PROJECT ENES-CE

D.T3.1.2 Transnational concept to involve citizens and stakeholders in pilot projects

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Content

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A. Summary

Municipalities in Central Europe have a top-down approach for local energy governance. The energy planning strategies are developed with low public consultation and citizen input. Therefore ENES-CE project aims at filling the gap with a quadruple helix approach, where citizens are playing a pivotal role. This will lead to sustainable regional development and the efficacy of the intervention will be directly linked to the development of energy cooperatives and other forms of citizen energy groups. The aim of these groups will be to help the public bodies implement their strategies in a more efficient and bottom-up approach.

The main challenge in successfully implementing such approach and organising citizen energy groups and cooperatives is motivating citizens and other relevant stakeholders to cooperate with public sector. To overcome this challenge, responsible persons tend to use different communication channels thus facilitating inclusion and involvement of people interested in enhancing energy sustainability in their communities.

The most important channels to motivate citizens to cooperation are listed and detailed in this document.

A.1. Introduction

Central European countries need support in the development of local and regional energy strategies and action plans, since they are lagging in their implementation and thereby threatening regional competitiveness.

Local authorities face many challenges in implementing the plans including lack of financing, being understaffed and lacking local acceptance.

This undermines the pledge that signatories made to support the EU action in reducing GHG emissions by 40% until 2030. as well as the climate neutrality targets for 2050. and Green Deal.

Creating a functional Low Carbon Economy Plan (like SEAP/SECAP) requires tapping into the human and financial potential of citizens. ENES-CE is addressing this challenge and beyond through improving the adoption and quality of energy plans with a bottom-up quadruple helix approach, where citizens play a pivotal role.

Currently the citizens and other stakeholders are involved in local energy planning only at the end of the process; at the approval phase of the SEAPs/SECAPs or other energy plans. This creates an atmosphere of mistrust that makes it challenging to implement the plans in the future.

The ENES-CE project involves citizens at the very beginning of the planning process.

Therefore, the project will develop an innovative toolbox, using which will create a new process of developing local energy plans, which in its core involves citizens. In order to ensure a transnational dimension, the project will also produce guidelines on developing citizen energy investments and will publish all its major deliverables on a dedicated on-line platform.

B. Evaluation

B.1 Identification of main problems, objectives and approach for improving citizens engagement

The main problem local authorities face while developing local energy plans is lack of wider audience participation. The plans usually contain analyses of energy consumption and CO_2 emission in several main sectors but also identified measures how to decrease the same. Identification of relevant measures, without participation of wide range of stakeholders from various sectors, can be limited, incomplete or even inaccurate due to the lack of insight to the real situation. Misidentified measures then lead to diminished possibilities of implementation of the same and finally to not satisfying targets set in the plan.

Main communication objective is to motivate wider range of stakeholders and citizens in local community to participate and give their insight on real problems and possible solutions. Moreover, this communication objective works in both directions – after the input from citizens are gathered, they should be analysed and dissemination to local authorities and stakeholders developing the plan. All of the actions linked to this objective aim at improving territorially based low-carbon energy planning strategies and policies.

The awareness of stakeholders will be increased and behaviour changed, which will support the promotion of local energy plans, improve capacities of public to develop new policies and trigger citizens involvement. These objectives will be reached through 2 sets of communication activities:

a) Web site set up, publications, leaflets, video with interviews and social media. Main target audience of these activities are citizens who is important to involve in the functioning of energy cooperative or energy group, as well as the stakeholders in charge of energy system management. The communication approach is based on continuous updates of the communication channels and on identification of strategic messages and presentation of the results.

b) Second approach is planned through media involvement, the organisation of targeted events such as focus group meetings at local level based on a participatory approach for the involvement of local stakeholders and increase their knowledge towards the topic. Associations and citizen energy cooperatives broaden acceptance among active citizens and perpetuate the learning and action process. They also bundle know-how that can help other citizens, stakeholders and also authorities and politicians. It is also important that these associations and citizen energy cooperatives as "legal societies" can also actively bundle human resources, other resources and funds. These resources can then be actively used to implement citizens' projects.

The strategy will be coordinated by a person responsible for coordination and communication between stakeholders. It will also be presented to most relevant actors in the process, detailing specific objectives, the target audiences, results expected, approaches, activities and budget.

B.2. Target audience involved in pilot projects

Developing a clear understanding of target audience in project for involving citizen in pilot projects may be the most important thing. Defined target audience will get all relevant information about pilot project through communication materials that will be developed by project partners.

Target audience shouldn't be everyone, our task is to define audience that will be involved in pilot projects. Pilot projects should help to show and test the feasibility of technical and organisational innovations and/or also to attract attention so that citizens and other stakeholders are more activated.

B.2.1 Identifying target audience

Mapping the target audience, identifying different parties that are involved and/or should be involved in the entire development and requalification of the local energy plan, is defined by several inputs such as age, education, interest, incomes etc.

In this document we will focus on target audience deployed in few categories such as children, families, the business sector and elderly people.
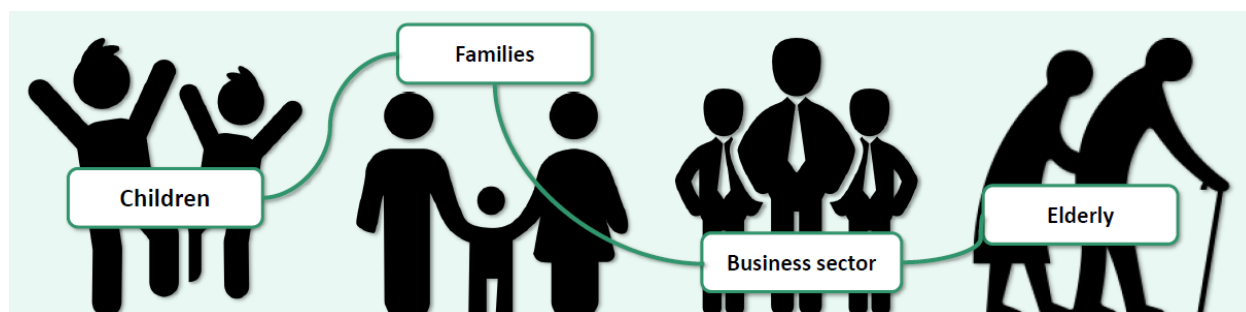

Figure 1 Target audience

Children are the most neglected and vulnerable stakeholders. According to the World Health Organization (WHO), only 10% of the world's population is less than five-years-old, and they will bear 90% of the economic and health burden of climate change.

