ENERGee Watch

# Communication and Dissemination Strategy (D6.1)

**WP6**

**Month 5- January 2020**

The ENERGee Watch project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement no. 892089.

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| Grant Agreement Number | 892089 | | **ENERGEE Watch** |
|---|---|---|---|
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| Responsible Author | Elodie Bossio | Email | elodie.bossio@fedarene.org |
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## Preface

The overall aim of ENERGee WATCH is to launch an easy and replicable peer to peer learning programme to enable regional and local authorities to timely and accurately define, monitor and verify their sustainable actions. The learning will focus on regional/provincial authorities and their agencies that are responsible for collecting and overseeing the monitoring of mitigation and adaptation measure indicators in order to empower them to make use of best practices. The learning programme is structured in four (4) modules: i) data collection, ii) monitoring & verification, iii) indicators for adaptation to climate change, iv) data display, dissemination and validation by final users. ENERGee Watch will launch 4 modules per year (one per each topic, twelve in total) with a total of 72 participating mentees. The learning program will entail tools, such as mentoring, site visits, tailored guidebooks and guided practice exchange will enable the proper matching of peer groups, and proper knowledge replication.

| No | Participant Name | Short Name | Country Code | Logo |
|---|---|---|---|---|
| 1 | Institute for European Energy and Climate Policy (IEECP) | NETHERLANDS | NL | |
| 2 | European Federation of Agencies and Regions for Energy and the Environment (FEDARENE) | BELGIUM | BE | |
| 3 | Technoeconomics of Energy and Environmental Systems Laboratory – University of Piraeus (UPRC – Teeslab) | GREECE | GR | |
| 4 | Auvergne-Rhône Alpes Energy Environment (AURA-EE) | FRANCE | FR | |
| 5 | Energy Agency of Savinjska, Šaleška and Koroška region (KSSENA) | SLOVENIA | SI | |
| 6 | Ile de France Regional Energy and Climate Agency (IAU IDF) | FRANCE | FR | |
| 7 | 3 Counties Energy agency (3 CEA) | IRELAND | IE | |
| 8 | Energy Agency of Plovdiv (EAP) | BULGARIA | BG | |
| 9 | Alba Local Energy Agency (ALEA) | ROMANIA | RO | |
| 10 | Cyprus Energy Agency (CEA) | CYPRUS | CY | |

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# Executive Summary

This deliverable aims to describe the initial communication and dissemination strategy of the ENERGEE WATCH project. The plan will serve to disseminate and reach the project results through the following three main steps:

- Build awareness with target audience
- Recruit participants in the learning programme
- Disseminate project objectives and results.

The objective of this deliverable is to outline the strategy for the dissemination and the communication activities which will be carried out during the ENERGEE WATCH project. This deliverable will outline the main dissemination objectives, the target audiences, the communication channels and the dissemination tools. This document will include the definitions of the main key performance indicators (KPIs) that will be used to measure the effectiveness and efficiency of the activities carried out and propose a monitoring system.

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# 1 Concept

## 1.1 Communication objectives

The ENERGEE WATCH Communications Strategy is designed to support the sharing of practical outcomes of the project as widely as possible. It is designed to be very flexible and open to adaptation and change when required. It contains the long-term vision and concentrates on the future for the communication of the experience gained by the partners in devising, developing and delivering the ENERGEE WATCH initiative. It will also help key stakeholders to become engaged in the development of the outputs of the project, leading to more robust and useful outcomes.

Efficient communication is a fundamental activity throughout ENERGEE WATCH's duration, since the success of the communication activities is key to attracting participants in the programme and ensuring the use of the project's outcomes by all interested parties and target groups.

The dissemination and communication objectives are:

- Introduce and connect ENERGEE WATCH with the project's target audience, such as regional and local authorities as well as regional energy and climate stakeholders.
- Ensure that key audiences understand the issues of data collection, monitoring, analysing and disseminating.
- Develop targeted engagement campaigns to ensure the participation of energy agencies and public authorities in the learning programme.
- Ensure broad promotion of the outcomes of the project to encourage the uptake of the content of the programme in other European regions, future replication and the use of these data to produce better informed solutions and policies.
- Measure and evaluate the success and challenges of efforts to spread the message emerging from the learning programme.

Ultimately, the project objectives and what we want to achieve through the communication and dissemination strategy is **for energy and climate data to be more accessible, better used and publicly shared in a user-friendly format**.

Energy and climate data is indeed crucial for identifying trends and priority sectors in the economy, and target measures in terms of energy efficiency improvement, transition towards the greater use of renewable energy sources and adaptation to climate change. These measures are then embedded in municipal and regional Sustainable Energy and Climate Action Plans. However, useful energy and climate data is often difficult to find at the local level due to issues with the quality of data, regularity of data update, commercial sensitivity, and issues of data privacy. ENERGEE WATCH proposes to train organisations in collecting, analysing, disseminating these data through peer learning exchange.

## 1.2 Communication team

This EU wide communication plan is designed to be a blueprint for each partner to facilitate the implementation of their communication activities related to the project at local, regional, national and European level, depending on the scope of the partner's organisation.

The communication strategy will be coordinated by FEDARENE and UPRC and each partner has designated at least one team member to be in charge of communication and dissemination issues and will be in contact with the Communication and Dissemination task leader.

## 1.3 Target Groups

The identification of target groups at the beginning of the project is the key to effective communication. To trigger the interest of a variety of target groups, a tailor-made communication approach is adopted according to the type of message which is to be communicated and the audience to be addressed.

The project has a main target group which will directly benefit from and participate in the learning programme and indirect target groups who can relay the information and help us reach out to the main target group to take forward the project results and outcomes.

**Main Target group: Local & Regional Public Authorities and their agencies**

The project key target group is the local and regional governments and their agencies which have already demonstrated a strong commitment towards a low carbon and sustainable energy transition. Special attention will also be given to the organisations supporting the development, monitoring and implementation of local and/or regional sustainable energy and climate action plans and in need of further support.

**Secondary Target groups**

As explained above, the key success factor of the ENERGEE WATCH project is the recruitment of participants in the learning programme. The indirect target groups are those that will help the consortium reach out to other public authorities and more generally that would relay the information from the project. These secondary target groups will also benefit from the knowledge acquired by project partners and disseminated project results.

