

MORE4NRG

Communication Plan



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Background and justification

The MORE4NRG project is an INTERREG IVC project aiming to strengthen the delivery of regional strategies for renewable energy sources and energy efficiency by exchanging best practices on sustainable energy policies and jointly developing an integrated monitoring tool for measuring the effect of regional sustainable energy strategies. In order to reduce the effects of climate change and prepare for the decline of the oil-age, European regions have a key role to play in promoting, developing and implementing renewable energy sources (RES) combined with energy efficiency strategies to help resolve the energy impasse.

The MORE4NRG partnership will address these interrelated issues at interregional level. The project brings together 12 partners from all over Europe; 11 regions and the Assembly of European Regions (AER).

The partnership includes regions with more and less advanced strategies and action plans, with great varieties in approach and extent to which they have set specific targets. Interregional exchange of experience enables all of them to improve their sustainable energy strategies. It will help the less advanced regions to speed up their development.

The partners will compile their experience in a toolkit for regional energy strategies, including tools for measuring progress in achieving sustainable energy targets. Building on combined experience guarantees it will be applicable to Europe-wide regions.

The **dissemination of MORE4NRG** can not be limited to conventional mass media, but must focus on spreading its results towards the involved stakeholders, through specialised communication tools, as well as direct contacts (Info Days, visits, workshops, etc.). This way each partner should be committed to reach efficiency and effectiveness in communication, by using all the opportunities linked to the project's field of action to organise dissemination activities, extend cooperation, exchange knowledge and learn from other projects, but also to communicate the project results in their own language. These opportunities include trade fairs, workshops, meetings with local stakeholders, publications on local magazines and all other relevant events where the partners may participate.

Valencia/AVEN will be responsible for monitoring the process between project's outputs and dissemination. AVEN will make use of the extensive experience of the Valencia regional office in Brussels (Valencia region foundation) in communication and dissemination of EU funded activities.

Furthermore, both are committed to boost the project's international dimension and will contribute to its dissemination through specialised networks allowing for the exchange of best practices during the project implementation. FCVRE will present the MORE4NRG project among the European audience through appropriate dissemination channels, in close cooperation with the co-ordinator, Chalmers University of Technology.

The MORE4NRG dissemination strategy must:

- assist the project consortium in deciding the appropriate media for a document or an output
- support the project in producing promotional and media material that meet the needs of the consortium, civil society and other actors
- help organising seminars and workshops to disseminate the results produced by the project
- collect and analyse feedback on the usefulness of the results produced by the project

The project needs to produce high quality material, in line with the expectations of the participants and final addressees of the project. The success of the project mainly depends on the ability of the partners to convince local communities that their transformation into a "Sustainable Energy Community" is possible.

FCVRE will deliver the following tangible and sustainable communication deliverables of the MORE4NRG project:

- Project website
- Communication plan
- Half-yearly Newsletter (English version)
- Presentations: PowerPoint template for the MORE4NRG presentations
- Local/ regional workshop in all participating case locations, and other relevant meetings and conferences aiming at European audience
- Media presentation: press releases and dissemination of public information material.

1. Objectives and goals of the Communication Plan

The purpose of the MORE4NRG Communication Plan is to:

- Set goals and aims for the general communication of the project, and define how to reach target groups
- Describe the promotion and dissemination activities to be developed during the project life cycle to emphasise key messages and meet the objectives set by the consortium
- Describe the instruments and resources that will be used in order to reach the communication objectives as well as relevant events during which MORE4NRG will be presented
- Ensure a good coordination between the partners in the different communication and dissemination activities
- Convey the message of MORE4NRG
- Promote and support sustainable energy systems within the EU countries and among local authorities

2. Target Groups

The project consortium includes 12 partners from EU regions.

