



Capacity building and lessons to be learned for the institutionalization of sustainable energy policies in the municipalities' operations

Intelligent Energy Europe (IEE)

IEE/11/964/SI2.615949

Communication Plan

D5.1 Report

This report is composed within Work Package 5 (PEDA)

June 2012



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Lead contractor for this deliverable: PEDA

Preface

This report is prepared within the framework of **GREEN TWINNING** project (IEE/11/964/SI2.615949), supported by Intelligent Energy Europe.

Green Twinning aims at strengthening the capacity of public authorities in institutionalising sustainable energy policies into their operations. This will be accomplished through direct exchange of experience, peer-to-peer and twinning approaches between local authorities from Spain that are experienced in the sector and learning ones from the EU-27. “Learning from each other – working together & avoiding repetition of past errors” is the project concept.

The project promotes permanent long-term partnerships and networking between “experienced” and “learning” local authorities towards achieving commonly agreed results in joint project implementation process.

The project will be carried out by a consortium gathering associations/networks of local authorities and consulting firms from Romania, Bulgaria, Slovenia, Greece, Poland and Spain.

Project Partners

N°	Participant name	Short name	Country
CO1	Regional Union of Municipalities of Attica	PEDA	Greece
CB2	Exergia Energy and Environment Consultants S.A.	EXERGIA S.A.	Greece
CB3	Sofia Energy Centre	SEC	Bulgaria
CB4	Association of Rhodope Municipalities	ARM	Bulgaria
CB5	Polish Network "Energie Cités"	PNEC	Poland
CB6	Municipality of Giurgiu	Giurgiu	Romania
CB7	Building and Civil Engineering	ZRMK	Slovenia
CB8	Energy Agency of La Ribera	AER	Spain
CB9	Municipality of Vrhnika	Vrhnika	Slovenia
CB10	Harghita Energy Management Public Service	HEMPS	Romania



Abbreviations

CoM	Covenant of Mayors
EACI	Executive Agency for Competitiveness and Innovation
EU	European Union
IEE	Intelligent Energy Europe
PoE	Pool of Experienced Municipalities
PoL	Pool of Learning Municipalities
SEAP	Sustainable Energy Action Plan
WP	Work package

Table of contents

1	INTRODUCTION	6
2	TARGET GROUPS OF THE COMMUNICATION STRATEGY	6
3	OBJECTIVES OF THE COMMUNICATION STRATEGY	7
4	COMMUNICATION WITH SIMILAR IEE FUNDED PROJECTS	6
5	COMMUNICATION TOOLS	8
5.1	Internal Communication Tools	8
5.2	External communication	12
5.2.1	Dissemination material	15
6	TABLES WITH COMMUNICATION TOOLS AND DISSEMINATION MATERIAL	19
7	VISUAL DESIGN AND COMPULSORY ELEMENTS	21
	ANNEX I.....	23
	ANNEX II.....	24

1 .INTRODUCTION

The communication plan is a document included in WP5 “Communication and Dissemination” which serves as a guide to the communication and dissemination throughout the project duration.

The aim of this report is to outline the communication strategy of Green Twinning project and specify the tools for wide dissemination of the project activities, achievements and results. The role of the communication plan is very important for the success of the project as it will determine the flow of information between project partners and target groups.

The present report describes the communication strategy of Green Twinning by identifying the aims, the target groups and the communication/ dissemination tools used at local, national and European level.

Due to the large number of participating municipalities (PoL, PoE), the communication plan will be developed in two tiers:

- **Internal communication** among the co-beneficiaries of the project and among the participating municipalities (PoL, PoE) in order to ensure a coherent approach to all communication and dissemination activities of the project;
- **External communication** to all the Stakeholders (target groups and key actors).