**Local & Regional Energy Multipliers:**

This group includes Networks of Local & Regional Authorities that provide information, advice, and technical support in sustainable energy planning. They can mobilise energy stakeholders, citizens groups, energy utilities and the financing sector, to provide valuable input for the development and implementation of energy and climate action plans. They can also play a key role in the recruitment process by sharing the calls for participation with their members.

**National & EU organisations:**

This group could include: National energy agencies, ministries, EU institutions but also National & EU Networks of public authorities, NGOs. Such organisations set strategies and objectives that influence the ones at local and regional level. They sometimes also collect data (national energy observatory) at national level and provide them to subnational authorities. They can

advise and guide public authorities in their decision-making process. Additionally, thanks to their experience in networking activities, they can mobilise energy stakeholders, citizens groups, energy utilities and the financing sector, to provide valuable input for the implementation of SECAPs. They can also play a key role in the dissemination of results of the project to both regional and local authorities and provide data when needed.

#### Energy and climate data providers

This group is a strategically important audience that will greatly impact the success of the ENERGEE WATCH initiative in the long run. This group is not the primary target of the project but needs to be approached by ENERGEE watch mentees who will need collaboration agreements with the data providers in view of regularly obtaining data to develop GHG emissions inventory or Climate Risks and Vulnerabilities assessment. Energy and climate data access is seen as a challenge to many in the sector because of data ownership, commercial sensitivity, and the lack of accuracy. ENERGEE WATCH could generate a dialogue with these data providers, to ensure that they can see practical and commercial benefit from sharing information with our main target group.

This group includes:

- Energy Utility Companies;
- Transport System Operators;
- Distribution System Operators;
- Energy Retailers;
- Statistic Industry Associations;
- Air Quality Protection Associations
- Universities and research organisations

University and research centres might help local and regional authorities in the development and implementation of energy and climate plans. They might as well help in the data collection, analysis and monitoring.

## 1.4 Key messages

The messages must communicate clearly and quickly with each target audience but should also be used to help achieve the communication objectives.
The messages are customised based:

- on the target audience;
- on the timeline of the project which will also influence the type of messages (messages conveyed at recruitment stages will differ during the first learning cycle compared to hose of the last cycle);
- by modules for the recruitment campaign;
- on the type of channel, messages format and type of languages (e.g. Twitter VS Facebook).

Table 1 lists key messages to pass on to our target audience. These will help develop the specific messages needed for the engagement campaign (D6.2). The specific messages will focus more on the content of the 4 modules of the learning programme.

It is noted that ENERGEE WATCH has a few high-level audiences, which can be segmented down into relatively large number of sub-set key target audiences (see Table 1 below).
There is also a considerable level of variance across Europe in the roles of the various actors in the field of energy and climate data. This variety often reflects differing regulatory regimes at national level, and differing degrees of development and governance in local energy markets.
Therefore, the following messages are only meant as suggestions for each partner to adapt to the different factors listed here above, and to the local/regional/national context. Partners will thus need to analyse the needs of their audiences in order to select and, if appropriate, modify the suggested messages.

**Table 1: Stakeholder groups and key messages**

| TARGET AND SUBSEGMENTS | NEEDS PROFILE | MAIN MESSAGES |
|---|---|---|
| **LOCAL & REGIONAL AUTHORITIES & AGENCIES**<br>• Administrative and technical staff<br>• Politicians<br>• Administrative districts/ provinces/ counties-leaders<br>• Municipalities (Decision makers and politicians; technical staff)<br>• Provincial authorities<br>• Environmental/ energy department of public authorities<br>• Spatial planning, mobility, economic department of local /regional authorities<br>• Energy/Climate agencies | All require tools for decision-makers to help create enhanced and better-informed energy and climate plans and climate policies | ENERGEE watch will provide a set of tools to inform national regional and local decision-making<br><br>ENERGEE watch will provide a set of tools to facilitate the development of local/regional energy and climate plans<br><br>Verifiable energy and climate data will be made available to facilitate climate action and to reduce energy consumption<br><br>Energy and climate observatories will act as a driver to aid national, regional and local decision making<br><br>Exchange and learn with peers on how to collect, define, monitor and display energy and climate data<br><br>Exchange and learn with peers on how to set up a regional energy and climate data hub<br><br>Improve coordination and coherence between local and regional energy and climate planning<br><br>Working in partnership to effectively deliver regional strategy |
| **LOCAL & REGIONAL ENERGY MULTIPLIERS:**<br>Energy consultants<br>Network organisations | **Bring value to their members; increase their own knowledge related to data collection and data sharing** | Facilitate exchange between your members on sustainable energy and climate planning<br><br>Help build capacities in local authorities/your members for better-informed energy/climate plans and policies<br><br>Better implementation of energy/climate plans through collaboration |
| **NATIONAL & EU ORGANISATIONS**<br>• National energy/climate agencies | Will benefit from understanding the challenges faced by | Encourage cities/regions working together to deliver sustainable energy to their communities |

| | | |
|---|---|---|
| • Ministries (administrative and technical staff)<br>• EU networks<br>• EU institutions | local and regional authorities | Opportunity for local/regional authorities in your country to learn from experienced peers<br><br>Support the energy transition at the European level through a peer to peer learning programme on energy and climate observation<br><br>Stimulate the regional transition to reduce emissions, reach national objectives and adapt to climate change |
| **ENERGY AND CLIMATE DATA PROVIDERS**<br><br>• Housing associations<br>• Industry associations<br>• Statistical offices<br>• Energy Utility Companies;<br>• Transport System Operators<br>• Distribution System Operators<br>• Energy Retailers;<br>• Statistic Industry Associations;<br>• Air Quality Protection Associations<br>• Universities, research centres | Need to be shown clear commercial reasons why it is in their interest to engage<br><br>Energy data providers will need to be assured that commercially sensitive material will be respected | Improved data streams will lead to cheaper operating costs<br><br>Protocols will be agreed to protect commercially sensitive information<br><br>Engage in the design of presentation of data for better informed customers<br><br>A win-win scenario is achievable with national regional and local public authorities |

# 2 Timeline and deliverables overview

The communication and dissemination plan should include but is not limited to the following activities planned in the Grant Agreement:

1. Create a visible and distinguishable visual identity of the project ;
2. Develop a website and a learning platform;
3. Develop engaging online and offline communication material to support the strategy;
4. Make sure all partners are invested in the implementation of the dissemination strategy as a single communication team;
5. Coordinate with external stakeholders, such as related projects, institutions and media to ensure their awareness and maximise the potential synergies;
6. Follow-up on the communication plan's deployment, ensuring its correct functioning and making the necessary adaptations when needed.

