

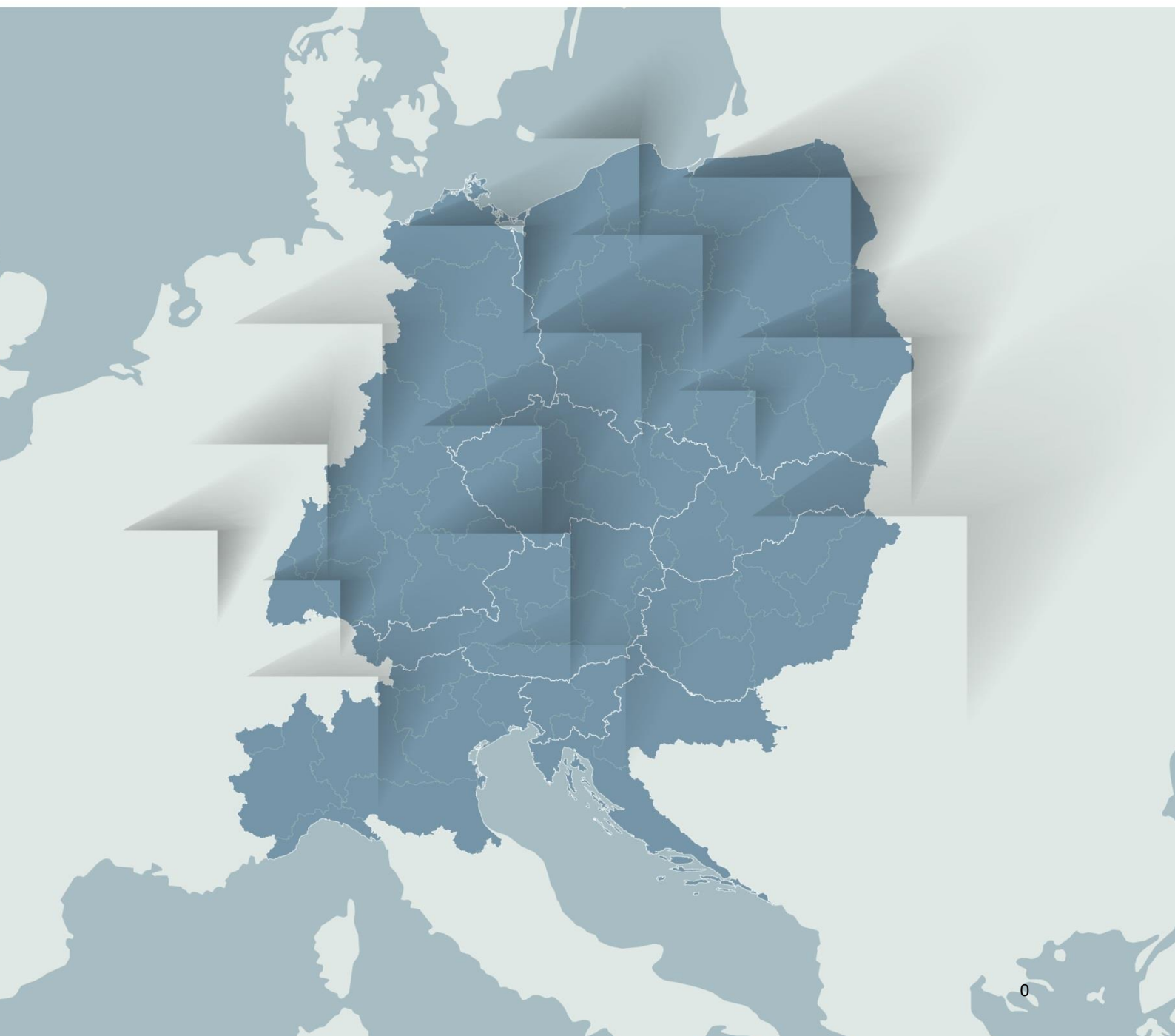


RURES

Project Communication Strategy

Version 1

10|2017



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A. Introduction

Project content

A rapidly growing world population and increasing energy consumption in the developing and emerging countries have greenhouse gas emissions continue to skyrocket. The resulting climate change and extreme weather events following represent one of the greatest challenges in the 21st century. Therefore, the main objective of RURES is to exploit the potential of RES and increase EE in rural regions as they have a great potential for reaching energy autonomy. Within RURES Local Support Group (LSG) will be established acting as regional energy network and composed of all relevant actors (public authorities, regional agencies, infrastructure providers...) for implementing Energy Efficiency Plans. Between the transnational LSG a cooperation agreement is signed to ensure exchange of experience processes. Best-practices of alternative financing models for EE/RES measures are researched and based on this feasibility studies are carried out how to implement the EEPs using those models. Pilot actions with testing innovative technologies on energy supply and demand side are implemented (ventilation with heat recovery, smart-metering, LED-lighting, PV for heat and current production, wind power and vegetable oil power plant, EE measures for water pumps, E-Tree). They have a clear show-character and are installed at high frequently visited places. Further the benefits and added value generated by exploiting RES is researched and an online calculator tool (municipal taxes, other incomes) is set up. Thus will allow to highlight the importance of a community oriented regional development. Through the transnational cooperation the gap between the different developed regions can be bridged, best practice experiences were exchanged and new ways (financial and technological) were pointed out. This will be ignition point for further investments in EE and RES, the exploitation of renewable energy sources can increase and directly causes in reduced greenhouse gas emissions.

Programme outputs

Programme output indicator	Indicator target	Output number	Output title	Output quantification
S.O.2.2 - Number of strategies and action plans developed and/or implemented for improving local/regional energy performance	2	Output O.T1.1.1	Transnational strategy and action plan how to implement EEPs with alternative financing models	1
		Output O.T2.2.1	Action plan for a transfer of pilot actions	1
S.O.2.2 - Number of tools developed and/or implemented for improving local/regional energy performance	2	Output O.T3.1.1	RES added value calculator as online tool	1
		Output O.T3.2.1	Online Handbook for value calculator	1

S.O.2.2 - Number of pilot actions implemented for improving local/regional energy performance	5	Output O.T2.1.1	Pilot actions for the implementation of EEPs	5
S.O.2.2 / S.O.2.3 - Number of trainings implemented on low-carbon solutions	12	Output O.T3.3.1	Trainings for improved capacity in lasting economic effects of EE/RES measures with value calculator	12
S.O.2.2 - Investment	5	Output O.I1.1.1	Ventilation system with heat recovery	1
		Output O.I2.1.1	Intelligent water metering for public water system	1
