



**ener2i – energy research to innovation:
Reinforcing cooperation with ENP countries on bridging the gap
between energy research and energy innovation**

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Abstract

The overall aim of the ener2i project is to improve knowledge transfer and innovation support in the field of renewable energies and energy efficiency through a comprehensive trans-national cooperation programme directed to bridging the gap and accelerating innovation performance. The activities are directed to stimulating the linkages between research and innovation with effective knowledge transfer methods in the ENP countries Armenia, Belarus, Georgia and Moldova, and establish sustainable cooperation between research and innovation actors across EU and ENP countries with support from EU partners from Austria, Germany and Hungary.

Communication and dissemination of project-based results to the stakeholders and to the wider public are essential and crucial components for the success of the project as well as for the sustainability of the project results in the long term. Current document is aimed at outlining a comprehensive and detailed Dissemination and Communication Strategy of ener2i project to ensure the highest possible outreach of the project and its results.



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Please include here also information on: when was the concept note submitted, when was feedback received, etc.

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Executive Summary

Energy supply and usage and the stimulation of innovation activities are some of the most important challenges for the EU and for the Eastern European countries within the European Neighbourhood Policy (ENP). Increased resource efficiency and innovation in renewable and sustainable energy offers the best potential to solve the urgent, interrelated societal challenges of insecurity over energy supplies, growing energy demand, and looming climate change. The ener2i project focuses on the need to find innovative and sustainable solutions to these challenges, directly addressing the gap between new energy research and European industry. Existing research results are not being sufficiently transferred into innovative processes and products, and in many countries cooperation among research institutes, universities, and the business sector are at an early stage of development. In order to bridge this gap and accelerate innovation performance, ener2i will improve knowledge transfer and innovation support in the field of renewable energies and energy efficiency through a comprehensive trans-national cooperation programme. The project seeks to bridge the gap of research results transfer into innovative processes and products, by stimulating effective knowledge transfer methods in the ENP countries Armenia, Belarus, Georgia and Moldova, and establish sustainable cooperation between research and innovation actors across EU and ENP countries.

Communication and Dissemination of project- based results (project deliverables) to the stakeholders and to the wider public are essential and crucial components for the success of the project as well as for the sustainability of the project results in the long term. The ener2i project prioritises dissemination activities, and all necessary tools for the implementation and efficient management of dissemination will be implemented in Work Package (WP6), dedicated to Communication and Dissemination. The Dissemination and Communication Strategy developed within WP6 will ensure the highest possible outreach and sustainability of the project results. It will provide the framework for the project's external and internal communication, public relations and dissemination of project results as well as an outline of the project exit/sustainability plan. It will also identify in detail the target audience and relevant stakeholders as well as other relevant projects/networks to ensure the exchange of the project results with other project/networks from the energy efficiency field.

1. INTRODUCTION

In order to achieve the expected impact, it is of vital importance to promote the project goals suitably and to disseminate project outcomes and Policy Recommendations. To that end, the Dissemination and Communication Strategy is to agree on the specific goals to achieve on this area, the main messages to address at the promotion, dissemination and exploitation level, the target groups to be reached and the main activities and tools to get to them. To this end the Dissemination and Communication Strategy has been developed as Deliverable 6.1 of ener2i project with the main objectives to:

- Ensure the highest outreach of the project and its results;
- Provide the framework for the project's external and internal communication, public relations and dissemination;
- Identification of diversity of tools for efficient dissemination of the project achievements to the various target groups and stakeholders.
- Outlining a monitoring process of the intended dissemination and communication activities.
- Ensure the project sustainability beyond the end of the project;

Work Package 6 (Communication and Dissemination) implies achieving the abovementioned goals through implementation of three tasks, as follows:

Task 6.1: Development of Communication and Dissemination Strategy (including stakeholder identification and monitoring of dissemination)

Task 6.2: Building an interactive Web Platform

Task 6.3: Dissemination and Outreach

The **Dissemination and Communication Strategy provides** the framework of the project's public relation and dissemination and is directed to define the promotional activities that are supposed to be carried out along the lifetime of the project, put them into a structure and ensure that these activities will be organized and implemented adequately. This document will consist of three parts

- Dissemination and Communication Plan;
- External and Internal Communication Plan;
- Exit/Sustainability Plan.