| PARTNER N° | COUNTRY | INSTITUTION |
|------------|-------------|--|
| 1 | Netherlands | Province of Flevoland |
| 2 | Sweden | County Council of Norrbotten |
| 3 | Romania | Maramures County Council |
| 4 | Italy | Region Abruzzo |
| 5 | Spain | Agencia Valenciana de la Energía |
| 6 | Italy | Lazio Region – Direction for Environment and Cooperation Among Peoples |
| 7 | Romania | Prahova County Council |
| 8 | Sweden | County Council of Västernorrland |
| 9 | Greece | GEORAMA |
| 10 | Bulgaria | Regional Governor, Gabrovo Region |
| 11 | Netherlands | Province of Noord-Brabant |
| 12 | | Assembly of European Regions |

Communication and dissemination activities will focus on the key target groups and happen on different levels. European, national and regional policy makers will be addressed, including municipalities, business interest organisations, energy agencies and comparable environmental expertise centres. At the same time, the consortium will try and reach beyond, since the process of implementation will directly involve decision makers, as well as industry, and dissemination will be targeting the scientific community (Universities, institutes, NGOs and environmental consultancies) and, by means of all of them, the general public.

The overall objective is to create a comprehensive network/database for distributing information related to the project implementation and results, while identifying key actors in the process of transforming the energy systems of the regions involved. The project partners should contribute by actively providing contributions (such as district heating companies, energy planning offices, local transportation authorities or energy advisors, among others).

3. The Strategy

a. Communication between partners

The Communication Plan defines the strategy, tasks and responsibilities of the partners, whose cooperation in communication activities is key for the success of the dissemination of results. The plan will be updated according to new developments and needs.

Partners shall be in contact to cooperate in communication activities at European level and at their own regional level. Each partner has the following communication related **responsibilities**:

- Cooperate with FCVRE in communication activities
- Keep regular contact with each other
- Present MORE4NRG in relevant regional and national events
- Manage communications in their local language
- Translate press releases into their local language and disseminate them
- Newsletter: forward their contributions for each issue and review drafts for comments and improvements
- Respond swiftly to requests made by the Lead Partner and FCVRE on communication issues and respect deadlines regarding contributions, cooperation in communication actions, etc. (website, newsletters and other material)
- Send press releases about events where MORE4NRG is presented to be uploaded on the web
- Keep archives on communication activities (seminars and conferences, issued press releases, etc.) and media impact in their own local areas. These archives are essential for the evaluation of the project.

The **Intranet** of the MORE4NRG website is a platform for the use of the partners in the project. It contains the necessary structure to support the work of the consortium and to ensure internal communications between the partners of the project. The Intranet simplifies documental management by providing the administrators with a workflow for each document (proposal, review, publication and archive); allows the creation of open or restricted forums; provides statistics; and helps organising internal meetings and conferences.

i. Translations

The dissemination activities will be supported by several communication tools. The regional partners in each of the project countries will choose among them a “**Regional Desk**” (**RD**), who will be responsible for the translations from English to their local language, and vice-versa, of all the communication material. Moreover, the RD will be in charge of providing these translations to FCVRE so that they are published and uploaded onto the project website, if agreed.

The promotional material to be translated is:

- The regional and national dissemination deliverables from the partner local language to English
- The project leaflet and fact-sheet from English to the partner local language
- The project brochure from English the partner local language
- The main information on MORE4NRG' website from English to the partner local language

b. External Communication

In addition to communication between partners, the MORE4NRG strategy supports communication with other actors and the broader public. **Direct communication** foresees permanent contact with a variety of stakeholders, which implies presentations of the project as best practice in all relevant forums (seminars, conferences, info days or even small meetings).