		Output O.I3.1.1	Solar "E-Tree"	1
		Output O.I4.1.1	Establishing a renewable energy-yard	1
		Output O.I5.1.1	Energy efficient administrative building in Cakovec	1

Role of communication in the project

Communication is an important part of the project and clearly defined goals are therefore a precondition for a successful project.

The communication strategy operates on two levels of communication: internal communication and external communication. The two levels of communication should not be understood as separate ways of communication, it is merely a method to distinguish between target groups. While the first step to achieving a successful project lies in the internal procedures for communication and the tools used, the external communication is crucial in terms of disseminating knowledge obtained in the project to external stakeholders.

For the RURES project this means that it will be important to tap into each partner's networks and communication channels to reach as many people as possible. Therefore, it is also important that each partner recognizes its own responsibility in spreading and sharing news from the project.

Regardless of the objectives of a project, defining a communication strategy shows attention to planning, an understanding of the situation, an ability to carry out the work, and clear identification of the goal. The ability to communicate is essential to the success of any undertaking and an important factor in the achievement of its objectives. We have entered an age of knowledge, and the key to accessing and harnessing that knowledge lies in the ability to communicate. When the undertaking is a research project that has achieved good results, it becomes imperative to disseminate those results – otherwise the work will have been in vain. A successful communications strategy will enhance the value of your activities considerably.

Results of communication

Unique visits to the project website (digital reach)

The project website will be hosted on the program website. Partners will inform about the progress of RURES, and activities results of each step and the transnational core outputs. This will be linked with other communication activities, by providing publications and dissemination material on the website.

Number of stakeholders reached: 300

Participants at project Events (physical reach)

Stakeholder are reached through High-level dissemination event in Ostrava, the final conference in Leisnig and Workshops for external expert to test the value calculator. Additional stakeholder are participating in pilot actions defined in AT.2.2. and peer reviews AT.2.3.

Number of stakeholders reached: 150

Event participants satisfied with information provided (satisfaction with information)

It is expected that the most participants are satisfied with the information provided on targeted and public events, nevertheless some reductions have to be foreseen because of different knowledge esp. regarding the use of RES value calculator and the financial aspects.

Percentage of stakeholders satisfied: 80%

Joint communication activities implemented with external stakeholders (external cooperation)

The partners use the chance to present RURES together with other events organized by externals. This might be events on local regional level as e.g. energy fairs.

