



## ***D5.3 Tools for monitoring communication and dissemination activities***

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## Disclaimer and acknowledgements

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3	O.OE. ENERGIESPARVERBAND	ESV	AU	Regional agency
4	BORG & CO AB	BORG & CO AB	SE	Company
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### Executive summary

*This document lays out the tools for monitoring communication and dissemination activities, which will enable the project to control the actual roll-out of the project.*

### Abbreviations

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**EEW4:** Energy Efficiency Watch 4

## Introduction

Energy Efficiency Watch 4 project aims at ensuring the achievements of the targets under the Energy Efficiency Directive (EED) by supporting policy makers in EU MS to successfully implement EU directives on energy efficiency. EEW4 will generate new insights on the link between policies and narratives, develop new narratives and provide policy recommendations. The project will create a forum for discussion and dissemination of the essence of revised EU directive with decision makers and relevant stakeholder community. The project was built upon the successful work and findings of EEW 1-3.

EUFORES as a parliamentary network based in Brussels, is responsible of leading project consortium as well as the planning and overall coordination of communication and dissemination activities and tools.

## Description of the work

The multiplicity of messages and the diversity of target audiences identified by the consortium requires the utilization of a wide series of dissemination and communication tools, in order to ensure that the right message is conveyed to the relevant audience in an effective way.

The tools and measures that EEW4 will use are:

### Visual identity and branding material

Basic project dissemination material includes brochures, a slideshow presentation and roll-up. Templates for a slide presentation and roll-up to be used in communication activities will be elaborated in the future.

A “Narrative brochure” will be elaborated to illustrate the findings of the project along with good practice examples. Therefore, it will describe: the interdependence of policy implementation and narratives in general; the ten case studies on narratives in a condensed way, enriched by pictures and graphical elements; the key policy recommendations in a shortened, reader friendly version; and provide practical guidance in a one page “how to build a good narrative-guide”, also supported by graphical elements. The brochure will consist of a 20 page pdf document in English, translated in 10 EU languages.

All partners will be provided will these materials and will be asked to distribute them at events, workshops and all available opportunities to raise awareness on the project since year 1.

The official project logo will remain the same as the previous EEW projects (Figure 1) to keep a continuity with previous projects.



Figure 1 Logo Energy Efficiency Watch

### Website and social media channels

The current project website (Figure 2) will be upgraded to raise awareness about the project's activities. The content will be public to all users and will include information about the project, the activities and the mission - why energy efficiency and which is our approach. A section will be dedicated to previous Energy Efficiency Watch projects. The event and publications sections, which will be visible already on the homepage on a preview mode, will be updated regularly by EUFORES with the content provided by all partners. One static subpage (Our mission and approach) will be prepared and translated into all EU-