A family is a community within the community. All good as well as bad habits are starting within the family environment. As a main column of the society, families must be part of any local decision-making process that promotes sustainability and awareness.

The business sector has an important role too. By now we can assume how climate change will alter the planet, and two things are certain: its complex environmental impact will directly affect business and vice versa. Important target group is certainly decision-makers in politics, authorities and other institutions such as public utilities. This group must be addressed and supported in order to advance the environmental project. If you use the money and commitment of the citizens, these resources must not be wasted. The decision-makers must therefore be involved and supported, as they often set the framework conditions for "investments".

Elderly people are known to be more vulnerable than the general population. Also, growing numbers of seniors are using more energy because buildings, and residential buildings, are the world's largest energy consumers.

C. Implementation

C.1 Activities for citizens and stakeholder's involvement in pilot projects

Informing, training and educating target audience and stakeholders are three important actions that need to be focused on in order to reinforce participation and involvement and to create a culture that accepts energy sustainability on the local level.

Depending on target audience there are different activities that could be helping or encouraging interaction with target groups. In this chapter we will focus on several activities that project partners could implemented in order to reach targets groups and acquaint them with pilot projects. Activities are shorted in two groups, off-line activities and on-line activities.

C.1.1 Off-line activities

Off-line activities such as brochures, posters, flyers, public events, conference etc., can be a remarkably effective way of getting your message out to the public, especially elderly people. Whether you want to generate support for a community project or raise awareness about something, brochures, posters and flyers help communicate with your target audience and stakeholders and can be displayed almost anywhere.
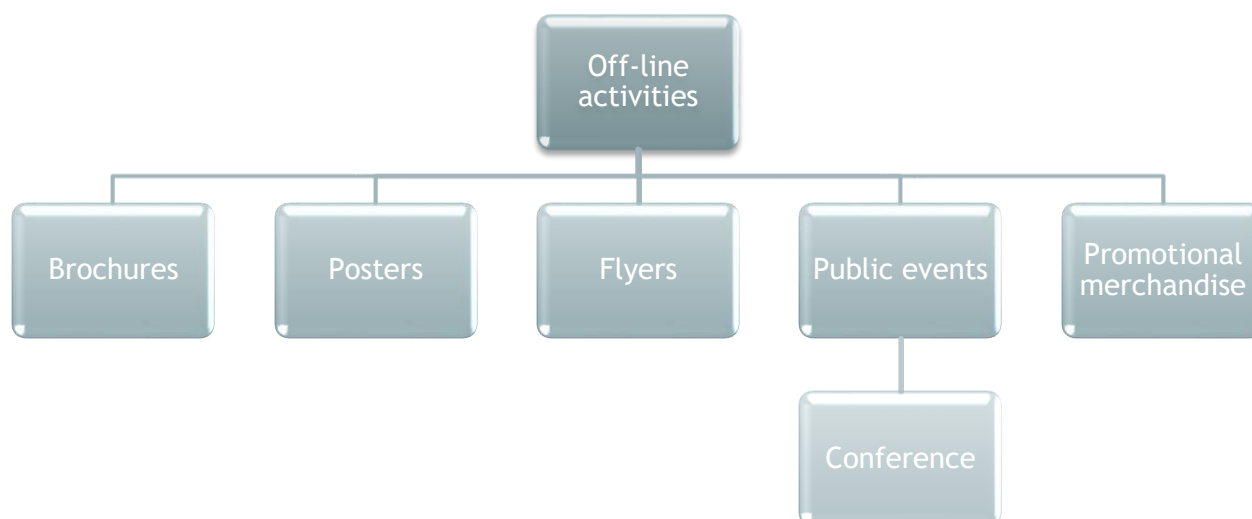
Figure 2 Off-line activities

C.1.1.1. Brochures

A brochure is an informative paper document often used for advertising that can be folded into a template, pamphlet, or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or packet.

Brochures are promotional documents, primarily used to introduce a company, organization, products or services and inform prospective customers or members of the public of the benefits.

Brochures are distributed in many different ways: as newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations especially in tourist precincts. A brochure is usually folded and only includes summary information that is promotional in character. A booklet is usually several sheets of paper with a card stock cover and bound with staples, string, or plastic binding. In contrast, a single piece of unfolded paper is usually called an insert, flyer or bulletin.

Brochures available in electronic format are called *e-brochures*. This format has the added benefit of unlimited distribution and cost savings when compared to traditional paper brochures.

The most common types of single-sheet brochures are the *bi-fold* (a single sheet printed on both sides and folded into halves) and the *tri-fold* (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side).

Other brochure fold arrangements are possible: the accordion or "z-fold" method, the "c-fold" method, etc. Larger sheets, such as those with detailed maps or expansive photo spreads, are folded into four, five, or six panels. When two card fasciae are affixed to the outer panels of the z-folded brochure.

Booklet brochures are made of multiple sheets most often saddle-stitched, stapled on the creased edge, or perfect bound like a paperback book, and result in eight or more panels.

Figure 3 Outside of brochure

Figure 4 Inside of brochure

There are various things to keep in mind while designing a brochure. These include: target audience, the purpose of creating the brochure, the format of brochure, the design of brochure. Identifying these things will give the perfect colours, designs, font, and content for your brochure. While you design your brochure, you should keep in mind project logos, colours and target audience.

Figure 5 ENES-CE project logo

Brochures are often printed using four-color process on thick, glossy paper to give an impression of quality. Compared with a flyer, a brochure usually uses higher-quality paper, more colours, and is folded.

C.1.1.2. Posters

A poster is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians, and films), propagandists, posters and other groups trying to communicate a message.

Many posters were used for advertising. Posters continue to be used for this purpose, with posters advertising films, music (both concerts and recorded albums), comic books, and travel destinations being particularly notable examples.

Figure 6 Example of ENES-CE project poster

C.1.1.3 Flyers

A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail.

A flyer is also called a "circular", "handbill", "pamphlet", "poster", "lit'" (literature), "weekly ad", "catalogue" or "leaflet". And it is also used for marketing.

Flyers may be used by individuals, businesses, not-for-profit organizations or governments to advertise an event.