Number of communication activities: 6

Main reference points for the strategy

General communication aim is to inform about results and progress through start activities by implementing the project on websites, posters and build a communication strategy. Further information of project process is provided e.g. by newsletters, media relations and transnational public events. The communication objects of RURES are to raise awareness and increase knowledge from public authorities and actors responsible for implementing EEPs about the possibilities of implementing EE and RES measures also by attracting alternative financing sources. Therefore e.g. a best-practice handbook is disseminated. The establishment of the Local Support Groups acting as regional energy network will ensure a wide outreach of the project activities and shall ensure the involvement of all relevant persons in the project implementation process. The pilot actions are practically demonstrating novel/innovative solutions for EE/RES measures, should further act as best-practice in each region and due to the fact that they are established at high frequently visited places in the public they have a clear show character. Pilot actions are visited within the transnational peer reviews and therefore each partner will invite also external experts to discuss their transferability. Their implementation and operation will be disseminated e.g. via newsletters and media relations. To highlight the benefits and regional added value created from RES measures the value calculator tool is established as online tool. It will help to learn about all factors influencing the regional value chain. The calculator will be announced via a high-level dissemination e.g.

exhibition and the final event e.g. energy market. Targeted events are organized in each region as workshop for introducing the functions.

Partners involved in planning and delivering communication

Lead partner

Aufbauwerk Region Leipzig GmbH

Partner responsible for the communication work package

West Pannon Regional and Economic Development Public Nonprofit Ltd.

Partnership

City of Leisnig

Association of Municipalities Polish Network “Energie Cités”

Paleczinca Municipality

Development agency Sienrgija Ltd.

Municipality Puconci

Zala County Government

Medimurje energy agency Ltd.

Regional development agency Medimurje REDEA Ltd.

Technical University of Ostrava

B. Strategy

B.1 Communication to ensure internal involvement of all partners (WP Management)

This activity is aimed to ensure an easy communication flow among the partners, exchange information and documents. Communication will be managed via e-mail, skype conferences, phone call and during the meetings and all the documents will be uploaded in the Dropbox. Furthermore, this first level of communication will reach also the very close target groups directly interested and potentially involved in the project activities.

Direct communication and discussions

For direct communication, conference calls and any other communication the RURES project uses Skype. Skype offers several possibilities in regards to collaboration, and it is an easy and free service to use.

It is expected that all partners to either have or sign up to a Skype account.

Information about all Skype accounts should be sent to the Lead Partner (info@aufbauwerk-leipzig.com) who will then include the list of Skype accounts in the contact list.

The main discussions will be made by e-mails and in the Dropbox.

Personal meetings

Emails, telephone conferences and calls sometimes cannot substitute the effectiveness of personal meetings. If applicable, also personal meetings will be part of the internal communication.

There is need of participant list and meeting minutes after each meeting according to the RURES templates.

File-sharing

For sharing of files, photos, logos and all other finished and ready-to-use materials the project uses Dropbox. The advantages of using this service is that it is accessible easily and that it lowers the amount of emails sent back and forth between partners. By using Dropbox the RURES partners always know where to find the final documents.

Each WP Leader will be responsible for uploading materials related to their own Work Package.

Please send email-address used for Dropbox to the Lead Partner (info@aufbauwerk-leipzig.com) or to Westpannon (zsolt.simon@westpannon.hu).

The Dropbox folder can be reached on the following link:

<https://www.dropbox.com/sh/24doulilzo5j081/AACEc4NuJtH4gI2SIVC5fbz1a?dl=0>

Templates

Templates for word, excel, power point and poster have been created and uploaded to Dropbox under the folder WP Communication.

<https://www.dropbox.com/sh/s4a3oz72z8wzir8/AADxzVnKk363pKsScK-mV21ia?dl=0>

All partners when doing project related activities should use the templates.

B.2 Communication to ensure external involvement in output development (Thematic WPs)

WPT1 Preparation of implementation process of EEPs

One part of strategy and action plan are best practices from (D.T.1.2.2) presented in Best-practice Handbook (D.C.2.2) disseminated within the partner regions and beyond, by using the members of the LSG and their network channels. Best-practices will be presented at the final event (D.C.3.2). Further the partners use their networks and contacts from other projects and share the possibilities for alternative financing models e.g. to network of Energy Agencies, Local Action Groups LAGs.

Target groups and experts will be involved as members in the Local Support Groups where they overview the project implementation, share experiences about EE and RES measures, ensure a broad acceptance of the EEP implementation processes in each region. The aim is to create a win-win situation for political decision makers and the public which is basis for a successful realization of energy policies. They contribute to Best-practice analysis with experiences made from projects/initiatives made.