The ener2i **Web Platform** will be used as a major external and internal channel for dissemination, providing the stakeholders and wider public with project-related information. It will consist of a news section, document section (downloadable public project deliverables), events section (internal project events) and external (from EC, EU MS, and ENP target countries: Armenia, Belarus, Georgia, Moldova), social media integration, and access to other internal and external assets. Besides the external publicly accessible web platform, there will also be an internal online section dedicate to the ener2i project consortium members. The web platform will be launched at the start of the project.

The **Dissemination and Outreach** will ensure monitoring of the implementation of the dissemination and communication plan, including development of action plan for each partner with measurable actions to be carried out within an agreed timeframe.

2. DISSEMINATION AND COMMUNICATION PLAN

2.1. ELEMENTS OF DISSEMINATION AND COMMUNICATION PLAN

In order to develop a dissemination strategy, it is important to define basic elements of the dissemination and communication plan. In particular, it is needed to clearly indicate what, to whom and when to present and how to implement the dissemination activities. This document covers the following items:

- Purposes
- Stakeholders identification
- Dissemination means and tools
- Promotional materials
- Tentative schedule of the dissemination activities

2.2. PURPOSES

The dissemination and communication activities described in this document aim to:

- Disseminate and promote the ener2i project, its objectives, activities, benefits and results as widely and as effectively as possible;
- Improve knowledge transfer and innovation support in the field of renewable energies and energy efficiency and to establish sustainable cooperation between research and innovation actors across EU and EPC countries.

2.3. STAKEHOLDERS IDENTIFICATION

Stakeholder identification exercise will be conducted in each target country. Each country report will identify the relevant stakeholders in EE/RES (research institutes, manufacturers, technology providers, start-ups, innovation support providers, incubators, funding agencies, etc.).

The main objectives of this exercise are:

- to identify the target audience and relevant stakeholders
- to provide the basis for local brokerage events, workshops and the dissemination activities
- to foster research-business collaboration

At this stage core target groups have been identified to ensure the targeted dissemination to stakeholders which will be more specified following stakeholder identification exercise.

Target Groups	
Category	Group members
Policy	European Commission, European Parliament as well as ministries and agencies responsible for energy efficiency/RES from EU MS/AC and the ministries and other bodies from Armenia, Belarus, Georgia and Moldova responsible for energy efficiency/RES.
Funding	Funding bodies in MS/AC (ministries and others) as well as EC (FP7/Horizon 2020) and national funding institutions from Armenia, Belarus, Georgia and Moldova as well as international funding institutions active in the ENP region (e.g. UNDP, World Bank, other funding institutions).
Mediation	NCPs from the ENP countries and other S&T mediators.
Research	Researchers and Research institutions from EU and ENP Countries dealing with the topic of energy efficiency.
Industry	Research-oriented KMU and industry, technology, and platforms from EU
Projects	Other relevant INCO/ R2I EU projects/networks in the field of energy
Public	Media and the public at large.
Advice	External review panel.

Table 1- Target Group Analysis

2.4. DISSEMINATION AND COMMUNICATION MEANS AND TOOLS

A diversity of tools will be used for efficient dissemination of the project achievements to the various target groups throughout the project duration, thereby ensuring a wide awareness and use of project results.

Communication and dissemination means and tools	
Category	Examples as used in ENER2I
Face-to-face	Interactive: meetings, workshops, thematic networking events and training seminars, conferences and brokerage events, mobility activities.
Electronic (phone and internet including social media)	Interactive: virtual meetings and web conferences (cme24, Skype), online seminars, phone calls and interviews. Bi-directional: e-mails, chats, feedback forms. One-directional: websites (public and internal, including links and link lists), web portals and databases (each input and output) – feeding “umbrella websites”, electronic newsletters, presentations and webinars, downloadable versions of paper material (project deliverables (e.g. reports, policy briefs, press releases and other formal project results).
Printed	One-directional: flyers, newsletters, brochures, printed reports and deliverables, project business cards.