Here below are the deliverables and their schedule:

**Table 2: Overview of deliverables and milestones of the ENERGee-WATCH project**

| Outcome number and title | Month of delivery | Responsible Partner | Dissemination level |
|---|---|---|---|
| M6.1 ENERGee Watch website updated | M2, October 2020 | FEDARENE | Public |
| M6.2 Learning platform developed | M6 February 2021 | FEDARENE | Public |
| D6.1 Dissemination strategy | M4, December 2020 | FEDARENE | Public |
| D6.2 Engagement strategy | M4 December 2020<br>Update M8 M14 M20 | FEDARENE | Public |
| D6.3 Summary of communication pack | M6 February 2021<br>Update M18, M36 | UPRC | Public |
| D6.4 Summary of visual communication material, 3 to 5 infographics (online + printed), visual 'quotes' to support the engagement campaign | M6 February 2021<br>M36 August 2023 | UPRC | Public |
| D6.5 Report on the presentations and final event | M36 August 2023 | FEDARENE | Public |
| D6.6 Impact assessment of the dissemination strategy and actions beyond the duration of the project | M36 August 2023 | FEDARENE | Public |

# 3 Communication and Dissemination Channels and Materials

The communication media, tools and channels are designed specifically for the project's priority target audiences. They include a project website, community management (through social media), stakeholder engagement activities and campaigns, information/dissemination materials, web-based dissemination, publications and events.

While most of the project's communication will be in English as the learning programmes will only be available in English, several WP6 materials will be translated into French, Bulgarian, Slovenian, Romanian, and Greek to reach out to a wider audience. Through the cross-promotion strategy and with the support from national networks of local and regional authorities, we can expect more languages to be covered and thus an even wider outreach.

The effectiveness of the projects' communication will be monitored, evaluated and reviewed throughout the project with adjustments being made as appropriate (see section 7).

Although this communication plan covers both the project's communication and dissemination, the communication team should always keep in mind the difference between these two pillars and choose the communication channels and materials accordingly. The table 3 below summarises the relationship and distinctions between communication and dissemination and will help the project's communication team take appropriate decisions.

**Table 3: Relationship between communication and dissemination**

| COMMUNICATION | DISSEMINATION |
|---|---|
| PROJECTS AND RESULTS | RESULTS ONLY |
| MULTIPLE AUDIENCES | INTERESTED AUDIENCES |
| INFORM AND ENGAGE SOCIETY | ENABLE USE OF RESULTS |

| INFORMING ABOUT PROJECT | INFORMING ABOUT RESULTS FOR USE | MAKING RESULTS AVAILABLE |
|---|---|---|
| NEWSLETTER | PROJECT WEBSITE | SCIENTIFIC PUBLICATIONS |
| PRESS RELEASE | VIDEOS, INTERVIEWS | TRAINING/WORKSHOP |
| PROJECT FICHES | ARTICLES IN MAGAZINES | SHARING RESULTS ON REPOSITORIES |
| BROCHURES | EXHIBITIONS/OPEN DAYS | MONITORING & VERIFICATION PRACTICES DATABASE |
| SOCIAL MEDIA | CONFERENCES | |

## 3.1 ENERGEE WATCH Visual Identity

To establish the ENERGEE WATCH identity and to support "brand recognition", a visual identity for the project has been designed to be used in all documentation (paper or electronic) and publicity material relating to the project. The complete list of materials and visuals will be produced and available in D6.3 Summary of communication pack & D6.4 Summary of visual communication material, 3 to 5 infographics (online + printed), visual 'quotes' to support the engagement campaign.

### Logo

An easily recognisable logo has been developed. It symbolises the 4 learning topics that will be the core of the learning programme.

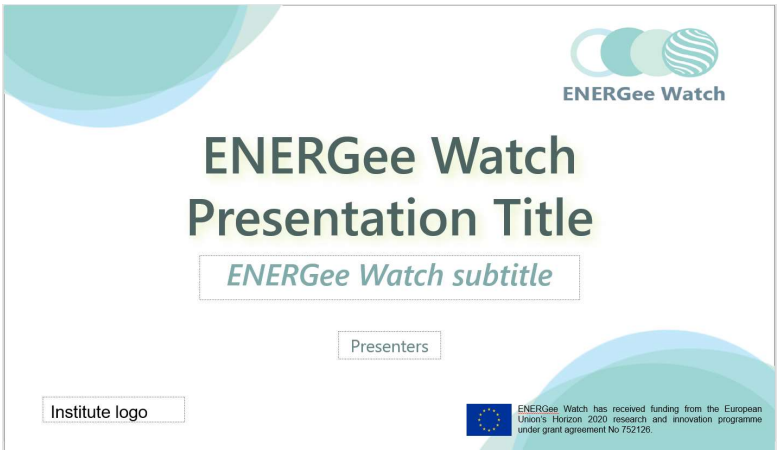
### Graphical guidelines

Guidelines on the use of the ENERGEE WATCH logo and visual identity have been developed at the beginning of the project. All materials produced by the ENERGEE WATCH consortium should follow the graphic guidelines.

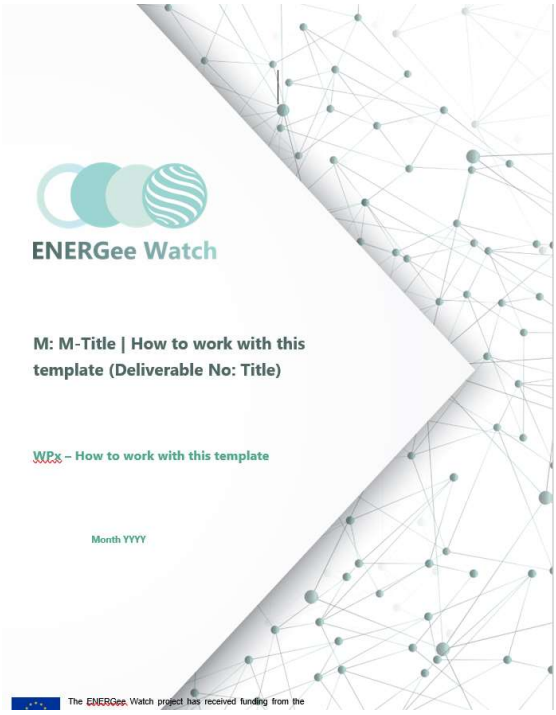
### Templates

Several templates have been developed based on the graphical guidelines and more could be developed according to the project's needs.