WPT2 Implementation of Energy Efficiency Plans

The results of the transferability study for the pilot investments will be presented at the Final event (D.C.3.2). The high visibility of the pilot investments with their show character ensures to transfer them to further regions, all partners incl. the LSG use their networks to other public authorities, SMEs Energy agencies, RDAs, invite the general public to visit and experience the possibilities of EE/RES measures and ensure trust in novel green technologies.

Stakeholders are involved via LSG (A.T.1.1) for the implementation process of pilot action including feasibility study and pre-investment and transferability of results regarding to the specific needs, steer and overview the elaboration and coordinate the implementation. Via invitation to the peer reviews and by gathering their recommendations the action plan is elaborated.

WPT3 Economic added value of RES measures - value calculator

The value calculator will be widely disseminated by all partners during the LSG meetings and an additional Targeted event (D.C.4.1) organized as work shop to learn the functions of the tool. Further PP11 will therefore organize a high-level dissemination event (D.C.3.1) e.g. "THERMA international exhibition" (EE and RES fair) in Ostrava (CZ) to announce the launch of the calculator. All partners will participate at the event. Further it is presented at the Final event (D.C.3.2).

The target groups are involved as the user needs of the online calculator will be discussed on each regional level during the LSG meetings e.g. kinds of information relevant, user interface and functionality. They are further participating at the training sessions to learn how to use the calculator and learn about the results and benefits for the region.

B.3 Communication to transfer outputs to new target audiences (WP Communication)

Target groups

Local public authority

Municipalities of the partner regions involved in LSG targeted and public events. Main target group and responsibilities for RES/EE implementation. Through wide partner organization networks a big amount will include.

Target value: 100

Regional public authority

Administrative districts e.g. Landkreise, DE; Marshaloffice ,PL; Komitat, HU; County HR; Kraj, CZ are involved esp. for dissemination the results of RES implementation to Municipalities.

Target value: 7

Sectoral agency

Regional development agency, energy agency, environmental agency involved for learning and dissemination economic added value esp. from RES added value calculator.

Target value: 25

Infrastructure and (public) service provider

Electricity supply company, heat supply company, water supply company involved for increase knowledge of added value of RES/EE esp. through learning from pilot actions and RES added value calculator.

Target value: 15

Business support organisation

Chamber of commerce, Chamber of trade and crafts, innovations centre are involved as multiplier to SMEs to use RES by disseminating results of the project.

Target value: 6

General Public

Inhabitants of the partner regions as participant on public and targeted events to increase their knowledge and raise awareness of RES/EE in general and their economical added value.

Target value: 120

Education/training centre and school

Schools as users of the pilot investment place e.g. sport centre Leisnig, DE; school in Zala county to raise awareness and increase knowledge esp. for younger generation of the added value of RES/EE.

Target value: 8

SME

SMEs acting in EE and RES issues e.g. maintenance of RES power plants to increase their knowledge esp. on financial aspects of RES and attract them to use more RES and EE in their own companies.

Target value: 40

Audience	Relevant communication output	Outline of activities	Project Output
Local public authority	<ul style="list-style-type: none"> ▪ O.T1.1 Raise awareness and increase knowledge ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence attitude and behaviour 	<ul style="list-style-type: none"> ▪ Website ▪ Project leaflet ▪ BP handbook ▪ High-level dissemination event ▪ Final event ▪ Pilot dissemination ▪ Newsletter ▪ Press releases 	<ul style="list-style-type: none"> ▪ Action plan for a transfer of pilot actions ▪ RES added value calculator as online tool ▪ Online Handbook for value calculator ▪ Pilot actions for the implementation of EEPs ▪ Trainings for improved capacity in lasting economic effects of EE/RES measures with value calculator ▪ Ventilation system with heat recovery ▪ Intelligent water metering for public water system ▪ Solar "E-Tree" ▪ Establishing a renewable energy-yard ▪ Energy efficient administrative building in Cakovec