Table 2- Dissemination and Communication Means and Tools

2.5. PROMOTIONAL MATERIALS

In order to raise awareness of the ener2i project activities, objectives and results, a number of promotional materials will be designed and produced during the project:

- Project Info Leaflet providing the basic information about the project (objectives, work plan, project coordinator, project partners, contact information and funding information). The leaflet will be available for downloading in a pdf format as well as in a print version;
- Online flyer and e-journal which is planned 4 times per year;
- Customized for the specific target groups policy briefs and press releases prepared in Months 6, 18, 24 and 36;
- Some of the project outputs (e.g. country reports, analytical documents, policy recommendations, newsletters, brochures, reports and deliverables, project business cards) will be published also as printed materials (publications) and available at project based events, as well as other events organised by EC.

2.6. TENTATIVE SCHEDULE OF DISSEMINATION ACTIVITIES

Each of the consortium partners will prepare and send to ZSI, Task Leader for the Task 6.3. Dissemination and Outreach, a list of dissemination actions they are planning to perform. This list will be presented in the table below:

Planned actions	Title and type	Type of Audience	Size of Audience	Countries	Partner responsible/involved

Table 3 - List of actions to promote ener2i project

The Task Leader will monitor the implementation of action plans developed for each partner. The project partners will provide feedback to the task leader about their dissemination actions planned and performed. If the expected outcomes are not successfully achieved the task leader will propose corrective or additional actions. Given the importance of this task, dissemination reports (D.6.2 and D6.3) will be delivered by M20 and M36, so that progress can be monitored.

3. IMPLEMENTATION PROCESS: EXTERNAL AND INTERNAL COMMUNICATION CHANNELS

3.1. ENER2I WEB PLATFORM MAIN OBJECTIVES AND KEY FEATURES

The ener2i web platform (www.ener2i.eu) will consist of two parts: external (publicly accessible), and internal (supporting the internal consortium communication and asset storage). Distributable information materials (deliverables, information about the project such as brochures) will be produced with the aim to support the project's dissemination activities and to ensure the widest possible coverage. In that respect the ener2i website will

also enable social media sharing (e.g. sharing the ener2i contents over Facebook, and Twitter).

The ener2i web platform will be used as a major external channel for dissemination, providing the stakeholders and wider public with project-related information. It will consist of a news section, document section (downloadable public project deliverables), events section (internal project events) and external (from EC, EU MS, and ENP target countries: Armenia, Belarus, Georgia, Moldova), social media integration, and access to other internal and external assets. Besides the external publicly accessible web platform, there will also be an internal online section dedicate to the ener2i project consortium members.

The main objectives of the ener2i web platform are:

- to present a public 'face' of the project (static)
- to support event preparation, implementation
- to document the project outputs
- to offer (project relevant) news
- to support external communication activities
- to support internal communication, exchange and documentation.

The ener2i website includes the following elements:

- Project logo
- EU Flag/FP7 logo and funding statement
- Welcome/About/Intro text
- Project Facts (project structure, information on coordinator and partners, workplan, etc)
- Disclaimer.

Beside the above mentioned, ener2i website includes the following key features:

- Static pages (info about project, etc)
- Slideshow tool to dynamically present content on the home page
- Tagging of content and tag cloud tool
- Inclusion of online Stakeholder Database
- News section (project-based and external)
- Calendar widget
- Video widget
- Event section (project-based and external)
- Online tool for registration for project based events
- Survey tool integration (using Limesurvey)
- Social media connectivity
- Shortcuts to ener2i Facebook group
- Online e-journal subscription tool
- Internal team member area (intranet).

3.2 PROJECT LOGO AND FP7 LOGO

At the ener2i project kick-off meeting in Vienna, the Project Management Board selected the following project logo to be used in all project related online as well as printed materials:



Following the new guidelines on visual identity published by European Commission accessible at http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos each public published document produced by ener2i project shall beside the project logo include the following EU emblem as well as the number of the grant agreement.



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Grant Agreement number: 609532.

3.3 WEBSITE LAYOUT

The layout design of the website is based on the ener2i project logo design and includes all the necessary elements as defined by the European Commission DG Research and Innovation (Communicating research for evidence-based policymaking. A practical guide for researchers in socio-economic sciences and humanities, 2010; online: ftp://ftp.cordis.europa.eu/pub/fp7/ssh/docs/guide-communicating-research_en.pdf) (see 4.1).