- A PowerPoint template




- A deliverable template




In addition, all communication tools listed below are or will be based on the visual identity developed.

## 3.2 ENERGEE WATCH website

The website is the main communication tool and hosts the learning programme and all its related materials.

The website is hosted on a previously existing website and domain owned by FEDARENE: http://www.energee-watch.eu , since "Energee Watch" is also the name of FEDARENE's informal network of regional Greenhouse gas observatories created and managed for the past 10 years.

Most of the content available on the website and of the learning platform will be accessible to everyone. Yet, the learning platform will enable a registration feature for participants of the learning programme in order to keep track of their progress.

The website development is of significant importance for the effective promotion of the ENERGEE WATCH project. It is a versatile dissemination tool which is used for multiple purposes such as promotion, announcements, document repository and awareness raising.

The site has been revamped and is already available with a simple structure. More pages will be developed in the future.

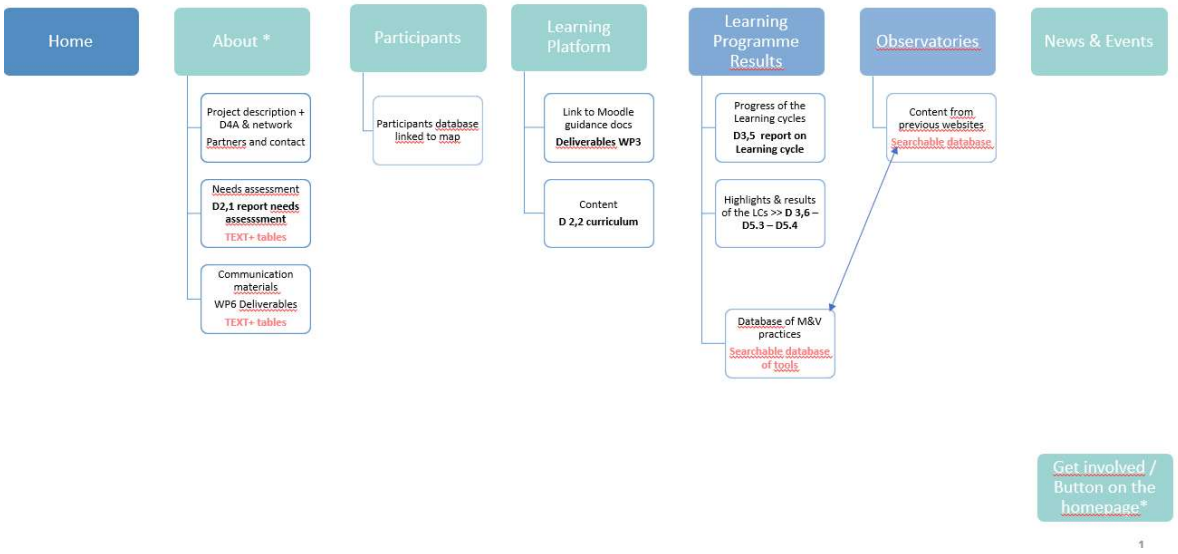



**Figure 1: Energee Watch website structure and plans for the storage of deliverables**

**A landing page (Home) which includes:**

- A menu (Home | Participants | Learning Platform | Learning Programme Results | Observatories | News and Events);
- An introductory text describing ENERGEE WATCH in a couple of sentences and a "Get involved" button which will be displayed until the end of the last engagement campaign;
- A news section showcasing the latest news items;
- A map of ENERGEE WATCH participants to underline the European aspect of the project and a short description of the type of participants directly on the map.

The sections:

**Get involved:**

This page will describe the learning programme with visual content and a participant's journey. It will display all the materials developed as part of the engagement campaign:

- Description of participants roles (mentors/mentees/facilitators);
- Registration forms;
- Description of the logistics of the programme.

**About**

This section will have three subsections:

- Project & partners description including the history and background of the project (Data4action, the Energee Watch network, etc.);
- Needs assessment (based on D2.1 report needs assessment);
- Communication materials (WP6 Deliverables).

**Participants**

The Participants page will include a table with filters linked to the participants' map on the homepage. Filters are: Country / Mentor - Mentee / Topic

When you click on a participant, a description page opens. Some participants will have observatories so a link to the participant's observatory web page and the tools they have developed.

**Learning Platform**

The learning platform will not be hosted on the Energee Watch website but will link to external platform. It will include all guidance documents, the WP3 Deliverables and the content of the learning programme (D 2.2 curriculum).

*NB: this will be developed at a later stage*

**(Learning) Programme Results**

This section will include several subsections:

| Title of the subsection | Content | Type of page |
|---|---|---|
| Progress of the Learning cycles | D.3.5 Reports on experiences and showcase of successfully implemented learning programmes after each Learning Cycle | Content to be defined |
| Highlights & results of the Learning Cycles | D 3.6 Peer reviews reports<br>D5.3 Report on exploitation and replication activities – D5.4 Impact assessment and lessons learned | Page including a table with filters |
| Database of Monitoring & Verification practices = *tool for observatories (might be more relevant in menu item "observatories"* | D4.1 Report on monitoring guidelines for the success of the learning programmes<br>D4.2 Database of M&V best practices | Page including a table with filters linked with observatories |

**Observatories**

The section "observatories" will include content from previous websites, especially the description of all regional energy and climate datahub members of the informal Energee Watch network. It will be a searchable database.

The Project fiches for each learning modules from Deliverable D5.2. will also be stored in this section.

The page will display a table with filters and it will link with the database of M&V practices page & the Participants' page.

**News & Events**

News & Events will display all past and upcoming events and news items while the 3 most recent articles will be displayed on the homepage.

**National pages**

The learning programme will be entirely taught in English so there is no added value in translating the entire content of the website considering the cost of such translation. However national pages describing the project and featuring its latest highlights will be developed. In a European project it is important to show that the project is linked to local issues. It can also help recruit participants. Even though participants often have enough knowledge of English to attend the programme, they might not pay attention to content in English so it might help us draw them to our programme if we have some basic information in national languages. In addition, participants might need the approval from their senior management and thus need to present the project to other people in their organisation who do not have the necessary command of English.

## 3.3 ENERGEE WATCH communication materials

The following set of standard dissemination tools will be created and made available electronically and in hard copies whenever necessary.