<p>Regional authority public</p>	<ul style="list-style-type: none"> ▪ O.T1.1 Raise awareness and increase knowledge ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence attitude and behaviour 	<ul style="list-style-type: none"> ▪ Website ▪ Project leaflet ▪ BP handbook ▪ High-level dissemination event ▪ Final event ▪ Pilot dissemination ▪ Newsletter ▪ Press releases 	<ul style="list-style-type: none"> ▪ Action plan for a transfer of pilot actions ▪ RES added value calculator as online tool ▪ Online Handbook for value calculator ▪ Pilot actions for the implementation of EEPs ▪ Trainings for improved capacity in lasting economic effects of EE/RES measures with value calculator ▪ Ventilation system with heat recovery ▪ Intelligent water metering for public water system ▪ Solar "E-Tree" ▪ Establishing a renewable energy-yard ▪ Energy efficient administrative building in Cakovec
<p>Sectoral agency</p>	<ul style="list-style-type: none"> ▪ O.T1.1 Raise awareness and increase knowledge ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence attitude and behaviour 	<ul style="list-style-type: none"> ▪ Website ▪ Project leaflet ▪ BP handbook ▪ High-level dissemination event ▪ Final event ▪ Pilot dissemination ▪ Expert workshop ▪ Newsletter ▪ Press releases 	<ul style="list-style-type: none"> ▪ Action plan for a transfer of pilot actions ▪ RES added value calculator as online tool ▪ Online Handbook for value calculator ▪ Pilot actions for the implementation of EEPs ▪ Trainings for improved capacity in lasting economic effects of EE/RES measures with value calculator
<p>Infrastructure (public) provider and service</p>	<ul style="list-style-type: none"> ▪ O.T1.1 Raise awareness and increase knowledge ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence attitude and behaviour 	<ul style="list-style-type: none"> ▪ Website ▪ Project leaflet ▪ BP handbook ▪ High-level dissemination event ▪ Final event ▪ Pilot dissemination ▪ Expert workshop 	<ul style="list-style-type: none"> ▪ Action plan for a transfer of pilot actions ▪ RES added value calculator as online tool ▪ Online Handbook for value calculator ▪ Pilot actions for the implementation of EEPs ▪ Trainings for improved

		<ul style="list-style-type: none"> ▪ Newsletter ▪ Press releases 	<ul style="list-style-type: none"> ▪ capacity in lasting economic effects of EE/RES measures with value calculator ▪ Ventilation system with heat recovery ▪ Intelligent water metering for public water system ▪ Solar "E-Tree" ▪ Establishing a renewable energy-yard ▪ Energy efficient administrative building in Cakovec
Business support organisation	<ul style="list-style-type: none"> ▪ O.T1.1 Raise awareness and increase knowledge 	<ul style="list-style-type: none"> ▪ Website ▪ Project leaflet ▪ BP handbook ▪ High-level dissemination event ▪ Final event ▪ Pilot dissemination ▪ Expert workshop ▪ Newsletter ▪ Press releases 	<ul style="list-style-type: none"> ▪ Pilot actions for the implementation of EEPs ▪ Ventilation system with heat recovery ▪ Intelligent water metering for public water system ▪ Solar "E-Tree" ▪ Establishing a renewable energy-yard ▪ Energy efficient administrative building in Cakovec
General public	<ul style="list-style-type: none"> ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence attitude and behaviour 	<ul style="list-style-type: none"> ▪ Website ▪ Social media ▪ Pilot dissemination ▪ Press releases 	<ul style="list-style-type: none"> ▪ RES added value calculator as online tool ▪ Pilot actions for the implementation of EEPs ▪ Ventilation system with heat recovery ▪ Intelligent water metering for public water system ▪ Solar "E-Tree" ▪ Establishing a renewable energy-yard ▪ Energy efficient administrative building in Cakovec
Education/training centre and school	<ul style="list-style-type: none"> ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence 	<ul style="list-style-type: none"> ▪ Website ▪ Social media 	<ul style="list-style-type: none"> ▪ Action plan for a transfer of pilot actions ▪ RES added value

	attitude and behaviour	<ul style="list-style-type: none"> ▪ Project leaflet ▪ BP handbook ▪ Final event ▪ Pilot dissemination ▪ Expert workshop ▪ Newsletter ▪ Press releases 	<p>calculator as online tool</p> <ul style="list-style-type: none"> ▪ Online Handbook for value calculator ▪ Pilot actions for the implementation of EEPs ▪ Trainings for improved capacity in lasting economic effects of EE/RES measures with value calculator
SME	<ul style="list-style-type: none"> ▪ O.T2.1 Influence attitude and behavior ▪ O.T3.1 Influence attitude and behaviour 	<ul style="list-style-type: none"> ▪ Website ▪ Social media ▪ Project leaflet ▪ BP handbook ▪ Final event ▪ Pilot dissemination ▪ Expert workshop ▪ Newsletter ▪ Press releases 	<ul style="list-style-type: none"> ▪ Action plan for a transfer of pilot actions ▪ RES added value calculator as online tool ▪ Pilot actions for the implementation of EEPs ▪ Trainings for improved capacity in lasting economic effects of EE/RES measures with value calculator ▪ Ventilation system with heat recovery ▪ Intelligent water metering for public water system ▪ Solar "E-Tree" ▪ Establishing a renewable energy-yard ▪ Energy efficient administrative building in Cakovec

