will face up implementing the project.

The dissemination strategy of the project is the regional dissemination strategy for each partner plus the joint project dissemination activities planned at the interregional level. That implies a vast communication both internal and external in a regional, national and international scope.

Messages

This CDP is intended to be a useful tool for the implementation of Communication and Dissemination activities, so there are some tips for creating messages that the project will spread:

- ✓ They must be short and easy to remember, to fix the key messages.
- ✓ They must call to action or engage with the people who are receiving the messages.
- ✓ They must be adapted to the language of the channels used and addressed to the targets. A segmentation of the audience is essential for optimum communication.
- ✓ They must use keywords, hashtags... On the one hand, this helps to fix messages and make them recognizable. On the other hand, the fact of making simpler messages will expand the audiences of the project.
- ✓ They must be always related to the project and to the territories where they are developed. Think globally, act locally.
- ✓ The messages should be positive in order to transfer hope and optimism. ENERSELVES project is inspiring and must draw attention to the solutions that are implemented.

Actions

➤ Project Identity

The aim of the logo, brand, and image is to get people to recognize the ENERSELVES project. Also, to connect the project, as it follows the branding guidelines of Interreg Europe programme, with other projects of the same line of the call: Low Carbon Economy.

The logo will be used in communication and dissemination materials of the project: website, press releases, newsletters, presentations, posters. (Already printed by partners in the previous call)

The Project name and logo are usually the first points of contact with the target groups. Hence it is important to maintain the following requirements:

- Colour: The logo should be printed in colour where possible to give the full visual effect. The logo should be on a white background. The colours cannot be modified.
- Size: It is important to adapt the logo to each document, making it visible and avoiding to deform it.
- Positioning: The logo should be positioned on the front page of each document with the EU flag emblem including the wording “European Union. European Regional Development Fund”.

➤ Visibility rules regarding the communication of the project.

All the partners must comply with the following requirements:

- Partners must use EU emblem, with the reference to the European Union and ERDF in the materials that will come from the project. Partners will ensure visibility of the logos set, which has to be used on any agendas, list of participants, handouts and presentations. That applies both printed and electronic information¹.
- A3 project poster must be in a location readily visible to the public. Some information of the poster is editable (partners can translate the information, for instance) but the key element must appear (project logo, project photo, project description, colour of the topic, EU emblem and ERDF support mentioned). The poster cannot be a roll-up or broadcast on a TV screen. This point has already been printed by partners in the previous call, so it will be restored.

➤ Website.

The ENERSELVES project website (<https://projects2014-2020.interregeurope.eu/enerselves/>) belongs to the common website of Interreg Europe, which has been configured and adapted to meet the needs of the project in the form of an open-source content management system (CMS). Which has already been created in the previous call.

¹ If the visibility and publicity requirements are not observed or only partly observed, the related costs incurred may be considered ineligible for ERDF funding.

The screenshot shows the website's header with navigation links: NEWS, EVENTS, GOOD PRACTICES, CONTACTS, LIBRARY, PROJECT RESULTS, and ENERMAP TOOL. The main content area features a 'Project summary' section with the following text:

ENERSELVES project. Policy Instruments for **energy self-consumption in buildings**, is led by AGENEX, Extremadura Energy Agency, with the following **aims**:

- Promote new policies or improve existing policies to support the integration of renewable energy into buildings for self-consumption financed by the Structural Funds and other EC Instruments.
- Design policies to promote only those renewable energies for self-consumption technologies with greater benefits in each region.
- Define clear KPI (Key Performance Indicators) to identify the best investment by value.
- Transmit how European policies have an impact on society
- Support the integration of RES in buildings

On the right side, there is a 'Sign up for the ENERSELVES newsletter' section with a 'Subscribe now' button, and a 'Enerselves Action Plan for Gozo' section.

The website is the meeting point where it is compiled the information about the project, the partners, the events, supporting documents... The design of the site was developed based on the Interreg Europe communication guidelines, in the second call.

These are the main features of the project website:

- 1) It is designed to provide relevant information about project milestones
- 2) It is designed to provide tools for a better understanding of the project
- 3) It is a source of information about project partners
- 4) It is designed to build a community around the project
- 5) It is designed as a networking space, creating links with other projects
- 6) It has got the support of Interreg Europe website, where users can learn and share experiences.