Flyers are a low-cost form of mass marketing or communication. There are many different flyer formats. Some examples include:

- A4 (roughly letterhead size)
- A5 (roughly half letterhead size)
- DL (compliments slip size)

- A6 (postcard size)

Inexpensive black and white flyers can be produced with just a personal computer and a computer printer. In the 2010s, the ordering of flyers through traditional printing services has been supplanted by Internet services. Customers send designs, review proofs online or via e-mail and receive the final products by mail.

Flyers are handed out on the street (a practice known as "flyering" or "leafleting"), distributed door-to-door through the mail, posted on bulletin boards, put under windshield wipers of cars, given away at events or on the street, walls or other surfaces. Bulletin boards are found on college campuses, in cafés, community meeting houses, laundromats and small markets. Cheap to produce, contemporary flyers are frequently produced in 300 g/m^2 glossy card, whereas a leaflet might be produced on a 130 g/m^2–170 g/m^2 weight paper and can be a very effective form of direct marketing.

Some individuals and organizations send flyers through e-mail, a tactic that avoids spending money on paper, printing and mailing or hiring people to post the flyers or hand them out. The electronic may be embedded into the body of the e-mail or added as an attachment to be opened.

C.1.1.4 Public events

An event is any organised activity held on public land where an open area, facility, venue, road or temporary structure is to be used by more people than are usually found in that location. Public events could be organized in different forms such as conferences, seminars, info days etc.

Types of event:

Major events - require a minimum of 500 forecast participants and attract a large percentage of participants from outside the region. Major events have state-wide, national and/or some international profile and significant marketing and media coverage. Major events provide a high level of economic, social and cultural benefits to the region.

Community events - staged largely for social, fun and entertainment value for the local community. They are targeted primarily at a local audience but may attract from outside the region thereby providing some benefits. Marketing and media coverage is mostly local. They may have some wider regional benefits but to a lesser extent than major events.

Minor events, gatherings and public space bookings - these are held on or affect council owned or managed land or civic spaces. They do not require event management plans or processes and are commonly run by groups for private family days or fundraising opportunities.

Figure 7 Public event

C.1.1.4.1. Conference

A conference is generally understood as a meeting of several people to discuss a particular topic. It is often confused with a convention. While a conference differs from the others in terms of size and purpose, the term can be used to cover the general concept. A convention is larger than a conference; it is a gathering of delegates representing several groups.

At a conference, innovative ideas are thrown about and new information is exchanged among experts.

Figure 8 Arable land as a CO2 storage facility, Pfaffenhofen, 18. August, 2020.

Most conferences have one or more keynote speakers who will deliver the keynote speech. These are common at business conferences. The speakers chosen are eminent personalities in the related field and their presence is meant to attract more people to attend the conference. There are various types of conferences:

- A seminar - organized to discuss a particular topic. They are usually educational in nature and attendees are expected to gain new knowledge or skills at the end of the seminar;

- A workshop - more of a hands-on experience for the participants with demonstrations and activities; the amount of time one speaker addresses the group is limited;

- A round-table conference - a get-together of peers to exchange thoughts and opinions on a certain topic, usually political or commercial. There are a limited number of participants who sit at a round table, so that each one can face all the others.

For the smooth running of a conference, meticulous planning must be carried out well in advance. All important aspects of the conference must be covered, so it is better to maintain a checklist. A back-up plan to handle emergencies is always mandatory. The planning works better when individuals in the planning and administrative committee have clear roles and responsibilities assigned.

Firstly, the purpose of the conference must be clearly understood. The budget needs to be defined. While some companies have sufficiently large conference rooms to accommodate the event, an external venue is most commonly needed. The advantage of using a conference room in a hotel is that accommodation costs might be offered at a discounted rate. One needs to negotiate for the lowest price at several venues that meet the specifications of the conference.

Once the date, time and venue of the conference are fixed, the availability of all presenters, vendors, attendees and special guests needs to be confirmed. Registration forms have to be sent out and as the responses come in, they must be recorded to get the confirmed number of attendees. This is needed to take care of the logistics for the conference, such as flight bookings, accommodation and car pick-ups for important attendees like the keynote speaker and special guests. Based on the theme of the conference, the invites, agendas and brochures have to be designed. Sponsors names and logos must be included in these leaflets for advertising.

The rules of thumb when choosing a venue are as follows:

- Is there wi-fi connectivity and technical infrastructure to support the number of attendees?
  - This includes audio-visual facilities, projectors and communication equipment like phones, speakers and microphones.
- Does the building have air-conditioning or heating, depending on the climate and season?
- Is a separate meeting room required?
- What about infrastructure for speakers, for e.g., a dais and stand?
- Does the venue have catering facilities? Snacks and meals will be needed, and a private dining room is preferred.
- Is there ample provision for car parking?
- Is there security on the premises?

Before the actual event, a detailed program schedule has to be ready; this includes the order of activities, list of speakers and breaks for refreshments and meals. Volunteers must be assigned to help and guide attendees during the conference. The schedule and other important details have to be shared with these volunteers and they must be trained in advance to handle queries.

A lot of things are needed during the conference, such as basic stationery supplies, name tags for confirmed attendees and seating arrangements. At the main entrance to the venue, a registration table would need to be set up, with a receipt book for collecting participation fees. Arrangements must be made to provide water, tea and coffee throughout the duration of the conference.

As each of these points is being taken care of in preparation for the conference, the budget has to be continuously tracked and expenses have to be managed accordingly. Tracking of the master plan also needs to be done on an ongoing basis. In this way, the conference will progress smoothly and will appear well-planned to all.

C.1.1.5. Promotional merchandise

Any item or product that you give to promote your project is a promotional product. Usually, these products carry the tagline, logo, name and website address of the project that gives them to their target groups. They are usually used to promote a certain activity of the project.

All kinds of companies, organisations and foundations use promotional products to advertise their services or products. Most of the time, those are products that people can find a use for in their everyday lives – products that have a project branding and website address.

What can be used as promotional products? Every little thing that people will use on a regular basis. Over 750.000 different products are in use as promotional merchandise. You can use pens with your project's logo, website address, and tagline. You can use drinkware, conference folders, all sorts of bags, paper products and desk accessories, keyrings, toys, novelties, technology, sweets and food, clothing, as well as lifestyle and outdoor items. Each of these has its own benefits. For instance, if you decide to use

drinkware, your mug or bottle will be before your potential audiences eyes every day. They will read and re-read your message over and over. As a result, when they need a brand of services or products from your niche, they will go to you. That will happen both because they feel like you offer additional value and because they will feel like they "know" your brand.