O.T1.1 Raise awareness and increase knowledge

Target groups are public authorities, sectoral agencies, infrastructure and service providers, business support organisations and other relevant actors for implementing EEPs. Tactic is to disseminate the detected best-practices and possibilities how to implement EE and RES measures by using alternative financing models via the best-practice handbook and further by newsletters and media relations. This will be done through networks of all partners, Local Support Groups to the target groups in their region and above e.g. network of Energy Agencies, Local Action Groups LAGs. Further feasibility studies are carried out WPT1 and will be also disseminated by newsletters and publications to ensure the implementation of the outcome.

O.T2.1 Influence attitude and behavior

Target groups are public authorities, sectoral agencies, infrastructure and service provider and general public incl. pupils. Through practically demonstrating novel/innovative solutions for EE/RES measures which further highlight as best-practice in each region attitude esp. of decision makers towards the efficiency and innovation potential of RES/EE solutions will be positive influenced for further implementation. Peer reviews and discussions within LSG meetings will help to transfer them to other regions. The pilot actions and transferability study will be disseminated by presenting them at the transnational public events e.g. the final event which can be organized as energy market further via newsletters and media relations.

O.T3.1 Raise awareness and increase knowledge

Target groups are public authorities, sectoral agencies, infrastructure and service providers and people engaged in the future development of their region. The benefits and regional added value arising from RES measures will be highlighted in an online calculator tool. It is introduced to LSG members and further interested people by training and targeted events. It is announced by a high-level dissemination event e.g. exhibition in Ostrava, CZ and the final event. Further it will be disseminated via newsletters and media relations and all partners attract their networks e.g. European Network “Énergie Cités”, Local Action Groups LAGs to widely spread the use of the tool.

Evaluation

Monitoring and regular follow-ups on the communication work is the most important tool for adjusting the strategy as the project proceeds.

The popularity of our communication activities for both partners and external stakeholders, including the press, will indicate whether the project succeeds in reaching the relevant target groups. Participant and subscription lists could be used to measure the percentage of interest from the different target groups, and thereby indicate which groups we need to intensify our communication towards.

The project will be monitored half-yearly according to the deliverables of the project according to the Application form. The project will be evaluated continuously by the Steering Committee of the project in the frame of the steering committee meetings. Evaluation forms will be handed out during project conferences.

During the whole project lifetime it is important that the partners:

- Evaluate participant lists
- Send feedback to WPC coordinator
- Find, save and send/upload press documentation/media coverage
- Keep count on distribution of flyers and brochures

For the WPC leader, Westpannon and the Lead Partner it is required that they

- Receive regular feedback from partners
- Follow up on press releases and events
- Follow up on newsletter read-rate and subscribers

- Monitor website statistics
- Evaluate subscribers for newsletter on website and for the social media groups.

The results for communication will be monitored by the Lead Partner and the communication manager at the end of each project period.

The partners have to give feedback about:

- Participants at project Events (physical reach): at least 150 stakeholders by the end of the project
- Event participants satisfied with information provided (satisfaction with information): at least 80% of stakeholders should be satisfied with the information
- Joint communication activities implemented with external stakeholders (external cooperation): at least 60 local or regional events should be organized.

The communication manager have to monitor the unique visits of the website.

The communication plan will be evaluated and - if needed - updated by the WPC leader and the partnership in the mid-term of the project.

C. Activities

C.1 Start-up activities including communication strategy and website

Key points

Start date:	07/2017
End date:	10/2017
Indicative budget:	15 216,80 EUR

C.1.1 Communication strategy

Key points

Responsible partner for implementation:	Westpannon
Project partners to be involved:	Westpannon
Indicative timing of activity:	09/2017
Target:	1

Description

Based on the CE template the communication strategy is developed define tactics, systematize activities, use of networks of PPs and LSG members to reach the target groups, raise awareness, increase knowledge, influence attitude of target groups identified.

C.1.2 Project website on programme portal

Key points

Responsible partner for implementation:	Westpannon
Project partners to be involved:	All partners
Indicative timing of activity:	09/2017
Target:	1

Description

Website will be created on the programme portal and it will be used as an informational and promotional tool to raise awareness and increase knowledge of the identified target groups, it will be constantly updated and is linked to partners' websites.

C.1.3 Project poster

Key points

Responsible partner for implementation:	Westpannon
Project partners to be involved:	all partners
Indicative timing of activity:	10/2017
Target:	11

Description

Based on program template all partner will print a project poster with basic information.