The main sections of the website are the following:

- HOME: Project summary, objectives, outputs, topic, partnership, policy instruments addressed and latest news.
 - News: The project partners should provide regular information on their progress and project activities. Relevant articles about regional legislation or interesting initiatives related to the topic of the project are welcome too.
 - Events
 - Contacts: Partner, contact person, organisation's brief description, and link to the partners' website.

The partnership will adapt this website to the project requirements and will modify this web map to present the information clearly and simply. Additional sections can be added whenever the project advances.

The ENERSELVES website is updated at least once a month during this extended year.

AGENEX is the responsible partner of the communication of the project, so they will update the website. But all the partners will participate in providing interesting contents related to the topic of the project.

➤ Content feed.

Creating and disseminating quality content is the most effective way to engage the audience for the project. For this reason, all the partners will participate in providing contents to AGENEX (Communication Lead Partner, henceforth CLP). AGENEX will check and adapt these materials to the project channels and they will also schedule the dissemination to generate a regular flow of project information.

Type of contents:

1. Extract from stakeholders' meetings.
2. Participation in third-party events related to the project topic.
3. The organisation of events related to the project topic.
4. New regulations, laws, decrees related to the project topic.
5. Interregional Events of the project.
6. Other contents that could be interesting for the target audiences.
7. Relevant information with regards how COVID 19 is affecting the implementation of self-consumption within buildings.

➤ Social Media

In addition to the website, ENERSELVES Project uses social media channels to promote project activities and to facilitate a direct conversation with target groups and stakeholders. The following social media channels were chosen:

- **Facebook:** this is the most popular social network, so it is essential to disseminate the contents of ENERSELVES Project on this site. This will increase the visibility and maximise the impacts of communication actions.
- **Twitter:** while this site is very important for research and business, it addresses all target groups, including authorities and the general public.

Both channels were already open in the 2nd call, so we will use them to promote this extended year activities.

A combination of both is seen as the best way to:

- ✓ Spread information about the project,
- ✓ Disseminate results,
- ✓ Share and advertise interesting developments and events to the community,
- ✓ Support collaboration and synergies with other projects and initiatives.

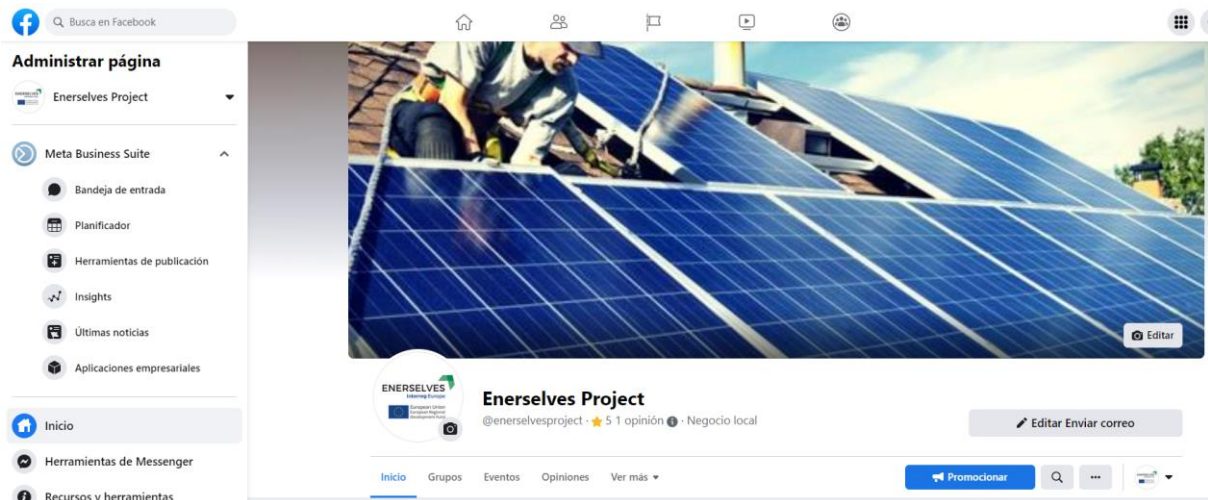
After setting up in the second call the social media accounts, they both have been used actively to publish and promote the latest news about the project.