4. EXTERNAL ENER2I WEB PLATFORM: EXTERNAL COMMUNICATION

The external communication aims at maximising outreach to end users (pre-defined stakeholders, target groups and general public) and to make the implementation activities of

the project transparent. The ener2i web platform is the main channel for project result dissemination.

Additional information and description about the ener2i website elements and other key features available is as follows:

Start Page (Welcome page)

The home/start page of the ener2i website is a public “visiting card” of the project, therefore a lot of effort has been done to keep it user friendly and functional.

Besides the elements already mentioned in the description of the layout, the following key features will be displayed at the home page:

- Main menu (see below)
- Slider (streaming selected news, project outputs, etc.)
- Latest entries (project-based and external news; project and external events, project and external documents; documents published by EC)
- Upcoming events widget (Calendar tool)
- Tag cloud widget
- Linkages to relevant initiatives at European level and EaP level
- Site map and Social Media connectivity buttons to ener2i Facebook page
- Video widget
- Contact and disclaimer in the footer.

Main Menu

The elements of the Main Menu will be placed horizontally in the website header. Some elements will also be placed in the page footer. The menu will include the following elements:

About the Project

The basic information about the project will be given in this section. It will include the following information:

- Project description (aims, objectives, funding etc.)
- Project structure (a project work plan)
- Project Consortium (a short description of each project partner and its role in the project (with logo and link)).

Project Results

- List of project deliverables.

News

- List of project-based and relevant external news.

Events

- List of project-based events and list of external-based events (EC/EaP events) – for the better visibility the project and external events will be divided by colour (two different colours with a legend).

Documents

- List of documents (e.i. EU strategies/communications, Strategies from participating EaP countries...)

Contacts

- This section will contain the contact details about the project coordinator (in the footer).

Disclaimer (in the footer)

Widgets

The following widgets will be included in the website:

- Latest Entries (dynamic list of latest entries: News, Documents, Events)
- Upcoming Events/Calendar (two-coloured (see above))
- Tag Cloud (dynamic tags attached to website objects)
- Video widget.

Other tools

LimeSurvey Tool

The open source software LimeSurvey is to generate and carry out small to large scale online surveys. ZSI will offer team members to run their surveys using a LimeSurvey version on ZSI servers. The surveys will be integrated into the ener2i website so that (registered) users can go through and answer them in a popup window (realised in ener2i corporate design).

Event Registration Tool

The ener2i web platform allows team members to use it for their event organisation. Registered users (or new users after following the invitation to register) can confirm their participation in an event. Lists of participants can be exported from the registration tool as well as communication with the participant group (before and after the event) facilitated.

Search Tool

Searching tool enables the search by key words through the website public contents.

Slider

The slider tool presents a kind of tailor made slideshow on the homepage of the website and enables the streaming of featured contents (e.g. relevant news, major events, project outcomes, etc.) and contributes to the better dissemination.

Social Media Sharing Tool

This feature allows the users to share the project news, deliverables, events, photos, etc., over the social media-related portals (Facebook, Google+, Twitter, ...).

The project website offers the possibility to send an email with news updates, etc. to all registered users who, upon registration, accept to receive it.

e-journal subscription tool

This feature allows the users to subscribe or unsubscribe to the e-journal which is planned 4 times per year.

4.1 SHORTCUTS TO ENER2I FACEBOOK GROUP

As part of the communication plan of the project Web 2.0 features like Facebook will be used. Shortcuts to Facebook ener2i group will be part of the website layout (placed in the footer).

The ener2i Facebook page shall to enable the general public and the stakeholders with a Facebook account, to join the group. The project news and other relevant information (events, updates, polls, etc.) will be posted regularly to the ener2i Facebook group page.

4.2 ENER2I PROJECT INFO LEAFLET

Ener2i Info Leaflet provides the basic information about the project (objectives, work plan, project coordinator, project partners, contact information and funding information). The leaflet will be available for downloading in a pdf format as well as in a print version.