C.2 Publications

Key points

Start date:	07/2017
End date:	05/2018
Indicative budget:	88 930,40 EUR

C.2.1 Project leaflet in national languages

Key points

Responsible partner for implementation:	Westpannon
Project partners to be involved:	all partners
Indicative timing of activity:	10/2017
Target:	7

Description

Project leaflets will be elaborated to generally introduce the planned project activities and the scope of the project, they will be translated in all 6 national languages and EN.

C.2.2 Best-practice handbook

Key points

Responsible partner for implementation:	all partners
Project partners to be involved:	all partners
Indicative timing of activity:	05/2018
Target:	1

Description

A best-practice handbook for implementing EE and RES measures via alternative financing models will be elaborated and used to disseminate several opportunities for the EEP implementation to political decision makers and regional stakeholders.

C.3 Public events

Key points

Start date:	04/2019
End date:	04/2020
Indicative budget:	66 306,401 EUR

C.3.1 High-level dissemination event for value calculator

Key points

Responsible partner for implementation:	Technical University of Ostrava
Project partners to be involved:	all partners
Indicative timing of activity:	11/2019
Target:	1

Description

For promoting the functions and positive aspects of the value calculator, PP11 organize a high-level dissemination event e.g. public conference in the context of the info THERMA International exhibition for EE and RES in Ostrava (CZ).

C.3.2 Final Event (Energy market)

Key points

Responsible partner for implementation:	City of Leisnig
Project partners to be involved:	all partners
Indicative timing of activity:	04/2020
Target:	1

Description

For disseminating the projects main outputs and achievements a final event will be organized together with a public fair, exhibition of EE and RES, energy day by PP2 to reach a wider audience and ensure the transferability of pilot measures.

C.3.3 Documentation reports for demonstrating pilot actions to public

Key points

Responsible partner for implementation:	Pilot responsible partners
Project partners to be involved:	Pilot responsible partners
Indicative timing of activity:	04/2019
Target:	5

Description

Reports of opening events and demonstration events for presenting the pilot actions PA 1 - PA 5 (A.T2.2.) to general public, promote and demonstrate show character of investments to raise awareness of EE/RES measures.

C.4 Targeted events

Key points

Start date:	12/2019
End date:	05/2020
Indicative budget:	26 355,20 EUR

C.4.1 Workshop for external experts to test online value calculator

Key points

Responsible partner for implementation:	all partners
Project partners to be involved:	all partners
Indicative timing of activity:	05/2020
Target:	12

Description

Mid-term project event with media coverage linked to 2nd TEM to discuss & disseminate the mid-term results of the local community-sourced cultural product & service development processes to a higher level of target groups, incl. decision & policy makers.

C.5 Digital activities including social media and multimedia

Key points

Start date:	07/2017
End date:	05/2020
Indicative budget:	58 890,15 EUR

C.5.1 Electronic newsletters

Key points

Responsible partner for implementation:	Westpannon
Project partners to be involved:	all partners
Indicative timing of activity:	05/2020
Target:	12

Description

12 electronic newsletters will be elaborated in collaboration with all partners, they are translated in partner languages. They will be uploaded on the website and disseminated by all partner via their institutional channels to reach a wider target groups.

C.5.2 External users of online value calculator tool

Key points

Responsible partner for implementation:	Technical University of Ostrava
Project partners to be involved:	all partners
Indicative timing of activity:	05/2020
Target:	1

Description

150 external users registered to test the online value calculator tool with an increases capacity about lasting economic effects of EE and RES.

C.6 Media relations

Key points

Start date:	07/2017
End date:	05/2020

Indicative budget: 57 498,80 EUR

C.6.1 Press releases

Key points

Responsible partner for implementation:	all partners
Project partners to be involved:	all partners
Indicative timing of activity:	05/2020
Target:	18

Description

Press releases will be prepared and sent to print and digital media to disseminate actual activities and results of the project. At least 3 press releases per region.

C.6.2 Journalist involvement in Pilot actions

Key points

Responsible partner for implementation:	Pilot responsible partners
Project partners to be involved:	Pilot responsible partners
Indicative timing of activity:	04/2019
Target:	5

Description

Reports documents the involvement of regional press for promoting the regional innovation and show character of pilot-investments in combination with pilot actions (PA 1- PA 5).