Promotional cotton shopping bags and conference folders with good branding and an interesting design can be magnificent for your company. They will turn recipients into your own little walking billboards.

Technology promotional products, on the other hand, such as branded power banks show your potential target group that you are in touch with the very latest modern times. You are not lagging behind, you know what people like and need, and you take all the right steps to give it to them.

Things that should be consider before you start using promotional products:

- The audience you are aiming to reach – determine who exactly you want to wow with your promotional products before you order.

- Your goals – make sure to know exactly what you want these products to achieve. Then choose the type of product accordingly and get advice where necessary.

- Your budget – never go overboard. It's better to take smaller items, but choose high-quality ones, than take big ones that are poorly made. After all, you are looking to win people over.

Whatever your audience will be interested in is a good choice for a promotional product. And, if you play your cards right, whatever you choose will bring a return on your investment.

Figure 9 ENES-CE promotional merchandise

C.1.2 On-line activities

There are currently 4 billion social media users worldwide. This means that almost a half of the world's population is using some form of social media to communicate. Digital tools could do meaningful outreach to majority of the local citizens.

Social media marketers are focused on building communities, sharing content, and engaging their audience. Bloggers and content marketers optimize their efforts for organic search and are focused on

metrics. Meanwhile, advertisers are focused on performance metrics like cost-per-acquisition and return on ad spend. With such different goals, it's no wonder that many marketers view organic and paid as separate from one another. There are three key ways that digital advertising can help improve the performance of your marketing efforts. With digital ads, performance can benefit from:

1. An increase in project awareness by displaying your content to individuals within and outside of your networks.

2. A better understanding of target audiences by leveraging the targeting and analytics of the ads platforms.

3. The creation of higher-performing content by understanding what ad content helps you achieve your project goals and what doesn't.

The goal of any ads strategy should be to get a positive return on investment, which comes down to whether you're getting more revenue out of the ad campaign than the cost you're putting in.
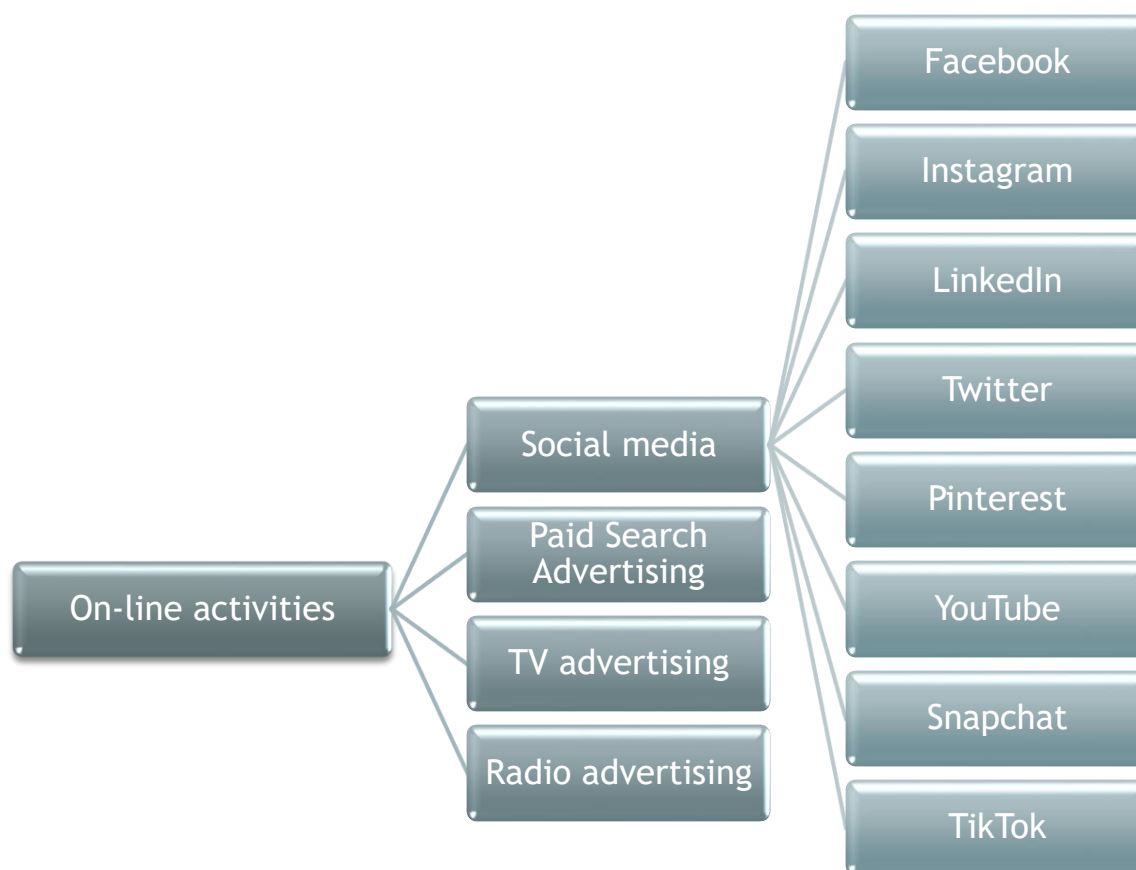
Figure 10 On-line activities

C.1.2.1 Ad cost

How to determine what ad spend should be to get the most return on investment? To start answering that question, an understanding of the bidding system used by the ad networks has to be achieved.