### 3.3.1 Leaflet / one-pager

A short project description will be prepared for dissemination among stakeholders, at conferences and to other interested parties. The promotional leaflet will briefly describe the project's aims, objectives, contents, expected results and targeted participants and will be available in all the partner's languages (BG, EL, EN, FR, RO, SI) electronically and in hard copy whenever necessary.
The content will also be used for the national pages on the website.

### 3.3.2 Sets of postcards

Three sets of customisable postcards will be produced to support the engagement campaign.

Examples of postcards from the PROSPECT project

This format will be used mostly on social media where visuals are particularly important. Key messages will be used in combination with an attractive design to engage with the audience.

### 3.3.3 Roll-up

Should the situation with the pandemic be back to normal, roll-ups will be produced in order to have the ENERGee Watch visual identity and brand clearly displayed at events and presentations.

### 3.3.4 Standard project presentation

A standard PowerPoint presentation will be created at the beginning of the project, containing basic information about the project (activities, objectives, partnerships, events). It will be used by the partners for dissemination purposes at relevant events. The standard presentation will be regularly updated and can be adapted by partners according to the type and size of audience/events where the project will be presented.

### 3.3.5 Emails templates for campaigns:

To kick-start the recruitment phase of the learning programme, email campaigns will be prepared and sent out by partners to their databases. These emails will be adapted to our various target groups.

### 3.3.6 Infographics

Infographics will be produced to showcase the results of the learning programme in order to attract new participants.

### 3.3.7 Project fiches

Towards the end of the project, fiches will be created, summarising each learning module and including mentee's information and experience to facilitate the learning exchange during the online replication webinars. For each respective learning module, the fiches will contain information about:

- Each regional organisation, including its size, services provided, vision and resources
- Best monitoring and verification developed and implemented by project partners per module
- The positive impacts of the best practices adapted by the regions within the project, for the territory and the stakeholders involved.
- The barriers and the difficulties the regions faced while adapting the best or less successful practices.

### 3.3.8 Newsletters

Partners who publish their own newsletters will allocate a substantial part to inform their wider audience on the progress of the project. Furthermore, partners will publish articles in the press, journals, etc.

### 3.3.9 Video

A video will be produced also with the aim of creating attractive and engaging content to be shared on social media. It will support the engagement campaign.
After each masterclass, a small video could also be produced to encourage potential new applicants.

# 4 ENERGEE WATCH e-presence & Web based dissemination

Emphasis will be given on features of modern e-presence and e-communication tools to disseminate and timely make available ENERGEE WATCH outcomes.
To achieve the ambitious outcomes and to attract a high number of participants in the learning programme, an important part of ENERGEE WATCH dissemination strategy needs to focus on online dissemination channels.

## 4.1 Overview of partners' online presence

The strategy for the ENERGEE WATCH communications and engagement programme is to promote the project via the existing dissemination channels of project partners to build on the already far-reaching community and not to start from scratch.

Partners have already a wide-reaching audience, the table below gives an overview of all partners' online communication channels and especially:

- The number of followers on social media
- The number of contacts/subscribers in their database.

| Partner | energee watch page on own website | Facebook account | nr of FB followers | Twitter account | Nr of Twitter followers | LinkedIn Page | Nr of followers | YouTube | Link to newsletters | Nr of contacts in database | Type of subscribers |
|---|---|---|---|---|---|---|---|---|---|---|---|
| IEECP | http://www.ieecp.org/project/energee-watch-peer-to-peer-learning-in-regional-and-local-authorities-to-timely-and-accurately-define-monitor-and-verify-their-sustainable-actions/ | https://www.facebook.com/ieecp.org/ | 258 | https://twitter.com/ieecp_org | 562 | https://www.linkedin.com/company/ieecp | 2016 | http://www.ieecp.org/project/energee-watch-peer-to-peer-learning-in-regional-and-local-authorities-to-timely-and-accurately-define-monitor-and-verify-their-sustainable-actions/ | http://www.ieecp.org/newsletters/ | | |
| FEDARENE | https://www.fedarene.org/projects/energee-watch | https://www.facebook.com/FEDARENE/ | 416 | https://twitter.com/fedarene | 2918 | https://www.linkedin.com/fedarene | 834 | https://www.youtube.com/channel/UCyQ0SjkxlNIzru3wO9HybWw | FEDARENE Bulletin | 6000 | energy agencies, networks of local/regional authorities, local/ regional authorities, EU networks, energy and climate NGOs… |
| UPRC | https://teeslab.unipi.gr/portfolio-item/peer-to-peer-learning-in-regional-and-local-authorities-to-timely-and-accurately-define-monitor-and-verify-their-sustainable-actions/ | - | - | https://twitter.com/tees_lab?lang=el | 108 | LinkedIn Group for UPRC - https://www.linkedin.com/groups/12070918/ | 815 | - | - | - | - |
| AURA-EE | https://www.auvergnerhonealpes-ee.fr/projets/projet/energee-watch | | | https://twitter.com/aura_ee?lang=fr | 2082 | https://www.linkedin.com/company/auraee/ | 1694 | https://www.youtube.com/channel/UChWBGhvEV95T9WvhJeac3eQ | https://www.auvergnerhonealpes-ee.fr/lettres-dinformation-thematiques | 2000 | energy agencies, networks of local/regional authorities, local /regional authorities, EU networks, energy and climate NGOs… |
| KSSENA | | https://www.facebook.com/KSSENAVELENJE/ | 182 | https://twitter.com/KSSENA_VELENJE | 63 | | | https://www.youtube.com/channel/UCe160ALOiUxtSQN7KeNgySA | | | |