4.3 PRINTED MATERIALS

It is foreseen that some of the project outputs produced (e.g. country reports, analytical documents...) will be published also as printed materials (publications) and available at project based events, as well as other events organised by EC.

5. INTERNAL COMMUNICATION - INTERNAL ENER2I WEB PLATFORM (INTRANET)

The internal section of the website will act as a central knowledge repository for members of the ener2i consortium. The main aims of the internal communication web platform are:

- to support project knowledge management
- to ensure ongoing communication within the consortium
- to animate and guide team member interaction

- to enhance consistent knowledge exchange through regulated and coordinated communication.

The intranet shall be used as a database during the whole duration of the project.

Following features are available to the project consortium members:

- Start page (after team member login) - content overview
- Internal pages for each work package, allowing the documentation of internal documents, work flows, etc. (sharing of draft deliverables (documents uploads/downloads), documentation of events etc)
- Database/centralised list keeping track of people invited to and participating in project events, surveys, etc. (to be collected by ZSI with inputs from all project partners).

Furthermore, the project consortium members will be able to:

- add news/events
- use the online event registration tool for their events
- create surveys with LimeSurvey Tool (import the list of the respondents (cvs), send online invitations, export the results (xls).

ZSI will provide access to the ener2i intranet to all project team members. Furthermore ZSI will prepare special internal guidelines for project partners, with the step-by-step instructions about the usability of the external as well as internal ener2i online platform.

5.1 INTERNAL MAILING LIST

In order to facilitate the rapid e-mail communication an internal mailing list consisting of project consortium members has been created.

5.2 ONLINE MEETING TOOLS

In order to ensure effective collaboration and networking between partners as well as knowledge sharing and resource management, the following online meeting tools are proposed to be used by Project Management Board:

- Skype: for voice calls, Skype conferences and live chats
- Telephone conference

6. THE EXIT/SUSTAINABILITY PLAN

6.1 PROJECT DELIVERABLES AND EXPLOITABLE RESULTS

The project deliverables and outcomes are given in the table below:

Outcomes	Access level
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Promotional materials (Info leaflet, press releases – M 6, 18, 24, 36)	Public
Online project flyer and e-journal (planned 4 times per year)	Public
Web-site	Public
Four country and policy analyses reports	Public
Recommendations report including roadmap on EE/RES in business & Policy Brief on Recommendations	Public
Reports on local brokerage events in Armenia, Belarus, Georgia, Moldova	Public
Report on participation in EU conferences and fairs – transnational brokerage	Public
Report on innovation training workshops including twinning study visits and twinning mini-projects	Public
Report on innovative thinking workshops	Public
Summary report on the implementation of 24 innovation vouchers	Public

Table 4 - The ener2i project outcomes

As it is seen from the above table, all the ener2i project outcomes are public deliverables and will be available on the project website, which will be possibly maintained for certain period after the project completion.

The dissemination of the project results should be seen as a continuous process, which does not finish when the project comes to an end. The main results of innovation twinning mini-projects, local and transnational brokerages, innovation voucher scheme and other public deliverables produced during the project will stimulate cooperation and networking between EU and EPC organizations involved in EE/RES research, and most probably, lead to the submission new project proposals within the framework of Horizon2020.

It will be also ensured the exchange of the project results with other project/networks from the energy efficiency field. The first clustering meeting among EaP energy projects was held in Budapest in November 2013 where an agreement has already been reached to mirror the event calendar and relevant publications/documents, as well as consider possibilities for creation of joint database of e.g. stakeholders. The synergy plan will be further discussed and updated during regular future clustering meetings to ensure possibly wider outreach and avoid overlapping.

Sustainability will be expected for the close linkages between research organisations, innovation support agencies and between businesses involved in the project activities. The various exchanges in the frame of twinning and brokerages will ensure this. Furthermore, a sustainable perspective for the innovation voucher scheme is expected, which may be taken over by funding agencies in the target countries and which will invest own funds in the programme. Interest in investing own funds in vouchers has been declared already by partner AITT for Moldova. Similar interest will be also explored for other involved EPC countries. Sustainability scenarios for future cooperation options among the partners will be considered.