2 .TARGET GROUPS OF THE COMMUNICATION STRATEGY

Internal communication:

There are three target groups of internal communication. These are:

- Project partners (PEDA, EXERGIA, SEC, ARM, PNEC, Municipality of Giurgiu, ZRMK, AER, Municipality of Vrhnika, HEMPS);
- ” Learning” and “experienced” participating municipalities;
- Other key actors of the project (EACI, CoM, Stakeholders Committee, coordinators of similar IEE-funded projects)

External communication:

There are three target groups of external communication. These are:

- Project stakeholders and local stakeholders (local decision makers, municipal technical staff, energy agencies and other experts, financial community, industrial stakeholders and SMEs);

- Non participating municipalities or associations/ networks of local authorities that are interested in the CoM initiative and in developing/ implementing their SEAPS;
- Local society that is a key to the success of the project as they play a pivotal role in accepting, promoting and investing in sustainable energy projects in their municipality;

The outcomes of the project will be disseminated at local, regional, national and European level.

3 .OBJECTIVES OF THE COMMUNICATION STRATEGY

The overall objective of the communication strategy is to indicate the most efficient ways to guarantee best communication between project partners and participating municipalities and moreover to guarantee maximum dissemination of the project results.

The specific objectives of communication strategy are:

On internal level:

- To optimise coordination and monitoring of activities undertaken in the frameworks of Green Twinning project.
- To optimise project partners cooperation, to exchange ideas and experience.
- To educate participating municipalities on SEAPs development and implementation. To exchange ideas and experience, regarding the development and implementation of SEAPs and SEAP actions between participating municipalities.
- To create basis for effective cooperation with key actors as EACI and CoM.

On external level:

- To improve the exchange of experience and ideas between project consortium and stakeholders.
- To encourage and support non participating municipalities to join the CoM.
- To encourage and support interested parties/ non participating municipalities to develop/ implement SEAPs and SEAP actions.
- To share and promote to the relevant target groups the knowledge gained during Green Twinning project.
- To raise awareness of sustainable energy policies at local, regional, national and European level.
- To promote Green Twinning activities and results at local, regional, national and European level.

4 .COMMUNICATION WITH SIMILAR IEE FUNDED PROJECTS

Through the whole of the project duration, the Consortium partners will find synergies with relevant initiatives/projects at EU level. They will review lessons learned on twinning for sustainable energy planning and implementation from similar IEE funded projects (i.e. ENERREG, CONURBANT, LEAP) and will establish frequent communication and networking with them so as to ensure replication, give added value to the project, reach project's target groups and avoid duplication of activities.

The project coordinator (PEDA) in cooperation with the project partners will:

- Inform the coordinators of similar IEE-funded projects through email about project activities, publications, progress and results;
- Exchange experience with them through emails;
- Invite them to organized events (ex. Final workshop);
- Ask them to publish in their website-project important activities.

The participation in external events organized by other IEE funded projects, will be documented in table "Attendance to external events" (ANNEX I).

5 .COMMUNICATION TOOLS

5.1 Internal Communication Tools

Tools used in internal communication between GREEN TWINNING partners:

Consortium internal mailing list

This mailing list will contain contact details (name, organization and e-mail address) of all persons involved in the GREEN TWINNING project. The list will be provided to all project partners and will facilitate internal communication and the flow of information within the consortium.

As persons involved in the project may change during the project period, consortium internal mailing list will be periodically updated.

Steering Committee mailing list

In order to facilitate Steering Committee's internal communication, there will be a mailing list containing contact details (name, organization, position and e-mail address) of all Steering Committee members. This mailing list will be sent to all Steering Committee members.

Project partners and EACI meetings

At the beginning of the project, a kick-off meeting was organized in Greece. During the kick-off meeting, all project partners and EACI officer presented themselves, exchanged ideas and experience, work was allocated by WP Leaders, and all project procedure was discussed with EACI officer.

For meaningful and good communication between project partners, better coordination and in order to arrange all activities for the upcoming period, four more meetings are planned within the project duration. These are:

- Mid-terms meeting in Slovenia (October 2012)
- Mid-terms meeting in Poland (April 2013)
- Mid-terms meeting in Spain (October 2013)
- Final meeting in Brussels (April 2014)

Before each meeting, an agenda will be prepared. Additionally, minutes will be taken from each meeting to report the outline of discussions and the decisions taken. Both agenda and minutes will be sent to EACI.

All information about upcoming and already organised meetings will be uploaded on project's website.

Partners' area in project website

Project website will include "STS area", a restricted area for GREEN TWINNING partners only. In order to get access to this area, partners will be asked to provide their username and password.