FACEBOOK PAGE:

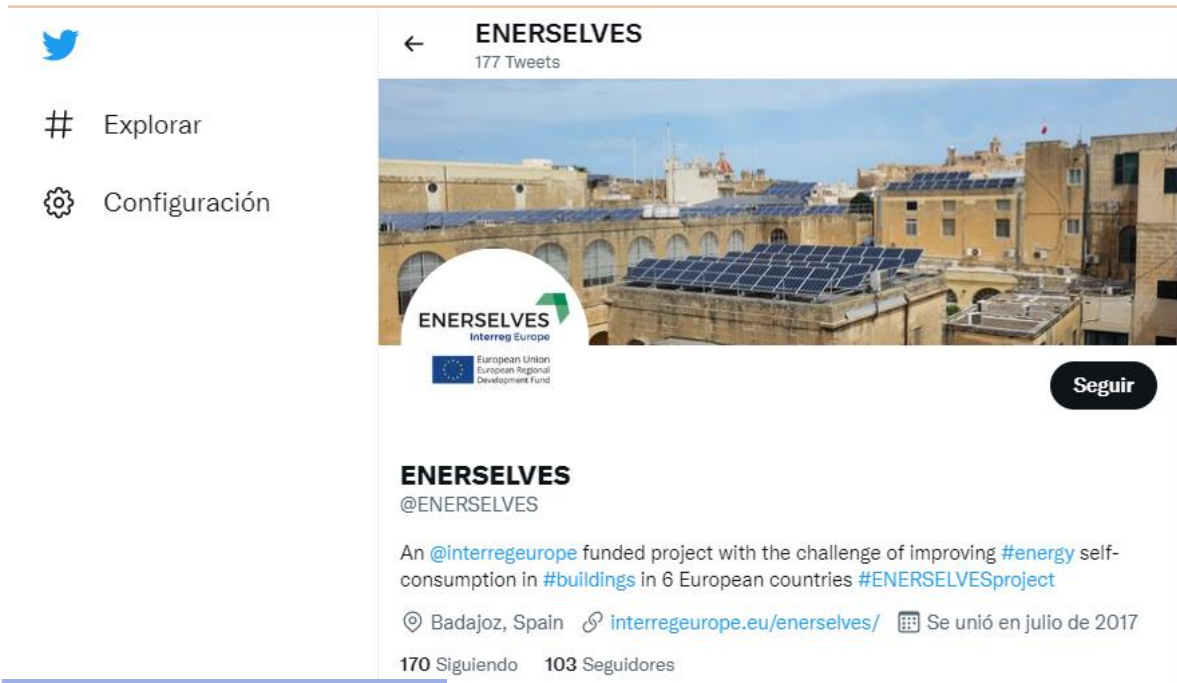
<https://es-es.facebook.com/enerselvesproject/>

TWITTER ACCOUNT:

<https://twitter.com/enerselves>



ENERSELVES Facebook page



ENERSELVES Twitter profile

➤ Events

Events are important activities where the project can reach the communication targets. ENERSELVES distinguishes between policy learning events and dissemination events. As ENERSELVES is going to perform a holistic communication strategy, the project will take into account all the events that ENERSELVES is participating or organizing for dissemination purposes.

These are the events where ENERSELVES project is going to be present:

- **Workshops:** there are aimed 3 workshops during this extended year, one per interregional event and a plus one in the final event. (Due to the COVID 19 situation the first one will be hold online)
- **Stakeholders' meetings:** Each partner (5) should celebrate 1 meeting with stakeholders within the extended year. In total they are 5 stakeholders' meetings.

ENERSELVES is going to participate in other events that are going to boost project's visibility. The Consortium can organize them or the project can participate in for dissemination purposes:

- **Participation in Interreg EU events;**
- **Final Event:** One high-political dissemination event at the end of the extended year.

➤ Press releases

ENERSELVES project will use press releases to inform media about the development of the project, its achievements and results. In particular, electronic versions of press releases, to be distributed extensively via e-mail to media about the communication of project progresses. The project press releases will be subjected to the same rules regarding visual identity. They should include:

- Date
- ENERSELVES logo
- Information about the project (including consortium)
- ENERSELVES website address
- A small reference to the Interreg Europe Programme

Press releases should be done by the partners for covering a local/regional audience. That will have better impacts: the geographical segmentation of the audiences, with adapted messages to local and regional targets, will have the following advantages:

1. Tailored messages informing about what is relevant for each community.
2. This is a more effective communication, directly to the communication targets that can be different from one region to another.
3. 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.