D. Timeline



DELIVERABLES	Responsible	07/2017	08/2017	09/2017	10/2017	11/2017	12/2017	01/2018	02/2018	03/2018	04/2018	05/2018	06/2018	07/2018	08/2018	09/2018	10/2018	11/2018	12/2018	01/2019	02/2019	03/2019	04/2019	05/2019	06/2019	07/2019	08/2019	09/2019	10/2019	11/2019	12/2019	01/2020	02/2020	03/2020	04/2020	05/2020						
A.C.1 Start-up activities	All partners																																									
D.C.1.1 Communication strategy	WPRED			1																																						
D.C.1.2 Website	WPRED			1																																						
D.C.1.3 Project poster	All partners				11																																					
A.C.2 Publications	All partners																																									
D.C.2.1 Project leaflet	All partners				7																																					
D.C.2.2 BP handbook	All partners											1																														
A.C.3 Public events	All partners																																									
D.C.3.1 High level diss. event	TUO (PP11)																																									
D.C.3.2 Final event	Leisnig (PP2)																																									
D.C.3.3 Documentation reports for demonstrating pilot actions to public	Pilot Responsibles																																									
A.C.4 Targeted events	All partners																																									

E. Annexes

The project branding manual that contains the correct logo usage and visibility rules can be downloaded from the following link:

<https://js.interreg-central.eu/owncloud/public.php?service=files&t=88d79e16b8ee71957d1b1f6321d98b10>

The document will be uploaded to the Dropbox as well.

The office templates provided by the JS will also be uploaded to the Dropbox.

Event organisation

For all RURES events all partners should follow these steps:

- Add RURES logo including the EU logo on all material presented. All logos can be found in the WP2 Communication folder in the Dropbox:
<https://www.dropbox.com/sh/s4a3oz72z8wzir8/AADxzVNKk363pKsScK-mV21ia?dl=0>
- Inform your participants about the website and social media platforms of the project and ask them to sign up for newsletters.
- **Invitations:** Send invitation at least 1 month before the meeting, invitation should be sent to Communication manager and the Lead Partner also.
- **Target Groups:** public stakeholders (ministries, develop. agencies, local authorities, policy makers and other public bodies like universities, experts); private companies etc. all that can be interested in the meeting topic
- **Program/ Agenda:** please, send in advance the draft and distribute in the meeting
- **Language:** local language - optional English
- **External Promotion:** local media, journals, newsletters, specialized web pages
- **Project promotion:** flyers, brochures should be distributed to the participants at the meeting.
- **List of participants:** please collect a list of participants with signatures.
- **Minutes:** please make minutes of the meeting.
- **Photos:** please take photos of the meeting, as some of the photos should be uploaded on the project web site.
- **After the event:** please send a short article in English about the event along with at least one photo to the communication manager (zsolt.simon@westpannon.hu) so it can be uploaded to the website.

Correct logo usage

Project logos have to be placed either on the front or (in exceptional cases when pre-approved by the programme) on the back cover of publications. As a general rule the project logos should be left-aligned in office documents.

On websites and subpages, online and smartphone applications, social media and other digital platforms

and implementations the logo has to be positioned in a place which is visible without scrolling or clicking. On other communication products such as conference bags, exhibition roll-ups or presentations, it also has to be placed in a prominent place. The size of the logo should be reasonable and recognisable.

Standard logo

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white background only. Using the logo on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.

Monochrome logo

For single colour reproductions, a monochrome version of the logo should be used. This version should only be used whenever full color is not available.

Small scale versions

The small scale versions should be used, if a horizontal or vertical logo variation is needed and the standard logo cannot be used because of size limitations.

Ideal logo use:

On white background



Allowed logo use:

In a white box on a coloured background or a photo



Incorrect logo usage

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete "European Union", "European Regional Development Fund" or "CENTRAL EUROPE"
3. Do not cut the logo.
4. Do not rotate the logo.
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
6. Do not use outlines around the logo.
7. Do not use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.
8. Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.
9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle as stated before - with a size matching at least the clear space specified on page 13.
10. Do not use the secondary project version as a stand-alone logo.

1.



2.



3.



4.



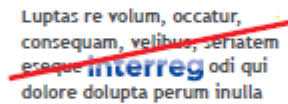
5.



6.



7.



8.



9.



10.



Correct logo usage in combination with other logos

The EU Commission Implementing Regulation No 821/2014 defines that: "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

In addition to the primary project logo version, a secondary version with an enlarged EU emblem was therefore designed to facilitate combinations with other logos.



ATTENTION

This version shall only be used when the project logo has to be combined with other logos! In case of doubt, please contact the communication unit at the Joint Secretariat at info@interreg-central.eu.

Incorrect logo usage in combination with other logos

1. Do not make other logos too wide and too big in comparison to the EU flag.
2. Do not use the combination logo version as stand-alone logo.

