



Empowering
Renewable and
Citizen Energy
Communities

Deliverable D6.1

Communication and Dissemination Plan

FINAL

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Acknowledgments & Disclaimer

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Executive Summary

This document “Communication and Dissemination Plan” is based on the communication and dissemination approach. It is written to describe what the POWER-E-COM project wants to achieve with communication objectives, ways in which those objectives could be reached (goals, working programme), to whom the project communications should be addressed (target groups), how the project objectives should be reached (tools, timetable), and how the results of the project should be promoted.

It is developed to support the project partners and activities in reaching the project objectives and to support the management, WP leaders and cooperation within the partnership to maximize project impacts. It gives a constant overview of all planned communication activities considering internal and external communication.

Internal communication

The internal communication is a very important element for the success of the project. It is a key to an efficient and smooth execution of the project to maximize results. Its function will be useful to ensure the flow of information among the partners. The communication between project partners is done in English. If needed, all other EU languages are used for bilateral exchanges between partners. In POWER-E-COM project, the internal communication will involve several tools: e-mails, phone, online meetings (Microsoft Teams, ...).

External communication

The external communication will involve a mix of wide variety communication tools, each with different purposes, to catch interesting development of the project. The project logo set will be used in all documents, publications, press releases, media appearances, information and promotional materials (poster, roll-up, flyer, videos, PPT and word templates ...).

The communication will take place with interested project target groups, stakeholders, end-users and general public to promote effective dissemination of results and information relative to the development of the project to all target groups.

Compliance with the Communication and dissemination plan is mandatory for all project partners.



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1. Introduction to the POWER-E-COM Project

Power-E-COM is aimed at providing an overall solution to foster the collaboration between local and regional authorities and energy communities, by developing supporting mechanisms for energy communities design and set-up. The project supports local and regional authorities and citizens in the process of setting-up energy communities, by the understanding framework conditions for their constitution, fostering the collaboration among the stakeholders involved, providing a common methodology to develop energy community models in six EU countries and testing it in minimum 30 pilot energy communities overall, providing support for the model's replication and communication and dissemination.

Stakeholders who are involved in POWER-E-COM, mainly local and regional authorities and citizen groups, will be trained, mentored, supported and enabled to start, develop, run and grow energy communities, based on adapted and evolving business models. The functioning of the business models will be disseminated and replicated in the project regions and beyond in Europe.

5 steps for the design of viable energy communities with the involvement of the key stakeholders (mainly local and regional authorities and neighbours), their setting up, making them sustainable with the support of Energy Community Offices and helping others to develop their own ECs are:

- Step 1: Key stakeholders' engagement, activation and capacity building
- Step 2: Energy Communities Design
- Step 3: Energy Communities set-up
- Step 4: Support to replication in other regions
- Step 5: Energy community local/regional offices

1.1. Project partners

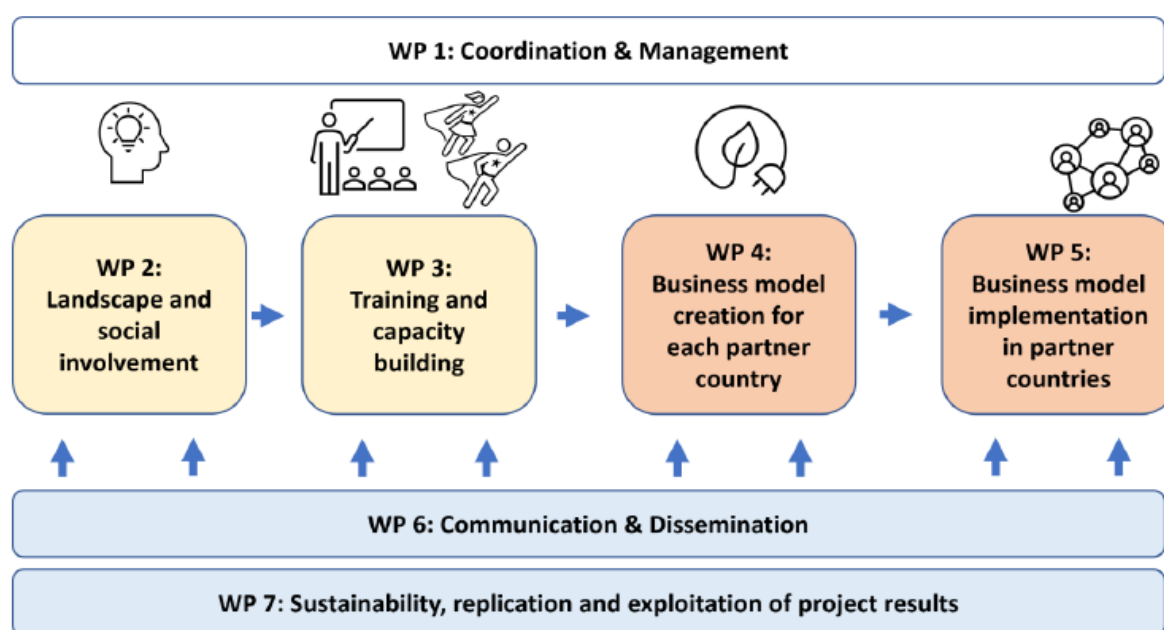
Project involves 12 project partners from six EU countries (Austria, Bulgaria, Germany, Ireland, Slovenia, and Spain) and is led by WIP Renewable Energies (WIP).