STS section will be an area for internal communication between project partners, where they will share documents, deliverables and dissemination material.

Tables for documenting dissemination events

Each partner will complete the tables of attendance at external or own organized events, as provided by the EACI. These tables will contain information about the organized external and own events, such as date/location, target group, aims and objectives, dissemination tools, number of attendees e.t.c. (Annex I)

The purpose of these tables is so that both partners and coordinator have an overall view of dissemination activities.

Tools used in internal communication between GREEN TWINNING partners, PoL and PoE municipalities:

Workshops for the initialization of the project

Five national workshops will be organised by PEDA, SEC, ZRMK, PNEC and HEMPS during the first two months of the project. These workshops aim at gathering and identifying the PoL municipalities in each country as well as informing them on the project and expected outputs/benefits. Moreover, these workshops intend on informing participating municipalities on their project role and obligations.

National workshops

During the entire duration of the project, national workshops will take place in each participating country (Greece, Bulgaria, Romania, Poland, Slovenia, Spain), involving the project participating authorities. The workshops aim to discuss the project progress and possible paths forward, to exchange experience in a local context, to present each municipality's progress and identify possible cooperation areas.

All organized events by partners, will be documented in table "Own events" (ANNEX I).

Training courses

Two training courses, addressed to participating municipalities, will be organized during the entire duration of the project.

The first course will take place in Slovenia in October 2012. The objective of this activity is to transfer knowledge to the PoL municipalities on sustainable energy planning and energy modeling.

The second course will take place in Poland in April 2013. The objective of this activity is to train the PoL municipalities on the implementation of SEAP actions.

In both training courses the consultants (EXERGIA S.A., SEC, ZRMK, AER) will provide technical assistance and support to PoL municipalities.

Tools used in internal communication between twinning municipalities:

The twinning approaches for internal communication between twinning municipalities will be specified by the twinning partners and will be included in their work plans. Work plans will be elaborated with the assistance of the Consultants (EXERGIA S.A., SEC, ZRMK, AER).

Tools/approaches that may be used by twinning partners are the following:

- Training courses and workshops;
- On-the-job training and joint on-the-job development;
- Exchange of experts, short missions by specialised experts;

- Study visits;
- Setting up web discussion forum and communication routines;
- Exchange of information with parties of other twinning agreements;
- Shadowing, mentoring, day-to-day technical assistance and support.

Tools used in internal communication between project partners and EACI:

Mail and participation in project meetings

PEDA, as a project coordinator, is responsible for communicating with EACI. The aim of this communication is to ensure the contract implementation.

For that reason, PEDA throughout the project duration will inform (by emails) EACI about the project progress, and discuss important issues related to the project. Moreover, the project officer will be invited in some project meetings in order to ensure project implementation according to the contract.

Project reports and deliverables

In order to inform EACI about the progress in project implementation, it is foreseen that PEDA (coordinator) will compile the following reports:

- technical progress report (month 7);
- interim technical and financial report (month 14);
- final technical and financial report (month 26).

In addition to the foreseen technical and financial reports, each WP Leader will compile the Deliverable reports mentioned in table 4.3 (Overview of Deliverables – Annex I).

According to the Grant Agreement, all deliverables and reports will be submitted to the EACI Project Officer.

Tools used in internal communication between project partners and Stakeholder committee:

The Stakeholder Committee will be an advisory body with experience in strategic and scientific issues related to SEAP implementation and development and will support the Consortium in fulfilling the project's scope. Their advice/contribution will be asked beforehand for the design and organization of project activities.

Stakeholder Committee members will be subscribed to a mailing list and PEDA will be responsible for the communication with them.

Obviously, in addition to all the above tools, internal communication will also be achieved through informal communication channels, such as mails, phone calls and Skype.

5.2 External communication

Tools used in external communication with project Stakeholders, local Stakeholders and general public.

Project Website

The website will be the main communication channel with the project Stakeholders but also is expected to be a major tool that will enable non-participating learning municipalities follow all aspects of the project and conclude to voluntary agreements with the experienced ones. The website launching will be communicated and disseminated at European and national level in order to provide information on the project and its results among a wide range of recipients.