A bid is the maximum amount of money you're willing to pay for a desired action on your ad. If it sounds like an auction, that's because it is an auction. Ad networks have a limited amount of ad space, and to

determine whether or not your ads are shown to your target audience, they run an auction to see how much each advertiser is willing to pay for ad space. Just like in an auction, the highest bidder wins. Let's say you bid $10 for a click on your ad, and the next highest bidder only pays $5 for a click. Each ad network will only make you pay the lowest amount possible to win the bid. In this example, you might be willing to pay $10, but in reality, you'll only have to pay $5.01 to win the bid. Winning this "auction," in addition to the overall quality of your ads, will determine how your ads are displayed on the different ad networks. At this point, you might be thinking, *"Okay, I get how the auction system works. But how do I figure out how much I should actually spend in order to see a return on my investment?"*

Use this equation:

Lifetime Value (LTV) x Average Lead-to-Customer Rate x Average Conversion Rate

Your LTV is how much an audience is worth to you over the course of their relationship with your project. The average lead-to-customer rate is the rate at which your leads become paying customers. And your conversion rate is the rate at which new contacts convert on your content offers by filling out a form. Combined, these metrics can show you how much you should spend on your paid ads in order to break even. Let's say that you want to use digital ads to promote your new content offer. You're going to need to know what your maximum ad spend should be in order to see a positive return on your investment. Assume that you know the following about your investment:

- Lifetime value: $500
- Average lead-to-customer rate: 10%
- Average conversion rate: 20%

Plug these numbers into the equation above to determine what your maximum ad spend should be: $500 x 0.10 x 0.20 = $10. This means that you can spend a maximum of $10 per click on your ad to break even. Your goal should be to spend less than $10 to see a positive return on your investment.

C.1.2.2. Social media

Every month, there are nearly 2.5 billion active users on Facebook, 1 billion on Instagram, and 330 million on Twitter worldwide.

Whether it's to chat with friends, stay connected to people across the globe, or for business and networking purposes, consumers are on social media for a multitude of reasons. Because of the sheer number of active users on these platforms, advertising spend invested in social media channels is at an all-time high. Social media advertising across the world is projected to exceed $8.5 billion this year.

Advertising on social media comes with many advantages. It can:

- Reach very specific target audiences with the help of targeting features and different audiences across all of the social media platforms;
- Leverage a variety of ad formats to advertise in a way that aligns with your business goals;
- Invest in the specific advertising efforts that drive leads and sales for your business.

For popular social media networks, including Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube, Snapchat, and TikTok will be cover the audiences and ad types available on each one.

C.1.2.2.1 Facebook

Facebook is the most widely used social media network. Almost 2.5 billion people around the world use Facebook. That's more than 30% of the world's population.

With so many people using Facebook, reach an audience that is relevant to project is secured. That is where one of the most powerful features of advertising on Facebook comes in: audience targeting. The targeting capabilities on Facebook are unmatched by any other social media network.

Figure 11 ENES-CE Facebook page

There are three types of audiences that can be target on Facebook:

- Core audiences: An audience based on criteria like age, interests, and geography.
- Custom audiences: Get back in touch with people who have previously engaged with project.
- Lookalike audiences: Reach new people whose interests are similar to project.

Facebook's advanced targeting can be used to target ads to the most relevant audience — and even tap into new audiences that otherwise have never been reach with organic content alone. Advertising on Facebook includes a range of ad types, including: photo ads, video ads, story ads, lead ads.

Photo ads are great for sharing collections of image content. Video ads are great for project explainer videos and branding. Story ads allow use of combination of photo and short-form video content.

Facebook Lead Ads allow to capture lead information without directing people out of the Facebook platform.

Another way to advertise on Facebook is through Facebook Messenger.

Facebook Messenger is a separate messaging app that comes with its own advertising opportunities. Facebook Messenger is the go-to messaging app in countries including the U.S., Canada, and Australia. Other messaging apps like WhatsApp and WeChat are the more popular choice in countries throughout South America, Europe, Africa, and Asia.
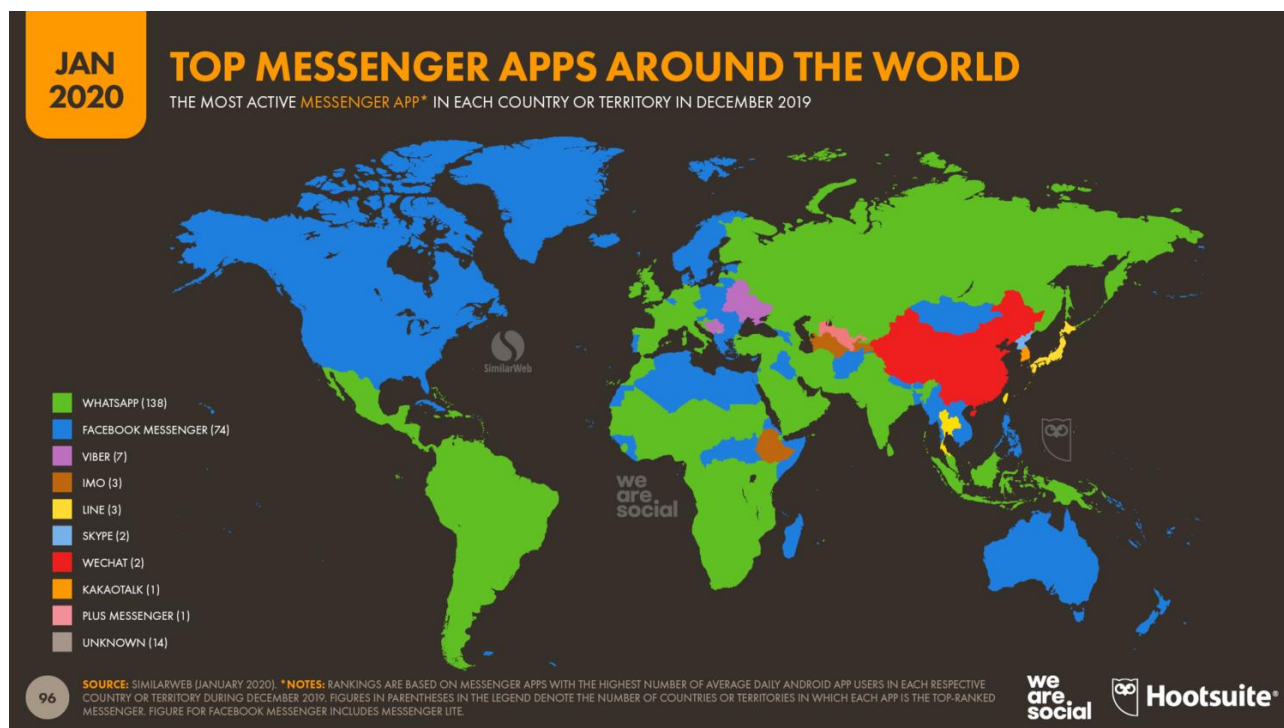
Figure 12 Top messenger apps around the world

Across the world, 20 billion messages are exchanged between people and businesses every month on Facebook Messenger. Ads play a big part in initiating conversations on Facebook Messenger.