To succeed in achieving this objective, FCVRE counts on the necessary European expertise, specialised international staff, hi-tech equipment and selective data-bases at its premises in Brussels and Valencia. Located at the very heart of the European quarter, FCVRE's venue is the ideal location to organise press conferences and presentations for EU professionals and decision makers, as well as for international media. Targeted dissemination activities will allow promoting and raising interest in the action among the European audience and through its contacts with EU bides and networks. FCVRE will present the project at various occasions such as seminars and conferences related to energy efficiency, implementation of RES, environmental issues and energy policies. On the other hand, the MORE4NRG promotional material will be exhibited permanently at the Valencian Regional Office in Brussels, which is visited by more than 4,000 people per year, when it should not be used for other purposes.

i. Direct Communication

Through a variety of events the partners are able to provide information directly to those who should eventually exploit the project results and enable them to discuss specific issues with the partners. In line with the Direct Communication level, the MORE4NRG Communication Plan sets **a list of different events** taking place in each region, in Brussels or in any other EU country, representing a good opportunity to show the efforts and results of the project. Among them, some major events can be highlighted:

- **Workshops and Info Days**

During the project life cycle, two **MORE4NRG** Info Days will be organised in Brussels to present the implemented activities and the results achieved during the 30 months experience. The first one will be an official presentation of the initiative, followed by a second Info Day at the end of the project, presenting the main results of MORE4NRG. The Info Days will be organised with participation of the project partners, the stakeholders involved, as well as public authorities both at regional and European level. Representatives from the European Commission, the European Parliament and the Committee of the Regions will be invited, as well as staff from the more than 250 regional offices and international media specialised in the sector.

On the other hand, local/regional workshops will take place at each of the partner countries, involving the local/regional authorities in the presentation of each of the case studies. The workshops aim to discuss the relevant findings and the possible paths forward, as well as to allow associations and regions to show their initiatives, exchange best practices and identify possible cooperation areas. Thus, the workshops will be part of the preparation for an adoption of the case study roadmaps with their pathways in the local councils or other municipal political boards. Representatives of local administrations, energy companies and utilities, as well as other relevant stakeholders and EU experts and officials, will be invited.

- **OPEN DAYS – European Week of Regions and Cities**

FCVRE participates in a regional consortium, hosting conferences and seminars in its premises in Brussels. The European Week of Regions and Cities is the biggest annual event in the EU regional policy calendar and a record 216 regions and cities from 32 countries have signed up as partners for the sixth annual OPEN DAYS, organised by the Committee of the Regions (CoR) and the European Commission's Regional Policy Directorate-General, with the support of the French Presidency of the EU and the European Parliament. MORE4NRG will present its progress during the 2009 and 2010 editions.

- **Green Week**

The European Commission's DG Environment organises every year the "Green Week", where conferences and exhibitions present the most relevant environmental activities in the EU.. During the **2009 edition (June)**, the project will be presented and promotional material will be distributed among the 4.000 attendees. Green Week takes a closer look at the sustainable use of natural resources, focusing on waste management, sustainable consumption and production. The event provides a unique opportunity for debate, exchanges of experience and best practice among non-governmental organisations, businesses, various levels of government and the public.

- **EU Sustainable Energy Week**

Under the umbrella of the Sustainable Energy Europe Campaign (SEE), the European Commission's Directorate-General for Energy and Transport, the European Institutions, the Slovenian Presidency and major stakeholders concerned with sustainable energy organised the second EU Sustainable Energy Week (EUSEW). During the **2009 edition (9-13 February)** MORE4NRG will be presented as an example of best practices in Brussels, and will be part of the decentralised activities organised in the Valencian Region, and coinciding with the opening of the Intelligent Energy Europe (IEE) 2009 Call for Proposals.

- **Trade Fairs**

FCVRE plans to present the project at a unique international event, **EGÉTICA-EXPOENERGÉTICA**. This will be the first of the fairs on the Spanish and European circuits to feature all the sources of renewable and conventional energy that have been most widely used in recent times. The alliance of two exhibitions has given birth to the **International Renewable and Conventional Energy Fair and Congress and international platform for energy efficiency**, which is set to take place for the first time in **November 2009 at Feria Valencia**.

One of the target audiences of the direct external communication are **European Institutions and consultation bodies**. FCVRE will provide with the communication channels to inform European representatives, bodies and networks about the progress of MORE4NRG. Representatives of the European Institutions will be invited in Brussels to meet and participate in the project meetings in those cases were this might be of interest.