- WIP Renewable Energies (WIP)
- Escan s.l. (ESCAN)
- Bürgerstiftung Energiewende Oberland (EWO)
- Energiesparverband Oberösterreich (ESV)
- Energy and Climate Change Agency of Podravje (ENERGAP)
- Black Sea Energy Research Centre (BSERC)

- Ayuntamiento Rivas Vaciamadrid
- Municipality of Selnica ob Dravi
- Technological University of the Shannon: Midlands Midwest (TUS)
- Tipperary Energy Agency Limited (TEA)
- Templederry Renewable Energy Supply Ltd t/a Community Power (Community Power)
- Municipality of Gabrovo

1.2. Project work plan

Project is composed of seven work packages (WP).



1.3. Project objectives

The POWER-E-COM main objective is to foster the emergence of new local energy communities in regions of six different European countries (Austria, Bulgaria, Germany, Ireland, Slovenia, and Spain) by bringing together regional/local authorities with interested citizens and develop a (replicable) process which includes from the conceptual energy community design to the effective set-up of energy communities. It will be achieved by following the next project specific objectives.

The specific objectives are:

- **Knowledge Gathering:** Understand the energy community situation in the six partner countries by learning from successful EU experiences. This knowledge will guide the creation of energy communities with local authorities' support.
- **Awareness Campaigns:** Launch specific campaigns to raise awareness among citizens, local authorities, and key stakeholders in targeted regions. This early-stage initiative aims to kickstart awareness and engagement.
- **Service Hubs:** Establish six local/regional service hubs within partner infrastructures or third parties. These hubs, called Energy Community Transition Offices (ECTOs), ensure widespread distribution of project outcomes and sustainability beyond the project's duration.
- **Capacity Building:** Enable collaboration among target groups for setting up and growing new energy communities through capacity building, training, and mentoring activities. This involves over 2.400 regional/local authorities and citizen leaders.
- **Methodology Design:** Develop a common, yet locally adapted, methodology for creating energy community models in the six partner countries, supporting a minimum of 30 citizen-led initiatives.
- **Initiative Establishment:** Establish 30 citizen-led initiatives (energy communities) in the six partner countries during the project's lifetime.
- **Replication in EU Regions:** Expand the project's impact by initiating 85 additional energy communities in other EU regions. This involves EU-level events, workshops, webinars, and a study visit program.
- **Investment and Impact:** Trigger an investment of over €15.9 million, achieve 7.7 GWh in primary energy savings, produce 28.3 GWh in renewable energy, and reduce 17.360 tons of CO₂.
- **Legislation and Innovation:** Adapt or create 12 legislation/policies, facilitate innovation through launching 36 services/methods, and establish 30 implementation sites.
- **Communication and Dissemination:** Reach over 408.900 stakeholders through partner websites, videos, newsletters, social media, press articles and regional/EU-level events.

2. Communication and Dissemination Strategy

Communication is the key to the success of the POWER-E-COM's project and it helps to build strong relationships with target groups and stakeholders and supports the achievement of the project and its objectives. Communication should stimulate project development, its visibility and its benefits. All developed communication actions and tools will increase the knowledge, raise awareness and engage stakeholders.

Core of the Communication and dissemination plan is a detailed strategy for the project to give a framework for all communication activities. It is developed to support the project partners and activities in reaching the project objectives and to support the management and cooperation within the partnership. The strategy includes objectives, target groups, synergies with other EU initiatives/projects, supporting materials (i.e. tools such as poster, roll-up, flyer), branding (logo, letterhead, templates, presentations etc.), actions and indicators for success and monitoring procedures and impact.

This plan will be continuously updated if necessary and will be used to monitor the activities and to evaluate the dissemination results. POWER-E-COM's communication brings together activities and results from all project work packages and attracts public attention.

2.1. Communication objectives

The POWER-E-COM project aims to effectively share its message, involve stakeholders and target groups, and contribute to the widespread adoption of sustainable energy practices across Europe through the following communication objectives:

- **Increase the impact of the project**
Disseminate project achievements, success stories, and milestones to relevant stakeholders, demonstrating the tangible impact on fostering collaboration between local and regional authorities and energy communities. Emphasize the positive outcomes and benefits resulting from the implementation of energy communities.
- **Raise awareness**
Implement a comprehensive awareness campaign targeting diverse stakeholders, including local and regional authorities, citizen groups, and the general public. Utilize various communication channels, such as social media, press releases, and events, to highlight the importance of energy communities and their role in sustainable energy practices.
- **Increase knowledge**
Develop and distribute educational materials, conduct webinars, and organize workshops for stakeholders, offering insights into the project's methodology, best practices, and lessons

learned. Stress the importance of local and regional authorities, as well as citizen groups, in successfully establishing and growing energy communities.

- **Influence attitude**

Create compelling narratives that highlight the socio-economic and environmental benefits of energy communities. Showcase testimonials, success stories, and case studies that illustrate how the involvement of local and regional authorities, as well as citizen groups, positively impacts the community and encourages a proactive attitude towards participating in or supporting energy communities.

2.2. Target Groups

POWER-E-COM's project has a number of target groups. It also involves key stakeholders that are involved in energy communities. Some of these target groups are already represented in the consortium of a project and are committed to foster and support the emergence of several new energy communities in the participating countries.