| Partner | energee watch page on own website | Facebook account | nr of FB followers | Twitter account | Nr of Twitter followers | LinkedIn Page | Nr of followers | YouTube | Link to newsletters | Nr of contacts | Type of subscribers |
|---|---|---|---|---|---|---|---|---|---|---|---|
| IAU IDF = AREC | https://www.arec-idf.fr/lancement-du-projet-europeen-energee-watch.html | none | | https://twitter.com/ARECIDF | 7178 | https://www.linkedin.com/company/arec-idf/ | 650 | https://www.youtube.com/results?search_query=arec+idf | https://www.arec-idf.fr/newsletter.html | 5500 | |
| 3CEA | https://3cea.ie/innovation/the-european-network-of-regional-ghg-emissions-and-energy-watch/ | Does not work https://www.facebook.com/3CEAgency | / | https://twitter.com/3ceagency | 1409 | https://www.linkedin.com/company/3-counties-energy-agency/ | 523 | https://www.youtube.com/channel/UCXeAtDF_jyZTODcdYvRVzBg | https://3cea.ie/contact/ | | |
| EAP | coming soon | https://www.facebook.com/EnergyAgencyOfPlovdiv | 803 | https://twitter.com/EAP_Bulgaria | 33 | https://www.linkedin.com/company/energy-agency-of-plovdiv/ | 48 | https://www.youtube.com/user/TheEAPlovdiv | | 5400 | local, regional, national authorities, energy SMEs, Bulgarian NGO and enterprise networks, etc. |
| ALEA | https://alea.ro/portofoliu/proiecte-europene/proiecte-europene-in-derulare/energee-watch | https://www.facebook.com/comunitatea.alea | 1884 | https://twitter.com/alea_ro | 56 | https://www.linkedin.com/company/alearo/ | 9 | https://www.youtube.com/c/Agen%C5%A3iaLocal%C4%83aEnergieiAlbaAlbalulia | - | - | - |
| CEA | / | https://www.facebook.com/CyprusEnergyAgency/ | 2857 | https://twitter.com/CyEnergyAgency | 392 | https://www.linkedin.com/company/cyprus-energy-agency/ | 620 | https://www.youtube.com/channel/UCpcPQvUpycGvrrJMmEJ8KNw/videos | https://www.cea.org.cy/en/enimerotika-deltia/ | | |
| TOTAL | | | 6400 | | 14801 | | 7209 | 0 | | 18900 | |

**Table 4 : Overview of partners online presence and channels**

## 4.2 Social media

The aim of engagement with social media on this project is to support the overall communications objectives outlined in this document:

- Build awareness with target audience
- Recruit participants in the learning programme
- Disseminate project objectives and results.

Standard posts for Twitter, Facebook and LinkedIn will be submitted to partners by goal/time to be released: presenting the project and its goal; recruiting participants for the learning programme, sharing results, encouraging replication… who will be able to share them directly or translate/adapt them if needed.

Social media friendly content will be developed to ensure a wide outreach. These materials include infographics, postcards, visual quotes for instance.

We have identified three platforms as the most suitable tools with which to achieve this.

### Twitter

The existing network Energee watch has already a Twitter account that will be reactivated and used for the project's communication. At the beginning of the project in 2020 the @Energee-Watch account has 234 followers.
We will also make use of the existing accounts of project partners. As shown in Table 4 altogether partners have more than 14,800 followers on Twitter, ensuring a wide dissemination of the project's messages on this platform.

### LinkedIn

Through the learning programme, ENERGEE WATCH will build a community of professionals. In order to sustain and strengthen this community, LinkedIn has been identified as the most appropriate platform for partners to build up a network of ENERGEE WATCH contacts. Partners' organisation have more than 7,200 followers on LinkedIn but this is not counting partners individual LinkedIn profiles that would then amount to thousands more followers and opportunities for communication.

### Facebook

As Facebook is not a professional social network, ENERGEE WATCH will not have a Facebook account. Yet, some people and organisations still favour Facebook over other social media platforms. Therefore, ENERGEE WATCH will still be present on Facebook through partners' existing accounts (if they have one). As shown in Table 4, altogether partners have more than 6,400 followers on Facebook.

## 4.3 Cross-promotion strategy

ENERGEE WATCH is committed to working with other like-minded projects and initiatives in order to share resources, promote each other's work and combine our collective learning in a variety of ways. The projects could engage in cross-promotion activities at local and/or European events, and through their own project leaflets and websites.

Partners will work with these projects and initiatives wherever possible in delivering this ENERGEE WATCH Communications and dissemination strategy. The cross-promotion strategy will start when we will have something to disseminate widely such as the first engagement campaign call. The aim of developing the cross-promotion strategy is to pool resources, to enhance impact and reduce duplication of efforts.

Actions could include:

- Promotion on the call on partner's newsletter and website
- Needs assessment promoted on partners newsletters and website
- Learning from ENERGEE WATCH to feed on the capacity building tasks of other initiatives and projects, and vice versa
- Joint events or presentations at other projects and initiatives events

The following lists provides an initial overview of these initiatives and projects.

**Table 5: Overview of the initiatives and projects for the cross-promotion strategy**

| Type | Name | Scope | Target | Website |
|---|---|---|---|---|
| EU initiative | Managenergy | EU | Energy agencies | www.managenergy.eu |
| EU initiative | BuildUP | EU | Building Professionals | www.buildup.eu |
| EU initiative | EIP-SCC | EU | smart cities stakeholders | https://eu-smartcities.eu/ |
| EU initiative | URBACT | EU | | http://urbact.eu/ |
| EU initiative | Covenant of Mayors | EU | Cities | Eumayors.eu |
| EU Project | Sharing cities | EU | cities | www.sharingcities.eu/ |
| EU project | Green Digital Charter | EU | cities | www.greendigitalcharter.eu/ |
| EU PROJECT | EU City facility | EU | Cities | Eucityfacility.eu |
| EU project | CIVITAS vanguard | EU | mobility experts | http://civitas.eu/ |
| EU Project | PROSPECT | EU | Cities, regions, agencies | H2020prospect.eu |

| | | | | |
|---|---|---|---|---|
| EU PROJECT | CEESEU | EU | Cities | https://cordis.europa.eu/project/id/892270 |
| EU PROJECT | PATH2LC | EU | Cities | https://cordis.europa.eu/project/id/892560 |
| EU PROJECT | STREAMSAVE | EU | Public authorities | https://cordis.europa.eu/project/id/890147 |
| EU Project | mPOWER | EU | Cities | https://municipalpower.org/about-mpower/ |

# 5 ENERGEE WATCH internal & external events

## 5.1 Participation in Events

To ensure a wide outreach and to optimise the costs, the project will make use of existing events for promotion purposes. The events in which Energee Watch could be presented would need to gather a relevant audience.