This CDP suggests a plan of the following press releases to be done:

PRESS RELEASE	AUTHOR	AREA	DATE	TOPIC
1	AGENEX	Regional	1 st semester	IE1
2	MIEMA	Regional	2 nd semester	IE2

3	EASS	Regional	2 nd semester	FE
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The press releases sent to national, regional or local audiences should be translated by partners and shared to CLP. AGENEX will promote all the contents through website and social media channels for a wider and international dissemination.

➤ Newsletter

The project newsletters will inform readers about initiatives, events, and partners' news in the frame of the project implementation. AGENEX will coordinate the production of the newsletter for dissemination in semesters 1 and 2; and they will also be uploaded onto the project website.

The dissemination will be carried out by the CLP to the stakeholders and people interested in the project, via email. The database used will be the same created for the 2nd call and implemented with new stakeholders gathered thanks to the improved of the local stakeholder group (LSG) list. Only the LP will have access to it.

Sending of emails must comply with GDPR²: that means that the messages need to collect freely given, specific, informed and unambiguous consent (Article 32).

The newsletter will also be uploaded onto other online dissemination outlets employed by the Partnership (e.g. Facebook, Twitter). The newsletter should also be sent to INTERREG EUROPE Communication Officer to inform her about the project activities and development.

All partners are responsible for sending information for the newsletter to AGENEX. Partners should send news items and appropriate pictures to be put in the newsletter.

These are the deadlines for the elaboration of the newsletter:

Newsletter	Action	Responsible partner	Date
#1	Collecting contents	AGENEX	31 st January 2022
	Sending contents	PARTNERS	24 th January 2022
	Sending newsletter	AGENEX	14 th February 2022
	Disseminating the newsletter through ENERSELVES channels	AGENEX	February 2022
#2	Collecting contents	AGENEX	29 th July 2022
	Sending contents	PARTNERS	25 th July 2022
	Sending newsletter	AGENEX	15 th August 2020
	Disseminating the newsletter through ENERSELVES channels	AGENEX	August 2022

² 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 and it sets out to bolster the rights citizens of the EU have over their data, which is held by companies.

The newsletter client/marketing platform for creating the project newsletter will be Mailchimp because it is a free service that does not imply extra costs; it is a reliable service, with technical support in case it is needed; it is secure to protect the account and the data; and it is a simple and fast tool to build campaigns. Also, this programme provides analytics that will help ENERSELVES Communication Team to make the needed adjustments.

Time plan

COMMUNICATION ACTIONS	S1	S2
Detailed Communication Strategy		
Database Mailing list		
Updating website		
Events		
Workshops		
Interregional event		
Participation in Interreg EU events		
Final event		
Elaboration/sending press releases		
Content feed for website and social media channels		
Elaboration and distribution of project newsletters		

Control and evaluation

Once per semester, during the scheduled interregional steering meeting, the partnership will address three issues regarding communication:

- a) Achievement of planned outputs
- b) Achievement of results (impact and quality of awareness-raising)
- c) Adjustment/improvement needs, or even important dissemination opportunities that could be integrated

The dissemination activities that will be analysed are the following:

- Communication and dissemination strategy: The partners will see if some adjustments are necessary to improve communication, including inputs from regional partners concerning specifics of regional communication and dissemination actions
- Press releases
- Project corporate identities (newsletter, publications)
- Project website: website updates...
- Events: The partners will communicate the progress on the organization or participation in events related to ENERSELVES.

Appendix: Communication templates

The following documents are templates for the ENERSELVES project team that will support the communication activities:

1) Press Release template

Partners can use this template for press releases' dissemination or adapt the template of the partner's entity to the visibility requirements of the programme (date, project logo, project information, project Partnership, project website link, reference to ERDF Fund, and mention to Interreg Europe Programme).

[Press release template](#)

2) Newsfeed template

This template aims to support the elaboration of contents for the communication of project results and activities.

[Newsfeed template](#)

3) Attendance list with the compliance to GDPR

In order to comply with GDPR, the attendance lists of the events and meetings developed by the partners should include a check box for collecting the consent of key actors who are interested in ENERSELVES.

[Attendance list template](#)