The project's target groups, for the whole project and therefore also in communication, are:

- **Existing Local Energy Communities (LEC)** which need support (from Local Authorities and other stakeholders) to upgrade it.
- **Local Authorities** with a clear roadmap to create a LEC but with lack of knowledge to create them or need support to overcome specific barriers.
- **Neighbours, consumer organisations** and other groupings interested in the energy transition.
- **Active citizens and Local authorities** in regions with poor or non-development of LECs wishing to start the process of their creation.
- **Regional Energy Agencies** and other regional or sub regional public bodies linked to sustainable energy.

Stakeholders which are identified in the project:

- Legal experts
- Financing institutions (classical and innovative)
- Equipment suppliers and installers, services providers workers, installers
- IT experts in energy and economy trading within the Local Energy Community
- National regulation entities



- National and EU public and private organisations supporting the upgrading or set-up of the energy communities

2.3. Synergies with other EU initiatives or projects

Over the years, the POWER-E-COM project Consortium has established connections with various entities involved in diverse projects related to energy communities. Engaging in cross-promotion and networking with similar projects and EU initiatives is crucial for enhancing the overall impact of POWER-E-COM. This approach not only amplifies the project's influence but also streamlines feedback mechanisms and supports capacity building.

POWER-E-COM specifically examines multiple European projects that focus on energy communities and citizen involvement. The project consortium has identified several initiatives, including SHARES, TANDEM, LIFE-LOOP, PEACE _Alps, and SocialRES, which share common themes with POWER-E-COM. Collaborating with these projects can generate synergies, contributing to a more significant impact on the involved communities.

Furthermore, POWER-E-COM aims to establish connections with additional projects such as eNeuron, ACCEPT, LIGHTNESS, PARITY, BECoop, and WHY to explore potential synergies and foster extended cooperation.

The project is actively engaged with FEDARENE, with several partners being members and Letters of Intent (LoI) provided. Additionally, POWER-E-COM is reaching out to the Rural Energy Communities Advisory Hub to establish active collaboration, as outlined in the project proposal.

2.4. Partner responsibilities

Within the communication work package, the consortium works together hand in hand and shares the responsibilities in terms of competence and geographically. EWO overtakes the overall lead, prepares the corporate identity of a project and design of printed publications and is supported by WIP. EWO is also responsible for digital and media communication/dissemination. ENERGAP is responsible to prepare a Communication and Dissemination Plan as well as overtakes the media and press work. During the project action at least three press releases will be elaborated by the project partners. WIP and FEDARENE will give support in spreading project results on European level. All project partners will be responsible for the dissemination of project outputs and distribution of promotion material locally/regionally/nationally to relevant stakeholders in their country and follow the principles and dissemination rules of EU funded projects.

EWO supports project communication activities by providing content and layout suggestions for partner website. The content will be provided in English and partners can translate and adopt it to their needs. EWO will develop POWER-E-COM's social media channels and promote the project's actions on social networks including tags for all partner accounts and EU-level bodies. All project

partners will provide contributions and promote the project activities and outcomes on their own social media platforms. In total 24 videos portraying pilot activities, project progress and results will be produced of which at least 6 should be “interview videos”. Additionally, project partners in all 6 countries will produce 18 “activity videos”. EWO will provide a common framework for those “activity videos” and is responsible of their dissemination.

2.5. Internal communication

In order to enhance the project workflow, some rules and tools of communication between partners must be established. POWER-E-COM project team has to communicate effectively with all project partners on general project related issues, to inform partners about the actual status and activities and share the information between the partners.



There will be regular online and face-to-face transnational project meetings. Periodic reviews will be held also through online using webinar tools. Project partners will keep in touch also via other channels as well: by phone, e-mails, webinars, MS Teams online portal.

EWO in collaboration with WIP has set up and provided the access to the exchange Microsoft’s online platform Sharepoint to all project partners, where we can find all project documents. The tool also provides all the information about reference documents and working documents together with each WP deliverables.

Due to the fact that the number of e-mails and telephone calls during the project will be enormous, the partners should reply to e-mails and to phone calls as soon as possible, answering only to the necessary partners and avoiding “Reply All” messages.

EWO has created and developed the project working templates for the presentation slides and project deliverables and distributed them to all partners.

POWER-E-COM Deliverable template

 <p>Empowering Renewable and Citizen Energy Communities</p>
<p>Deliverable DX.X</p> <p>Title of the Document</p> <hr/>
<p>Month Year</p>
<div><p>Co-funded by the European Union</p></div> <div><p>This project is a LIFE project, co-funded by the European Union under contract n° 101120998.</p></div>



3. Communication and Dissemination Action Plan

This chapter describes the different elements of the dissemination and communication action plan starting from the visual identity and including the dissemination channels that have been identified to reach the project stakeholders and target groups.