There are a few different ways that Facebook Messenger can be used as part of advertising strategy.

Facebook Messenger call-to-action in ads: Start conversations with ads on Facebook that include a call-to-action to send a message.

Facebook Messenger Story Ads: Run story ads on Messenger Stories.

Facebook Messenger Ads: Use messenger ads to deliver content directly into users' Facebook Messenger chats.

All of these ad types can come together to encourage audience to kick-off conversations. They can be used to get in contact with a project partners, request more information on a project, or even share other content like blog posts.

Sponsored messages allow advertising to people who have already interacted with project in Messenger. This is a great way to re-engage audience in a personalized way.

C.1.2.2.2 Instagram

Instagram has over 1 billion monthly users globally. That's a little less than half of the number of users on Facebook. The majority of users are between the ages of 18 and 34.
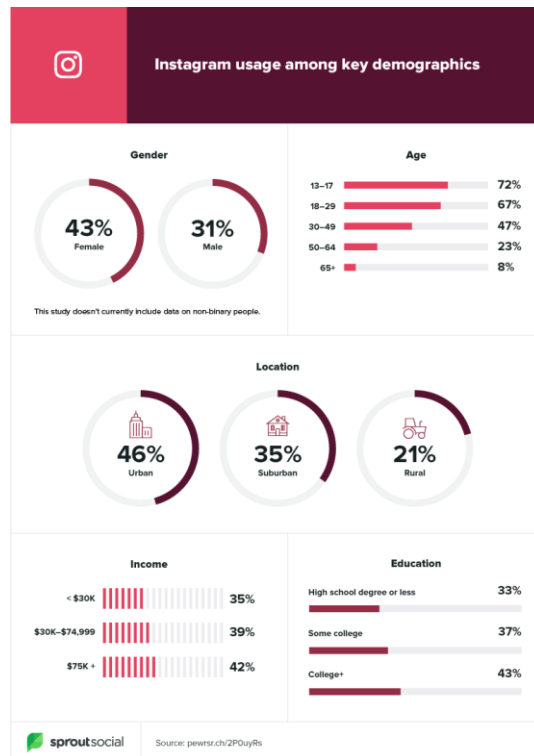

Figure 13 Instagram statistics

There are three ways to advertise on Instagram:

— Promote posts and stories directly from Instagram professional account;

— create ads from Facebook Page and promote them on both Facebook and Instagram;

— create ad campaigns in the Facebook Ads Manager to access full targeting capabilities.

It is recommended to take the third option and create custom campaigns for audience on Instagram.

Instagram has similar ad types to Facebook, including: photo ads, video ads, story ads, ads in Explore. By far, the most interesting ad types right now are ads in the Explore Tab. People using Instagram Explore are exploring their interests and discovering new content creators. Ads in Instagram Explore are a great opportunity to put your project in front of a new audience.

C.1.2.2.3 LinkedIn

The LinkedIn platform has over 660 million monthly-active members worldwide. Users on the platform are largely made up of working professionals which makes LinkedIn a great place for B2B (business-to-business) advertising. LinkedIn is the go-to platform for working professionals, which provides B2B advertisers a large audience pool to reach. Plus, the advantage of advertising on LinkedIn is definitely its unique targeting capabilities.
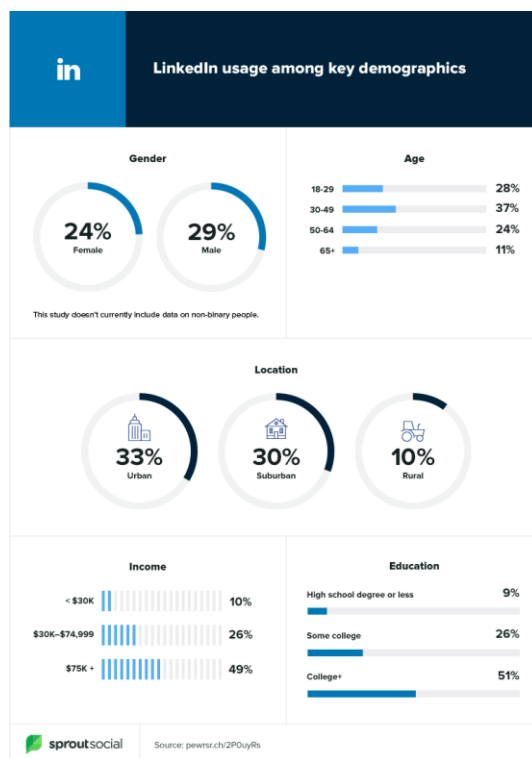
Figure 14 LinkedIn statistics

On LinkedIn, there is access to unique targeting criteria that isn't available on other platforms.

It can target users on LinkedIn by unique demographics, including job title, job function, and industry. Maybe you only want to advertise to potential stakeholders at the director level. LinkedIn's targeting capabilities make that possible.

Plus, with the option to include lead gen forms in LinkedIn ads, LinkedIn can be a lead generation machine. This will allow not only reaching a very specific audience but driving leads without directing them outside of the LinkedIn platform.

The most interesting ad type of LinkedIn is Message Ads. Message Ads allow sending direct messages to prospects to spark an immediate action.

How to use LinkedIn Message Ads:

- Deliver a targeted message with a single CTA;

- Drive stronger engagement and response than traditional emails;

- Measure the impact of your messages.

But a word of warning: Don't send too many Message Ads to the same people or it will come off like spam. And make sure the messages sound authentic.

Direct messages are sacred spaces, to advertise there needs to be extra careful about taking the time to make Message Ads feel personal and relevant to your end users. Make sure that delivering value to them in a way that feels authentic.

C.1.2.2.4 Twitter

Digital advertising is less common on Twitter because organic reach is still a significant driver of a brand's performance on Twitter. This is very unique to Twitter but even so, ads can still deliver strong results depending on what goals are. Twitter has over 330 million monthly users globally. The majority of users are between 35-65 years old.

Advertisers have discovered a few niches that have high engagement on Twitter: B2B and e-commerce. Many B2B companies are using Twitter as a digital marketing tool, and Twitter users are known to spend a lot of money online. This makes advertising specifically to these audiences a great strategy.

Twitter breaks down their ads into five goals:

— Awareness: Promote tweets and maximize reach.

— Tweet engagement: Promote tweets and get more retweets, likes, and replies.