The project website will be professional, user-friendly, fully dynamic, attractive to the target groups and at the same time, it will present the information in an easy for understanding way. No project jargon will be used such as “deliverables” and “work package”.

Green Twinning website will include the following sections:

Menu	Content/ sub-menus
Introductory page	<i>Background on the project invitation to municipalities to join our project, conclude voluntary agreements, etc.</i>
The project	<ul style="list-style-type: none"> ■ Description <ul style="list-style-type: none"> ➤ Objectives ➤ Activities ■ Deliverables - Public project reports and deliverables/ dissemination material to be uploaded here ■ Stakeholders Committee- presentation of SC members
The partnership	<ul style="list-style-type: none"> ■ PEDA ■ EXERGIA S.A. ■ SEC ■ ARM ■ PNEC ■ GIURGIU ■ ZRMK ■ AER ■ VRHNIKA ■ HEMPS <i>Information about each partner, contact details and links to their own websites</i>
The municipalities	<ul style="list-style-type: none"> ■ Learning municipalities

	<ul style="list-style-type: none"> ➤ Greece ➤ Bulgaria ➤ Slovenia ➤ Romania ➤ Poland <ul style="list-style-type: none"> ▪ Experienced municipalities <ul style="list-style-type: none"> ➤ Spain <p><i>List of municipalities (entire PoL, PoE). Brief description/website link/ photos of municipalities/contact persons of each municipality.</i></p>
CoM Capacity building	<ul style="list-style-type: none"> ▪ Green Twinnings <i>Introductory page: Background, description, table indicating the municipalities of one-one Twinnings</i> <ul style="list-style-type: none"> ➤ Twinning 1 <ul style="list-style-type: none"> - Goals - Activities - Achievements ➤ ... ➤ Twinning 5 <ul style="list-style-type: none"> - Goals - Activities - Achievements ▪ Trainings <i>Description of the two training courses on SEAP development and implementation</i> <ul style="list-style-type: none"> ➤ Training courses on SEAP development ➤ Training courses on SEAP implementation ▪ Voluntary twinnings <ul style="list-style-type: none"> ➤ Are you a learning municipality? ➤ Are you an experienced municipality? <p><i>We may include a subscription form, a simple questionnaire assessing the needs/ strengths of each interested municipality etc.</i></p> ▪ Links for useful CoM tools <i>Will include links to existing toolbox and training material developed so far under relevant projects</i>
GOOD PRACTICES	<i>List of Achievements made by the partnership</i>
CONTACT US	<i>Contact details for comments, advice, suggestions, exchange of experiences etc.</i>
STS area	<i>Restricted area for partners ONLY</i>
EVENTS CALENDAR	<i>Information on upcoming project meetings, training courses, twinning activities, project dissemination activities, as well as regional promotional events and European conferences</i>
HELPDESK	<i>The on-line help desk, through which municipalities will receive support on SEAP</i>

	<i>development and implementation (see WP2).</i>
LINKS	<ul style="list-style-type: none"> ▪ IEE projects ▪ IEE initiatives <p style="text-align: center;"><i>Links to relevant IEE projects and initiatives (e.g. Covenant of Mayors)</i></p>
Search tool	<input type="text" value="search..."/>

The project website will be an English language site. However, some dissemination material (poster, flyer, brochures) will be uploaded in Greek, Bulgarian, Romanian, Slovenian, Polish, Spanish. Other translated information regarding GREEN TWINNING will be available in municipalities and partners' websites.

The website will be regularly updated with news and information. Responsible for the design, establishment and update/maintenance of the project website is EXERGIA S.A. However input will be provided by all project partners.

EXERGIA S.A. will also report, every six months, on the website use and the on-line help desk impact, and will keep statistics such as visits, geographical position, thematic areas of interest, etc. The project website will be maintained by the Consortium for at least 2 years and until all 16 SEAP actions (project output) are prepared or launched. The reporting on actions/achievements will be available on the website.

How to promote GREEN TWINNING website

The project website is considered to be the most effective tool to coordinate and manage communication and project activities. For that reason, the website address will be linked to all project partners' and participating municipalities' websites.