More than 40 presentations of the projects are foreseen, with an indicative list of events being:

**Table 6: Overview of the types and number of foreseeable presentations of Energee Watch**

| Level | Partner | Type of event | Examples of events | Frequency | # |
|---|---|---|---|---|---|
| EU | IEECP, FEDARENE | general assembly or other EU event gathering cities, regions, en. agencies | FEDARENE General Assembly, FEDARENE Board of Directors, ManagEnergy Networking events, Covenant of Mayors Workshops, ECEEE Summer study, IEECB | 2/year/ partner | 6 |
| EU | All except IEECP, FEDARENE | EU event gathering cities, regions, energy agencies | BG - VIA Expo "Smart Cities" Conference and Exhibition,<br>FR - Assises de l'Energie,<br>SI - Croatian/ Slovenian meeting of energy agencies | 1 /partner | 8 |
| National/ Regional | All except FEDARENE | National or regional event gathering cities, regions, energy agencies or students who will then work for public authorities | BG - National Assembly of Bulgarian Municipal Ecologists,<br>BG - Municipalities National Assembly and Exhibition,<br>CY - National assembly of Cyprus municipalities and Communities,<br>EL – General Assembly of the Sustainable city network,<br>FR - Assembly of the National network of local and region al energy agencies,<br>IE – SEAI Energy Show, RO- Energy Cities National Annual Conference (1/year),<br>SI- En.občina (Energy efficient municipalities) | 1/year/ partner | 27 |
| | | | | TOTAL: | 41 |

## 5.2 Energee Watch final conference

The final dissemination event will be a half day event organised around M34. It will give an overview of the main results/achievements of ENERGee-Watch. Special emphasis will be paid to the discussion of

lessons learnt with external stakeholders (including the Steering Board) in order to collect feedback for the finalisation of a robust sustainability strategy and present all the materials, the learning platform and the lessons learnt that will ensure the continuity of the ENERGee-Watch learning platform and the maximisation of its impacts.

The final event aims at being a participatory event with around 50 relevant participants who could really exploit the results of ENERGee- Watch.
If possible, the final event will be join the programmation of a larger EU event (EUSEW, EU Regions Week or another EU event targeting cities, regions and energy agencies).

## 5.3 National replication events

At national/regional level, energy agencies partners will have the possibility to work with their peers and/or municipalities to provide direct coaching and aim at replicating the good practices from their own experience and from the ENERGee-Watch best practices. Selection could be made through the open call.

In total, 7 national replication events will take place in BG, FR(2x), SI, IE, CY, RO, EL. A first overview is provided below:

- FRANCE: event organised through the network of regional energy agencies RARE. Many regions are interested in replicating the Auvergne Rhone Alpes experience of the "Terristory" tool.
- SLOVENIA: KSSENA will use the project outputs to influence the preparation of a new strategic document (Regional development plan for Savinja Region, prepared by the Regional development agency) for the period of 2021 – 2027. Moreover, with the peer-to-peer learning programme, we will be able to evaluate the implementation of the regional development strategy in the period of 2014-2020 and based on that, suggested appropriate measures and deployment plans for future strategic documents.
- IRELAND: A meeting of the national network of climate officers at regional level could be organised to transfer the knowledge gained through the ENERGee-Watch project.
- CYPRUS: A regional meeting with communities and municipalities currently developing their action plans could be organised to discuss the data collection needs and the help that CEA could provide.
- GREECE: In collaboration with the network Sustainable City (37 municipalities), UPRC can organise a knowledge transfer event.
- BULGARIA: Annual National Meeting of the energy agencies association.
- ROMANIA: Working Group Session for the Centru Regional Development Plans elaboration. ALEA is a member of the working groups related to energy within the Committee for Regional Planning.

## 5.4 Replication at European level

The recruitment of participants to the learning programme will be done through an open call but will also allow the consortium to create opportunities for organisations that could not commit to the full

programme, dropped out at some point or could not be selected in the learning programme.

**One replication webinar** per module will be organised by module leaders, involving all partners agencies to provide content and support.

**4 replication webinars** will be organised in total to present the implementation of the project and showcase the outcomes to other interested regions. Mentees could also be invited to the replication activities, as they will transfer the experience and knowledge gained during the project and could advise other stakeholders on how to implement similar practices along with project partners.

At least 25 other organisations (with a particular focus on organisations from countries that will not hold national replication events) will be involved in these replication activities.

These replication activities will take place during the last 12 months of the project, when partners are considered sufficiently prepared and experienced to transfer their knowledge and experience in developing and implementing monitoring tools and practices.

# 6 Planning and dissemination strategy

Having listed in the previous sections target groups, materials and channels, this section presents the planning of the dissemination strategy and outlines which tools are recommended for each target audience, how and when the audience will be reached.

**Table 7: Overview of the tools available and the audience targeted**

| Description | | Direct Target group | | Indirect Target groups | | |
|---|---|---|---|---|---|---|
| | | Local & Regional authorities | Mentees | Local & Regional Energy Multipliers | National & EU institutions/ organisations | Energy & Climate Data Providers |
| **Website** | | | | | | |
| Energee Watch website | This is the main engagement tool and it should be promoted in all communications | ✓ | ✓ | ✓ | ✓ | ✓ |
| Energee Watch learning platform | The learning platform will only be accessible to participants of the learning programme upon registration.Its content is developed for local & regional authorities | | ✓ | | | |
| **Materials** | | | | | | |
| Leaflet – online version & hard copies | Leaflet in 6 languages downloadable from the website and also available in hard copy | ✓ | ✓ | ✓ | ✓ | ✓ |
| Postcards | Electronic postcard to support the online engagement campaign | ✓ | ✓ | ✓ | | |
| Infographics | Visual material to showcase the results | ✓ | ✓ | ✓ | ✓ | ✓ |
| Roll-up/Poster | Visual material to increase ENERGEE WATCH visibility at events | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Social media** | | | | | | |
| Twitter | Valuable in building and maintaining awareness of ENERGEE WATCH and to encourage using the website and participation in the learning programme. | ✓ | ✓ | ✓ | ✓ | |
| FACEBOOK YouTube | Useful for sharing news and building up a network of ENERGEE WATCH contacts | ✓ | ✓ | ✓ | ✓ | |
| **Events** | | | | | | |

| Description | | Direct Target group | | Indirect Target groups | | |
|---|---|---|---|---|---|---|
| | | Local & Regional authorities | Mentees | Local & Regional Energy Multipliers | National & EU institutions/ organisations | Energy & Climate Data Providers |
| Workshops & conferences | Useful for presenting ENERGEE WATCH, recruiting participants, exploit results | ✓ | ✓ | ✓ | ✓ | ✓ |
| Presentations at events | Useful for presenting ENERGEE WATCH and recruiting participants | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Other** | | | | | | |
| Articles in local & national media | To highlight ENERGEE WATCH project successes and milestones | ✓ | ✓ | ✓ | ✓ | ✓ |
| Newsletters | To highlight ENERGEE WATCH project successes and milestones | ✓ | ✓ | ✓ | ✓ | ✓ |
| Articles in partners newsletters | To recruit participants in the learning programme | ✓ | ✓ | ✓ | ✓ | ✓ |
| Cross-promotion with existing projects & initiatives | All opportunities should be taken to promote ENERGEE WATCH and it will be achieved by engaging with these projects & initiatives | ✓ | ✓ | ✓ | ✓ | |
| **Individual communication** | | | | | | |
| Email | Targeted emails to achieve a very specific aim (i.e. recruiting mentees with a specific profile) | ✓ | | | | |
| Phone | Individual communication to achieve a very specific aim (i.e. recruiting mentees with a specific profile) | ✓ | | | | |