- **European Parliament**

FCVRE will include MORE4NRG in its agenda while meeting with the MEPs are members of the specific **committees of Energy and Environment**.

- **European Commission**

FCVRE will contribute to the dissemination of MORE4NRG among the European Commission's DGs and representatives. In particular, **advocacy activities** will be organised and the partners should participate in those seminars and international conferences organised by the Executive Agency for Competitiveness and Innovation (EACI), as well as by the Directorate General for Energy and Transport and DG Environment, representing all of them good showcase opportunity.

- **TAIEX instrument – DG Enlargement**

On the other hand, the Valencian Regional Government and FCVRE actively participate in the TAIEX initiative of DG Enlargement. TAIEX is the Technical Assistance and Information Exchange Instrument of the European Commission. Its objective is to provide technical assistance on the transposition of EU legislation to the potential candidates or actually candidate countries, the new Member States and the Governments of the Western Balkans, in line with the general policies of the EC. MORE4NRG will be present during the TAIEX exchanges between the partner regions of the project and the beneficiary countries of the programme. The project will be presented as an example of good practices during the technical visits of the candidate country officials and related seminars.

- **Committee of the Regions**

A **temporary exhibition** of the project at the Committee of the Regions will be organised, preferably coinciding with the plenary session. With the help of promotional material, such as roll-ups and leaflets, MORE4NRG will convey its message to hundreds of political representatives coming from all the European regions.

Among the Direct Communication activities, there are also those related to **the periodical dissemination to relevant organisations, associations and networks**. FCVRE will keep permanent contact with these entities, as well as with any entity that might be interested in the MORE4NRG project, so that they are informed on a regular basis on the activities, progress and results of the project. The aim is to produce a multiplying effect by keeping informed on MORE4NRG all members and partners of these organisations.

- **Spanish Regional Offices in Brussels (CORE)**

The Valencian Regional Office in Brussels is part of the Spanish Regional Offices Coordination Body (CORE) in Brussels. CORE is organised in working groups by topics and managed by technical

specialists from every Spanish regional office. FCVRE directly participates in its meetings and maintains constant contact with the relevant officials of the European Commission, the European Parliament, the Council of the EU and the Permanent Representation of Spain to the EU. Within this framework, of special interest for the dissemination of projects, **MORE4NRG will be presented during the relevant and strategic meetings of the CORE Thematic Groups.**

- **Regional offices from the other European countries**

FCVRE organises weekly meetings between Valencian experts and representatives of the more than 250 European regions present in Brussels, as well as national representations, in order to establish cooperation and exchange best practices. **MORE4NRG will be part of these meetings, during which promotional material will be provided.**

The partner regions of MORE4NRG will take advantage of all the **international/European networks** in which they take part to present the project during the conferences and interregional meetings organised under the umbrella of these entities, as well as through the working groups that shape the networks. The networks in which FCVRE participates are, among others:

- **AER - Assembly of European Regions**

This organisation provides information related to energy issues to over 250 regions through almost all European Member States. FCVRE participates in most of the activities organised by AER, such as the AER Summer School. Furthermore, the Assembly provides the member regions with a dissemination tool for news and events through its official website, in which **the MORE4NRG activities will be included.**

- **CPMR- Conference of Peripheral and Maritime Regions**

The Conference was founded in 1973 and it includes 159 regions, EU and non-EU countries. The Valencian Region leads the Working Group in charge of Innovation and Research in which **MORE4NRG will be disseminated.**

- **Energie-Cités**

With over 170 members in 30 countries and representing more than 700 towns and cities, Energie-Cités is the association of European local authorities for the promotion of local sustainable energy policies. The members of this network are the project's primary target group, and will be subject to **particular communication efforts**.