Moreover, project partners must remember that all documents produced within the frameworks of GREEN TWINNING (press releases, presentations, promotional material etc.) must include the website address.

Helpdesk for municipalities

A Helpdesk will be designed and developed by EXERGIA S.A. It will run with the support of the Consultants (EXERGIA S.A., SEC, ZRMK, AER), in order to answer specific questions and provide day-to-day technical assistance and guidance to municipalities, on existing tools and methodologies for the preparation of Baseline Emission Inventory and sustainable energy planning and implementation.

This service is addressed to all potentially partaking municipalities and not only to already participating local authorities. The helpdesk will be included in the project website.

The helpdesk will be maintained until one year after the project is completed, which gives an added value, as it will provide technical assistance to non-participating local authorities regarding the development/ implementation of SEAPs and twinning opportunities.

All technical assistance and guidance provided to non participating municipalities, will be documented in table “Documenting communication with non-participating municipalities” (ANNEX II).

Final high level European workshop

At the end of the project a final European workshop will be organised in Brussels with high level participation. The workshop will not be a stand-alone event. It will be organised either during the “Sustainable Energy Week 2014” or during a CoM event in Brussels in 2014. EU-12 mayors will be invited to officially sign the CoM during the workshop.

In this workshop, the overall results and outputs of the project will be presented. This will be a great opportunity for the GREEN TWINNING project to promote its results as many of the participants of this event will be headquarters from local authorities, Stakeholders and generally, part of the target group or key actors from all EU-12 countries.

National conferences for project dissemination

For the project dissemination, each country will organise a number of national conferences to promote the concept and present the progress of GREEN TWINNING in local/ regional context. In these conferences, target groups, key actors and non participating municipalities will be invited. During the national conferences, partners will present the project and participating municipalities (PoE, PoL) will present their achievement through GREEN TWINNING (twinning agreements, SEAP development, SEAP actions implementation etc.). Moreover dissemination material will be distributed to all participants.

Before each event, an agenda will be prepared.

Except of the project dissemination, national conferences aim to encourage and help non participating municipalities to sign the Covenant of Mayors, submit their SEAP for approval under the CoM and finally implement their SEAP.

All organized events by partners, will be documented in table “Own events” (ANNEX I).

Networking with local Stakeholders

Networking with local Stakeholders will be a continuous process. Except for their participation on national conferences, each participating municipality will inform through meetings, mails or phone calls their local Stakeholders on all project activities and all stages of SEAP elaboration process: building the vision, defining the objectives and targets, setting the priorities, etc.

This communication activity aims at informing and motivating local Stakeholders, and at the same time, at building support from them so as to ensure maximum involvement of the general public and other Stakeholders.

Networking with project Stakeholders

Each participating country will define its Stakeholders based on the target groups and key-actors.

Throughout the entire project, PEDDA in collaboration with all partners, will communicate the project aims to all Stakeholders and will inform them on the project activities of their concern through mails, announcements in their websites and possible organized events. Moreover all Stakeholders will be informed throughout the entire project duration. Additionally PEDDA will forward dissemination material (newsletters, brochures etc.) to all project Stakeholders.

The information of Stakeholders will also be facilitated by the website development as well as other dissemination material (Newsletters, brochures, flyers etc.).

Local awareness campaigns

Awareness campaigns will concern the SEAP development and implementation in each “learning” municipality and will be a continuous process.

The target group of this communication activity will be the general public and other Stakeholders. In order to ensure maximum involvement of the general public and other Stakeholders, each participating municipality will:

- publish articles or general publications in the press - local newspapers (minimum 3 per municipality)
- post in information portals (minimum 3 posts per municipality)
- participate in radio broadcasts / interviews on the project (minimum 1 per municipality)

Moreover presentations at national workshops and external relevant conferences will be carried out (minimum 10).

5.2.1 Dissemination material

Project Newsletters

Two Newsletters, in electronic format and English language, will be designed throughout the entire project duration. The Newsletters will be issued at the end of each project year and each issue will present project activities, news and results which have taken part during the year.