3.1. Key messages

Here are some key messages for the communication and dissemination action plan for the POWER-E-COM project:

- **Empowering Local Energy Communities:** The POWER-E-COM project is dedicated to empowering local communities across Austria, Bulgaria, Germany, Ireland, Slovenia, and Spain. By fostering collaboration between regional/local authorities and engaged citizens, we aim to drive the establishment of vibrant energy communities.
- **European Collaboration for Sustainable Energy:** Our initiative involves six European countries, reflecting a commitment to collaborative efforts for sustainable energy practices. Together, we are developing a replicable process that guides communities from the conceptual design to the effective establishment of energy communities.
- **Connecting Authorities and Citizens:** POWER-E-COM bridges the gap between regional and local authorities and citizens interested in sustainable energy. Through open communication channels, we facilitate meaningful collaboration, ensuring that diverse perspectives contribute to the development of successful energy communities.
- **Inclusive Energy Community Design:** Our approach is to design process that encourages active participation from all stakeholders. This ensures that the energy communities created are reflective of the unique needs and aspirations of the local population.
- **From Concept to Reality:** The project is committed to delivering tangible results. From the initial conceptualization of energy communities to their effective setup, POWER-E-COM provides a comprehensive and structured framework, setting the stage for the successful implementation of sustainable energy initiatives.
- **Replicability for Widespread Impact:** The methodologies and processes developed within POWER-E-COM are designed to be replicable across diverse regions. By creating a blueprint for success, we aim to facilitate the widespread adoption of energy communities, catalysing positive change on a broader scale.
- **Sustainable Energy for all:** POWER-E-COM aligns with the vision of making sustainable energy accessible to all. Through strategic communication and dissemination, we seek to inspire other



regions and stakeholders to join our mission, collectively working towards a future where communities actively contribute to their sustainable energy future.

3.2. Visual identity

The main goal is to enhance the project's impact by creating an image, raising awareness, increasing knowledge, and shaping attitudes through effective communication. One key element for achieving visibility is the project logo.

EWO has designed a logo that will be consistently used in all project communications, including the website, to clearly identify them as part of POWER-E-COM. This logo, along with colours and accompanying templates, forms the POWER-E-COM brand, ensuring a recognizable and unified visual and contextual identity.

To maintain a consistent identity and promote brand longevity, all partners are encouraged to adhere to these guidelines in both internal and external communications. The project partners can access various forms and file formats of the logo, as well as the corresponding brand identity manual, through exchange Microsoft's online platform Sharepoint, the consortium's internal communication tool.

Additionally, a set of commonly used templates, such as Deliverable, Letterhead, List of Participants, Reports, and PowerPoint templates, has been developed based on the visual identity. These templates are easily accessible to all partners on exchange Microsoft's online platform Sharepoint.

3.2.1. Project logo

Logo is the most important visual identity tool. The POWER-E-COM logo was designed in a way that reflects clearly of the project aim and it is easily readable and adjustable at various scales.

Two POWER-E-COM logo versions were designed. One version with and one without project slogan. Both logos are available on the exchange Microsoft's online platform Sharepoint in three different resolutions (72, 150 and 300 dpi) so that project partners can use them according to their needs.



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POWER-E-COM Logo with Project Slogan (Source: EWO).



POWER-E-COM Logo without Project Slogan (Source: EWO).

The POWER-E-COM colour scheme is:

	R	G	B
Light Orange	247	178	30
Dark Orange	247	148	30

Besides the POWER-E-COM logo, all project partners are required to use the **project Grant Agreement number n° 101120998** (Example: “This project is a LIFE project, co-funded by the European Union under contract n° 101120998.”) in all of their external communication and dissemination materials.

In addition, communication activities related to the project must acknowledge EU support and display the **LIFE logo & funding statement**: “Co-funded by the European Union” (translated into local languages, where appropriate).



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The LIFE logo colours are:

Partner	C	M	Y	K	R	G	B
Blue #004494	100	80	0	0	0	68	148
Yellow #ffed00	0	0	100	0	255	237	0

Project partners are required to use the **logo, colours and the templates** developed in the framework of WP6 at all times.

The project logo together with programme requirements must be featured on all promotional material, presentations, print material, or any other communication activity shown to the public and that the project organize. This includes not only promotional material but also documents such as templates, invitations, presentations or agendas.

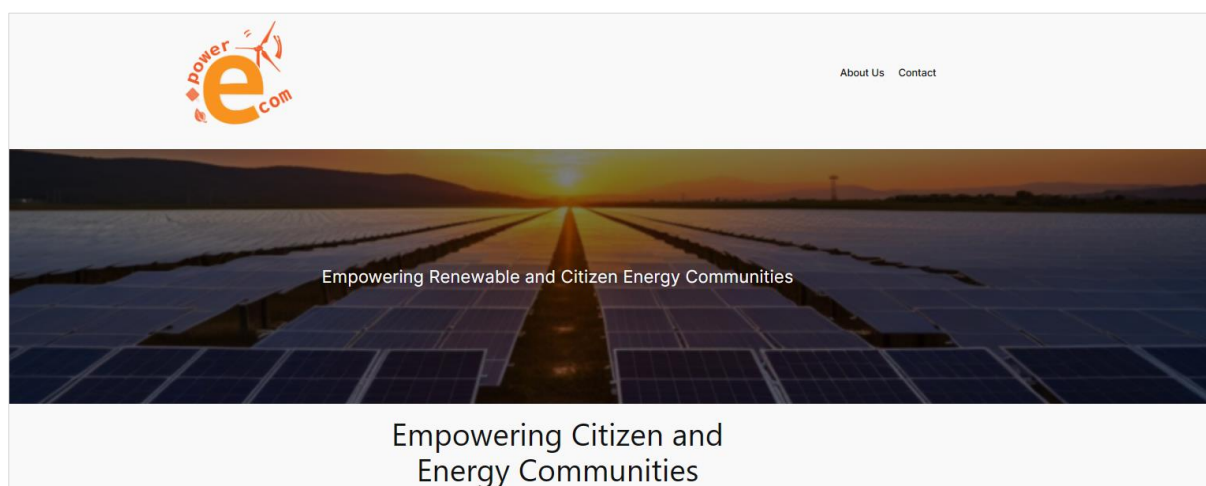
3.3. Website

The website is a key element of the project's dissemination and communication strategy, since it can provide a powerful communication platform for internal and external purposes.