- **ERIK – European Regions Knowledge Based Innovation Network**

The Valencian Region is a member of the ERIK network, made up of over 50 European regions. ERIK's main aim is to sustain and further develop networking and good practice exchange between European regions. ERIK Network's objectives include: **benchmarking and disseminating good practices of innovation and knowledge-based policies**; supporting inter-regional networking on technological innovation related topics; and co-operating with European regional networks with similar objectives to create synergies and make networking activities more efficient and better targeted.

- **ERRIN – European Regions Research and Innovation Network**

This network is made up of 62 members to improve and support interregional cooperation in fields like R+D, Information Society and Renewable Energies. **Information on MORE4NRG will be provided** during the internal Working Group meetings, as well as during the events organised by ERRIN and related to the project topics.

- **EURADA**

EURADA is the European association of regional development agencies. The association organises meetings and conferences to inform the agencies on "the knowledge-based economy" and to offer services to the EU SME's. Impiva, a local Valencian partner, takes part in these initiatives by representing the Valencian sector through the Valencian Regional Office in Brussels.

- **FEDARENE**

FEDARENE is the premier European network of regional and local organisations which implement, coordinate and facilitate energy and environment policies. Regional and local agencies, ministries and departments working in these fields, are represented in the organisation. The members of this network are the project's primary target group, and will be subject to **particular communication efforts**.

- **Lisbon Regions Network**

This lobby pursues the direct involvement of the regions in reaching the Lisbon objectives. The Valencian Region is part of the network, together with other six European regions.

- **Natural Effect Regions Network**

Valencian Region leads the group of Regions for Natural Effect created in November 30th 2004, and integrated by other eight European regions. Their common feature is that, although they did not yet reach a full convergence, they will become Objective 2 due to their natural economic growth. These regions aimed to obtain a transitory period during the next financial period 2007-2013.

- **Wateregio**

Wateregio is conceived as a channel to exchange ideas, experiences and good practices on the management of water and on the optimisation of water resources. FCVRE is the leader of the initiative and committed to elaborate a dissemination calendar for the network, in which the **MORE4NRG project will be included** as an example of good practices.

ii. Communication tools

Direct communication is complemented by other means, such as a corporate identity; online, print and audiovisual material (project factsheets, newsletters, roll-ups, etc.); and media relations. The dissemination activities will be supported by the following communication tools:

- **Flyer**

The project will lay-out and print a leaflet, providing information in English on MORE4NRG, its goals and the project partners. The content will be provided by the partners and its aim will be to disseminate benchmarking opportunities among municipalities and energy suppliers. 1.500 copies will be printed and it will also be available online.

- **Newsletter**

MORE4NRG will lay-out a half-yearly four-page newsletter, providing information in English on the project, its progress and results. The content will be provided by the partners and its aim is to disseminate the project activities among the regional businesses and energy advisory communities represented by the partners. It will be available online on the project website and newsletter will be issued to all AER members.

- **Brochure**

The project will produce two reports. It will also highlight the approach and methodology of MORE4NRG, describing the implementation process in every participating region and the partners' conclusions and achievements. The information for this deliverable will be provided by the rest of the partners. The brochures will be distributed during the MORE4NRG final conference and made available online to be disseminated among other stakeholders.

- **Banners/information signs**

In order to complement the dissemination activities during public events, such as conferences and exhibitions, **ONE banner (roll-ups - 200x80 cm) in English** will be designed and produced. The banner will stay at the premises of FCVRE and moved to any location the rest of the partners may decide for dissemination purposes.

- **On-line signature**

Staff in the partner organisations is advised to use a **MORE4NRG on-line signature in all their e-mails** during a specific time period. FCVRE will provide a model that each region may adapt to its own regional specificities and use in every external professional contact by e-mail.

- **Website banner exchange**

FCVRE's website (www.uegva.info) counts on a specific section devoted to the dissemination of European projects developed by the Valencian Region and regarding innovative initiatives. MORE4NRG will be included in this public database, as well as a link to its web page. The site will distribute examples of good practices and it will disseminate the results obtained with the start of the project. Furthermore, banners and pop-ups will be designed to announce up-coming events related to the project. The dissemination material (mainly press-releases, newsletters and factsheets) will be published and uploaded on the website. And, if demanded, special banners could be designed.