The Newsletters will include the following sections:

- Editorial
- In Focus (main article)
- Contents

- Presentation of a key-player (person or co-beneficiary) of Green-Twinning project
- Miscellaneous (e.g. achievements, interviews, successful case studies on Twinning experiences)
- News, Upcoming Events (training events, workshops, dissemination activities)
- Contact us

Responsible for the Newsletters design and layout is PEDDA, but all partners will also contribute to the content of the documents.

How to promote GREEN TWINNING Newsletters

The Newsletters will be uploaded on the project website and will be electronically distributed to Stakeholders. Additionally, the newsletters will be uploaded on the partners' and participating municipalities' websites in order to inform the target groups. Project partners will also have the responsibility to disseminate the newsletters by using their own local channels.

Brochures

The project will produce two brochures, in printed and electronic version. The first project brochure will introduce the project and present the main goals and activities, while the second (a special brochure) will be dedicated to the twinning agreements among the selected PoL and PoE municipalities. The brochure on the twinning process will take into consideration the results reached by all ongoing IEE projects dealing with similar processes (e.g. CONURBANT, LEAP).

Both brochures will be developed in English and all partners will have the responsibility to translate them in their own language (Greek, Bulgarian, Polish, Romanian, Slovenian, Spanish) so as to facilitate their distribution to local audiences and Stakeholders.

Responsible for the brochures development is PEDDA.

Flyer

A project flyer on the six case studies, based on the SEAP actions to be implemented by the twinning municipalities, will be designed by the end of the project.

The flyer will be produced in electronic and printed version and apart from English, it will be translated in Greek, Bulgarian, Polish, Romanian, Slovenian and Spanish.

Responsible for the design is PEDDA.

Poster

For the dissemination of the project, a poster will be designed in the 6th month of the project. The poster will briefly introduce the project and its' objectives.

The poster will be produced in electronic and printed version and apart from English, it will be translated in Greek, Bulgarian, Polish, Romanian, Slovenian and Spanish.

Responsible for the design is PEDDA.

How to promote and disseminate GREEN TWINNING brochures, flyer and poster

Project brochures, flyer and poster will be uploaded on the project website in 7 languages and will be electronically distributed to Stakeholders. Furthermore, they will be uploaded on the partners' and municipalities' websites.

PEDA will provide all partners with the English electronic version and every partner will be responsible for translating it in their own language and printing. Each partner will disseminate the printed brochures and flyer during events they organize or participate in. The number of printed brochures depends on the needs and the budget of each partner.

Regarding Green Twinning poster, each partner will post the printed poster in the events they organize or participate in. For widening the Network at local level, municipalities will also use a poster in their town halls.

Publishable summary slide and project factsheet

For the dissemination of Green Twinning, EACI will publish on the programme website the following:

- one Power Point slide providing a short presentation of Green Twinning project
- a publishable 1-2 page project factsheet (standard template)

Both documents will be prepared by PEDDA and submitted to EACI in English within one month from the starting date of the action.

During the project duration both documents will be updated with the project achievements.

6 . TABLES WITH COMMUNICATION TOOLS AND DISSEMINATION MATERIAL

Internal Communication

Name / Nature of Tool	Audience	Responsible	Due Dates/Timing
Consortium internal mailing list	project partners	PEDA	April 2012 + regular updates
Steering Committee mailing list	Steering Committee members/ project partners	PEDA	May 2012
Project partners and EACI meetings	project partners/ EACI	project partners	April 2012 October 2012, April 2013, October 2013, April 2014
Partners' area in project website	project partners	EXERGIA	ongoing
Project reports	EACI	PEDA	October 2012, June 2013, June 2014
Project deliverables	EACI	project partners	on going
Communication through email with EACI	EACI	PEDA	on going
Workshops for the initialization of the project	PoL and PoE municipalities	PEDA, ZRMK, SEC, PNEC, HEMPS	May 2012 June 2012
Tables in documenting dissemination events	project partners	project partners	ongoing
Tables in documenting communication with non participating municipalities	project partners	project partners	ongoing
National workshops	participating municipalities/local stakeholders	project partners	on going
Training courses	PoE municipalities	ZRMK, PNEC	October 2012, April 2013
Communication between twinning municipalities	Twinning municipalities	Twinning municipalities	on going