The website serves as a knowledge platform for the target audiences and as a place to publish findings and provide open access to information and outcomes, such as project publications and project-related news and events. As a dissemination tool, the project website will provide an entry point for a variety of stakeholders and target groups. Having in mind the different audience it attracts; the website's focus is on presenting the project and its work in a way that is appealing to all visitors. In that sense, most attention is paid to conveying core contents in an attractive and comprehensive manner. It follows the project's overall visual identity and was designed to guide visitors' attention to content matter in an appealing way.

In order to disseminate relevant information and outcomes of the POWER-E-COM project, each project partner has installed an internal project website. A common landing page was established from which website visitors are forwarded to each partner's websites.

POWER-E-COM landing website page was developed by EWO and is available online from month 3 onwards and will continue to be available until at least three years beyond project life. EWO provides guidance and content as well as layout suggestions for presenting project information, project results as well as news and events. Content is provided in English. Partners translate and adapt the content to regional needs so that local target groups can be reached and get access to translated project material.



POWER-E-COM landing website page: power-e-com.eu



POWER-E-COM website will be continuously updated and includes general information about the project, its implementing partners (including contact points) and its targets – tailor-made for the different target groups – as well as all deliverables scoped for the public. The website will be closely linked with target region activities, e.g. announcing events and reporting on activities, news etc. All beneficiaries will deliver (also translated) information upon request of EWO.

Following important remark goes to project partners internal websites.

Every project partner must display on their organization's website the following information about the POWER-E-COM project:

- The project logo
- The LIFE logo, funding statement and legal disclaimer
- A short project description including its aims and results
- A link to the project landing website page

EWO has also provided a guideline on **How to green website activities** (e.g., renewable energy powered hosting, energy-efficient web-content) and **How to search-engine optimize content**. The guideline is available on the partners internal exchange Microsoft's online platform Sharepoint.

3.4. Social media

Social media has become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device.

POWER-E-COM social media strategy aims at providing interested stakeholders and target groups with information and new developments in the project, but it also reaches out to new target groups and a broader audience. Social media will play a promotional role for the POWER-E-COM project and promote visibility of the project to a wide range of audiences. Social media popularity, ease of access and rapid information flow identifies it as a very effective online dissemination tool. The POWER-E-COM logos and imagery will be used also to promote the project through the consortium partners own social media platforms.

The project activities and outputs will be disseminated through the following social media channels: LinkedIn, X and YouTube. The specific objectives of this platforms are to build up a project community and increase interaction and engagement around the various aspects and issues related to energy communities.

EWO will act as moderator of all POWER-E-COM social profiles, that means, control and filter inadequate contents and monitor the suitability and relevance of information to be published.



EWO posts content delivered by all project partners and takes up content that partners publish on their own organisations' accounts. If they wish, project partners may also have access to the social media accounts to post content about their activities themselves.

LinkedIn

In order to build a community, project partners follow the official page, invite their relevant contacts from local and regional project target groups and stakeholders to join POWER-E-COM group. The official page <https://www.linkedin.com/company/power-e-com/> will be updated with the news on a regular basis including the project hashtag for the monitoring. Moreover, the reposts from the project partners will be shared on the page.

X (formerly Twitter)

The POWER-E-COM official X (formerly Twitter) page is <https://twitter.com/PowerECom2023>. The project X (formerly Twitter) profile will disseminate posts about the project and updated it with the news on regular basis.

Instagram

The POWER-E-COM official Instagram page is https://www.instagram.com/power_e_com/. The profile will also disseminate posts about the project and updated it with the news on regular basis.

YouTube

The project webinars and recordings (as testimonial videos, promotional video of a project) produced during the project duration will be available on the project branded YouTube-channel <https://www.youtube.com/@Power-E-Com-2023>.

3.5. Promotion and dissemination materials

Appropriate dissemination actions require coherent and clear messages illustrating evolving content. The creation of dissemination materials will be triggered throughout the project life course through the publication and launch of promotional materials. Communication promotional materials (project poster, roll-up, flyer, videos) have to provide clear information about the project POWER-E-COM, be customised to the target groups or target events and distributed to the public. They will be prepared in English and all partner languages for their own local/regional use if these will be necessary. All promotional materials must be branded with the project logo and all programme requirements. Materials will be made available through the website and on the partners internal exchange Microsoft's online platform Sharepoint. They can be used by all the project partners for their dissemination initiatives that take place through their regular communication channels.

Each project partner is responsible for the dissemination and distribution of promotion material to relevant stakeholders and follow the principles and dissemination rules of EU funded projects.