Over 5000 users visit FCVRE's website every month, having access to the MORE4NRG related information. In the same way, a banner will be provided to the **project partners** to be included in their official websites, as well as the main information regarding the project.

On the other hand, FCVRE will promote the **exchange of banners with other organisations and projects** so that the MORE4NRG website and results are widely disseminated among the main stakeholders.

- **MORE4NRG Website**

MORE4NRG' website will be developed and updated to provide public information on the project through its extranet. This information includes a description of the project and its goals, a calendar of events and meetings, all the dissemination material and related news, etc. The website is in English, although some material will be uploaded in the other local languages of the project.

The website has been designed with a useful Intranet, accessible only for the MORE4NRG partners with several profiles (Partner, Administrator, Project officer), which provides access to internal documentation (meetings, decisions, documents in preparation, etc) and sensitive information. The Intranet offers access to information on the workflow of every document which can be uploaded for review and then approved and published or refused. The website is considered to be the most effective tool to coordinate communication activities and manage the project activities.

The partners must remember that all documents, press releases, promotional material, presentations, etc. regarding MORE4NRG must mention the website address.

iii. The Media

The consortium will support the project through the publication of articles in **the traditional media and specialised journals and bulletins** that can represent a good platform for the dissemination of the MORE4NRG results. FCVRE will be in charge of **press releases in English** to be distributed to the press, as well as any other communication material to be included in the MORE4NRG press packs. It is particularly important to reach visibility in publications, web pages and **press releases** of those European Institutions and organisations specialised in renewable energies, such as EACI, etc.

The partners will mainly target pan-European, regional and local media. FCVRE will be in charge of the pan-European media, while each partner will address its own regional and local media. Local partners will also be encouraged to distribute press releases on the case studies, since it could be the best way to reach general audiences. FCVRE would publish these press releases, and their translation to English on the project website and distribute them at European level.

Once the project has advanced more and has concrete results, more efforts will be deployed to write reports on MORE4NRG to be published in specialised journals, bulletins, websites and other publications.

FCVRE will also encourage the partners to promote the project among their **local and regional television public and private services**. Moreover, the service Europe by Satellite, the digital channel (via Internet and satellite) of the European Commission will be contacted in order to present information on MORE4NRG with a view to the possible dissemination of its results by the network of journalists that use these services every day.

The following list provides some of the most distinctive **specialised media** that will be contacted:

European Union:

- Agence Europe
- Euobserver
- Euractiv
- EIS (Europe Information Service)
- Aquí Europa
- Eupolitix
- Eurobusiness
- Euro-correspondent
- European Voice
- New Europe

Environment:

- Earthscan Journals
- Edie
- ENDS Environment Daily
- Energy Efficiency News
- Eurosolar
- Green Facts
- Environment Watch: Europe

- Ambienta
- Ambientum
- Nature
- Residuos
- Renewable Energy Focus
- Renewable Energy Journal
- Science Daily
- Water and Wastewater International
- Sustainable Business
- World Water & Environmental Engineering
- Water & Waste Treatment
- Local Authority Waste & Environment
- Journal of Residuals Science & Technology
- The Ecotimes
- Waste Magazine
- Redcicla

Research and Innovation:

- RTD Info, the Research Magazine of the European Commission
- Empresa e Innovación. Actualidad Europea
- Cordis Express
- Advances in Environmental Research
- Waste Management Research

4. Regional and local dissemination: the partners' task

Apart from these dissemination activities on the overall project level, all partners will take care of dissemination activities on regional and local level. They will use their own communication channels for that (own website, newsletters, press releases, brochures) and will inform associations, media and organisations at national and regional level that could be interested in the project (partners will provide FCVRE with the links to these deliverables). Because there will be no extra costs incurred for that, no budget will be needed. Clearly all these regional and national dissemination will be done in local language.