External Communication

Name/ Nature of Tool	Audience	Responsible	Due Dates/Timing
Project logo	general public	EXERGIA	on going
Website	all target groups	EXERGIA	on going
Helpdesk	participating and non-participating municipalities	EXERGIA	on going
Project Newsletter	stakeholders/municipalities/ general public	PEDA	April 2013, April 2014
Project Brochures	stakeholders/non-participating municipalities/general public	PEDA	September 2012, November 2012
Project Flyer	stakeholders/municipalities/ general public	PEDA	April 2014
Project Poster	stakeholders/ non participating municipalities/ general public	PEDA	September 2012
Publishable summary slide and project factsheet	stakeholders/ non participating municipalities/ general public	PEDA	April 2012, on going
Final High European Workshop	stakeholders/ municipalities/ other IEE projects	all partners	April 2014
National Event for Project Dissemination	non participating municipalities/ local Stakeholders	all partners	on going
Networking with local Stakeholders	local stakeholders	PoL and PoE municipalities with the support of project partners	on going
Project Stakeholder mailing list	project Stakeholders	PEDA	June 2012
Networking with project Stakeholders	project Stakeholders	PEDA	on going
Local awareness campaign	non participating municipalities/ general public	PoL and PoE municipalities with the support of project partners	on going

7 .VISUAL DESIGN AND COMPULSORY ELEMENTS

Project identity

The logo of GREEN TWINNING project is the common visual element that will make the project easily recognizable. The logo has been already designed and approved by the Consortium. Responsible for the design was EXERGIA S.A.



For the dissemination of the project, all documents produced within the frameworks of GREEN TWINNING (press releases, presentations, promotional material e.t.c.) will include the project title (“Capacity building and lessons to be learned for the institutionalization of sustainable energy policies in the municipalities’ operations”) and the project logo (image on the right).

Moreover, all project partners and participating municipalities will also include the project title and logo in their websites.

IEE visual identity

According to the contract with the European Commission/EACI, all project information and communication produced materials must indicate that the project receives co-funding from the European Commission. Therefore



Green Twinning project must display the banner of the IEE programme (image on the right) with the mention “Supported by” on all material produced.

The banner in different format and sizes can be downloaded from:

http://ec.europa.eu/energy/intelligent/implementation/communication_en.htm.

IEE legal disclaimer

According to the contract, “European Commission/EACI should be released from any responsibility for the information which the beneficiaries are providing”. For that reason the following legal disclaimer will be included in any written information produced for the project or event.

The sole responsibility for the content of this [webpage, publication etc.] lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.

Template for project deliverables/material

For the consistency of reports, a common template for the project deliverables was developed by PEDDA. All reports/papers produced within the project will follow the aforementioned template.

List of attendees

In all organized events by project partners, a list of attendees with official signatures will be provided. The list of attendees is an important piece of evidence which demonstrates that the event took place and was well attended by a whole range of Stakeholders .

Photos

In all events organized by the project partners, photos with participants must be taken and provided.

Table in documenting communication with non participating municipalities

By the end of the project, Green Twinning will have helped a number of non participating municipalities to:

- develop their SEAPs;
- submit their SEAPs for approval under CoM;
- implement some SEAP actions;
- prepare their SEAP action for investment;
- become members of the CoM;

In order to document the support provided to non participating local authorities, a table with the type of communication and information provided will be completed by partners (ANNEX II).

ANNEX I

Attendance to external events

Name of event	Date and Location	Target Groups/ Audience	Topics covered by the event	Aims and objectives (Why did you attend this event? What did you want to achieve through this participation?)	Benefits and Achievements	Dissemination tools (how did you promote the project? E.g. leaflet dissemination through stand, presentation at workshop etc)	Evidences (e.g. agenda, pictures, ppt)

Own events (Workshops, Local Forum, Public meetings, Bilateral meetings, Training activities etc)

Name of event	Date and Location	Partners involved and responsibilities	Target Groups	Number of attendees	Topics covered by the event	Aims and objectives (Why did you organise this event?)	Benefits and Achievements	WP	Evidences (e.g. agenda, pictures, ppt)

ANNEX II

Table in documenting communication with non participating municipalities

Municipality	Type of communication	Information provided	Date