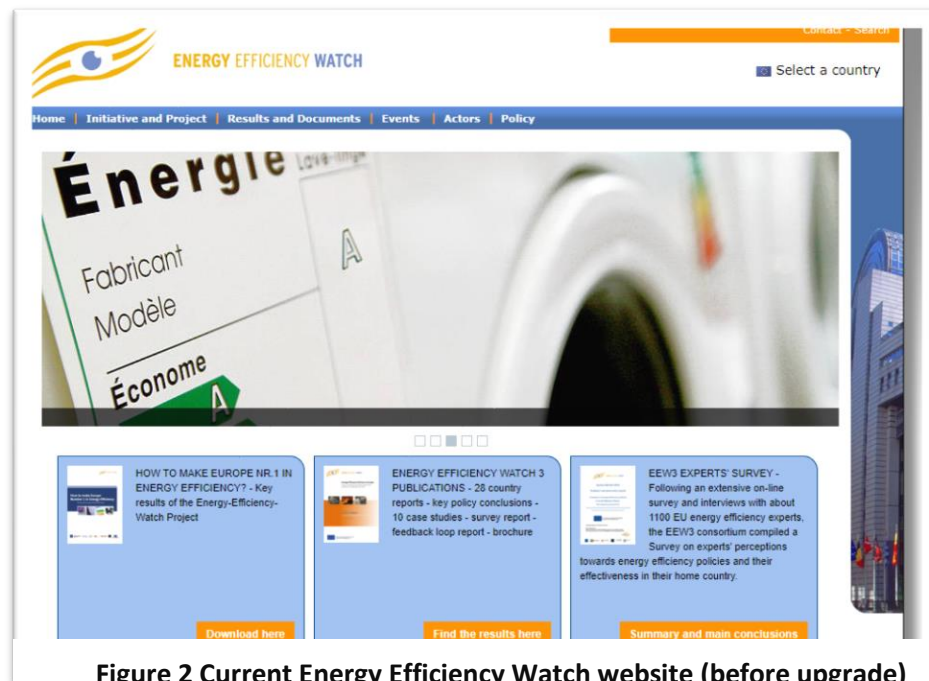


Figure 2 Current Energy Efficiency Watch website (before upgrade)





languages giving an overview of the EEW4 project and introducing its major results. The information will be promoted via social media channels (Linkedin and Twitter) of project partners.

**E-newsletters**

EUFORES will disseminate at least three EEW4-project newsletters that will contain the latest information on the project, the results and the upcoming events. All project partners will use their existing communication channels and broad network to reach out with similar messages.

**Press releases**

At least three press releases will be published on the website (<http://www.energy-efficiency-watch.org>) after important events.

**Conferences and workshops**

Project partners will organise conferences and workshops in different locations across Europe involving various stakeholders. Table 1 offers an overview of main type of EEW4 events.

Project partner	Event
<b>EUFORES</b>	High-level event in the EP  (Narrative kick-off conference & Final Narrative Outreach conference)  IPM session  EU Council Presidency breakfast/roundtable  National parliamentary workshop, with a narrative session led by Navigant
<b>FEDARENE</b>	Workshop at General Assembly  Annual Rendez-vous session
<b>ENERGY CITIES</b>	Workshop at Central European Energy Conference  National workshops
<b>BORG &amp; CO</b>	Eceee event session  Summer studies  Policy seminar
<b>NAVIGANT</b>	Business stakeholder workshop  Narratives sessions

ESV

EEW conferences (in the framework of the World Sustainable Energy Days)

**Table 1 Preliminary list of external conferences****Webinars**

Webinars will be conducted by project partners involving different target groups: ENERGY CITIES will conduct Covenant of Mayors EEW4 Webinar and National EEW4 Webinar.

**Publications**

All publications will be open access and published on the project's website. The publications will clearly highlight the results and will have a pdf format.

➤ Feedback Loop Report and Final Publishable Report

Results on narratives development and case studies will be presented in a 150-page Feedback Loop Report, each of them with its own chapter, documenting the findings of the various steps of the input phase (National Parliamentary workshops, survey, business stakeholder input etc.) and of the test and roll-out phases of narrative development, leading to the synthesis in the key policy conclusions. Based on the Feedback Loop Report, also a Final Publishable Report of the project will be produced, containing additionally special chapters about the project, its background, mission, dissemination and communication activities, findings and impact. Both reports will be produced in English language and pdf format.

**Standard Acknowledgement and Disclaimer**

All communications and publications made by the EEW4 partners about the project, including conferences, or any type of information and promotional material, must acknowledge the contribution received from the European Commission under Grant Agreement no. 847153. All communications and publications therefore bear the following clause, followed by the EU emblem:

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**Plan of dissemination and communication activities**

EEW4 will undertake a comprehensive communication, dissemination and outreach effort. From the first year, the project partners will communicate its activities to raise awareness and interest about the project among a wide audience of stakeholders. As soon as the core findings are consolidated, the key output and especially the ten narratives will be disseminated to relevant stakeholders through dissemination tools such as brochure, website, webinars and events.



## **Conclusions**

The tools for dissemination and communication activities will play a key role in creating and evaluating the project's impact. The tools such as the website, brochure and events will developed throughout the project with the contribution of all project partners.