3.5.1. Project poster, roll-up, flyer

The content on the project poster, roll-up and flyer will be "short and catchy". It will include key information that would make readers curious about the project while providing very brief information on POWER-E-COM objectives, consortium and outcomes.

All materials will aim at attracting people's attention thus encouraging them to find out more about POWER-E-COM project, its results and tools. They will have a QR code that will redirect readers to the project website and they will promote the project social media channels (LinkedIn, X, Instagram and YouTube). They will be prepared as PDF in printed or in digital form.

They will be used for dissemination and promotion purposes at conferences, workshops, meetings and other events. They will be circulated among all partners and be made available to download from the partners internal exchange Microsoft's online platform Sharepoint during the project lifecycle.

3.5.2. Videos

Videos content will be used to increase the visibility of the project. They will be portraying pilot activities, project progress and results. Two types of videos will be created in English:

- a) **6 video interviews** will be published on social media platforms (e.g., YouTube Channel, LinkedIn). The videos will present pilot activities of selected energy communities, insights of the current project stages and summarize reports and results. The videos will lead to high acceptance and convey hands-on experience for the target group following the KISS-principle ("keep it short and simple"). Subtitles will ensure broad accessibility.

The proposed videos are:

- *Kick-Off Video* (interview partner: lead partner) laying out project objectives, expected impacts and final results (Video 1 | interview partner: lead partner)
- *Overview of energy communities' landscapes and social involvement in partner regions / countries* (Video 2 | interview partner: WP2 lead)
- *Training material overview and how to use it* (Video 3 | interview partner: WP3 lead)
- *Overview of business model for energy communities in partner regions / countries* (Video 4 | interview partner: WP4 lead)
- *Portraits of selected energy communities in partner regions / countries* (Video 5 | interview partner: project partner + energy community actor)
- *Step-by-step guide how to set up and implement an energy community* (Video 6 | WP7 lead)

- b) **18 short "activity videos"** produced by project partners in all 6 countries. Videos will be portraying the progress of the development of energy communities. EWO will develop a common framework for "activity videos", published the produced content on the project's

social media platforms, provide subtitles in all partner country languages and will support project partners with embedding the videos on respective websites.

Videos will be used on all the communication channels described in the communication and dissemination strategy to make sure that all target groups and key stakeholders are exposed to the respective messages.

In addition to the communication channels, the videos will also be posted on YouTube. If necessary, infographics will be also created for an easier visualisation of complex information.

3.6. Media promotion

The interaction with the media has an overall positive impact on raising the project's visibility. Mentions in the media help to encourage project target groups and stakeholders to participate in the project activities, increase the spread of the project deliverables, output and results, raise awareness about the project POWER-E-COM. All media articles about POWER-E-COM have to include the project name or logo with the information about the EU co-funding of the project. The media and journalists are suitable multiplying agents to transmit information about POWER-E-COM to the target groups through different media channels (TV, radio, internet portals, professional magazines, Newspapers, ...) at different levels (European, national, regional and local).

The project partners will elaborate a database of national and local media contacts which will be used to disseminate project activities and outcomes.

3.6.1. E-Newsletters

E-newsletters will ensure both communication and dissemination at different levels – local, regional, national, EU and international – and will keep the target groups and stakeholders updated with the project activities, inform them about news, events, publications and key messages of the project partners.

ENERGAP will develop the E-newsletter every six months in English language. Their content is derived from joint information sharing on project progress and from the project websites, where all project partners regularly provide news (texts and images) e.g. on activities and events related to the project.

Project partners will translate the E-newsletters in their own national languages and will disseminate and adopt them locally.

The aims of the E-newsletters are:

- Informing project partners and stakeholders on the activities and key findings of the project;
- Providing information about relevant external and internal events thus encouraging participation;

- Disseminating news and key messages from the project and Work Package Leaders;
- Ensuring project partners and key stakeholders are kept up to date on key policy developments at EU level.

3.6.2. Press releases

The press releases help to disseminate the outcomes of the project. Each press release will carry a key message about the interesting project's activities. In order to increase the number of readers reached, the press releases will be published on the POWER-E-COM website as well and partners will be invited to share them on their own webpage.

During the project action at least 3 press releases will be elaborated by the project partners.

3.7. Public events

During the project life time, a wide range of events as workshops, webinars, etc. will be conducted within the scope of both the multi-stakeholder communities and the interested parties. In order to provide better information and support to stakeholders and project partners, events and other relevant collaboration initiatives will be organized in the context of key annual or regular project activities. Attendance and participation to these events will be ensured by announcements launched through the website, social media and the communication channels of the project partners.

Participation to external events, regional, national and international conferences and fairs as WSED, ENLIT, Sustainable Energy Week, etc. will also be addressed to boost Consortium and results visibility.

The project foresees the participation in conferences and fairs making sure that all relevant target/stakeholder groups will be exposed to POWER-E-COM messages.

All partners are encouraged to seek out opportunities to increase the impact of the project through presentations about POWER-E-COM at different external events with similar project topics.

Power Point presentations should use the specially developed POWER-E-COM Power Point templates, unless prohibited by respective partner organisations' regulations. If this is the case, presentations should clearly show the POWER-E-COM logo and the LIFE logo and funding disclaimer.