— Follows: Promote account and grow Twitter following.

— Website clicks: Promote website and get more traffic.

— App downloads: Promote app and get more downloads.

All of these can work together to help grow audience on the platform.

Figure 15 ENES-CE Twitter page

C.1.2.2.5 Pinterest

Pinterest is a unique social media platform with 300 million users who are highly engaged and predominantly female. Some people say that Pinterest is the only platform where users actually want to see ads because Pinterest is all about visuals. How to advertise on Pinterest in four steps:

— Pick a pin: Promote best pins so they appear in the most relevant places;

— Decide who sees it: Set up targeting so the right people see ads;

— Pay for results: Choose to pay for engagement or visits to site;

— Track what's working: Once campaign starts, see how it's doing and make changes.

Pinterest is great for project because of relying on photography and visual identity of project.

C.1.2.2.6 YouTube

YouTube is the second largest search engine, second only to Google, with over 2 billion monthly active users. Ads on YouTube appear before and during other YouTube videos or as a stand-alone promoted video that's displayed after performing a search.

Can target demographic information and interests, it can serve videos to specific relevant audiences already watching videos on related topics.

Figure 16 ENES-CE YouTube videos

C.1.2.2.7 Snapchat

Snapchat's 218 million users are predominantly made up of people between the ages of 18-24.

Snapchat offers a few ad types, including story ads, sponsored tiles in Snapchat Discover, and augmented reality lenses.

Snapchat's ad types feel pretty similar to the advertising options on Instagram. What really makes Snapchat unique is the augmented reality lenses. Augmented reality lenses are sponsored by a business to create interactive moments that users can use and share with their friends.

C.1.2.2.8 TikTok

A new player to the social media advertising world is TikTok. TikTok is all about creating short, creative, and oftentimes funny videos. TikTok has exploded in the past few years and has reached 500 million monthly users.

Advertising options are still limited; they are mainly geared towards driving awareness. TikTok doesn't hyperlink posts to websites and only recently started allowing advertising. Promoting TikTok videos allow to build awareness with a young target audience. Most of the posts on TikTok are aimed at getting laughs. From a brand perspective, create videos that are funny and align with other content on the platform. Think things like dance challenges and memes. This type of content is the most effective.

C.1.2.3 Paid Search Advertising

People conducting a search online are looking for something specific and will click on the first result they believe is going to be the most helpful to them.

Paid search advertising gives advertisers the opportunity to capture the attention of their audience in a more targeted way than with organic search alone. Over time, the analytics of search ads can help to analyse and improve those ads to reach even more people.

But how does Google know how to deliver the right ad to the right person? That's where keywords come into play. A keyword is one word or phrase that someone uses to describe what they need in search. Basically, advertising on search platforms takes the targeting capabilities available on social media platforms, like demographics and location, and layers it with the addition of keywords.

When a Google user types a query into the search field, Google returns a range of results that match the searcher's intent. Keywords align with what a searcher wants and will satisfy their query. Select keywords based on which queries displayed ad alongside will be.

Keyword research is just as important for paid ads as it is for organic search. That's because Google matches ad with search queries based on the selected keywords. Each crated ad group will target a small set of keywords and Google will display ad based on those selections.

C.1.2.4 TV advertising

Among the advantages of TV advertising is the opportunity to reach mass audiences with a single ad spot. Watching TV is the nation's most common leisure activity, with the average watching around five hours every day. Additionally, studies have shown that 60 percent of consumers are likely to make a purchase after viewing an advertisement on TV compared to only slightly over 40 percent for viewing ads online or over social media.

Other advantages of advertising on television are the ability to target specific audiences and expand reach by encouraging further engagement on social media. Advertisers can target their audience by purchasing ad spots during shows their intended demographic is likely to be watching. Project partners can choose to advertise with independent or local TV stations to further narrow the demographic focus.

Both reach and project awareness can be expanded as advertisers encourage viewers to engage with project while using additional technology and social media outlets. Over 70 percent of television viewers use an additional device such as a tablet or smartphone while watching TV and are often engaged with friends online at the same time. Advertisers can encourage engagement by instructing viewers to enter a sweepstakes online or visit their website. Viewers are also more likely to text friends about a project they just saw advertised or search for more information on a project in which they are interested.

Figure 17 ENES-CE video

C.1.2.5 Radio advertising

Radio advertising is a fantastic way to grow awareness about project.

Radio advertising is buying commercials to promote products or services. Advertisers pay commercial radio stations for airtime and, in exchange, the radio station broadcasts the advertiser's commercial to its listening audience. In radio advertising, there are numerous types of commercials that an advertiser can choose, similar to how project might pursue different print advertising options (newspaper vs. magazine, for example) or online advertising options (email vs. social media). There are various types of radio advertising that can be chosen from. By identifying and explaining the various types, it can able to gauge which would suit to specific advertising campaigns needs best.

A live read is when the radio personality/ DJ reads out advert live on air. Listeners are already familiar with the radio personality's voice and they are more likely to engage with the advert. Live reads also help to project stand out from the rest, shining a spotlight on message.

Radio Sponsorships of ad is for those that are looking for a subtle approach. Choose sponsor news, competitions, sports, traffic or any of the regular programming on that particular radio station.

The main advantage with a sponsorship advert is the high engagement; especially when it's a sponsored competition where listeners are encouraged to call in to partake and stand a chance of winning cash prizes or other forms of rewards. Sponsored ads air first in the commercial break in most cases, which means advert will reach more listeners before they switch stations. But it isn't often that people change stations, as most listeners tend to be loyal to a particular station.

Radio Jingles in point of how a great jingle stays memorable and the listener can easily identify it. The fact that read that with your eyes and your mind played the jingle in your head based on memory is just amazing. That connection between music and memory is almost guaranteed, which is why most people gravitate toward this type of radio advert. Ever notice how even the annoying jingles just get stuck in your head and you find yourself humming or singing it throughout the day? The power of radio advertising.

There is something reassuring about hearing other people's experiences with a particular product or service. Testimonial adverts are exactly that; people giving a real-life account of how they found service. As humans, we feel more comfortable trying something new if someone else has tried it before, because in our minds we know that advertisements are made with the sole intention to make something appealing for you.