On the following page, the strategy is presented according to the phases of the project. Obviously, the communication and dissemination effort will be continuous throughout the entire project's duration. However, as we can see on the table, there will be numerous occasions in which a special communication effort will be requested from all partners: the needs assessment survey, the three engagement campaigns the open call for replication, the national events and the final conference.

**Table 8: Overview of timeline of the main milestones**

| Month | Timeline | Engagement campaigns | WP3 Learning Cycle 1 | WP3 Learning Cycle 2 | WP3 Learning Cycle 3 | WP5 meetings | WP5 meetings | WP6 meetings | WP6 deliverables |
|---|---|---|---|---|---|---|---|---|---|
| sept-20 | M1 | | | | | | | More than 40 presentations of Energee Watch at events | |
| oct-20 | M2 | | | | | | | | Website online<br>Twitter account updated |
| nov-20 | M3 | Needs assessment survey | | | | | | | Development of the first communication materials finalised (leaflet, postcards, power point presentation) |
| déc-20 | M4 | | | | | | | | D6.1 C&D strategy<br>D6.2 Engagement strategy |
| janv-21 | M5 | | | | | | | | |
| févr-21 | M6 | Engagement campaign #1 | | | | | | | D6.3 Summary of communication pack of ENERGee-Watch<br>D6.4 Summary of visual communication material: 3 to 5 infographics (online + printed), visual 'quotes' (from cities to cities) to support the engagement campaign (online) |
| mars-21 | M7 | | | | | | | | |
| avr-21 | M8 | | | | | | | | update engagement strategy |
| mai-21 | M9 | | | | | | | | |
| juin-21 | M10 | | | | | | | | |
| juil-21 | M11 | | Masterclass 1 | | | | | | |
| août-21 | M12 | | Intermediary Online meeting | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| sept-21 | M13 | Engagement campaign #2 | | | | | | | |
| oct-21 | M14 | | Study visits | | | | | | update engagement strategy |
| nov-21 | M15 | | | | | | | | |
| déc-21 | M16 | | | | | | | | |
| janv-22 | M17 | | | Masterclass 2 | | | | | |
| févr-22 | M18 | | | Intermediary Online meeting | | | | | D6.3 Summary of communication pack of ENERGee-Watch |
| mars-22 | M19 | Engagement campaign #3 | | | | | | | |
| avr-22 | M20 | | | Study visits | | | | | update engagement strategy |
| mai-22 | M21 | | | | | | | | |
| juin-22 | M22 | | | | | | | | |
| juil-22 | M23 | | | | Masterclass 3 | | | | |
| août-22 | M24 | | | | Intermediary Online meeting | Open call for replication | | | |
| sept-22 | M25 | | | PEER Review 1 | | | | | |
| oct-22 | M26 | | | | Study visits | | | | |
| nov-22 | M27 | | | | | Webinar replication Module 1 | Nat. Replication events (7 events) | | |
| déc-22 | M28 | | | | | Webinar replication Module 2 | | | |
| janv-23 | M29 | | | | | | | | |
| févr-23 | M30 | | | | | Webinar replication Module 3 | | | |
| mars-23 | M31 | | | | | | | | |
| avr-23 | M32 | | | | | Webinar Replication Module 4 | | | |
| mai-23 | M33 | | | | | | | | |
| juin-23 | M34 | | | | | | | Final conference | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| juil-23 | M35 | | | PEER Review 2 | | | | | |
| août-23 | M36 | | | | | | | | D6.3 Summary of communication pack of ENERGee-Watch<br>D6.4 Summary of visual communication material:<br>D6. 5 Report on the presentations and final event M36 FEDARENE<br>D6.6 Impact assessment of the dissemination strategy and actions beyond the duration of the project (M36) |

# 7 Monitoring & Evaluation

## 7.1 Monitoring the impact of the communication strategy

Monitoring the impact of the communication and dissemination strategy is crucial in order to understand the attractiveness and effectiveness of such peer to peer programme.
The main indicator is the number of local/regional authorities and energy agencies involved in the learning programme but to attract them, the project needs to be visible and its communication tools effective. So here below are the indicators that we will use to monitor the impact of the communication and dissemination strategy.
Other indicators will be used to monitor the effectiveness of the EnergeeWatch learning programme but are not detailed here as they are part of the Work Package 4.

**Website analytics**
Website analytics can give us a first idea on the interest towards the project:

- Number of unique visitors
- Popular search terms
- Repeat visitors
- Time spent on pages
- Visitor trends

**Engagement with key stakeholders and benefits**
Indicators such as:

- Emails and contacts reached through the engagement campaign (D6.2)
- Number of followers of the EnergeeWatch social media accounts
- Number of engagements on the social media posts
- Number of views on the social media posts
- Number of websites on which EnergeeWatch has been referenced
- Number of events/presentations made by partners and number of people reached in such events
- Geographical distribution of events
- Number of printed copies of communication supports distributed
- Number of mentees in the programme
- Geographical distribution of mentees

**Monitoring table**
An excel file will be used to monitor the communication strategy. It is shared online with all partners for them to report on their communication actions and their impact.

## 7.2 Strategy beyond the project's duration

Thanks to all the monitoring, evaluation and certification activities carried out within ENERGEE WATCH, at the end of the project, project partners will be able to identify some possible actions to ensure its

The ENERGee Watch project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 892089.

dissemination, to maximise its impacts and to ensure the continuity of the learning programme beyond the duration of the EU financial support.

## 7.3 Updates of this communication strategy

The following section will list the updates of this deliverable and the purpose and reasons of these updates.

The ENERGee Watch project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 892089.