For every presentation or attendance at conferences/workshops/other external events or meetings with policy makers or other stakeholders mentioning POWER-E-COM, the report should be prepared after the event has taken place. It will be used for reporting purposes and to ensure that all target groups are effectively reached and all dissemination activities within POWER-E-COM are reported.

A final event of the POWER-E-COM project will be organized in Brussel for demonstrating the project results, achieved objectives and their impact. The event will be organized to bring together

stakeholders from all relevant fields, decision makers and policy makers at the European and national level. All project partners will be involved on its organization.

4. Monitoring and reporting implementation

Monitoring of dissemination and communication activities is a continuous process in POWER-E-COM, with formative and summative evaluation. At the end of the project, the final Communication and Dissemination report, will summarise the overall impact of the activities carried out over the project life course. Activities with indicators were identified by POWER-E-COM for the project's dissemination and communication activities. Different communication channels are used. Monitoring will be conducted to follow up progress on these activities and deliverables.

POWER-E-COM Communication and Dissemination activities and planed numbers of reached stakeholders with the help of different communication tools/channels.

Tool/Channel	Activity	Expected No. of reached stakeholders
Website	<ul style="list-style-type: none"> Regular updated with news, events, results 7.500 average unique visitors per each year in each of 6 countries (DE, ES, AT, IE, SI, BG) 	135.000
E-newsletters	<ul style="list-style-type: none"> 6 issues in total (2 per year) reach of contacts from all project partners 	20.000
Short videos	<ul style="list-style-type: none"> 6 video interviews on the project level 18 short "activity videos" produced by project partners in all 6 countries All videos uploaded to the official YouTube channel 	4.800
Social media	<ul style="list-style-type: none"> Regular updated with news, events, results 250 people reach each one of the 250 posts 	62.000
Press release/articles	<ul style="list-style-type: none"> at least 3 press releases published by project partners 10.000 people average reach in each of 6 countries (DE, ES, AT, IE, SI, BG) 	180.000

Tool/Channel	Activity	Expected No. of reached stakeholders
Posters, Flyers, Roll-ups Events (local, regional, national)	<ul style="list-style-type: none"> 1 poster in English and translated and adopted locally in 6 partners countries 1 flyer in English and translated and adopted locally in 6 partners countries 1 roll-up in English and translated and adopted locally in 6 partners countries 100 people in each of 6 partners countries at 6 events 	3.600
International events	<ul style="list-style-type: none"> 500 people in 6 EU events (WSED, ENLIT, etc) 	3.000

The POWER-E-COM timeline of communication and dissemination activities.

ACTIVITY	YEAR 1				YEAR 2				YEAR 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
WP6 – COMMUNICATION AND DISSEMINATION												
Task 6.1 - Communication and Dissemination Plan												
Task 6.2 - File Exchange system												
Task 6.3 - Videos with pilot activities and results												
Task 6.4 - Content for project partner websites												
Task 6.5 – Design/production of promotion/dissem. material												
Task 6.6 - Media and press work												
Task 6.7 - Further Social Media Activities												
Task 6.8 - Public events local/regional, national and EU												

References

- Troncoso, A., & Klinkert, A. (2019, March 31). *OUR SPACE OUR FUTURE - Communication, Dissemination and Exploitation guidelines*. Retrieved March 2020, from https://www.ourspaceourfuture.eu:https://www.ourspaceourfuture.eu/wp-content/uploads/2019/08/D-6.1-Communication-Dissemination-and-Exploitation-Guidelines_OurSpace_FINAL.pdf
- Vadovics, K., Vadovics, E., & Király, A. (2017, February 28). *ENERGISE - Communication and Dissemination Plan*. Retrieved March 2020, from ENERGISE: http://www.energise-project.eu/sites/default/files/content/ENERGISE_D7.1_Communication%20and%20Dissemination%20Plan.pdf

Annex I – Communication Checklist

EWO and all other beneficiaries are responsible for dissemination activities at regional, national and European level¹.

Partners are responsible for providing necessary information from their work to EWO for the website, social media, etc. and to ENERGAP for the newsletter, media and press work.

Partners are also responsible for regional and national efforts to disseminate the produced knowledge, results and processes of POWER-E-COM to the target groups at regional, national, and where relevant, at the EU level.

Please make sure to communicate and disseminate all POWER-E-COM related information in the templates developed in WP6 and available on the file exchange platform Sharepoint (WP6/Project Templates).

Document your work

It is important that all partners document their work in POWER-E-COM:

To document all communication and dissemination activities please use the CDP Documentation table, available as template on the file exchange server for download: WP6/PP reporting activities/CDP Documentation.

Please take pictures at national workshops and conferences, prepare attendance registers according to your national rules for your own workshops, meetings, etc. and forward them to the WP6 leader. In this way, we can ensure that the communication channels stay updated and interesting. When taking pictures, please notify the participants.

¹ Checklist inspired by ENERGISE (Vadovics, Vadovics, & Király, 2017)

**Website**

Present POWER-E-COM on your organisation's website and link to the project website.

Newsletter

Forward the newsletter to your stakeholders and try to encourage people to sign up.

Social media

Please post POWER-E-COM news on your organisation's accounts and follow POWER-E-COM with your organization's LinkedIn, X and Instagram accounts.

Media contact

Send the press releases at your regional and national media, translate and adapt them from the English version provided by ENERGAP if needed.

Involve media in activities whenever possible.