C.2. Recommended activities

After project partners have developed a list of ideas for their citizen involvement strategy, they must choose the best options for their team and implement them. Project partners should determine an amount of time they will spend on communication activities, and also the number of people they are looking to inform. To do this, they must consider the population of their target audience(s) and the amount of time partners can spend on this activity. Once the sample size and time have been determined, the project partners can begin implementation. The results acquired should be listed in a fashion that will be useful to the project team for analysis.

The leaflets and newsletters can either be created within the organization or through an outside source. If they are created by the project partners, they will be less expensive, but it depends on whether or not the partners have enough personnel to assign the task to someone. Once they are created, project partners should begin distributing them during events. The newsletters can be mailed to target audience. The large event requires a lot of preparation. If the project partner chooses to use this form of communication, they must determine what the event will be, how much it will cost, and how to advertise it.

The project partner needs to consider where to hold the event. Two possibilities are holding it outdoors or in a large hall. Holding it outdoors would most likely be less expensive, but weather conditions and space have to be considered. Holding a large event would require close attention from the personnel to keep the details organized and have the event run smoothly.

Maintaining updated on-line activities is an ongoing process that can be very useful. If project partner determines that their target audiences would benefit from on-line activities, they should make sure it is maintained properly. If none of the personnel can manage this, the project partner should determine how much money they can afford to allot to the activities. Once this has been determined, the organization can begin looking for an outside source.

Assessment of the implemented communication strategy is the only way to make sure that the target audiences are being reached. The way that the project partners should assess the strategy is to first remember what it was trying to do in the first place, for example bringing in more people or how well the key message is understood by the public. After all of this there is one detail that must not be skipped, a thorough evaluation must be done to make sure that there are no loose ends or skipped details. The more time that is spent finding out information about the target audience the better the strategy will be adapted later.
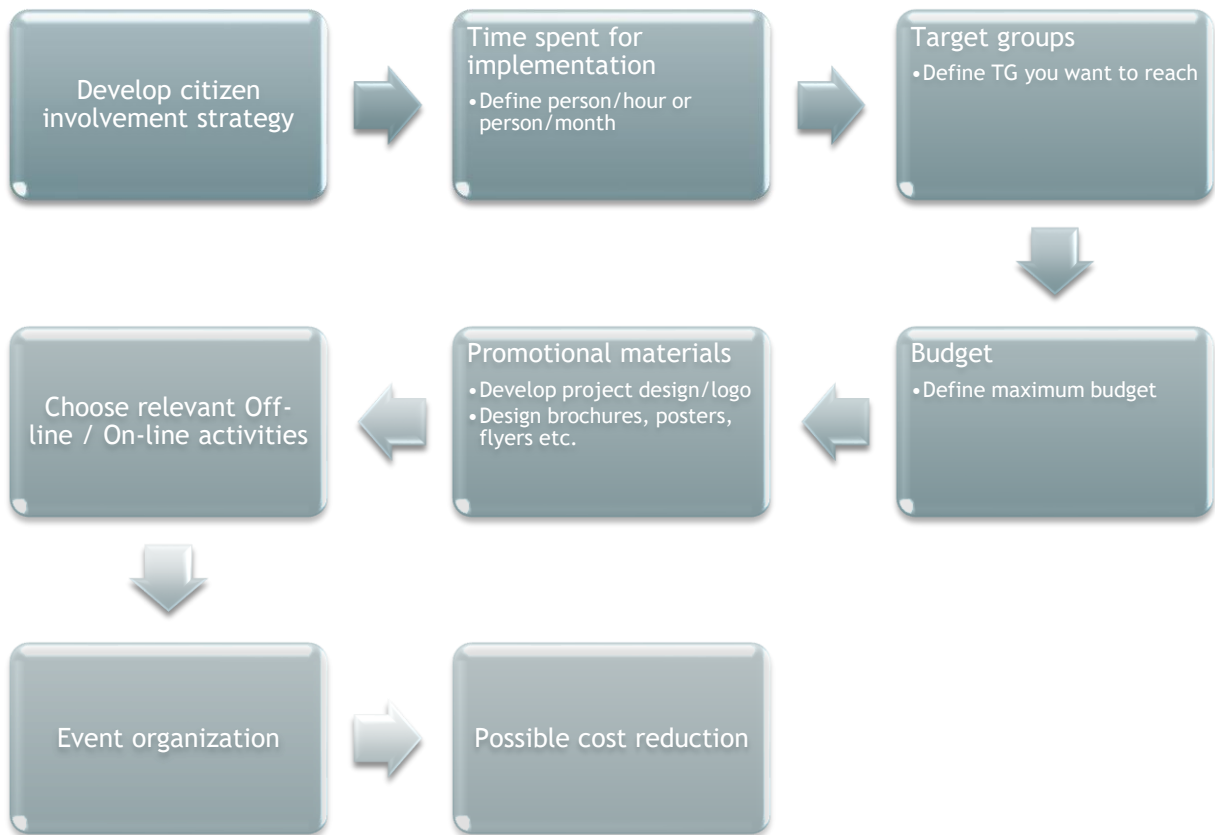
Figure 18 Implementation of communication activities

D. Conclusion

From the above, the importance of marketing communications is clearly stressed, as well as the nature of the relationship to the whole local society. Every project partner has to coordinate activities in the way that suite their local conditions the best.

Different ways of communicating with target audience and stakeholders can be seen in this report, as well as the benefits weighed against the costs and time as a limited resource, together with possible obstacles.

Pilot actions/projects contribute significantly to show and test the feasibility of technical and organisational innovations and/or also to attract attention so that citizens and other stakeholders are more active as in the past. One important target group is certainly decision-makers in politics, authorities and other institutions such as public utilities. This group must be addressed and supported in order to advance the environmental project. It is recommended that important decision-makers as well as politicians should be invited in order to get "hands on experiences" and help build a model or demonstrator. However, the ideas for the pilot actions/projects should come from the citizens or from associations and citizens' cooperatives. This ensures a much greater acceptance of the action among the broad population.

Defining a long-term strategy is one of the starting factors of transnational concept to involve citizens and stakeholders in project. The very process of communication depends a lot on defining these strategies and ways of implementation. Even if the long-term strategy is defined, without timely operationalization for shorter periods and tighter organizational units, communication process will be unsuccessful and will bring no benefit.

Every project partner should define the best option to communicate with target audience and stakeholders, or the best mix of citizen involvement strategy (off-line or on-line) to reach defined target audience.