Dissemination to policy makers

Disseminate results from the project to stakeholders and policy makers at regional and national level. Please register dissemination activities in the CDP Documentation table, available as template on the file exchange server for download: WP6/PP reporting activities/CDP Documentation.

Presentations

Please review presentation and dissemination opportunities at the national level, and present POWER-E-COM outcomes when relevant.

Whenever releasing scientific publications, please record them in the CDP Documentation template on the file exchange system and also register them in the Participant Portal under "Publications". <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

Annex II – Guidelines for social media

To help the project gain visibility and broaden the community that we can engage and inform, active social media is fundamental. Social media will be serving communication and dissemination goals.

POWER-E-COM operates accounts on LinkedIn, X, Instagram and YouTube.

- <https://www.linkedin.com/company/power-e-com/>
- <https://twitter.com/PowerECom2023>
- https://www.instagram.com/power_e_com/
- <https://www.youtube.com/@Power-E-Com-2023>

Partners will send news to EWO for the POWER-E-COM website and the social media accounts. Please follow all these accounts and also invite your networks to follow these accounts. Project partners may also have access to the social media accounts to post content about their activities themselves.

Post on your organisation's accounts when you have news, when you are attending an event or when you have found POWER-E-COM-relevant information.

Always tag the POWER-E-COM project and relevant people, institutions and project partners.

Tips for social media activities²:

1. React and interact

Building a social media community that shares the same interests and is involved in similar projects is crucial for boosting the visibility of your content and increasing the number of people who read your posts. You can do this by:

- Reposting
- Replying to other posts
- Quote-posts: That means you are sharing someone's post with your comment/mention/thought about the post.
- Starting an online discussion, e.g. by asking questions
- Connecting with other LIFE Programme beneficiaries
- Tag people/institutions/events mentioned in the post. Always tag **@LIFEprogramme**
- Connecting with the EU social media channels, for e.g. always use the **#LIFEprogramme** tag

² Good Tips adopted from Our Space Our Future (Troncoso & Klinkert, 2019, S. 37)

- Use hashtags. These can be specific to the project, region, field of interest. Try to always use hashtags related to the LIFE Programme. For example, you can use the following hashtags:

General Hashtags	Clean Energy Hashtags
#LIFEprogramme	#CleanEnergyEU
#LIFEproject	#EU2050
#EUGreenDeal	#REPowerEU
	#EnergyTransition
	#RenewableEnergy

2. Tailor your message: style, content and tone:

- Keep your posts short, clear, and catchy - 3 sentences at most.
- Before you post, ask yourself if you would be interested in reading this, or clicking the link to know more.
- Vary the content - include a picture, video, GIF, infographic, link or poll to enliven the text. The image credit should be put next to the picture.
- Visual content (as above) is very effective as it conveys a lot of information in an appealing, easily digestible way.
- Minimise abbreviations and technical words.
- Highlight the project's impacts and its contribution to society.
- Gain/maintain credibility by sharing worthwhile, relevant content and show respect for other cultures and ideas, online as well as offline.

POWER-E-COM Partners' Presence on social media

Project Partner	LinkedIn	X	Instagram	Others
WIP	https://www.linkedin.com/company/wip-renewable-energies	@WIPRenewables	/	Youtube: https://www.youtube.com/channel/UCAh-SfI9nXJmU8fhMYUGlbA
ESCAN	https://www.linkedin.com/company/escan-consultores-energeticos	@Escan_Eu_Energy	/	/
EWO	https://www.linkedin.com/company/energiewende-oberland/	@EnergiewendeEWO	https://www.instagram.com/energiewende.oberland/	Youtube: https://www.youtube.com/user/EnergiewendeOberland/videos
ESV	/	/	/	/
ENERGAP	https://www.linkedin.com/in/agency-energap-1aa005162/	@Energap1	/	Facebook: https://www.facebook.com/Energap1/
BSERC	https://www.linkedin.com/company/black-sea-energy-research-center	/	/	Facebook: https://www.facebook.com/BSERCeu Youtube: https://www.youtube.com/@angelnikolaev9722
Ayuntamiento Rivas Vaciamadrid	/	@AytoRivas	https://www.instagram.com/aytorivas	https://www.facebook.com/AyuntamientoRivas/?locale=es_ES
Municipality of Selnica ob Dravi	/	/	/	/
TUS	/	/	/	/

Project Partner	LinkedIn	X	Instagram	Others
TEA	https://www.linkedin.com/company/tipperary-energy-agency	https://twitter.com/tippenergy	https://www.instagram.com/tipperaryenergyagency/	Youtube: www.youtube.com/@tipperaryenergyagency6199 Facebook: https://www.facebook.com/profile.php?id=100063583958416&name=xhp nt fb action open user
Community Power	/	/	/	/
Municipality of Gabrovo	/	/	/	/

Annex III – Media Contacts

Project Partners' Media Contacts

Project Partner	Name of media contact/media organization	Country
WIP		
ESCAN		
EWO		
ESV		
ENERGAP		
BSERC		
Ayuntamiento Rivas Vaciamadrid		
Municipality of Selnica ob Dravi		

Project Partner	Name of media contact/media organization	Country
TUS		
TEA		
Community Power		
Municipality of Gabrovo		

Annex IV – List of events

Initial List of Potential Dissemination Events to Attend

No.	Name of the event	Location	Date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			